

with the sense of part 6 of the Second Notification issued by the German Trade Development Board.

2. The setting up of a commission for the study of the possibility of carrying out the supervision of circulation and the communication of the corresponding figures of circulation to the various sections of the International Advertising Association (I. A. A.).

3. At the meeting regarding the training of advertising experts it was resolved to devote special attention to this important domain.

A commission is to be formed for the purpose of encouraging this training by means of schools.

4. In dealing with the subject of the international relations between advertising experts a resolution was



adopted that advertising clubs should be started in every country, as far as possible, which could be made use of by all advertising experts in the world. The various national clubs maintain relations with each other. The Club de la Publicité in Paris undertook to ascertain the necessary facts before the next Congress and to report on them then.

5. A resolution was adopted to the effect that the work of the International Advertising Association should be reorganized. The members of the I. A. A. (American Advertising Association, British Advertising Association, and Union Continentale de la Publicité) together with the Nordic Advertising Association will form a commission which will make proposals regarding the further work of the I. A. A.

6. Finally it may be mentioned that, as the result of a

