

German proposal, steps are to be taken by the Reich Association of German Advertising Agents to initiate cooperation between all advertising agencies, press-cutting agencies and advertising agents in the whole world. The Committee for International Relations between Advertisers and Advertising Experts which deals firstly with social, and then with business, relations, of which the Commission is officially managed by the Paris Advertising Club, has entrusted the Reich Association of German Advertising Agents with the furtherance of the work in this sense.

A resolution was adopted at the Berlin Advertising Convention for the formation of a commission for the study of the questions of setting up an international chamber of advertising and international advertising archives. Germany, France, Italy, Austria, and Poland were represented in the commission, Germany providing the chairman and secretariat. At the meeting in Paris the following resolutions were adopted:

1. that the bureau should address a questionnaire to all countries regarding the setting up of an International Chamber of Advertising, enclosing a suitable exposé. The result will provide the basis for the further treatment of the work.
2. that the bureau should work out a plan of organization for the International Advertising Archives according to the standard system. All countries would then set up national archives in accordance with this plan and send a duplicate of the means of advertising on each occasion to the bureau as trustee, for the purpose of building up International Advertising Archives. Furthermore an international card index is to be started by the bureau in which all collections of advertisements, advertisement libraries, etc.—regardless of whether they are in public or private hands—are to be registered. It is therefore a question of creating a central reference card index register for advertising. The bureau will begin its work at once.

While the International Advertising Council deals with the contents and law of advertising, and principally with business advertising as such, it would be the task of the International Chamber of Advertising to deal with the vocational

