

MALACANANG
RESIDENCE OF THE PRESIDENT
OF THE PHILIPPINES
MANILA

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 116

DECLARING THE PERIOD FROM NOVEMBER 20 TO 26, 1966, AS
"ADVERTISING WEEK".

WHEREAS, advertising as an economic force unleashes the power that turns the wheels of industries in our free enterprise society;

WHEREAS, advertising as a marketing tool hastens the distribution of the goods and services of the national economy to the greatest number of people; and

WHEREAS, advertising as a tool of communication makes possible the existence of the media of mass communication without which democratic dissemination of information and entertainment would be impossible;

NOW, THEREFORE, I, FERDINAND E. MARCOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby proclaim the period from November 20 to 26, 1966, as "Advertising Week" to be observed by all concerned, particularly the advertising community.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

Done in the City of Manila, this 25th day of November, in the year of Our Lord, nineteen hundred and sixty-six.

(SGD.) FERDINAND E. MARCOS
President of the Philippines

By the President:

(SGD.) RAFAEL N. SALAS
Executive Secretary