



Proclamation

- AS: the use of Specialty Advertising ("an advertising medium that utilizes a useful article, an item of tangible value, as the message carrier") has been effectively and successfully used throughout the State of Minnesota by businesses of every variety to express appreciation, goodwill and everyday remembrance advertising; and
- AS: this effective and lasting advertising medium has aided businesses by stimulating new reoccurring business, aiding in spurring sales personnel to higher goals and standards; and
- AS: the State of Minnesota in 1973 saw fit to keep the use of advertising specialties in our financial institutions; and
- AS: the Specialty Advertising Association of the Upper Midwest Regional Association of the Specialty Advertising Association International, by representative assembly, has established this first week in May as "Specialty Advertising Week", and is supported by the International Association in this action;

THEREFORE, I, Wendell R. Anderson, Governor of the State of Minnesota, do hereby proclaim May 1, 1975 as

SPECIALTY ADVERTISING DAY

Minnesota, and urge all affiliates of Specialty Advertising to better acquaint themselves with their business and respective associations to stimulate new and increased interest in others in their areas.

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 March in the year of our Lord one thousand nine hundred and seventy-five and of the State, the one hundred and seventeenth.

Wendell R. Anderson

GOVERNOR

Joan Anderson Grove

SECRETARY OF STATE

27772
STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED
MAR 12 1975
Joan Anderson Grove
Secretary of State