



THIRD INTERNATIONAL ADVERTISING CONVENTION PARIS 1937

Part of the Pavillon de la Publicité in

Committee of the Third International Advertising Convention

Report on the results
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The International Advertising Convention was a source of satisfaction to us, for the labours and resolutions of the Continental Advertising Convention held in Berlin last autumn have now been recognized and confirmed by the "Congrès Mondial de la Publicité".

The resolutions adopted during the Paris Convention were as follows:

1. The recognition of the lines of guidance issued by the International Advertising Council of the International Chamber of Commerce. These lines of guidance deal with the honesty and fairness of business advertising and are in accordance in fundamental principle

