



Die dänische Delegation beim Tee-Empfang im Propaganda-Ministerium

The Danish Delegation at the afternoon reception in the Propaganda Ministry

The results of the Continental Advertising Congress are not confined to the resolutions adopted. The important part is the reports which deal with research material frequently collected at great expense and with a vast expenditure of energy. For this reason all the reports were printed in several languages and distributed to every member of the Congress.

## THE RESOLUTIONS

It was first unanimously agreed that the passage in the Statutes should be deleted which states that only the associations of advertising experts of such States as are also members of the League of Nations can be sectional members of the Continental Advertising Association.

It was further resolved that until the next Continental Advertising Congress in 1937 an inquiry should be instituted regarding the advertising law in force in European countries, in order to facilitate the work of co-ordination which is regarded as necessary.

One of the most important points at the Congress may be considered to be the proposal to set up an International Chamber of Advertising made by the Polish delegate Professor von Zakrzewski. The Congress approved the proposal unanimously and appointed a committee of five who, as a study commission, are to examine the possibilities of setting up (1) a Chamber of Advertising and (2) international advertising archives before the next Congress. The committee consists of representatives of Germany, Austria, France, Italy, and Poland. The secretariat of the study commission is part of the German section.

The next Congresses will be held in Paris in 1937, in Vienna in 1938, in Zürich in 1939, in Budapest in 1940, and in Rome in 1941. The dates are always made to correspond with those of large Exhibitions (World Exhibitions in Paris and Rome). The date of the next Congress is not far off, namely 5<sup>th</sup> to 10<sup>th</sup> July, 1937. Hence there is an interval of only about seven months until the next Congress which is to be given the character not only of a continental but an international congress by issuing invitations to the leading British, Scandinavian, and American organizations.

Im Rahmen der gesellschaftlichen Veranstaltungen fand eine Modevorführung statt, die von Frau Hella Strehl geleitet wurde

In connection with the social functions a fashion show was held which was managed by Frau Hella Strehl

