

Executive Department
State of California

PROCLAMATION

WHEREAS The membership of the Advertising Association of the West, through the active role of its Amigo Committee, has helped strengthen friendship with the peoples, and advanced cooperative business relations with private industries, of Costa Rica, Honduras, Nicaragua, El Salvador and Guatemala; and

WHEREAS These activities have led to greater appreciation and knowledge of our neighboring Central American nations by many citizens of the western United States; and

WHEREAS Ten representatives of the Advertising Association of the West and the State of California depart January 9 for a two week goodwill tour of these nations, furthering the Amigo program of mutual cooperation and assistance; and

WHEREAS The California members participating in the visit are carrying the official greetings of the State of California to these nations,

NOW THEREFORE BE IT RESOLVED: that I, Edmund G. Brown, Governor of the State of California, do hereby proclaim the week of January 9 to 15, 1966, as AMIGO WEEK, and call to the attention of our citizens the distinguished role played by our advertising men and women in bettering international goodwill and understanding.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of California to be affixed at Sacramento this twenty-eighth day of December, One Thousand Nine Hundred Sixty Five.



Edmund G. Brown
Governor

Frank M. Jordan
Secretary of State

WITNESSED:

FILED

In the Office of the Secretary of State of the State of California

DEC 29 1965
FRANK M. JORDAN, Secretary of State
Frank M. Jordan
Assistant Secretary of State