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(2) The Right to Information—the right to have full and accurate information upon which to make free and considered decisions and to be protected against false or misleading claims;

(3) The Right to Choice—the right to make an informed choice among products and services in a free market at fair and competitive prices;

(4) The Right to Be Heard—the right to a full and fair hearing and equitable resolution of consumer problems; and,

(5) The Right to Consumer Education, added by President Gerald R. Ford in 1975—the right to continuing consumer education without which the consumer cannot enjoy the full benefit of the other enumerated rights.

In the 3 decades since President Kennedy's message, our marketplace has changed. Innovations in such vital areas as materials and electronics, telecommunications technology, health care, food processing and packaging, and financial services; the increasingly fast-paced global economy; and the urgent need to preserve our environment have altered what we buy as well as how we buy. The technological complexity of much of what we buy and, frequently, the distance between buyer and maker or seller have expanded the importance of service. Americans understand that service means the commitment to consumers that their experiences in the marketplace will meet all reasonable expectations of civility, responsiveness, convenience, performance, and fairness.

I propose that for National Consumers Week, 1994, we, as a Nation, declare an additional consumer right:

(6) The Right to Service—the right to convenience, courtesy, and responsiveness to consumer problems and needs and all steps necessary to ensure that products and services meet the quality and performance levels claimed for them.

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 the week beginning October 23, 1994, as ''National Consumers Week.'' I urge all business persons, educators, members of the professions, public officials, consumer leaders, and the media to observe this week by emphasizing and promoting the fundamental importance of consumer rights in our 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-four, and of the Independence of the United States of America the two hundred and nineteenth.

William J. Clinton

[Filed with the Office of the Federal Register, 11:50 a.m., October 25, 1994]

NOTE: This proclamation was published in the *Federal Register* on October 26.

Memorandum on Implementation of Safe Schools Legislation

October 22, 1994

Memorandum for the Secretary of Education

Subject: Implementation of the Gun-Free Schools Act of 1994, and the Safe and Drug-Free Schools and Communities Act

Our schools are increasingly plagued by violence and crime that is abhorrent to all law-abiding citizens. It is of paramount importance that this Nation's schools be safe, disciplined, and conducive to learning.

Several laws passed this year will promote our effort to make schools safe for learning. The Gun-Free Schools Act of 1994 provides that within one year, every State receiving Federal aid for elementary and secondary education must have a law requiring school districts to expel from school for at least one year any student who brings a gun to school, subject to certain exceptions. The Safe and Drug-Free Schools and Communities Act funds comprehensive violence prevention programs, including those that enhance school security.

To ensure vigorous enforcement, I am directing you to coordinate implementation of these anti-violence measures with appropriate local authorities to the maximum extent possible. Your collaborative efforts should include the States, school districts, law enforcement agencies, and educators. In the case of the Gun-Free Schools Act, en-

forcement should include termination of Federal assistance if you determine that a State is not in compliance.

You should report to me in writing by December 31 on the specific steps you have taken to implement these statutes.

William J. Clinton

NOTE: This memorandum was released by the Office of the Press Secretary on October 25.

Statement on Signing the Small Business Administration Reauthorization and Amendments Act of 1994

October 22, 1994

Today I am pleased to sign S. 2060, the "Small Business Administration Reauthorization and Amendments Act of 1994." This Act will reauthorize programs of the Small Business Administration (SBA) for fiscal years 1995 through 1997, make meaningful program revisions, and authorize important new initiatives. By doing so, the Congress and my Administration are carrying out the plans we began in 1993 to make the SBA a leaner, more efficient, more effective organization that is focused on meeting the needs of all small businesses.

The Act will allow the SBA to continue to meet the growing demand for its loans and loan guarantees. This will help ensure that our Nation's small businesses have access to capital, which will enable them to prosper and create new jobs. The Act will also enable the SBA to expand and improve its innovative Microloan program, under which relatively small loans are provided to entrepreneurs by nonprofit intermediaries. Microloans are an important tool in the One-Stop-Capital-Shops that the SBA is establishing to bring relief to disadvantaged communities in the Empowerment Zones and Enterprise Communities.

With the changes provided by this legislation, the SBA will be able to harmonize its export loan program with that of the Export-Import Bank to carry out its role in the trade agenda I outlined in the Trade Promotion Coordinating Committee. Also of great importance is the new emphasis the legislation places on assistance to women business owners, who are now creating businesses at a faster rate than their male counterparts.

Finally, S. 2060 will allow the SBA to provide relief from high prepayment penalties to borrowers under some of its programs. By revising the prepayment penalties and allowing the refinancing of these loans at more favorable interest rates, we will unleash the productive power of these companies by freeing up their resources for new production, new employment, and new contributions to our economy and tax base.

Again, I am pleased to sign this legislation, which is of great significance to our Nation's small business women and men.

William J. Clinton

The White House,
October 22, 1994.

NOTE: S. 2060, approved October 22, was assigned Public Law No. 103–403. This statement was released by the Office of the Press Secretary on October 25.

Remarks on Departure for the Middle East

October 25, 1994

Good morning. Today I embark on a mission inspired by a dream of peace, a dream as ancient as the peoples I will visit, a dream that now, after years of struggle, has a new chance of becoming a reality.

Tomorrow, in the desert between Israel and Jordan, two neighbors will agree to lay to rest age-old animosities and give a new future to their countries and their children. King Hussein and Prime Minister Rabin will enter into an historic peace treaty. By their courage, they help their peoples, their region, and the entire world. They help to begin a final journey to peace in one of the most perilous conflicts of our age. By taking part in that ceremony, I will help to fulfill a mission pursued vigorously by the United States, by Presidents of both parties, since the end of World War II.

Peace in the Middle East is in our fundamental interests, and our continued participation in the peace process is crucial to its success. The signing ceremony I will wit-