

STATE OF MINNESOTA
DEPARTMENT OF STATE
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Joseph L. Donovan
Secretary of State

A PROCLAMATION FOR "BRAND NAME WEEK"

- WHEREAS, the American standard of living is due, in great part, to the abundance and high quality of the products of our free competitive enterprise system and their forthright and responsible identification by trade-marks submitted to the free choice of the consuming public, and to the efficient distribution of these products, and
- WHEREAS, the State of Minnesota provides and distributes a great share of our nation's most respected manufacturers' brand names and trade-marks, and
- WHEREAS, Edmund's, Rennie's Cities Service, Highland Drug Center and Ty Motel Super Service are among the group of firms to be cited on Tuesday, May 2, by Brand Name Foundation, Inc., in New York City, as Brand Name Retailer-of-the-Year award winners for outstanding year-round presentation of manufacturers' brand name products to the public.

NOW, THEREFORE, I, Elmer L. Andersen, Governor of the State of Minnesota, do hereby proclaim the week of May 1 through May 11, 1961, as

"BRAND NAME WEEK"

in Minnesota, and urge all residents of this State to support the operations of this vital division of our economic and industrial life, the success of which will ensure the continuing prosperity of our State and Nation.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this nineteenth day of April in the year of our Lord one thousand nine hundred and sixty-one and of the state, the one hundred third.

Elmer L. Andersen
GOVERNOR

Joseph L. Donovan
SECRETARY OF STATE

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