



Pictured (left to right) are: Danny Glover - actor, Phyllis Coors - chairperson, Peter Coors - president Coors Brewing Co., Lisa Lisa - singer, Stephen Cosgrove - author, Jeffrey Osborne - singer, and Vanessa Williams - actress/singer.

Coors promotes literacy program

Atlanta — Peter Coors, president of Coors Brewing Company, and Phyllis Coors, spokesperson for the Coors "Literacy. Pass It On" campaign announced recently that Coors has begun a search for "Literacy Luminaries" in major metropolitan areas in America. Fifteen people will be awarded gifts of \$5,000 each in honor of extraordinary work in fighting illiteracy in local communities. Coors will also donate a \$5,000 matching grant to a literary organization chosen by each winning "luminary."

Peter and Phyllis Coors hope that the program will help produce more success stories like Beverly Jackson, a Springfield, Ohio, grandmother who recently learned to read through a program at the

local OIC Center. The training was provided as part of the Coors "Literacy. Pass It On" program.

According to Phyllis Coors, who made the announcement recently at New York's Beacon Theater, "we will seek out the unsung heroes, those that have gone above and beyond in the struggle against illiteracy." She made the announcement as part of a ceremony to honor numerous music, film, and literary stars. She presented actor Danny Glover, singers Jeffrey Osborne, Lisa Lisa, Vanessa Williams, and author Stephen Cosgrove with honorary "Literacy Luminary" awards in the form of crystal beacons.

Peter Coors says that the Coors' "Literacy. Pass It On" cam-

paign is making a very big difference across the nation. He noted that 30,000 non-reading people learned to read as a result of the combined efforts of Coors and the OIC Centers.

The search for "Literacy Luminaries" will continue nationwide. Once each winner is announced, the Coors Brewing Company will host a celebration to present the gifts. Nomination forms will be available from local literacy organizations or by calling the Coors Literacy Hotline at 1-(800)-348-2337.

Coors "Literacy. Pass It On" program was endowed by the Coors Brewing Company in 1990 and provides money to literacy-related programs throughout America.

The price of peace

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we then understand the most basic of all military doctrine, and that is that the objective — that is the first principle of war — must be "to destroy the enemy and his will to fight." This is the Price of Peace. Any objective which falls short of this basic doctrinal thesis can never win a lasting peace.

Military strategists believe that the success which came to the five great captains of military warfare, Hannibal, Julius Caesar, Alexander the Great, Adolphus Gustavus II, and Napoleon Bonaparte, was realized only because these warriors accepted nothing less than the destruction of the enemy and his will to fight.

If we trace the history of warfare in which our country has been involved, beginning with the Revolutionary War, we can determine when this doctrine was violated and clearly measure the results. An unknown writer said about President Lincoln on Nov. 19, 1863, shortly after the Gettysburg Address, "Never has Mr. Lincoln appeared more so than today as the sad and gentle President whose heart seems to bleed with every war casualty, despite his firmness in sending army after army into campaigns to destroy the Confederacy." Mr. Lincoln knew that destruction of the Confederacy was the Price of Peace.

Many military historians believe that the Treaty of Versailles was the prescription for World War II because we did not completely destroy the Prussians' capability and will to fight.

I cannot say to you that this military doctrine can be proven as we demonstrate cause and effect with the physical sciences. The law of gravity is inviolate. If I hold a glass in my hand and then release it, the glass will fall to the floor 100% of the time. I can say to you that when a nation fails or is unwilling to completely destroy the enemy and his will to fight, there is an inherent risk that that

nation has not paid the Price of Peace.

Unlike World War I, in World War II, President Roosevelt issued a mission type order to General MacArthur, the Supreme Allied Commander-Pacific and to General Eisenhower, the Supreme Allied Commander-Europe, that stated that these two great warriors were to enter their theatres of operation, we received an unconditional surrender — the enemy was annihilated; we broke his will to resist, and we continue today to be at peace with our former enemies.

To this day, we continue to operate in a hostile environment in Korea. At this moment, 37 years after the cease fire agreement, our country continues to lose American lives in Korea along the Demilitarized Zone — the 38th parallel. A cease-fire agreement is greatly different from an unconditional surrender. We failed to pay the Price of Peace.

Similarly, we were forced to evacuate our forces in 1974 from Vietnam because we as a nation, were either unable or unwilling to win both the war and the peace.

Now let's look at the Persian Gulf War. Clearly our objective, as stated by President Bush, was to force Saddam Hussein to withdraw the Iraqi forces from Kuwait — a laudable objective, but a limited objective, significantly short of the military doctrine established by Sun-Tzu in 500 B.C. — clearly in violation of our World War II strategy — but more akin to Korea, a cease-fire agreement. I have no magic crystal ball.

I do know that both General Colin Powell and General H. Norman Schwartzkopf are both graduates of the same schools I attended. Since I am 10 years older than General Schwartzkopf, my judgment is that he was graduated from the Staff College just 10 years after I did. I can assure you that the military doctrine which was born 2,500 years ago did not

change during that 10 year period.

It will be interesting to see what General Schwartzkopf has to say in a few months when he retires. He knows well that the Price of Peace is to destroy the enemy and his will to fight. We did not do that in Iraq, and we have already seen the Kurdish people upstaged, interned, and otherwise, living nomadic lives. Even hundreds of thousands of Iraqi people say that the Iraqi military machine should have been destroyed.

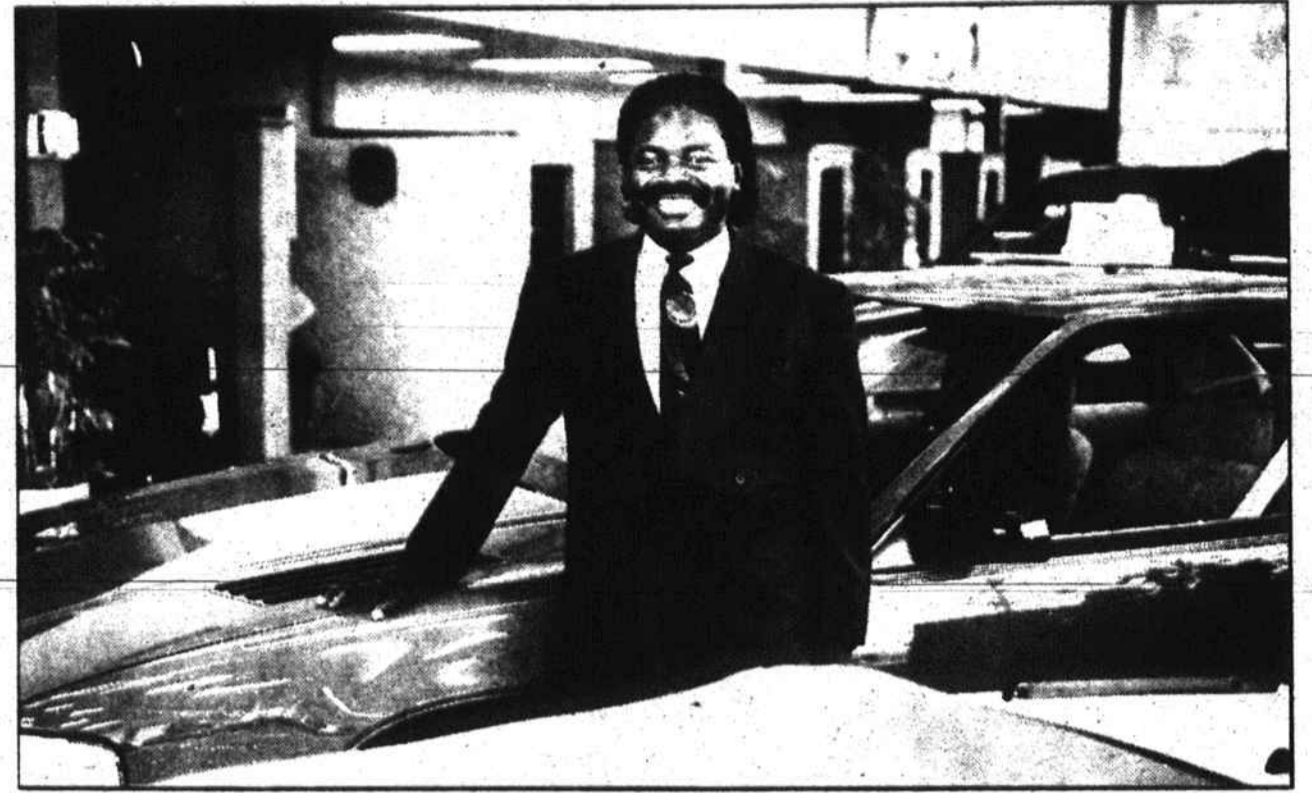
It may not have been a coincidence that shortly after the fighting ended, General Schwartzkopf made a public statement that he should have marched onto Baghdad. Of course, he later said that he was misunderstood and that he was in complete harmony with the decision to stop the fighting. Was the General being a good soldier by offering public support to his Commander-in-Chief? Will he tell a different story come the fall of this year?

Maybe this will be the first time in our history that a cease-fire agreement is a sufficient price tag to buy the peace. The great warrior Sun-Tzu would probably disagree.

My judgment is that so would Lincoln, Ulysses S. Grant, Roosevelt, Marshall, Bradley, Eisenhower, and MacArthur. They would say that the Price of Peace is to destroy the enemy and his will to fight. None of us can predict what will happen in the Middle East during the next five, 10 or 15 years. We may be called upon again to strike down Saddam Hussein or a successor who picks up the pieces to reassemble the Iraqi War machine. I can assure you that many people believe that the events of the future in the Middle East will be greatly influenced by our decision to stop short of an unconditional surrender in Iraq. We will have to wait and see.

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