



Die Kongreßteilnehmer vor dem Nationaldenkmal

The Congress Members in front of the National Memorial

ON September 17th, 1933, Count D'Ancora, Vice-Governor of Rome, opened this year's Continental Advertising Congress in the Julius Caesar Hall of the Capitol. The Italian Government was represented by Biagi, Undersecretary of State. The speeches of welcome were made by Luigi Dal Monte, speaking for Italy as hostess (he was also President of the Executive Committee of the Congress) and by Charles Maillard of Paris as Chairman of the Continental Advertising Association. Gilbert Hodges, President of the American Advertising Association, conveyed greetings from his organisation. Bishop, vice-director of the "Times", spoke on behalf of the English Advertising Association. A new feature of the Congress was that the meetings were divided between two cities, Rome and Milan; the happenings in Rome were more of an official nature, whereas the actual working meetings took place in Milan. The principal minutes of the Congress have been printed in three languages.

The culminating point of the official celebrations in Rome was the reception of the leaders of the delegations by Mussolini and a lecture by the Pope on advertising morals in the Vatican Hall of Ceremonies. There were also the usual sightseeing expeditions and conducted tours and a great final banquet in Milan. The whole Congress must be described as a great success and all participants in the congress rendered thanks and appreciation to the organising Italian group.

Einladungskarte für den Kongreß
Invitation Card for the Congress
Entwurf Eberto Carboni Design

