

PROCLAMATION

- WHEREAS, the Advertising Council of America has again chosen mental retardation as its only campaign in the health field, and
- WHEREAS, last year, as a result of this campaign, millions of Americans saw ads in newspapers and magazines, commercials on television, and heard announcements on the radio telling them what they could do to help the mentally retarded, and
- WHEREAS, a million and a half booklets were mailed in response to individual requests, and 12 million coupons were distributed in billings and paychecks from American employers and industries, and over a million posters appeared on bulletin boards, and
- WHEREAS, despite these statistics, millions of Americans still know little or nothing about mental retardation, nor about the cost of this handicapping condition, nor about how this cost can be reduced, and
- WHEREAS, as Governor of the State of Minnesota, it is my urgent and serious responsibility to join with the Advertising Council and all others who seek to achieve increasing public awareness of the fact that the mentally retarded can be helped,
- NOW, THEREFORE, I, Karl F. Rolvaag, Governor of the State of Minnesota, strongly commend the current national campaign to promote understanding of mental retardation and urge all Minnesotans to give it their whole-hearted support.

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 twelfth day of November in the year of our Lord one thousand nine hundred and sixty-five and of the State, the one hundred eighth.

*Karl F. Rolvaag*  
GOVERNOR

*Joseph L. Lammiman*  
SECRETARY OF STATE

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STATE OF MINNESOTA  
DEPARTMENT OF STATE  
FILED  
NOV 15 1965

*Joseph L. Lammiman*  
Secretary of State