



Proclamation

WHEREAS: 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

WHEREAS: 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

WHEREAS: the State of Minnesota in 1973 saw fit to keep the use of advertising specialties in our financial institutions; and

WHEREAS: the Specialty Advertising Association of the Upper Midwest Regional Association of the Specialty Advertising Association International, by representative assembly, has established this last week in April as "Specialty Advertising Week", and is supported by the International Association in this action;

NOW, THEREFORE, I, Rudy Perpich, Governor of the State of Minnesota, do hereby proclaim April 28, 1977 as

SPECIALTY ADVERTISING DAY

in Minnesota, and urge all affiliates of Specialty Advertising to better acquaint themselves with their business and respective associations to stimulate new and renewed 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 thirteenth day of April in the year of our Lord one thousand nine hundred seventy-seven and of the State the one hundred nineteenth.

GOVERNOR

STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED
APR 18 1977

Joan Anderson Grove
Secretary of State

SECRETARY OF STATE