

STATE OF MINNESOTA
EXECUTIVE DEPARTMENT
ST. PAUL

P R O C L A M A T I O N

In the work of building Minnesota, the effective advertising efforts of the Ten Thousand Lakes of Minnesota Association during the past ten years have shown decisively what an organization with the interests of all parts of the State at heart can do.

From a humble beginning in 1917, when the association was founded for the purpose of increasing the tourist traffic which then amounted to 22,000 persons annually, to 1927 when more than 1,400,000 tourists from other states visited here and spent more than \$82,000,000 within our borders, the Ten Thousand Lakes Association has consistently advertised Minnesota.

Originally, the purpose of the organization was to develop the tourist business, but as years passed it was noted that many of the tourists who came first as summer visitors returned again to buy property or to make their homes here. When the tourist business took on this phase those in charge of the work of the Ten Thousand Lakes Association enlarged the program so that not only the recreational, but the agricultural opportunities of the State were given publicity. Last year, when the Minnesota Immigration Department was discontinued the Ten Thousand Lakes Association entered into the work of telling the story of the State's agricultural and industrial possibilities more than ever before. This year it has again enlarged its program along this line.

Some of the leading businessmen of the State have been so favorably impressed with the work of the Association that they not only give it their financial support, but also devote much of their time towards directing its activities. Its officers are all outstanding citizens. None except the executive secretary receives any compensation for work done. In fact several of the officers contribute heavily towards the organization, give their time when needed and pay their own expenses when doing association work. The character of the men directing the affairs of the organization alone is an emphatic endorsement of the association.

During the week beginning April 15, a campaign will be launched for the purpose of securing funds to advance the work for 1928. The money will be used in a national advertising and publicity campaign which will herald to all parts of the world the story of Minnesota's advantages. This campaign should bring us new wealth and new citizens and should be an important step in the development of our State.

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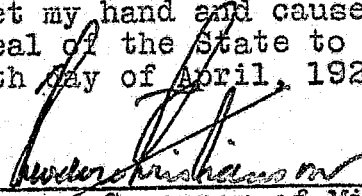
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THEREFORE, believing that such a campaign is for the best interest of Minnesota, and heartily endorsing the work of the association, I, Theodore Christianson, Governor of Minnesota, do hereby designate and proclaim the week beginning April 15, 1928, as Ten Thousand Lakes Week, and do hereby urge that all citizens lend their utmost moral and financial support to the Ten Thousand Lakes Association, an organization whose only function is to aid the development and betterment of our State.

(Seal)

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State to be affixed this 9th day of April, 1928.


Governor of Minnesota.

Attest:


Secretary of State.

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STATE OF MINNESOTA
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Wm. H. Johnson
Secretary of State