

Government, citizens, and the forestry industry now work hand-in-hand in a new cooperative stewardship that emphasizes healthy, diverse, and sustainable forests. Using the best available science and complying with all current environmental laws, we are examining past and present forest management practices to find the best mix of resource use, conservation, and recycling that will ensure continued productivity. America must promote environmental responsibility and observe the highest possible standards of conservation to lead the way for other nations.

One of our most important tools in this endeavor is investment in forest research. Forest research is developing new wood products that extend raw material supplies, new technologies to extract and process wood products with less waste and fewer harmful byproducts, and new ways of reducing demand for forest raw materials through recycling. It is also unlocking the potential of forests to provide new products that will benefit people. With proper care, these lands can remain healthy, diverse, and resilient, capable of sustaining the lives—human and animal—that are dependent on them.

In recognition of the central role forests play in the long-term welfare of our Nation, the Congress, by Public Law 86-753 (36 U.S.C. 163), has designated the week beginning on the third Sunday in October each year as "National Forest Products Week" and has authorized and requested the President to issue a proclamation in observance of this commemoration.

NOW, THEREFORE, I, WILLIAM J. CLINTON, President of the United States of America, do hereby proclaim October 20 through October 26, 1996, as National Forest Products Week. I call upon the people of the United States to honor the vital role forests play in our national life and to observe this week with appropriate ceremonies and activities.

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

WILLIAM J. CLINTON

Proclamation 6945 of October 21, 1996

National Consumers Week, 1996

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

This year's theme for National Consumers Week is "service signals success." Service is an indispensable element of success over the long term in both business and government: service that is responsive, convenient, and courteous, service that meets the expectations of consumers and taxpayers. Clever promotions and deceptive pricing may generate short-term profits in business. Promises alone may gain brief support for Government agencies and programs. But American consumers and taxpayers aren't easily deceived. They expect quality service, and those who cannot or do not provide it will ultimately fail.

That is why I added the right to service to the Consumer Bill of Rights. It is why we have made the reinvention of government—requiring more responsiveness and efficiency—a keystone of my Administration. It is why I issued an Executive Order that directed all executive departments and agencies of the Federal Government to embark upon a revolution to change the way they do business and establish and implement customer service standards that match or exceed the best in the private sector. And it is why our policies continue to emphasize the paramount importance of service excellence to the success of our Nation, our economy, and our efforts to compete in the global marketplace.

The goal of service excellence is not easy to attain. Consumers must demand it, and everyone in an organization, be it a business or a government agency, must be committed to it, both in everyday interactions and in longer-term goals. Their ultimate success depends on it.

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 the laws of the United States, do hereby proclaim October 20 through October 26, 1996, as National Consumers Week. I call upon government officials, industry leaders, and the people of the United States to recognize the vital relationship between our economy and our citizenry and to support the right of all Americans to excellence in products and services.

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

WILLIAM J. CLINTON

Proclamation 6946 of October 24, 1996

United Nations Day, 1996

By the President of the United States of America

A Proclamation

Each year we dedicate a day to celebrate the United Nations because it represents America's commitment to an institution dedicated to the promotion of peace and freedom.

The United Nations was born at the end of World War II, as the international community sent representatives to San Francisco to sign the official charter. The world's sovereign countries came in search of peace, freedom, tolerance, and cooperation after a period when many worried that the world had lost these ideals forever. These ideals became—and still remain—the bedrock principles of the United Nations Charter. And although the United Nations has not yet realized all its founders' aspirations, these ideals now touch more people in more nations than ever before.

International cooperation—as exemplified by the work of the United Nations—offers the opportunity for nations to work together in addressing worldwide problems like ethnic, tribal, or interreligious dis-