

BA
CATANIA
GENOVA
MILANO
NAPOLI

FEDERAZIONE NAZIONALE STUDENTI SUPERIORI COMMERCIALI

PALERMO
ROMA
TORINO
TRIESTE
VENEZIA

COMMISSIONE

incaricata di studiare un programma per l'insegnamento della PUBBLICITÀ
chargée d'étudier un programme pour l'enseignement de la PUBLICITÉ

charged to study a program for the ADVERTISING teaching
um ein Programm für den Unterricht der REKLAME zu studieren

PRESIDENTE

RICORDI FENDY

Via Ponza, 2 - TORINO (13)

TORINO (Italia), li April , 5 , 1927
VIA PONZA, N. 2

Mr. SIR ARTHUR CURRIE K.C.B.

Governing Official of the **MCGILL UNIVERSITY**

MONTREAL

Sir;

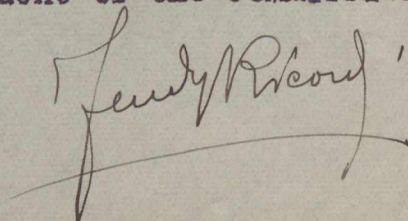
We are glad to be able to bring to your notice the fact that the third National Congress of the Students of the Italian Commercial Universities, at their meeting on 9th February ult., wanted to take into more serious and friendly consideration the proposal put forward by a student of the last Course, Mr. Fendy Ricordi, suggesting the introduction into the teaching of advertising matter, and named a Commission.

The task of the Commission is above all to enquire into the possibility of introducing such matter into the teaching, then to draw up a program suitable for the Middle Schools of Commerce and another for the Commercial Universities, programs to be shown to the right Departments for the approval of the Government.

In order to have the means of founding our work on a modern, reliable basis, we shall be very grateful indeed to you if you will kindly send us the program of the teaching of Advertising in this Institute so that we can study it, if possible adding explanations of a practical kind about the development of the teaching itself.

We shall be truly grateful to you if, besides taking into consideration our request, you will kindly receive the expression of our highest esteem.

The President of the Commission



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