

commander. He has vast experience in armored and mechanized forces, including a combat tour in Vietnam, service in two armored units in Germany, and command of the 1st Cavalry Division. This experience is enhanced by his tours at the Army's National Training Center, and the Army Training and Doctrine Command, all of which focused on training and preparing the Army for the future. Additionally, while assigned to the Joint Staff as the Director for Strategic Plans and Policy, he served as the senior military member of the U.S. negotiating team that crafted the 1995 Dayton peace accords, which ended the fighting in Bosnia. In these postings, as well as in his current role as Commander in Chief of the U.S. Southern Command, Panama, he has demonstrated both the military expertise and political acumen needed to fill one of our most important security postings.

General Clark will assume the post of Supreme Allied Commander, Europe at a time when NATO is demonstrating its important role in European security by helping bring security and stability to the people of Bosnia as well as during a time of profound adaptation within the Alliance as NATO contributes to building a secure and undivided Europe. NATO's ongoing adaptation includes further streamlining of the NATO military command structure, the establishment of a European security and defense identity (ESDI) within the Alliance, the integration of new NATO members and, we expect, the development of a strong NATO-Russian partnership. I look forward to General Joulwan as SACEUR taking on the challenge of guiding NATO military forces through this important period of transition and the completion of the work of NATO's Stabilization Force (SFOR) in Bosnia. I have the utmost trust and confidence in his ability to do so.

Remarks Prior to Discussions With King Hussein I of Jordan and an Exchange With Reporters

April 1, 1997

The President. Let me say, it's always an honor to have His Majesty King Hussein back in the White House. I believe this is

our 15th meeting since I became President. I want to have the chance to thank him for his continuing devotion to peace, the particularly courageous trip he recently took to Israel. And I want to discuss with him what our next steps are.

I think it's clear that we would not have gotten the agreement in Hebron had it not been for his leadership, and his leadership is essential as we go forward. So this is a difficult time for the peace process, and we have a lot to talk about. We also have a lot to talk about in terms of the relationships between the United States and Jordan, and I'm looking forward to that.

Middle East Peace Process

Q. Mr. President, I think you would agree that—

Q. Mr. President—

The President. One at a time, one at a time.

Q. I think that you would agree that the establishment of the—or attempt to establish a settlement in East Jerusalem, with soldiers and bulldozers, is the real cause of violence, in contradiction to the Oslo agreements. So what are you going to do to restore that faith, that confidence in the agreements?

The President. Well, that's what we're going to discuss here today, and we'll have a—

Q. I mean, this is not—I think you'd agree it wasn't—

The President. As you know, I just sent Dennis Ross out to the region. We've just—we've had two meetings, one yesterday—an extended meeting yesterday and an extended meeting this morning about it. What I think we have to do is to restore the environment of security and of confidence so we can go forward with the negotiating process. And we've got some ideas about it, but I want to talk to the King about it first.

And you may be sure we're working on it. It's an urgent thing for me and for the whole peace process.

Q. Mr. President, there was an incident in Gaza today, and the U.S. line—I don't mean that in an unfavorable way—last week was that you needed a clear signal from Yasser Arafat that he disapproves of violence, terrorism as an instrument. Did you get that

clear signal? Because there has been no public statement.

The President. He's made several moves in the last few days which are encouraging in that regard. But let me say that unambiguously a precondition of going forward is a commitment to zero tolerance for terrorism, for making the best effort.

All the parties have acknowledged that no one can promise that there will never be a violent incident, that you could control every last thing that every person does. But there has to be an attitude of zero tolerance, a determination to do all that can reasonably be done to maintain the peace so that then negotiated progress can be made. And that's what the United States expects, and that's what we will continue to press for.

Q. Do you think the Palestinians have no right to defend their land?

The President. I think that the subjects that are clearly identified as to be negotiated in the final status should be negotiated in that way. And I've made that clear whether any side likes it or not. But I don't believe there is an excuse for terrorism in any case. I believe terrorism is always wrong.

Q. Can we ask the King a question? Sir, Your Majesty, what more do you think the United States can do to try to get the peace process back on track?

King Hussein. I think the United States has taken the lead over many years, and I've had the privilege of working with the President for the establishment of peace, not only between Jordan and Israel but a comprehensive peace in the region. And I hope to have the chance to discuss with the President what further steps all of us can take—

Q. Would you like to see the Secretary of State go to the region? Do you think that would help at this point?

King Hussein. I suppose at some point in the future at an appropriate moment that, sure, the Secretary of State could probably visit the area, and she'd be most welcome.

Q. [*Inaudible*]*—*to support Israel as it seeks peace? Is it time to ask Israel to do certain gestures or to support them or to press them to make issues?

Q. Are you sending Albright to the Middle East?

The President. At the right time. I certainly want her to go, but I want it to be part of a clear strategy designed to produce progress. And I will make the decision in consultation with—obviously with Secretary Albright and my entire team but also with King Hussein and our other friends in the region. We want it to—I couldn't say it better than His Majesty did, that we want it to be a trip that will actually be part of a strategy designed to move the process forward.

Thank you.

[*At this point, one group of reporters left the room, and another group entered.*]

Q. The Jordanian press would like to share with you our wishes for a speedy recovery.

The President. Oh, thank you so much. Well, it's just an unfortunate accident, but I'm making good progress.

Let me make a statement first, if I might. I believe this is my 15th visit with His Majesty, King Hussein, and I welcome him back to the White House. I am eager to have this opportunity to discuss the peace process, as well as issues relating to our bilateral relations. And I cannot express how much I continue to admire the role he has played and the courage he has displayed consistently, in very personal terms, including after the unfortunate incident recently along the border and his trip to Israel.

I do not believe we can have a comprehensive peace in the Middle East without the powerful influence of King Hussein. The United States believes that we have more to do now. We've been talking about some other steps we could take, and that's what I want to visit with the King about. So I'm looking forward to it.

Q. Mr. President, you just mentioned the role that His Majesty has played, and he has invested all of his personal credibility and prestige to bring the parties together and rescue the peace process. But recently, the U.S. veto of two U.N. resolutions on settlement was seen by many Arab countries as a departure from long-standing policy. What are you, Mr. President, willing to do to change that image and to help His Majesty put the peace process back on track without seeing any more of the violence we've seen in the past few weeks?

The President. Well, first of all, let me say that the vetoes did not evidence support in the United States for the decision for the building to go forward at Har Homa. And I made that clear at the time. We were very clear about our position on that.

We vetoed the resolutions for two reasons. One is, we don't think that they're very helpful to the peace process. And second is, there were other—there was language in both resolutions which we believe prejudiced the final status negotiations against the Israelis in the same way that we favor—we felt that some of the actions prejudiced final status negotiations in their favor. We don't want to do either one.

What we want to do is to see these final status issues, as envisioned by the Oslo agreement, actually and honestly negotiated without prejudice. I think that is the clear thing that I want to drive home here.

And I want to discuss with His Majesty what are the next steps we can do. How can we create a sense of both security and confidence in the Middle East, that is, that the Israelis will believe there is a commitment on the part of the Palestinians to security and the Palestinians will have confidence that the Israelis will not attempt to prejudge the issues that should be negotiated in good faith between them? And we have some ideas. We'll be discussing them. And perhaps together we can get this peace process back on track. We'll do our best.

Q. Mr. President, how do you envisage—cooperation and support Jordan in your second term, please?

The President. Well, I'd like to do more. I think that Jordan has done as much to keep the Middle East peace process alive and moving forward as any nation, without much—frankly, without much assistance from the outside for doing it. And I believe that we should do more, and that's another thing I want to discuss with His Majesty, what other steps we can take and how we might go about getting that done. But I think that's something that ought to be a part of our private discussions until I have more to say on it.

Iraq

Q. Is the Iraqi situation going to be one of the issues discussed with His Majesty? And what can be done to alleviate the Iraqi suffering, of the Iraqi people?

The President. Well, the reason we supported the U.N. Resolution 986 is so that the oil could be sold to alleviate the suffering of the Iraqi people. So Saddam Hussein can use that money now to alleviate that suffering. And we certainly hope that he will. That's why we supported the United Nations resolution all along. So I think that's the first time that needs to be said.

However, from my point of view, we still see no evidence that he has changed his fundamental attitude toward his neighbors or his fundamental way of operating. And so I still believe that our position is right on that. But we supported 986 in the hope that the suffering of the Iraqi people, and especially children, could be alleviated by that income coming in for that purpose.

Middle East Peace Process

Q. Your Majesty, how could Jordan and the United States of America work together to advance the peace process and build confidence again between the Arab partners and Israelis?

King Hussein. I believe that we are working together. We have worked together as partners and friends totally committed to the cause of peace, and I certainly hope this will be another opportunity for me to speak with the President and our friends here and to discuss what needs to be done beyond this point.

Q. President Mubarak said this morning that the peace process reached its low point—that the peace process reached its low point in 20 years, is what President Mubarak said this morning.

King Hussein. Well, we are certainly passing through a difficult stage, but I would like to say that all the ground we have covered right now shouldn't be considered as nothing. I think we have come a long way, and certainly conditions today are not what they were 20 years ago.

NOTE: The President spoke at 11:55 a.m. in the Oval Office at the White House. In his remarks, he referred to Ambassador Dennis B. Ross, Special Middle East Coordinator; Chairman Yasser Arafat of the Palestinian Authority; President Saddam Hussein of Iraq; and President Hosni Mubarak of Egypt.

Remarks on the Advertising of Distilled Liquor and an Exchange With Reporters

April 1, 1997

The President. Thank you very much.

The Vice President and I have worked very hard for the last 4 years to help parents protect the health and the safety of their children. Our parents face enormous pressures today, greater than ever before, and they need our help as they try to guard their children from harmful influences.

That's why we fought to impose appropriate regulation on the sale and distribution of cigarettes and smokeless tobacco and on the advertising of these products in a way that appeals to young people, why we're working to make our schools and children safe and drug-free, to combat gangs and youth violence.

It's a fact that popular culture is not always popular with parents, because it's not always good for their children. That was the thinking behind the V-chip and the television rating systems, which together will help parents to better control which programs their children watch. You need only to turn on the television for an evening to know there are some things that children should not be watching.

We're here today because parents now face a new challenge in protecting their children, the advertising of liquor on television. For half a century, for as long as television has been around, this has not been an issue. The distilled spirit industry voluntarily did not advertise on television. The reason was simple: It was the responsible thing to do. Liquor has no business with kids, and kids should have no business with liquor. Liquor ads on television would provide a message of encouragement to drink that young people simply don't need. Nothing good can come of it.

Today our message to the liquor industry is simple: For 50 years you have kept the ban; it is the responsible thing to do. For the sake of our parents and our young people, please continue to keep that ban.

I want to thank the television networks and the many television stations all across America which have shunned these new liquor ads. They have acted responsibly. I urge them to remain steadfast. I also want to thank Reed Hundt, the Chairman of our Federal Communications Commission. He has spoken out strongly and plainly to broadcasters to keep the voluntary ban on TV advertising.

I agree with Chairman Hundt that the FCC has an obligation to consider any and all actions that would protect the public interest in the use of the public airwaves. So today I urge the FCC to take the next step. I want the Commission to explore the effects on children of the hard liquor industry's decision to advertise on television. And I want the FCC to determine what action is appropriate in response to that decision.

Let me say directly again to the makers of distilled spirits: It should not require a Federal action to encourage you to continue to act responsibly. I have asked that liquor ads be kept off the air for the same reasons you yourself have kept them off the air for 50 long years. We must do nothing—nothing—that would risk encouraging more of our young people to drink hard liquor. That is simply common sense. Alcohol is a drug most abused by adolescents and teenagers. Studies show a strong connection between underage drinking and youth crime, including murder and rape. Year after year, underage drinking causes thousands of deadly car crashes.

As a nation, we've worked to bring down those numbers by increasing the drinking age to 21 and passing and enforcing zero-tolerance legislation for underage drinking and driving. We've taken that further. I've asked the Transportation Secretary, Rodney Slater and our drug czar, General McCaffrey, to develop an initiative to further reduce drug use and drunk driving by young people.

All these actions are aimed at helping parents to protect their children better and to help young people deal better with the temptation of bad influences. Now I think we