

#15736
STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED
MARCH 6 1962
Joseph L. Donovan
Secretary of State

A PROCLAMATION FOR "ADVERTISING RECOGNITION WEEK"


- WHEREAS, the advertising industry of Minnesota has played an important part in stimulating interest in new products, in broadening the horizons for economic expansion, and in encouraging competition in the manufacture of quality goods and dispensation of excellent services to meet the public needs; and
- WHEREAS, the advertising industry of Minnesota has, to an overwhelming degree, remained constant to its responsibility to make fair and accurate presentations of goods and services with the objective of rendering full value for each dollar expended; and
- WHEREAS, the Minneapolis Advertising Club, and other organizations of conscientious advertisers, have steadfastly remained true to the principles which have been identified with the highest standards of the advertising profession--fairness and forthright approach, legitimate presentation of products designed to improve the living standards of our people, and restraint in exploitation of wants that would not serve the individual's well-being or the public interest,

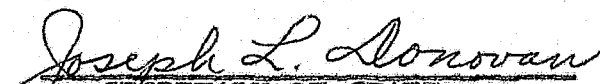
NOW, THEREFORE, I, Elmer L. Andersen, Governor of the State of Minnesota, do hereby declare the week of March 26 through 31, 1962 as

"ADVERTISING RECOGNITION WEEK"

in Minnesota and urge our citizens to respond with appreciation for the high standards and professional excellence provided by our advertising leaders.

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 twentieth day of March in the year of our Lord one thousand nine hundred and sixty-two, and of the State the one hundred fourth.


GOVERNOR


SECRETARY OF STATE