



Proclamation

- WHEREAS: Howard Viken began broadcasting on WCCO Radio twenty-five years ago today; and
- WHEREAS: during that period of time he performed a great public service by helping make Gold Records of such music as "A Walk in the Black Forest" and "Deliverance"; and
- WHEREAS: he did equally great service by not making a million-record seller of "Just a Little Less"; and
- WHEREAS: he has added luster to that famous role of Minneapolis North High School graduates which includes the names of Sid Hartman, Bob Short, Max Winter, Biggie Munn and Sheldon Morris; and
- WHEREAS: he did first demonstrate his on-air salesmanship in 1954 by selling an unprecedented number of cuckoo clocks; and
- WHEREAS: he has furthered the cause of male chauvinism by insisting on introducing WCCO Radio's first lady, Joyce Lamont, with a background of burlesque music; and
- WHEREAS: he has further demonstrated his fallibility by leaving for a broadcast north of the Twin Cities, making a wrong turn on highway 65, and proceeding all the way to the Iowa border; and
- WHEREAS: he has made a practice of interviewing this Governor of Minnesota in snow drifts and other places of great discomfort; and
- WHEREAS: WCCO Radio is able to maintain its position as the market's audience leader in spite of the fact that more than one million persons hear him each week;

AND, THEREFORE, I, Wendell R. Anderson, Governor of the State of Minnesota, do hereby proclaim
May 7, 1975 as

HOWARD VIKEN DAY

Minnesota.

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
seventh day of May 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

STATE OF MINNESOTA
DEPARTMENT OF STATE

FILED
MAY 7 - 1975

John Anderson Howe
Secretary of State

John Anderson Howe
SECRETARY OF STATE

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