

national economic importance. Along with the Reich Professional Group of Advertising Experts, which is under its official supervision, the Board also attends to the scientific, artistic and practical development of the art of advertising, and the dissemination of knowledge of the law regarding advertising as taught in particular in the Reich College of Advertising. Finally, the Board acts as the representative of the advertising business when advertising meets with hostility, and also exercises influence on legislation with regard to the removal of existing or planned obstacles in the way of publicity.

IV.

MARTIAL BUISSON, PARIS  
Continental Advertising Law

In view of the manifold and very different regulation of this question in different countries, M. Buisson can be complimented on the absolutely surprising clearness and penetration of his report. To go into details here would exceed the space at our disposal, so that we confine ourselves to the conclusions which M. Buisson drew from his explanations. He recommended that, in the then state of affairs, the endeavours to organize advertising law and coordinate the legal views prevailing in different countries should be furthered by starting work on co-ordination before the next congress with the object of a general codification of advertising law. This work, he said, should be begun immediately and concluded two months before the next Congress. In order to simplify this work, he suggested that a questionnaire should be drawn up to be answered within a certain time by the various sections. In the meantime, he said, propaganda for the old principle of the Continental Advertising Congress "Truth and Honesty in Advertising" should be conducted more intensively than in the past.

V.

H. M. LORZ  
Director of the Reich College of Advertising

The Training of the Advertising Expert

The report dealt with the question of whether advertising can be taught and learned in schools from different points of view and arrived at a positive affirmative answer. It then dealt in detail with training in advertising in Germany and, in this connection, particularly with the organization and curriculum of the Reich College of Advertising in Berlin.

VI.

CURT MIX,  
Managing Director of the Reich Association of German Newspaper Publishers

Organizations and Associations in the German Advertising Group

The Germany section of the Continental Advertising Association consists of eleven organizations to which advertising firms, and advertising consultants and also canvassers and advertising agents belong. The advertisers are represented by two associations, the Reich Association of Advertisers and the Trade Mark Protection Association. The second large group, that of advertising consultants, consists of the Reich Group of German Advertising Experts and the Commercial Artists Group in the Reich Chamber of Pictorial Arts. The Reich Group of German Advertising Experts includes all industrial, commercial and outdoor advertisers in Germany. The Commercial Artists Group was established by the Law creating the Reich Chamber of Culture, and membership is compulsory for all German commercial artists. The third group consists of the associations of canvassers and advertising agents and of those persons employed in these undertakings, which are the Reich Association of German Newspaper Publishers, the Reich Association of German Advertising Agents, the Guild of Publishers' Employees, the Guild Group of Advertising Representatives, the Guild Group of Outdoor Canvassers and the Association of German Outdoor Advertising Firms. From this brief enumeration it will be recognized on what a broad basis German advertising now stands, and under what favourable circumstances the mechanism of German advertising can now undertake and carry out every kind of advertising work.

VII.

Dr. Giezendanner, Switzerland, was unable to be present.  
DIRECTOR TIETMANN, ZÜRICH  
took his place and read his report on

Organizations and Associations

The speaker examined in detail conditions in Esthonia, France, Italy, Latvia, Norway, Austria, Poland, Switzerland and Czechoslovakia. He stated in the course of his remarks that in all the nine countries dealt with by him parallel endeavours were being made to improve the representation of the interests of the profession, to improve the professional training of the younger members, to secure greater adherence to tariffs, etc. The advertising experts in all nine countries were unanimous that the first prerequisite for the settlement of all these and other questions was the definitely organized and complete combination of all those engaged in advertising as a vocation. The fact that these questions were still regarded as desirable goals and not as already accomplished facts made his German hearers recognize the tremendous progress which Germany has already made with regard to all these questions.

VIII.

PROFESSOR MOMIGLIANO, ITALY  
Joint and State Advertising

Joint advertising, which must be taken to include State advertising, is certainly the most interesting and important novelty in advertising in recent years. He then defined joint advertising, stating that it is undertaken on the initiative