

Proclamation 3688**WATER CONSERVATION MONTH****By the President of the United States of America****A Proclamation**

Of all the natural resources with which our Nation has been so richly blessed, none is more important than water.

Both urban and rural citizens rely on our water resources to satisfy human needs, to maintain farm and industrial production, and to provide electric power. Our rivers, lakes, and similar bodies of water constitute a vital segment of our transportation and communication system, and provide recreational facilities that enhance our use of leisure time.

The good health of the people of this Nation is in no small measure dependent upon both the quantity and quality of our water.

But none of our resources has been more grossly abused by waste and pollution. Concern as to the quantity and quality of our supply of water is being expressed in all quarters of the Nation. The problem, in many places, is not a need to find new sources of water, but, instead, is a need to develop sound conservation practices and to make more effective use of water resources now available.

We must be farsighted and bold in managing and using our water. What must be done—and done as soon as possible—is to reverse the trends of waste and man-made pollution and contamination which have assumed such massive and lethal proportions as to threaten the health, economy, and natural beauty of the Nation.

The first session of the Eighty-ninth Congress made a number of significant contributions to the strengthening of the Federal Government's role in water resources management. Accordingly, it is particularly fitting that the Congress has enacted House Joint Resolution 671 of November 7, 1965, which calls upon the President to issue a proclamation designating the month of November 1965 as Water Conservation Month.

NOW, THEREFORE, I, LYNDON B. JOHNSON, President of the United States of America, do hereby designate the month of November 1965 as Water Conservation Month, and I call upon citizens throughout the Nation to participate in observance of that month.

I direct the Secretary of the Interior, the Secretary of Health, Education, and Welfare, the Secretary of Agriculture, and the Secretary of the Army to cooperate with other national, State, and private agencies and organizations in suitable observances of Water Conservation Month, including public meetings, exhibits, and news-media features. I urge that these observances specially emphasize the need for immediate private and public participation in the nationwide effort to cleanse our rivers, lakes, estuaries, shore water, and water underground so that they may serve us and our children and our children's children better.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the United States of America to be affixed.

November 10, 1965

79 Stat. 1217.

DONE at the City of Washington this tenth day of November in the year of our Lord nineteen hundred and sixty-five, and [SEAL] of the Independence of the United States of America the one hundred and ninetieth.

LYNDON B. JOHNSON

By the President:

DEAN RUSK,
Secretary of State.

Proclamation 3689

INTERNATIONAL EXPOSITION OF 1968

By the President of the United States of America

November 11, 1965

A Proclamation

WHEREAS HEMISFAIR 1968, an international exposition with the theme, "The Confluence of Civilizations in the Americas," will be held in San Antonio, Texas, during the six months beginning April 6, 1968, and

WHEREAS this international exposition is designed to reaffirm common ties among the Americas as well as with the continents and countries from which our forefathers came; to increase mutual understanding; to strengthen the foundations of peace and to share our cultures, our knowledge and our skills for a more promising future, and

WHEREAS the exposition will provide a dramatic medium for the peoples of our hemisphere to exhibit the symbols of ancient cultures and contemporary life, and to demonstrate the relationships between their arts, religions, and social development; and

WHEREAS the exposition will encourage travel and stimulate technical, trade and cultural exchange between the Old and New Worlds, and

WHEREAS such an event is appropriate to commemorate the two hundred and fiftieth anniversary of the founding of the bilingual City of San Antonio, Texas, "The Gateway of Latin America," and

WHEREAS the Congress by an Act approved October 22, 1965 (Public Law No. 89-284) authorized and requested the President to issue a Proclamation calling upon the several States of the Union and foreign countries to take part in the exposition, and

79 Stat. 1026.

WHEREAS the Governor of the State of Texas has agreed to serve as Commissioner General of the exposition and to invite the several States of the Union to participate therein:

NOW, THEREFORE, I, Lyndon B. Johnson, President of the United States of America, do hereby authorize and direct the Secretary of State to invite, on my behalf, such foreign countries as he may consider appropriate to participate in this international exposition.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the United States of America to be affixed.