

MALACAÑANG
Manila

MAN 8483

PMS LIBRA

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 177

DECLARING THE MONTH OF SEPTEMBER AS "ADVERTISERS MONTH"

WHEREAS, advertising is an essential factor in the marketing of goods and services and, consequently, is an important factor in the economic life of the country;

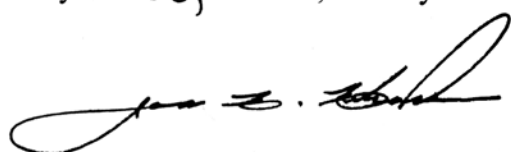
WHEREAS, public confidence in advertising and advertised goods and services should be promoted and protected and, therefore, any practice that tend to undermine the confidence should be prevented or corrected;

WHEREAS, the Philippine Association of National Advertisers will celebrate its 41st anniversary on September 1999;

NOW, THEREFORE, I, JOSEPH EJERCITO ESTRADA, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the month of September as "Advertisers Month" under the auspices of the Philippine Association of National Advertisers.

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 7th day of September, in the year of Our Lord, nineteen hundred and ninety nine.



By the President:



RONALDO B. ZAMORA
Executive Secretary



PMS LIBRARY

Received

SEP 22 1999

Date

