

the marketplace. In today's economy, where the microchip has dramatically altered what we buy and how and where we buy it, products and services are much more complex, and consumers need better information and greater protection to ensure that the marketplace continues to treat them fairly.

The Consumer Bill of Rights, first articulated in President Kennedy's 1962 Special Message to Congress on Protecting the Consumer Interest, has evolved with our economy to meet the changing needs of the American people. Consumers today have the right to safety, the right to information, the right to choice, the right to be heard, the right to consumer education, and the right to service. They also deserve security for any personal information provided during the conduct of a transaction, whether in person or on the Internet. As we observe National Consumer Week, I urge the American people to learn more about their rights as responsible consumers and to reward those businesses that continue to give them a fair shake.

NOW, THEREFORE, I, WILLIAM J. CLINTON, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim October 25 through October 31, 1997, as National Consumers Week. I call upon government officials, industry leaders, and the American people to recognize the vital relationship between our economy and our citizenry, and to join me in reaffirming our commitment to fairness in the marketplace.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-fourth day of October, in the year of our Lord nineteen hundred and ninety-seven, and of the Independence of the United States of America the two hundred and twenty-second.

WILLIAM J. CLINTON

**Proclamation 7046 of October 30, 1997**

**National Employer Support of the Guard and Reserve Week,  
1997**

*By the President of the United States of America  
A Proclamation*

As we approach this century's end, many of the blocs and barriers that divided the world for 50 years largely have fallen away. All around the world, with America's help, nations are moving from conflict to cooperation. However, we still face challenges that have taken on new and dangerous dimensions: ethnic and religious violence, aggression by outlaw states, the illegal drug trade, and threats from international terrorism and weapons of mass destruction. The National Guard and Reserve play a vital role in the response of America's Armed Forces to this broad spectrum of challenges to our national security, and they are an indispensable part of the effort to promote peace and democratic values.

While most Americans understand and deeply appreciate the strategic and military value of our National Guard and Reserve forces, too often we fail to recognize or acknowledge the important contributions of their civilian employees. When called upon to share their greatest resource—employees

serving as citizen-soldiers—these employers subordinate their own interests for the good of our country, even when they may incur financial hardship and organizational disruption. It is only because of the willingness by employers to place our Nation's well-being above their own that our National Guard and Reserve are able to provide mission-ready and accessible forces to help preserve our freedom and protect our national interests. The generosity of these employers is key to enabling Reserve components to play an ever greater and more diverse role in our country's Armed Forces. By setting aside this special time to honor the sacrifice of our Nation's employers, we express our heartfelt appreciation to these patriots for employing our citizen-soldiers, making it possible for them to serve, and helping to keep America strong, secure, and free.

NOW, THEREFORE, I, WILLIAM J. CLINTON, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim November 2 through November 8, 1997, as National Employer Support of the Guard and Reserve Week. I encourage all Americans to join me in expressing our heartfelt thanks to the civilian employers of the members of our National Guard and Reserve for their extraordinary sacrifices on behalf of our Nation. I also call upon State and local officials, private organizations, businesses, and all military commanders to observe this week with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this thirtieth day of October, in the year of our Lord nineteen hundred and ninety-seven, and of the Independence of the United States of America the two hundred and twenty-second.

WILLIAM J. CLINTON

#### **Proclamation 7047 of November 1, 1997**

### **National American Indian Heritage Month, 1997**

*By the President of the United States of America*

*A Proclamation*

American Indians and Alaska Natives have played a vital role in the life of our country, and their many contributions have enhanced the freedom, prosperity, and greatness of America today. In celebrating National American Indian Heritage Month, we reaffirm our country's commitment to remember those contributions and to honor the unique heritage of our continent's first inhabitants.

This special observance also reflects our continuing commitment to American Indian and Alaska Native tribal governments as an integral part of the social, political, and economic fabric of the United States. The framers of our Constitution incorporated Indian nations into the political and legal framework of this country, forever joining the destiny of the tribal nations with that of the American people. By this action, our founders charged themselves and future generations with the moral obligation to guard the rights and fundamental liberties of our country's tribal peoples as zealously as we protect the rights of all Americans.