International Advertising Convention, Paris, July 5-10

NEWYORK Herald Tribune

PARIS. SUNDAY, JULY 4, 1937

Paris Welcomes World Advertising Convention

40 Nations on List, Record Number for World Convention

Belegates to Find Prench Abreast of Progress in Advertising Technique

By CHARLES MAILLAND.

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FOREWORD

NOTHING could be more timely or appropriate than the International Advertising Convention, made up of recognized experts in publicity, which is opening this week in Paris. It is devoted to the art and technique of publicizing what genius and industry have accomplished, so well demonstrated in the Paris International Exposition of 1937.

TO the delegates of this convention in Paris we can belipeak a cordial welcome. We hope they will feel repaid by their visit to the great Exposition along the banks of the Seine, which is based on a conception that does credit to the French genius. We hope, too, that those who come from overseas and across the Channel, as well as from Germany, Italy and Scandinarian countries, will feel compensated by the exchange of mutual ideas on advertising, on how to bring the customer to the goods, which this convention should bring forth,

OF all the instruments modern industry and businear has atilized in its expansion in the last halfcentury some can outrival that of advertising. The ancient business world scarcely knew it at all. But since 1900 advertising has been not only the means but an evidence of business success. Given a meritorious product anywhere, if properly used, this outgrowth of the printing press has proved that it can promote its distribution and increase its sales a thousandfold.

T has been instrumental in pulling countries like the United States and Great Britain out of the depression. It can do the same for business in other countries. Today pictorially and by the printed word it in the handmaiden of business enterprise and progress.

> LAURENCE BILLS Melitor Surveyean Militian

Convention Program

SUNDAY, JELY 4.—25.45 a.m., soleous opening mass at the Pavi-of the Papal State in the Paris Exposition, precided ever no Mini-ner Valerie Valeri, Fapal Science in Paris.

MONTHAY, PURY S.—All day, at the Saile Player, 262 Penhousy St. Hornord, distribution of insignia, prophine, reports, str., and reserva-tions for the various receptions.

3 p.m. to 4 p.m.-Salle Pleyel, bland meeting of the Continental on for Advertising. a p.m.-dulle Pirpel, meeting of liamon officers of all delegations.

S p.m. to 8 p.m.-At the Palace of the Chamber of Commerce, 25 one de Friedhold, parden party given by the Paris Chamber of

7:30 to 8:30 p.m.-Saide Pleyel, broadcasting demonstrating ton

\$ p.m .-Official Insequention of the Palace of Publicity towar the EUTof Towart at the Paris Exposition, followed by a reception.

THERBAY, FELY 6.—10 a.m., Saile Perel, efficial opening qualter of the Conventions under the presidenty of Chrotics Multised, president of the Convention, and president at the French Perels Advantage with the attendance of the Ministers of French, Redger, Con-vertising with the attendance of the Ministers of French, Redger, Con-(Continued on Page Twelve)

Eclat of Exposition Sets Off 3rd European Meeting of Body

Business Leaders of Many Nations Gather to Discuss Science of Publicity, Factor in International Relations

For the third time Europe sets the stage for a World Advertising Convention uniting prominent business men of all nations for frank discussion of common problems and

This year, Paris is the rendezvous of advertising men from all paris of the world. Eight years ago they assembled in Berlin, and in 1924 they laid the foundations of international action in Lo:ndon. These meetings proved that the science of advertising has become a vital factor in

Exposition Sums Up Modern Progress of 44 Leading Nations

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international relations. It is significant that the third

World Advertising Convention is meeting in Paris during the great Entertralianced Expositions where dashing parlams and partitions for the basis of the deline. Of all cosmogoditan and provides the least greated for international matthress.

The Ports Exposition melf is an pothermin of international adver-ising in which all nations are pur-

Warm Reception Assured

The American delegation to the

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Katrin Zwirglmaier

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Herald International Research Journals Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Herald International Research Journals**," compiled by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve in to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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