

of a community, and no longer on that of an individual or firm, that it can extend to all those interested in a certain branch of production, or serve certain social and national purposes. It included advertising by public bodies or the State. The speaker then described the great success of joint advertising in Norway, Austria, Switzerland, Czechoslovakia and Poland (refraining from mentioning Germany, because "valued and highly respected experts" had already made direct reports) and then dealt in detail with joint advertising in Italy, his native country. Italy, he said, was the country where joint and State advertising are not only used on a large scale, but also have an immediate future in a specially favourable atmosphere. In the case of the important State institution of corporations the part played by joint advertising was perfectly normal. Besides this an extremely extensive ethno-political field of activity is reserved for advertising in the Fascist State in view of the principles which are mostly based on conviction instead of orders. The first forms of State advertising were advertisements with a high national ideal value, such as advertisements for the protection of mothers and children, to fight tuberculosis, and for anti-aircraft protection. All this advertising is done in the daily papers as it is a question of products and services of special interest to men, and the political daily press is regarded as the best means of advertising for the purpose. This advertising is attracting very great notice in the new Italy and, owing to its great influence, is predestined to serve the economic and moral development of the country. The view is also held that joint advertising cannot harm the advertising of individual interests. Advertising by individuals, however, had to be stopped, as far as possible, while joint advertising was being done. On the other hand it is most expedient to undertake very extensive individual advertising immediately after the joint advertising.

IX.

M. P. G. BASTIDE

President of the French Chamber of Advertising

Customs Duties on Advertising Matter

The speaker dealt in detail with the present situation and gave a very clear and comprehensive description of this confused domain. He recommended the Congress to adopt various resolutions to be forwarded to the office of the International Postal Convention in Berne and the International Chamber of Commerce.

These resolutions demand that all unpacked advertising printed matter weighing less than 500 grammes and stamped "Printed in" should be admitted duty-free into every country without any formalities. Samples and advertising articles addressed to at least 500 different addressees should also be considered as valueless and be free from all customs duties. Similar demands were made for the despatch of means of advertising by rail. The speaker believed that an increased exchange of advertising campaigns between different countries could be brought about in this way whereby advertising would gain fresh respect and once more assume the position due to it as a civilizing influence from the commercial point of view.

In conclusion M. Bastide proposed that the Permanent Bureau of the Continental Advertising Association should be charged with the carrying out of these measures.

X.

PROFESSOR H. K. FRENZEL

Publisher of "Advertising Art"

Fighting Plagiarism

The legal basis for fighting plagiarism is the same in almost all countries. These are the laws for the protection of trade-marks and copyright. The imitation of pictorial representations and packings can be made the subject of legal proceedings in nearly all countries with the aid of the laws for the protection of art and the protection of trade-marks. On the other hand, the wording of advertisements is still unprotected from imitation. A reformation of the law in this respect should be undertaken as soon as possible. The speaker therefore pleaded especially that the advertising associations should use their influence to secure the protection of advertising ideas and advertising texts for the legal provisions are still far from sufficient in the case of these two important groups. The programme of the work of the committee of the Continental Advertising Association dealing with plagiarism should be as follows:

1. To collect all legal provisions and judicial decisions concerning the subject of advertising and publicity.
2. To secure the defamation of all firms employing plagiarism in their publicity.
3. To provide experts at all legal proceedings dealing with these matters.
4. To co-operate more closely with the technical press in fighting plagiarism.

XI.

PROFESSOR VON ZAKRZEWSKI, POLAND

Co-operation between the advertising professional organizations

The chief point of the speaker's very animated and clever remarks was that the Continental Advertising Association had fulfilled its task in its present form and must now be replaced or extended by setting up a Continental Chamber of Advertising. The seat of this Continental Chamber of Advertising would have to be in the country which was prepared to meet the cost of founding it. The Chamber proposed by Professor von Zakrzewski is not to be a bureaucratic institution but to perform creative and inspiring work on the largest scale. Its tasks would include the organization of international or continental exhibitions and congresses, the laying down of lines of guidance for the uniform training of advertising experts and, finally, the establishment of a Museum of Advertising and a comprehensive international Library of Advertising. Professor Zakrzewski expressed his conviction that at a time when so many buildings were provided for "exotic" and abstract ideas it ought to be possible to secure the approval and practical support of at least one country for this great idea. After all, he said, the country in question would only have to bear the cost of setting up the Chamber of Advertising, but not the working expenses. The latter would be distributed among the various countries belonging to the Chamber of Advertising. Professor Zakrzewski proposed that the working out of the statutes of the Chamber of Advertising should be entrusted to a committee of the Continental Advertising Association and, in conclusion, expressed the hope that sufficient determined pioneers might be found for this greater future of the idea of advertising.