

FERNANDO GUEDES

UNION INTERNATIONALE DES ÉDITEURS.
LE PREMIER SIÈCLE

INTERNATIONAL PUBLISHERS ASSOCIATION.
THE FIRST CENTURY

INTERNATIONALE VERLEGER-UNION.
DAS ERSTE JAHRHUNDERT

UNIÓN INTERNACIONAL DE EDITORES.
EL PRIMER SIGLO



25^o CONGRESO DE LA UNIÓN INTERNACIONAL DE EDITORES
25th CONGRESS OF THE INTERNATIONAL PUBLISHERS ASSOCIATION
25^e CONGRÈS DE L'UNION INTERNATIONALE DES ÉDITEURS
25^{er} KONGRESS DER INTERNATIONALEN VERLEGER-UNION
25^o CONGRÉS DE LA UNIÓN INTERNACIONAL D'EDITORS



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ANCIEN SIÈGE DU CERCLE DE LA LIBRAIRIE, 117 BOULEVARD SAINT GERMAIN (PARIS), OÙ SE RÉALISA LA PREMIÈRE SESSION DU CONGRÈS.

THE OLD HEADQUARTERS OF THE *CERCLE DE LA LIBRAIRIE*, AT NO. 117 BOULEVARD SAINT GERMAIN IN PARIS, WHERE THE FIRST SESSION OF THE CONGRESS WAS HELD.

EHEMALIGER SITZ DES *CERCLE DE LA LIBRAIRIE*, IM BOULEVARD SAINT GERMAIN NR. 117 (PARIS), WO DIE ERSTE SITZUNG DES KONGRESSES STATTFAND.

ANTIGUA SEDE DEL *CERCLE DE LA LIBRAIRIE*, EN EL BOULEVARD SAINT GERMAIN N° 117 (PARÍS), DONDE SE REALIZÓ LA PRIMERA SESIÓN DEL CONGRESO.

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Texte établi à partir de documents officiels

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**INTERNATIONAL PUBLISHERS ASSOCIATION.
THE FIRST CENTURY**

Text based on official documents

Translated from the French Version by Colm de Búrca.

The last decade of the 19th century was particularly rich in political, scientific and cultural events.

Germany entered the post-Bismarck era under the young Wilhelm II, dreaming of expansion beyond Europe for the first time, searching for broader horizons, elevated even to a worldwide scale, with the strong, calm figure of his grandmother Queen Victoria in mind, perhaps, who controlled a huge colonial empire in India, Malaysia, half of Africa, Canada, Australia, New Zealand and countless islands spread over the three oceans. The Kaiser was to make a direct attack on this enormous empire in 1895-1900 when he supported the Boers' cause in South Africa, who were then in open rebellion against the British. An enormous empire which was just then going through a serious economic crisis, to which the dreadful effects of the spread of revolutionary socialism must be added, including the anarchists, the «gradualists» and the members of the Fabian Society, a club of distinguished intellectuals dominated by H.G. Wells and G. Bernard Shaw.

France was also going through a serious crisis arising from an event that at first view seemed rather banal, but which a variety of circumstances intensified to divide the country into two camps, and which gradually spread to intellectual, journalistic and parlia-

mentary circles, and even came to have an extraordinary effect on the Parisian masses. This was the «Dreyfus Affair», which left behind a painful trail of semitism and anti-semitism, of militarism and antimilitarism.

Europe's two oldest overseas empires — those of Spain and Portugal — also went through a difficult stage at this time. Spain lost its last South American colonies, while Portugal was forced to yield to an English *ultimatum*, ignoring its historic rights, to snatch a large chunk of Africa — lying between Angola and Mozambique — from it.

Outside Europe, two potential giants were beginning to take an interest in international affairs: the United States and Japan.

But during these same years, *Art Nouveau* developed in a France torn asunder by the Dreyfus Affair, just as the *Arts and Crafts* movement headed by William Morris rejuvenated English crafts, and *Jugendstil* quickly spread from Munich to the whole of Germany and Austria.

The Eiffel Tower, built in 1889 in Paris, was a sort of prodigious foretaste of the innumerable marvels that science and technology were to bring to mankind's daily life all over the world: electricity, the steam turbine, the telephone, the phonograph and the movie projector, radio-technology, diesel and petrol engines, and aviation.

This last decade of the 19th century was also dignified by such names as Zola, Daudet, Debussy and Fauré; Verga, Pérez Galdós and Eça de Queiroz; Nietzsche, Gerhart Hauptmann and Richard Strauss; Oscar Wilde, Kipling, Tchaikovsky and Rimsky-Korsakov.

Increasing literacy among the general populace, together with the setting up of lending libraries and reading rooms had already led to a great increase in reading, since the first half of the century, as well as to an exuberant revolution in books, thanks to the appearance of modern publishers and solid publishing houses in all European countries. However, alongside with the legal editions, copies and counterfeiters soon appeared and prospered, their activities being encouraged by poor protection of copyright in general.

While on a national level, protective measures were quickly taken by way of laws in tune with the times and the circumstances of each country, the situation internationally was, at first, chaotic. German authors (since the time of Goethe's youth) were the worst hit because the German language market was then fragmented among many independent states. As a result, Prussia was a pioneer in the signing of bilateral agreements for the protection of intellectual works. By 1820, the Prussians had already signed 31 agreements with the other German states, to be followed by similar treaties with foreign countries. By the middle of the century, France — where Balzac had become chairman of the *Société des Gens de Lettres* in 1838 — had signed some twenty bilateral agreements with other countries. However, the greatest imperative was the creation of an international convention to protect the authors of all associated countries in the same way and to the same degree.

Taking advantage of a stay in Paris by Europe's most eminent intellectuals on the occasion of the 1878 International Exhibition, the *Association Littéraire et Artistique Internationale* (ALAI) was set up under the honorary presidency of Victor Hugo. This organisation very quickly became the driving behind succeeding events.

At this stage, the *Börsenverein der Deutschen Buchhändler* in the now unified Germany was the first institution to work towards an international defence of copyright, and against the illegal copying of works of the intellect, in so far as the European book trade was concerned. This body, along with others, received an invitation from ALAI to take part in a congress to be held in Rome where the first definite steps were to be taken towards holding a conference dedicated to studying the viability of setting up an international union for the defence of copyright. The Swiss government was consulted, and agreed to sponsor the initiative. Three diplomatic conferences were convoked in Berne, and a Convention was eventually signed at the last of them, in 1886, and was ratified originally by eight countries: Germany, Belgium, Spain, France, Great Britain, Haiti, Switzerland and Tunisia.

Once the Berne Convention had been signed, and as a result of growing internationalisation, the time had come for publishers to organise on an international scale. And this is, in fact, what happened.

«The original idea of the Publishers' Congress goes back to 27th October, 1893, on which date the Board of Directors of the *Cercle de la Librairie* de Paris took up a suggestion made by one of its members to organise a Congress of the Book Trade in 1894, on the occasion of the International Book Exhibition.¹

«The Board set up a committee to study the possibility of this Congress, made up of the *Conseil's* bureau and the ex-chairmen of the *Cercle*.

«This committee met three times during the month of November 1893, and studied the project with which it had been charged. A list of 29 topics to be considered at the Book Congress, relating to the publishing profession, literary and artistic property pertaining to publications, and legislation. However, certain material difficulties stopped the project from going ahead.

«The idea of this Congress seemed to have been abandoned, only to be taken up again two years later, by Mr. René Fouret, under the presidency of Mr. Henri Belin. During the meeting of the Board of Directors of the *Cercle de la Librairie* held on 18th October, 1895, Mr. Fouret proposed the meeting of an International Congress of Publishers, to be held successively in a different capital city. This suggestion was accepted unanimously and without discussion. A committee, composed of all publishers who were members of the Board, was entrusted with drawing up a project for a Congress to be held in Paris in the spring of 1896.

«The organising committee began work immediately, and on 21st February, 1896, published the text of the Congress's regulations. Invitations were addressed both to various foreign Booksellers' Guilds and to publishers in all countries. Answers arrived quickly and in quantity from all parts.

¹ At a later date, at the opening of the 3rd Session of the Congress in London, it was stated that the idea came from the English publisher Heinemann.

«Mr Jules Hetzel, who was designated chairman of the *Cercle de la Librairie* by the *Cercle's* AGM on 28th February, 1896, took over the chair of the organising committee.

«Meeting on 29th February, the Committee named Mr. Georges Masson, who was a member of the Paris Chamber of Commerce and the oldest ex-chairman of the *Cercle de la Librairie*, as chairman of the International Congress of Publishers, on Mr Hetzel's proposal. It then received the highest patronage: Mr Henry Boucher, Minister for Commerce and Industry, and a member of the *Cercle de la Librairie*, accepted the honorary presidency of the Congress, as did Mr Hanotaux, Minister for Foreign Affairs, and Mr Rambaud, Minister for Public Education and Fine Arts.

«The committee spared no effort to ensure the Congress went smoothly, and to afford its guests a marvellous reception. A sub-committee was set up to this effect, under the chairmanship of Mr Henri Belin, as was another committee to prepare the sessions, divided into three sections:

- Section A:* Technical matters.
Chairman: Mr Henri Belin.
- Section B:* Matters of literary and artistic property.
Chairman: Mr Paul Delalain.
- Section C:* Legal and administrative matters.
Chairman: Mr Armand Templier.

«Having allocated the work of studying the matters proposed for the agenda, these committees opted to accept or reject these matters. When the agenda was finally decided by the organising committee, the section committees designated an authority to look into each matter. Their reports were not printed until each section chairman had approved them.

«Eight Publishers Associations participated officially in the Congress, and were represented at it by their delegates. The names of these bodies and their delegates are as follows:

CERCLE DE LA LIBRAIRE (PARIS)

Delegates: Mr Jules Hetzel, *Chairman*;
 Mr Léon Gruel, *Vice-chairman*;
 Mr Jules Norberg, *Vice-chairman*;
 Mr Lucien Layus, *Secretary*;
 Mr Félix Alcan, *Treasurer*.

BÖRSENEREIN DER DEUTSCHEN BUCHHÄNDLER (LEIPZIG)

Delegates: Mr Bergstraesser, *Chairman*;
 Mr Albert Brockhaus;
 Mr Carl Engelhorn.

THE PUBLISHERS ASSOCIATION OF GREAT BRITAIN (LONDON)

Delegate: Mr John Murray, *Vice-chairman*.

CERCLE BELGE DE LA LIBRAIRE

Delegates: Mr Emile Bruylant, *Chairman*;
 Mr Cornélie Lebégue, *Vice-chairman*;
 Mr Zech-Du Biez;
 Mr Weissenbruch;
 Mr Jacques Godenne;
 Mr Deseor.

ASSOCIAZIONE TIPOGRAFICO-LIBRARIA ITALIANA (MILAN)

Delegates: Mr Pietro Vallardi, *Chairman*;
 Mr Tito Ricordi, *Vice-chairman*;
 Mr Emilio Treves, *Council member*;
 Mr M.J. Lozza, *Secretary*.

CERCLE DES ÉDITEURS (LA HAYE)

Delegate: Mr Aug. Belinfante, *Secretary*.

VEREENIGING TER BEVORDERING VAN DE BELANGEN DES
BOEKHANDELS (AMSTERDAM)

Delegate: Mr J.-K. Taderma, *Chairman*.

SCHWEIZERISCHER BUCHHÄNDLERVEREIN

Delegates: Mr Payot;
Mr Delachaux.

«200 publishers registered as members of the Congress, the figures being: France 126, Germany 5, England 14, Austria 2, Belgium 18, Denmark 3, the United States 4, Holland 10, Italy 6, Norway 1, Portugal 1, Russia 2, Switzerland 8.

«67 members chose section A (technical matters), 54 section B (matters of literary and artistic property) and 30 section C (legal and administrative matters).

«The Congress opened on 15th June 1896 with Mr Henry Boucher, Minister for Commerce as honorary Chairman and Mr Georges Masson, ex-chairman of the *Cercle* and member of the Chamber of Commerce as Chairman, sharing the platform with Mr Dervillé, president of the Mercantile Courts, Mr Delaunay-Belleville, chairman of the Chamber of Commerce, Mr Hetzel, chairman of the *Cercle de la Librairie*, Messrs Paul Delalain, Armand Templier and Henri Belin, ex-chairmen of the *Cercle*, and the members of the organising Committee of the Congress [...]. The Congress got down to work immediately, and lasted until 18th June. Each section examined and discussed the matters submitted to it, and discarded those which did not seem to be of international interest, or were not of great urgency. On the other hand, they sent those which they had found in favour of to the plenary sessions of the Congress for its consideration.

«The plenary sessions of the Congress considered the matters which we will mention here briefly, respecting the order in which they figure in the sessions' agenda:

«First of all, the Congress discussed a motion presented by Mr Lucien Layus laying the obligation for the legal copyrighting on the publisher, which is at present incumbent on the printer under most laws. This motion was unanimously accepted with the exception of the votes of the two delegates of the *Börsenverein*. The Congress also agreed to add a further disposition, presented by Mr Pietro, clearly stating the desire that the legal copyrighting

should have no influence where protection of the work is concerned, and that the non-compliance of the formalities should not derogate literary property.

«Mr Léon Gruel's motion that the present reference to format in bookshop catalogues should always be accompanied by the volumes' sizes in the metric system received everyone's vote [...]

«Regarding Mr Zech-Du Biez's report, Congress unanimously voted the first part of a motion asking for the generalisation of catalogues using systematic classification in the book trade. The second part of the motion, whereby Congress recommended one of the classification systems, that based on a decimal system, received all but four votes. Nevertheless, Congress rejected the third part of the motion, which would have bound publishers in all countries to produce a Universal Bibliographical Inventory; while it did recommend that publishers should prepare national bibliographies, which would one day become the basis for a universal bibliography.

«Mr Adolphe Schleicher's report on contracts in printed matter received the unanimous approval of Congress, and passed a motion to the effect that contracts between authors and publishers should contain a special article concerning the customary sub-contracts [...] The Congress made the following decisions regarding the report by Messrs Paul Delalain and Joseph Bourdel on the right to publish extracts:

- i. In principle, any reproduction must be authorised by the rights-holder or rights-holders.
- ii. In fact, in an international context, in each of the contracting countries, insertions of very short extracts of works published in another country would be permitted, but only in anthologies prepared for educational purposes, and not under other circumstances.
- iii. Quotations made only in the context of a specific criticism of a work, or for a literary essay are not considered to be piracy.

«The Congress adopted the following motion, presented by the same individuals: "A literary work may not be reproduced by way



GEORGES MASSON
The first President of the International Publishers Congress

of public readings except with the rights-holder's consent. However, this consent will not be required where the public reading does not form part of a commercial operation, nor when it is carried out for critical or educational purposes".

«The Congress's decision on the motion presented by Mr Alexis Lahore on publishers' rights when publishing letters, was the following:

- i. That each national legislation should state that letters must be considered to be literary works; protected to the same degree and regulated in the same way as literary property;
- ii. That letters may not be published without the consent of both parties, or of their heirs or rights-holders, where it is the addressee who publishes them.

«Congress then considered the question of reproducing journalists' articles, and in line with Mr Brunetière's report, decided the following:

«Apart from articles of political debate and the daily news and events, reproduction of newspaper and periodical articles must be forbidden, as must be that of episodic novels and novellas, without needing any special mention. The Congress further wishes that a more precise definition of what are called, respectively, an article of political debate and the daily news, be found.

«The question of photographic property and the protection of photographic works could not be discussed in depth due to the absence of the person appointed to study the subject, Mr Léon Vidal, and furthermore because photographers were not represented at the congress. As a result, on the advice of Mr Delalain, Mr Vidal's suggestion was formulated as follows:

- i. That regardless of what legislation applies to photographs in any given country, all photographs included in a publication should enjoy protection for the same period of time as the said publication;
- ii. Any photograph commissioned by a publisher for the purpose of illustrating a work becomes the publisher's

property, who has the exclusive right to use or even dispose of it, except where otherwise stated in a contract with the author of the work.

«Congress studied the matter of joint international action by publishers' associations to promote membership of the Berne Convention, at Mr Tallichet's behest. At the suggestion of Messrs Brockhaus and Templier, it was decided that the various publishers' associations should agree to study and encourage all possible measures to implement the convention, leaving the *Cercle de la Librairie de Paris* to effect this initiative.

«Concerning Mr Armand Colin's work on insurance for printing plates and negatives, the Congress recognised that it was impossible to find a general form of insurance of an international nature that would satisfy all countries represented, and decided not to draw up any recommendation on the subject.

«The Congress unanimously accepted the conclusions of Mr Le Soudier's report proposing that an international commission be set up to study the question of eliminating all customs duties applying to intellectual production.

«The motions presented by Mr Félix Alcan, to the effect that those countries whose postal services accepted parcels of up to 3 kilos should increase this to 5 kilos, that parcel post should be introduced in those countries where it still did not exist, and that the Universal Postal Union should increase the weight of printed matter accepted to 3 kilos, received unanimous support.

«The Congress accepted Mr Berger's conclusions on the Vienna Postal Convention regulating the part played by the postal service in subscriptions to newspapers and periodicals without discussion; Congress asked those governments who had not signed the convention not to do so, and asked those governments who had signed to cease the subscriptions' service [...] To the unanimous applause of the assembly, the Chairman communicated an eloquent protest by Mr William Sheldon, an American publisher, against the «remanufacture clause» in force in United States legislation.

«A communication by Mr Robert Marton, criticising the con-

cept of ownership of the translation in American law was greeted in the same manner.»²

This detailed account by the Secretary General, Lucien Layus, gives us a very good idea of the events of the first session of the International Congress of Publishers as it was then known, and as it continued to be so up to 1954.

«The *Cercle de la Librairie* took the opportunity of holding the Congress to inaugurate their new premises in a building at no. 17, Boulevard Saint-Germain, where a *soirée* including «a show and music» was held: [...] «On arrival, the guests were received by Mr Hetzel, chairman of the *Cercle*; Mr Masson, chairman of the Congress; Mr Gruel and Mr Norberg, vice-chairmen of the *Cercle*; Mr Layus, secretary of the board of the *Cercle*; Mr Mainguet, secretary of the Congress; and messrs Paul Dupons, Abel Goubard and Phillippe Maquet, members of the Festivities Committee.

«Along with the members of the *Cercle de la Librairie* and those participants in the Congress who had cared to attend the *soirée*, we furthermore note the presence of the following guests: Mr André Lebon, the Colonial Minister, and his first secretary, Mr du Vivier de Strel; Mr Chardon, secretary-general of the Exposition of 1900; Mr Masure, second secretary at the Ministry of Commerce; Mr Leydier, private secretary to the Minister for Public Education; Mr Ch. Lyon-Caen of the Institut; Mr Georges Breton, administrator at the Ministry of Commerce; Mr Georges Paulet, department head at the Ministry of Commerce; Mr Fernand Bordas, division head at the Ministry for Public Works; Baron J. de Guerne, Dr Raphaël Blanchard, Mr Davanne, Mr Charles Legrand, Commandant Venet, Mr Taillefer, Mr Charles Lucas, Mr Cassien Bernard, Mr Charles Norman, Mr Émile Bel-

² Report on the proceedings of the 1st session of the International Congress of Publishers (Paris, 1896) by Mr Lucien Layus, Secretary General of the Congress, Secretary of the Board of the *Cercle de la Librairie* de Paris, in *Congrès International des Éditeurs, 2ⁿ Session - Bruxelles, 23-26 Juin 1897 (...)* Documents - Rapports - Procès-Verbaux, Brussels, 1897.

loe, Mr Georges Maillard, Mr Sciber, Mr Georges Pfeiffer, Mr Maxime Mabyre, etc., etc.»³

On the night of the 18th, on the occasion of the closing of Congress, the *Cercle de la Librairie* gave a banquet «for the foreign members of the International Congress of Publishers in honour of this Congress and on the occasion of the inauguration of the *Cercle's* new premises [...] magnificently served by the Poiré-Blanche firm.

«Two large horseshoe-shaped tables had been prepared in the *Cercle's* premises, enclosing the official table. The main table was presided over by Mr Georges Masson, Chairman of the Congress, and Mr Jules Hetzel, Chairman of the *Cercle*. Mr Masson was flanked by Mr Henry Boucher, Minister for Commerce, to his right, and by Mr Rambaud, Minister for Public Education, to his left. Seated to Mr Hetzel's right was Mr Engelhorn, the delegate of the *Börsenverein der deutschen Buchhändler* (Leipzig), while Mr Marston, honorary member of the *Cercle de la Librairie* since 1871 was on his left. Also at the official table were Mr Regnault, representing Mr Hanotaux, Minister for Foreign Affairs; Mr Laroche-Joubert, MP, chairman of the Association of Paper Manufacturers of France; Mr Picard, section head at the Council of State and commissary-general for the exposition of 1900; Mr Brunetière, of the *Académie Française*, chairman of the Press Association; Mr Morel, director of the International Literary and Artistic Union (Berne); Mr Vallardi, chairman of the *Associazione tipografico-libraria italiana*; Mr Brockhaus, delegate of the *Börsenverein der deutschen Buchhändler* (Leipzig); Mr Cornélis-Lebégue, vice-chairman of the *Cercle belge de la Librairie*; Mr Host, bookseller to H.M. the King of Denmark; Mr Xavier Charmes, of the Institut, head of the secretariat at the Ministry of Public Education; Mr Bompard, head of commercial and consular affairs at the Ministry of Foreign Affairs; Mr Ordi-

³ Appendix to the volume *Documents - Rapports - Procès-Verbaux* of the International Congress of Publishers (Paris 15th-18th June, 1896), pages 229-230.

naire, private secretary to the Minister for Commerce; Mr Rosset, section head for technical education at the Ministry of Commerce; Mr du Vivier de Streel, assistant private secretary to the Colonial Minister; Mr Masure, assistant private secretary to the Minister for Commerce; Mr Leydier, head of special secretariat to the Minister for Public Education; Mr J.K.Taderma, chairman of the *Vereeniging ter bevordering van de Belangen des Bokhandels* (Amsterdam); Mr Sheldon, of the firm Appleton and Co., New York; Mr Heinemann, of London; Messrs Gruel and J. Norberg, vice-chairmen of the *Cercle*; Mr Layus, secretary-general of Congress, secretary of the Board of Directors of the *Cercle*; Messrs Mainguet, Payot and Zech du Biez, secretaries of the Congress.

«One of the horseshoe-shaped tables was headed by Mr Paul Delalain and the other by Mr Armand Templier, ex-chairmen of the *Cercle*, flanked by the members of the *Cercle de la Librairie* and the participants in the Congress.

«They were one hundred and sixty in all, each having a very attractive menu in front of him in chromotype, printed and presented by Mr Lahore.

«The members of the press who had reported on events were also invited.

«An excellent gypsy orchestra, installed in the loggia of the main salon of the *Cercle*, played during the meal and throughout the reception that followed it.»⁴

The first International Congress of Publishers had now been held, with an attendance of 200 members of the trade. It is very important to note that, while at a century's distance, many of the fourteen motions carried at the time may seem to be of little relevance, two of them have clearly been of the greatest importance for the role that the ICP has played worldwide in the course of this century. The first of these is as follows:

⁴ Appendix to the volume *Documents - Rapports - Procès-Verbaux* of the International Congress of Publishers (Paris 15th-18th June, 1896), pages 232-233.

MEMBERSHIP OF THE BERNE CONVENTION

«This Congress resolves that the different associations (*Cercle de la Librairie de Paris*, *Börsenverein zu Leipzig*, etc.) should contact each other in order to study and effect all measures needed to bring about membership of the Berne Convention. Responsibility in the matter of this agreement to be established with the other associations will lie with the *Cercle de la Librairie de Paris*.»

There is no doubt that in 1896 the best way of defending copyright was by promoting affiliation to the newly-created Berne Convention, and while it is true that there was not unanimity among the delegates on this subject (the Dutch delegations were opposed to the principles defended by the Berne Convention at the time), the fact is that after the first Congress, a single position on copyright came to be agreed.

The following is the second resolution mentioned above:

THE ABOLITION OF CUSTOMS DUTIES
APPLYING TO WORKS OF THE INTELLECT

«An International Committee will be set up — including the national committees already existing in each country — in order to study the question of eliminating customs duties applying to intellectual products. It will take every opportunity to persuade those countries still levying customs duties on the importation of works of the intellect to suppress them.

«The *Cercle de la Librairie de Paris* will be provisionally in charge of encouraging the setting up of national committees and to act as a link between them.

«A report will be presented to the next Congress of Publishers by the International Committee.»

The fine sentiments expressed by the publishers present in Paris in 1896 were not to be realised until half a century later, when the Florence Agreement was signed under the auspices of UNESCO in 1952. All the same, it can be seen that of the three main pillars which form the basis of all the IPA's present activities — protection

of copyright, free trade in books and freedom to publish — the first two had been stated by the «founders» of this body.

In order to maintain the enthusiasm brought about by this meeting, the participants decided that «whatever the final frequency of the International Congress of Publishers, a second meeting will be held in 1897».

This wish was fulfilled. 138 publishers accepted an invitation from the *Cercle Belge de la Librairie* (rejecting another from Lisbon made by the Portuguese delegate during the first Congress). The registration fee was 20 Belgian Francs, and the meeting was held in Brussels from 23rd-26th June, 1897.

Publishers' associations from the same countries were represented as in the first meeting; however, on this occasion, French music publishers attended for the first time. Regarding foreign delegations, the absence of Portugal and Austria must be mentioned, while Spain was now represented.

It is worth recalling several of the more important matters which were dealt with at this second meeting of the Congress.

M.O. Forst, a publisher from Antwerp, presented a report entitled «Looking into appropriate methods of protecting the innovations made by a publisher in his publications», where the following is stated: «While industry in general is protected by patents, it is only the publisher who is exposed to all sorts of imitations and plagiary.

«It is true that his work is protected against all infringement by copyright so long as he limits himself to publishing a work in the usual manner, but in this case, he has no right to protection, as he has done no more than follow the beaten track. But when the publisher brings out the same work in a new way, whether this is a new format, or a new impression, that is to say, when he innovates in any way, this, which is in reality his own, is completely unprotected, and if it becomes a success, it will certainly be immediately adapted for other publications, imitated, copied by the first rival to come along, with the inventor having no chance of demanding any recompense at all.

«The real damage suffered by the publisher is even greater when it is not a case of a work in copyright, but when we are dealing with a compilation of literary works which have become public property.»⁵

In its final recommendations, Congress «stated the wish that an article be added to the legislation on industrial property with the aim of protecting innovations in form and model for publications.

«The Congress recommends that the various publishers' associations promote the carrying out of this motion in each country, and at a later date, encourage the internationalisation of the matter, as with literary and artistic property.»

Here, already stated in 1897, we have the still unresolved problem of publishers' rights.

Mr Lyon-Clarsen, a Belgian publisher, presented a report where he intended «to procure a law from the legislature prohibiting works from being sold at discount, or their inclusion in discount catalogues until an as yet unspecified number of years have passed», while Mr Alfred Castaigue, also from Belgium, referred to «the need to establish a 'booksellers diploma' or examination, in order to ascertain that new booksellers be sufficiently knowledgeable to carry out the trade honourably», and he suggested «practical measures to be used by publishers to develop a taste for reading in children».

Fixed price, professional training, promotion of reading — these matters are still of concern to the IPA at our congresses and in our everyday work a century later...

The Congress ended with a banquet in the rooms of the *Hôtellerie du Chien Vert* in the enclosure of the International Exposition which was then taking place in Brussels, and an 'artistic show' in the marvellous *Hôtel-de-Ville*, in commemoration of the 200th anniversary of the rebuilding of the houses of the

⁵ International Congress (...) Brussels, 1897, page 48.

Grand-Place, to which all the participants of the Congress had been invited. The publishers were to meet again in London two years later, from 7th-10th June 1899 in the Stationers' Hall, which had housed the representatives of the world's first association, founded in 1403, that of «Writers of text-letters, limners, bookbinders and booksellers».⁶

215 publishers participated (paying a registration fee of £1) with the novelty of a publisher from Japan (although named Brown), and another from New Zealand.

John Murray, the chairman, in his long inaugural address, mentioned several basic problems publishers had at the time, some of which have not yet disappeared: «Many people have asked me, "What is the object of your Congress? What do you expect it to accomplish?" This question is a very proper one to ask, but one to which it is not easy to give a categorical and definite reply.

«Perhaps the best means of replying is to state what it can not do.

«In the first place, we cannot legislate; we cannot perhaps exercise any great influence on the machinery of Governments to bring about objects which lie in their power and which we all earnestly wish for.

«If we had this power, there is one object above all others to the attainment of which we should apply it. I mean to drawing within the fellowship of the Berne Convention those nations which still hold aloof. If, for example, we could do anything to persuade our good friends and cousins in the United States, who every year are taking a more prominent part, both as readers and writers, in the world of letters, to adhere to the Convention, we should by this act alone have earned a high place among the successful Congresses of history. I feel sure that in making this statement I shall have the sympathy and the assent of those American representatives whom we are happy to see among us to-day, and of that large body of enlightened and educated men

⁶ *The Stationers' Company - A History, 1403-1959*, London, 1960, page 23.

whom they represent [...] we may indeed regard the Berne Convention as one of the great charters of literary liberty; it has directly and powerfully influenced all legislation touching copyright matters which has been achieved since it came into force, and it has tended to increase the good fellowship which exists among those who are engaged in literary pursuits throughout the world. Of this good fellowship the Publishers' Congress is a symbol and a manifestation [...] I may mention, en passant, that the Publishers' Association has been compelled to appoint fully authorised agents in every leading colony and dependency throughout the British Empire to watch over the interests of literary property and protect it from piracy and infringement.»⁷ In another passage, John Murray stated: «And this brings me to what I regard as two of the principal results and aims of these Congresses. First, that we may come to know one another personally, that we may speak face to face, and establish a true international friendship and camaraderie, so that, if trade difficulties arise in any country, the representatives of the publishers may apply to their confreres in other lands, and receive the benefit of their counsel and their experience. And, secondly, that we may assert to the world at large the true position which we hold in the world of letters [...] Publishers are a modest race, but perhaps some of you will tell the world some day how much toil and anxiety is involved in the production, the adornment, and the circulation of a book; how much vigilance is required to watch and protect the rights of literary property.»⁸

Chairman Murray's address on the protection of the rights of literary property and adhesion to the Berne Convention was not the only one on this subject. At least five speeches mentioned these important matters, particularly that of Otto Mühlbrecht, a Berlin publisher, and those of the Italians, Giuseppe Vallardi and Tito Ricordi. The first made a detailed analysis of those situations

⁷ The Third International Congress of Publishers, London, 1899, page 24-30.

⁸ Idem, page 29.

and countries whose non-adherence to the Convention interfere with other publishers' interests — the United States, Russia, Holland, Sweden and Denmark — and where the others are concerned, they condemned American legislation (as had already happened during the first meeting of the Congress), and in urging the adhesion of new countries to the Berne Convention, they made the first proposal that the youthful international publishers' association become more of an organisation than the Congress was. «Now if there exists at Berne an International Bureau, kept up by the different Governments, for the protection of literary property, why should not the numerous and powerful associations of publishers, in their turn, establish an International Federation also having its seat at Berne? This federation, by means of its delegates, and also, if required, by instituting a permanent office, should formulate a general programme of the work to be undertaken, seeking the best means to procure the success of the common aims, and offering protection to the general interests of the members. By this process it should bring the work to that continuity of action and of address, and that unity of method which we look for in vain in the disconnected action of the various International Congresses.

«Customs tariffs, postal and railway rates, dissemination of the local laws and of the international treaties, unification of the different existing laws, new adhesions to the Berne Convention, circulation of the principal judgments pronounced by the different judicial authorities, all these important items would constitute a part of the vast and practical task of the proposed federation.

«We, therefore, hope that the present Congress may be willing to favourably consider the foundation of an International Federation of Publishers, having its seat in Berne, and whose objects will be those we have already set forth.»⁹

The reason for the Vallardi-Ricordi motion was that they had noted that many of the resolutions accepted at previous meetings

⁹Idem, page 109.

of the Congress were not followed up. Behind of it all, what they were suggesting (as they later explained) was the creation of a permanent secretariat, with a fixed address, disposing of sufficient means not only to ensure that the resolutions made at the different meetings of the Congress were carried out, but also as a permanent defence of publishers' interests.

Following the same line of thinking, the representative of the *Börsenverein* made the following proposal in the name of the German delegates:

- «i. That a permanent bureau be created by each Congress to carry out the resolutions of the present and previous sessions, under the authority of its organising committee;
- «ii. That this bureau should remain active until the meeting of the next Congress, when the organising committee of the Congress should receive the papers and documents of the bureau, and be responsible, for its part, for the election and proper organisation of a new permanent bureau for the next two years;
- «iii. That the maintenance of this bureau should be effected by pro rata contributions from each national association.»¹⁰

As Mr Vallardi himself said, the difference between his proposal and that made by the German publishers was that the latter were proposing a secretariat whose headquarters would move after each congress, while he proposed a fixed office.

The German idea was carried, but not for long, and with an amendment proposed by the Chairman, John Murray: instead of a «permanent bureau» as the Germans proposed, a «temporary office» should be set up, leaving the door open to change in the future.

It was at the next Congress in Leipzig, held from 10th-13th June, 1901, where long, difficult discussions finally brought about

¹⁰ *Idem*, page 187-188.

the decision to set up a fixed headquarters for the secretariat, as the Italians had already proposed some years before.

The new German proposal, at the instigation of the Leipzig editors who organised the Congress and the publisher Hermann Credner, was nevertheless, nothing more than a continuation of the model which had been fashioned at the earlier congresses in Paris and Brussels, and confirmed and enlarged in London — that is to say, that carrying out the decisions would be the responsibility of the organising country, but now with a permanent committee which would ensure that this was done, whose headquarters for the following two years would be in the country where the next meeting was to take place, in this case in Leipzig.

Once constituted, the secretariat would move from country to country, depending on where the subsequent meetings of the Congress were to take place — or maybe not: Hermann Credner, still speaking for the Leipzig Organising Committee, stated the collective position in the following manner: «Meetings of the Congress of Publishers being just as necessary as in the past, the question is whether or not the permanent Bureau should move to the site of the following congress. As the Bureau's job will be to deal with all the questions considered at past congresses as well as to manage and keep the archives, it will be seen that over-frequent changes of address could produce certain inconveniences. The idea of giving the Bureau a permanent headquarters, regardless of the varying sites of congresses, should, then, be given serious consideration. It would seem desirable to ensure that its work has a certain continuity, in order that the director be informed on all matters which have come up previously, and this combination of circumstances is hardly possible unless he manages the affairs of the Congress in a continuous manner, and if the management remains unchanged. However, we are only bringing up the subject, leaving it up to the participants in this congress to decide whether and which proposals they wish to make regarding this subject.

«But whether it is now decided to give a fixed abode to the bureau, as has been done with the International Bureau for the

Protection of Intellectual Property, domiciled in Berne, or whether this is done at the next congress, what absolutely must be decided upon today is the setting up of a new International Committee which will bring the resolutions made at Congress to the attention of the authorities and take over the running of affairs, replacing that which was first set up in Paris in 1896 but which has not begun to function, and to attach a new, permanent Bureau to this new committee.

«This rapporteur has the honour of making the following proposals in the name of the Organising Committee of the Fourth International Congress of Publishers:

«That a new International Committee be set up, made up of the chairmen of the previous congresses; to be headed by the chairman of the last congress, and where this is not possible, by the chairman of the second-last. If a member cannot take up his position, the Publishers' Organisation to which he belongs will replace him with another member. The International Committee will be responsible for defending the resolutions of Congress vis-a-vis the authorities, as well as for the overall management of business. A permanent Bureau will be set up in order to carry out the business of the International Committee.

«In consideration of the fact that the solution offered below regarding the organisation of the permanent Bureau is the only one to have been found thus far;

«Further considering that the German publishers are willing to cover the costs of the bureau until the Fifth International Congress of Publishers;

«Also considering that the chairman of the Leipzig booksellers' organisation (*Verein der Buchhändler zu Leipzig*) is prepared to supervise the Permanent Bureau during the two years leading up to the next congress,

«The Fourth International Congress of Publishers agrees the following:

«i. A Permanent Bureau will be set up, initially having its headquarters at Leipzig, and being under the direct supervision of the chairman of the booksellers' organisation in that city, and

should this not be possible, under the supervision of the Committee of the *Börsenverein der Deutschen Buchhändler zu Leipzig*, the official representative of the German publishers.»¹¹

Nonetheless, the main foreign publishers present in Leipzig saw the problem in a different light. The Frenchman Ferdinand Brunetière was the first to speak out against the installation of the 'Bureau' in Leipzig, clearly stating the reasons for his opposition: «International in origin and in the spirit of its establishment, I believe that the Publishers' Congress must remain international. This is what interests us and this is the reason for its existence. It would no longer have any purpose if it were not international. Its international character — which is its outstanding feature — is the source of its strength. And if we do not want to lose any of this strength, all of the organs of the Congress, beginning with the Permanent Bureau, must be international to the same degree.

«You do not need me to see that the Permanent Bureau would no longer be international if we set it up in Leipzig, any more than it would be if its headquarters were in London, in Brussels or in Paris.»

The fact is that it was not difficult to show the inconvenience of Leipzig, but the matter was delicate in the extreme. Not only were the German publishers willing to cover all the costs of the permanent committee for the following two years (and their foreign colleagues may well have mistrusted their later offer to continue to pay its expenses) but there was also a large majority of German participants at the congress that was surely determined to prevail in any vote taken on the matter. It was probably the foresight of the Chairman of Congress, the German Albert Brockhaus, who then had to find an 'international' solution, that saved and ensured the future of this young organisation which was later to change its name to the International Publishers Association.

Having anticipated the difficult situation which was to come, Brockhaus met the chairmen of the three previous sessions that

¹¹ Congrès International des Éditeurs - *Compte-Rendu* de la Quatrième Session, Leipzig, 1902, pages 231-233.

evening, in the presence of Brunetière and the Englishman Frederick Macmillan. The French publisher continued his discourse, explaining what had happened during the conference to the others present: «The conversation did not last long, and as none of us had any reason to play politics, or to better the other, the agreement was made in minutes. It seemed obvious that if Leipzig had been put forward as the Permanent Bureau's headquarters, the reason was financial. The functioning of the Permanent Bureau would entail various costs; our German colleagues had looked into them; and the funds needed were already available. Under the circumstances, all that was needed was for each of us to commit ourselves — in the name of the associations we represented — to pay the proportional quota of the costs of the Permanent Bureau, and when the session opened, this is what we did, but, as you may well imagine, with the reservation that our respective associations give their later approval; nevertheless, in answer to the German publishers' generosity, we ourselves made a personal commitment, in case our superiors criticised us for having exceeded our mandate. Time was of the utmost as the subject would come up for discussion hardly 24 hours later, and the deal had to be settled. I scarcely know how to thank Mr Albert Brockhaus for his rare impartiality, his conciliatory spirit and his great courtesy, truly and sincerely international, as exhibited on that occasion, and for which we continue to be profoundly grateful.»

Now, a century later, we believe that this is the time and place to pay due homage to the names of that half-dozen publishers who committed themselves personally, if need be, to pay the costs of a permanent secretariat, in order to safeguard an idea that they deemed worthwhile saving. Where then should it be situated? Which city was able to offer a sufficient degree of internationality? Once again, we will give Ferdinand Brunetière the floor: «There remained the question of where to locate the headquarters of the Permanent Bureau and to whom its organisation should be entrusted. Gentlemen, there is no doubt that we should have come up against a stumbling block here, had we not the good fortune to find the very eminent Mr Henri Morel, Director of the

International Bureau of Berne for the Protection of Intellectual Property among the participants of this Congress, and had he not eliminated two difficulties at one fell swoop: that of the Permanent Bureau's location, and the choice of person to organise it.

«If the truth be known, Mr Henri Morel — director of a great international service, in the diplomatic sense of the word — can only provisionally take on the organisation and installation of the Permanent Bureau. I must add, by way of thanks, and would also ask you, Gentlemen, to join me in thanking him, that, being one of us, he is taking on this responsibility free of charge, *honoris causa*.

«And I should like to add, that he does us an honour, on top of the service he renders us. You are already aware of his special competence concerning all matters of literary property, and if half of the questions that have been dealt with at our meetings are just that — questions of literary property — we can rely on him to organise the Permanent Bureau. It will surely be everything it should be, everything it needs to be, and I do not imagine that any one of us has the slightest hesitation or doubt regarding this matter. We could not put our interests in better hands, and in entrusting them to him, our only regret is that this situation will not last forever.»

It was a wonderful proposal. Berne did not just combine all the conditions for the location of the permanent secretariat, as guaranteed by Mr Henri Morel, the director of the body which later became the WIPO, not just from the point of view of impartiality and competence, but also had a certain useful connection with the Berne Convention which the publishers so wished to extend and enlarge.

All the same, the problem was far from solved, because the majority of the German publishers were still very probably in favour of the Leipzig solution. There was the risk that numbers would win out over common sense, but the following address, by Albert Brockhaus, went in the right direction: «It could be foreseen that there would be certain difficulties of a national character; it could equally be foreseen that they would be communicated

to me in the most agreeable way; but it was just as sure that in the interest of, I would almost go as far as saying, universal peace, we should try to find a solution that would safeguard the international character of the Congress of Publishers and the absolute independence of the Permanent Bureau, without hurting anyone. In so far as I was concerned, I was sure that if ever we could manage to persuade you that the new proposal is the correct one, that you would be the first to agree to it.

«Allow me to comment briefly on the differences between the new project and that which you have already submitted. I note that the Leipzig Organising Committee, when drawing up the proposal explained to you in great detail by Mr Credner, did not arise out of any local patriotism in the least; the idea behind this proposal is that those who draw up a resolution would seem to be the best prepared to put it into practice.

«Along with that, we thought that when the Bureau ran into difficulties — which, naturally would be of a financial nature at the start — these could only be overcome if one country made the necessary resources available for the coming two or three years. As you know, there is a certain number of colleagues in Germany who have shown real interest in this cause.

«However, we did not delude ourselves that it is somewhat awkward to invite one to your home, to give him what is good for him at the same time as telling him: 'Furthermore, for three consecutive years, I am willing to pay all the bills to support you'. Because this is what our offer came to — not only to meet the expenses of the Congress, but also those involved in carrying out the resolutions of this Congress for the next three years. It was evident that our foreign colleagues would also want to participate in these expenses.

«Well, yesterday I received a declaration formulated in the terms used by Mr Brunetière, stating that the honourable Chairmen, in the first place profoundly grateful for their German colleagues offer to meet the expenses, express their wish that the funds only be advanced by us, and that we should allow them to participate fully in the costs, and that they would reimburse us at

the end of each year. This is an offer that anybody in my position must accept [...] I have a further declaration to make. If the Organising Committee had been given the slightest prospect of being in a position to appoint the person who is best informed on ways and means of achieving new members for the Berne Convention among non-signing States in order to manage and set up the Permanent Bureau — Mr Morel — I have no hesitation in stating that Mr Credner would have said, as I do: The Permanent Bureau must be established in Berne rather than in Leipzig. But given the specific conditions of the guarantee which the various countries of the Association attribute to the Berne Bureau, we could not have imagined that Mr Henri Morel would be in a position to take on these new functions. However, at present, he has stated that he is prepared to do so, not in an official capacity, but rather, member of our Congress as he is, in an honorary capacity and free of charge.

«Regarding the foreign flank, the Chairmen have stated that there is no doubt whatever that it would have been handled in the conscientious, impartial manner that is the norm in Germany, but that in looking to the future, it would seem to be desirable — as the proposal made by us for Leipzig at least alluded to — that the Bureau have a fixed permanent abode, and also to designate a permanent location for the International Congress. In considering all these varied points of view, all of the Chairmen propose Mr Morel, that competent, most eminent man, as the spiritual director of the Bureau, and Berne, the international capital of International Switzerland, as the location for this bureau.

«Given that a Permanent Bureau may be set up in the said manner and by common accord, which will at last be prepared to carry out the resolutions of four congresses, I dare say that the rest of us Germans will be willing to make a sacrifice for our ideal, with the cry of: Let us go to where our decisions will be executed, to Berne.»

One would imagine that these words of Chairman Brockhaus would close the debate, but that was not the case. Various speakers took the floor over the following hours, intervening in favour

of Berne or of Leipzig as a solution, until the debate was concluded by an address by the Berlin publisher, Hermann Hillger (*Consider that the delegates return home to report on this debate and relate that the members from Leipzig, the Germans, finally chose Leipzig because they formed the majority — I can only feel a certain uneasiness when I think of how they would comment on that choice. Therefore, let us make a concession to our honourable foreign colleagues who have come to Germany at our invitation. What is more, I believe that if we voted by nationality, a greater number of nations would choose Berne than would be in favour of Leipzig [...]* In carrying out an international activity, we will not secure the same prestige in Leipzig as in Berne), and by Carl Engelhorn, a Stuttgart publisher (*When Mr Credner made the proposal a while ago to set up a Bureau in Leipzig, I was greatly in favour of it, seeing therein a guarantee of matters advancing smartly, and that the resolutions of Congress would not only be voted, but also carried out [...]* But this proposal was based on the supposition that our foreign colleagues would not make the slightest objection to the idea, that on the contrary they would consider the question in the same light as ourselves, with no reservations at all. As we have seen, this is not the case. Our foreign companions have apprehensions. I will not go into the degree to which they are founded or otherwise. I simply note that these apprehensions exist. And I affirm that we would be taking the wrong road in trying to push ahead with our original proposal by majority vote — which would be easy to do — in the face of our foreign colleagues' apprehensions). Berne was chosen as the permanent headquarters of the Secretariat of the International Congress of Publishers and Henri Morel its provisional manager, *honoris causa*.

The meeting ended several hours later with a plenary session where the conclusions were presented, and the date and location of the Fifth Congress. The participants left for Berlin the following day, 14th June. «The work of each of the four days' Congress in Leipzig was followed by evenings of entertainment. Together, the two demanded an extraordinary effort, and it is in no way

strange that when the Congress came to a close more than one of the participants — and particularly the older members — suffered from a certain fatigue. Under the circumstances, the two fine days spent in the Imperial capital — to which they had been invited by the Berlin Association of Booksellers (*Korporation der Berliner Buchhändler*), were utter relaxation for the members of the Congress. Here, there were no reports to be discussed, no minutes and no resolutions; the Congress was on holidays and with a feeling of justification born of duty done, the associates devoted themselves to pleasure and the information affably supplied by their Berlin colleagues, expedited by the magnificence of the capital of the empire, and, to a great extent, by the weather which proved to be very fine».¹²

Nevertheless, not all the participants enjoyed the first day of rest relaxing. A small committee met in the Hotel Bristol, including Albert Brockhaus of Leipzig, Emile Bruyland of Brussels, Edward Fairholme of London, René Fouret of Paris, Lucien Layus of Paris, Frederick Macmillan of London, Henri Morel of Berne, John Murray of London, and Ernest Vandeveld of Brussels. Their mission was to draw up «Regulations for carrying out the Resolutions of the Congress», but this document was in fact the first statutes of our hundred-year-old Association.¹³

These regulations were printed in the three languages used at the sessions of Congress — French, English and German — and sent out to the publishers' and booksellers' associations which had taken part in the Leipzig Congress, as well as to all those mentioned in the list published by the *Cercle de la Librairie de Paris* in 1898, along with a circular announcing the opening of the bureau in Berne.

Thus concluded an important step in the establishment and consolidation of the new body.

¹² Congrès International des Éditeurs - *Compte-Rendu de la Quatrième Session*, Leipzig, 1902, page 373.

¹³ The text is to be found at the end of this volume.

The bureau began its work at the end of the month of July at no. 14 Kanonweg, the headquarters of the International Bureaux for Intellectual Property, and Alfred Melly from Geneva, a lawyer, took up his position as its first secretary in September. The Secretariat moved to a small two-room apartment in November, where it stayed until May 1904. It then relocated to no. 7 Helvetiasstrasse, occupying independent premises in the building rented by the Swiss Confederation to the International Bureaux for Intellectual Property.

The following Congress, which was to have taken place in Milan in 1904, was put back two years in order to coincide with the Milan International Exhibition, which opened at the same time as the Simplon Tunnel through the Alps was inaugurated. As «provisional administrator of the Permanent Bureau», Henri Morel signed a long, detailed report giving a good account of the worthwhile work carried out over these five years.

First and foremost, Henri Morel busied himself with carrying out the resolutions of the four previous meetings (Paris, Brussels, London and Leipzig), which had never been put into practice. He divided his work into three categories for its better organisation, depending on the type of activity to be undertaken in each case: «i. Motions, whether put forward by the Bureau or by the national associations, which entail approaching governments or Public Administrations. ii. Motions to be carried out by the associations and which have brought about investigations by the Bureau; advisory motions, motions considered dealt with, with or without investigation. iii. Motions and decisions of an administrative nature.» For each of these, he describes the work carried out, and concludes: «As can be seen, we have concluded a study of the 117 motions carried by the Congress during its first four meetings. An overview [...] allows us to note that the Permanent Bureau has looked into all of the motions, and that not a single one has been omitted.»

Henri then presented the balance sheet for these five years (which was well in the black!) and finished off his report with

three pages of very interesting «General Remarks», part of which is worth reproducing here:

«Apart from approaches made to Governments and Administrations, whether arising out of decisions of the Congress or of the Executive Committee, or because of specific circumstances which necessitated doing so on its own initiative, the Permanent Bureau has been in constant contact with the National Associations, to remind them of the motions approved and to collect information showing the general state of the matters whose standardisation is desirable, and which, at the very least, would benefit by as similar a treatment as possible in the different countries.

«The Associations know best when and how they should act in their own countries to obtain improvements where legislation or the book-publishing trade is concerned. The Permanent Bureau is at their service whenever they feel that its help could be useful in backing up their activities or supplying information that they may want and which it is in a position to furnish [...] The organisation set up at Leipzig includes an International Committee as supervising organ, 'composed of the chairmen of the previous meetings of Congress, and for the countries which are not represented thereon, a delegate from each country taking part in the latest meeting of Congress and accepting the present rules' [...] This body — thus far, very modest, as it appears that the rules give it no other task than that of appointing the Executive Committee — could perhaps play a greater role. This is a question which we intend to submit to the Committee, and without wanting to prejudice its decision on this matter at this point, the question we wish to put is whether there is some way that this committee could meet at least once in the period between the different meetings of Congress. Composed of the representatives of all the National Committees, it thus represents all interests, and as such, it seems that it could give useful guidance on ascertaining which questions are prone to lead to that standardisation which is the aim of Congress and which should therefore be promoted most forcefully [...] Naturally, the Milan Congress will approve a substantially lower number of motions than was the case at the

four earlier meetings, with the result that they can be promoted more energetically by the Associations and the Permanent Bureau, and the latter will have no difficulty in dealing with the work specified below:

1. carry out the work arising from the motions approved at the Milan Congress;
2. continue working on the motions which are still being carried out or regarding which investigation is under way;
3. when the time appears auspicious, take steps pertaining to the adherence of new States to the Berne Convention, whether independently or at the request of a national association;
4. draw up a vocabulary of words and technical expressions relating to the book publishing trade, with the approval of the Executive Committee, which vocabulary will probably be published in the English, French, German, Italian and Spanish languages;
5. centralise the news that each of the National Associations decides to send it, and communicate it to the others;
6. remain at the Associations' disposition in all matters that may support their demands for improvements to their own national legislation.»¹⁴

Fourteen resolutions arose from this Milan Congress, which addressed such important subjects as professional training for the book-trade (of which William Heinemann complained in one of his remarks, saying that «the bookseller, for the most part, makes no effort to create centres of activity or new markets; he is happy to supply the demand where that demand arises spontaneously»), copyright (the cases of the United States and Holland, which were reticent, as always, to adhere to the Berne Convention), the need for a publishers' skeleton contract, for which the permanent

¹⁴ Congrès International des Éditeurs - Cinquième Session, *Rapports*, Milan, 1907, pages 84-86.

bureau was to assemble information from all member countries, and the door-to-door book-trade which was then in full swing in German-speaking countries (190,800 copies of the Meyers Unabridged Dictionary were sold by this method between 1893 and 1902), but whose advantages occasioned serious doubts in William Heinemann, as can be seen from the title of one of his speeches: «Are certain new methods of distributing books beneficial for the publishing trade?»

The participants also dedicated three resolutions to the matter of music publishing, on top of the seven they had voted in Leipzig.

The last resolution of the Milan meeting was to appoint Henri Morel honorary member of Congress, of the International Committee and of the Executive Committee, in recognition of his valuable work.

However, they were not able to decide upon the location for the following meeting, to take place in 1908. The Dutch publishers proposed Amsterdam, and supported this argument with the suggestion that it would be «an excellent stage for propaganda in favour of the Berne Convention». The Spanish publishers, for their part, suggested Madrid, replying to the Dutch that there was not the slightest hint of a commitment that they would sign it, while on the other hand, the Spanish «having relations with Central America», could «attract a number of colleagues who thus far had never participated in our work».

In consideration of this difficulty, the chairman, Tito Ricordi, suggested that the decision should be taken by the Executive Committee, and this was agreed. Meeting in Berne on May 23 of the following year, the committee decided on Madrid for 26th-30th May 1908.

Congress was once again accompanied by various festive occasions: a reception given by the Chairman's family and another at the City Hall, a banquet given by the Fratelli Trèves firm and a *soirée* «in Mr Ulrich Hoepli's leisure centre» where «the pleasant garden encircling the building was well lit and decorated in exquisite taste with decorations and flags in the various countries' colours». The programme was rounded off by an excursion to

Lake Como, another to the Carthusian monastery in Pavia and a symphonic concert in the Scala Theatre in honour of all the participants. The music publishers were further honoured with a dinner given by the Sonzongo firm.

When the Congress had come to a close, the International Committee included 14 countries, and the Executive Committee, composed of the ex-chairmen and Henri Morel, had seven members. Morel excused himself, while still «wishing to remain in continual contact with the Bureau, in order to help out with his advice and experience», with the result that the Permanent Bureau was from then onwards run by Alfred Melly alone, as the secretary explained to the participants in the 1908 Congress.

As regards the financial situation, «in view of the satisfactory state of the finances at present, the Committee has decided to introduce a provisional, partial reduction in the quotas paid by the Associations in order to cover the Bureau's expenses. As such, the levy is reduced for each of the years 1906-1907 and 1907-1908 to:

- 2000 francs instead of 2500 for Germany;
- 2000 francs instead of 2500 for France;
- 2000 francs instead of 2500 for Great Britain;
- 300 francs instead of 500 for Belgium;
- 300 francs instead of 500 for the United States;
- 300 francs instead of 500 for the Netherlands;
- 200 as before for Denmark;
- 250 as before for Spain;
- 200 as before for Hungary;
- 250 as before for Italy;
- 200 as before for Norway;
- 200 as before for Sweden.»

Two countries (Austria and Switzerland) paid no levy.

The International Committee met twice, in June 1906 and in May 1907 (thus satisfying Henri Morel's desire mentioned above) and the Executive Committee met four times, in Berne each time, over the course of the two years between the Milan and the

Madrid meetings. The Secretary's report tells us of relations between the Bureau and the National Associations for the period: «Relations [...] have continued to be excellent, and have become more frequent [...] Furthermore, we take the liberty and it gives us pleasure to thank the Associations for the kindness and promptitude with which they have in general answered the many and varied questions which have been asked of them.»¹⁵

The sixth meeting of the Congress opened in Madrid on 26th May, 1908. Along with matters that had become perennials over the various meetings — the Berne Convention, a publishers' contract, American copyright, etc. — competition from the State as publisher came up for the first time. Alexandre Julien, who prepared an address on this subject, sent a questionnaire to several publishers' associations with the cooperation of the Permanent Bureau, obtaining 16 answers, giving a greater or lesser degree of information. He divided them into two main groups, and concluded that at the time, nine countries had no great complaints to make on competition from the State as publishers: these were Belgium, Denmark, England, France, Germany, Holland, Italy, Norway and Sweden. Three countries in the second complained bitterly: Austria «there is an official institution for the publication of textbooks», Russia «State Socialism is in great vogue in Russia, advocated to the same degree by the extreme right and extreme left wings [...] All ministries are involved in publishing [...] A large proportion of books appearing every year do so without a publisher [...] There are few publishing houses in Russia», and Spain.

The subject merited a resolution whereby the Permanent Bureau was charged with continuing the survey begun by the French publisher Julien, as well as proposing that «every book put up for sale should carry the publisher's name and address at the

¹⁵ Congrès International des Éditeurs - Sixième Session - *Rapports*, Madrid, 1908, page 72.

bottom of the cover and of the title-page» and that «publishers should get an agreement from booksellers to refuse, on whatever grounds, to sell any book which does not carry the publisher's name».

A small change was introduced into article 2 of the statutes in Madrid, at the suggestion of Jules Hetzel: instead of just naming the «chairman of the last congress» as chairman of the International Committee, and accordingly, of the Executive Committee, that there should be a chairman, two vice-chairmen and a secretary-general.

«The chairman will be the chairman of the last meeting, just as in the past, then there will be two vice-chairmen: the first will be, as indicated in the rules, the chairman of the previous session, to maintain the tradition (in this case, it would be Mr Tito Ricordi), and then there would be a second vice-chairman named by the members of Congress; this second vice-chairman who was appointed this morning (by the International Committee) is Mr Brockhaus. I appeal to you to ratify these decisions». The motion thus presented by Jules Hetzel was approved and with it, the first amendment of the statutes. It is curious to note that the second vice-chairman was chosen for a period of five years, which may reveal that they felt a need for greater stability in the directorship, which up to that time had been chosen for the two years between meetings of Congress.

The Madrid Congress came to an end after a banquet given by the chairmen of the Spanish associations in honour of the chairmen of the previous meetings and with a trip to El Escorial.

In the end, the seventh meeting was held in Amsterdam from 18th-22th July, 1910, with Melly's detailed report giving a good idea of the quantity of work carried out by the secretariat, now housed at 24 Luisenstrasse, where it occupied two rooms, with an annual rent coming to 720 francs.

Alfred Melly carried out the resolutions of the various meetings of Congress one after the other, probably putting greatest energy into the most recent, voted in Madrid. To give an exam-

ple, he assembled a large amount of information on the legal situation in various countries, where they were contrary to the stipulations of the Berne Convention, and began a survey on the possibility of the member countries adopting laws to protect the catalogue price of books.

The Berne Convention had been revised for the second time in November 1908 in Berlin, and four reports were presented on the subject. That of Ernest Vandeveld can be singled out as it analyses the articles of the Convention and the Berlin amendments one by one. There were sixteen signatories at the time: Belgium, Denmark, France, Germany, Great Britain, Haiti, Italy, Japan, Liberia, Luxembourg, Monaco, Norway, Spain, Sweden, Switzerland and Tunisia.

William Heinemann dealt with a completely different subject in his address: «Writers' Agents», that is to say, the literary agents who were beginning to appear on the publishing scene, mainly in England and the United States.

We will transcribe a passage from his address in order to give an idea of this great English publisher's dislike of these new middlemen between the writer and the publisher: «It goes without saying that the main interest of the agent is to receive the moneys out of which his commission comes; he is little interested in the author's reputation, situation or habits. For a small monetary advantage, he is willing to break off business relations, to disregard serious offers made by a publishing house which has long-standing relations with a writer, and to submit the manuscript to a new publisher, who is not established and is unable to present the book as befits, or to ensure it the needed publicity. When the new publisher has admitted his mistake, our writer's work journeys from catalogue to catalogue, and when the agent has run out of victims, the value of the books in question is generally so reduced that they no longer sell themselves as at the beginning, with the result that the agent hastens to get rid of them.»

After approving fourteen new motions, the usual celebrations and a dinner given by the *Cercle de la Librairie Néerlandaise* and the *Association Néerlandaise des Éditeurs*, this seventh session of

the International Congress of Publishers came to a close, fixing the following meeting for Budapest in 1912. Nevertheless, for some reason not explained in the Secretary General's report, the Congress took place from the 1st-5th June, 1913.

There were two prominent subjects at this eighth meeting. The first was a new amendment to the statutes, but with a limited domain: it was stipulated that only those countries who paid their levy could have members on the International Committee, the method of substituting the members of the Executive Committee was spelt out, and the 'temporary measures' included in the original version were eliminated, being no longer necessary.

The second topic, which took up more than one full session, consisted in three reports on «The fight against immoral literature» presented by Hungarian, Dutch and Italian publishers, respectively. Considering as did the first of the speakers, that «immoral literature, in all its forms, must be fought against with the most severe laws (because in their selfish aim, what does it matter to the authors of the books involved that their influence on the young is among the most detrimental, that they drag down the whole of humanity into ruin and that they destroy an ideal which has cost thousands of years to create)», the Congress adopted a strong resolution, drawn up by a subcommittee set up for the purpose, according to which «while admitting complete freedom to think and to write and artistic freedom in all its manifestations», the Publishers' Associations were asked to «sanction those who published pornographic works, and that the competent authorities in each country should forcefully repress printed pornography with all the means at their disposal».

The eighth meeting of the International Congress of Publishers closed with the traditional celebrations (a trip around the city of Budapest, a reception in the La Redoute hall, a gala show at the Budapest Royal Opera, an excursion to Visegrad and to Gizelatelep, a reception in the Lipotvárosi Casino, and to finish it all off, an official dinner given by the Hungarian Publishers).

It would seem as if these gatherings had found their 'cruising speed', and were to some extent a routine for the more active and more interested members of the profession. The following was the last motion approved at Budapest: «Congress decides in this closing session that the next session will take place in Paris, in 1916, to celebrate the 20th anniversary of Congress, which was set up in that city in 1896». Nonetheless, destiny was to impede this resolution from being carried out: on 28th June, Archduke Franz Ferdinand of Habsburg and his wife were assassinated in Sarajevo, and war broke out among the main powers at the beginning of August, soon drawing in the greater part of the world. For four years, on four fronts in Europe, in the African and Asian colonies, on all the seas and oceans, all that was to be heard was the cannon's roar.

The next session of the Congress did in fact take place in Paris, but not until 1931, almost two decades after that very happy meeting in Budapest.

However, these eighteen years were extremely interesting ones in the life of the Association. We owe the impressive, detailed report of events that took place during this long period to the Danish publisher Ove Tryde, a future honorary member of the International Committee and of the Executive Committee,¹⁶ published in the volume «Rapports» of the new session of the Congress, which came out in Paris in 1931.¹⁷ Although it is long, we take the opportunity to reproduce it here, omitting those passages that are of minor interest in understanding the times.

«The Executive Committee and the International Committee met in Leipzig in May 1914 [...] As well as a report on the activi-

¹⁶ «May I add what a satisfaction it is to all of us to have with us as a guest of honour our doyen Mr Ove Tryde, Honorary Member of the Executive, but for whom the International Publishers Association might have ceased to exist after the first world war» - the words of Sir Stanley Unwin at the opening of the 13th Congress held in Zurich in 1954.

¹⁷ Congrès International des Éditeurs - Neuvième Session (Paris, 21-25 Juin 1931) - *Rapports*, Paris, *Cercle de la Librairie*, 117, Boulevard Saint Germain.



OVE TRYDE

ties of the Permanent Bureau and the financial situation giving the accounts for the eighth year, a number of questions were dealt with, including the various meetings of the Congress, international arbitration and the adherence of several countries to the Berne Convention.

«The following were then members of the International Committee: Victor Ranschburg (Hungary), chairman; W.P. van Stockum (Netherlands), 1st vice-chairman; A. Meiner (Germany), 2nd vice-chairman; W. Müller (Austria), A. Seemann (Germany), A. Cornelis-Lebègue (Belgium), O. Tryde (Denmark), H. Bailly-Baillière (Spain), J. Hetzel (France), G.S. Williams (Great Britain), P. Barbèra (Italy), J. Mortkowics (Poland), I.A. Bonnier (Sweden), W. Nygaard (Norway), G.H. Putman (United States), H. Lichtenhahn (Switzerland), and the honorary members Albert Brockhaus (Germany), R. Fouret (France) and W. Heinemann (Great Britain).

«These members said goodbye to one another after some days of meetings in a festive atmosphere, never to see one another again.

«At the beginning of this period, the Permanent Bureau of Congress in Berne continued its work as calmly as ever, under the management of its long-standing director, Mr Alfred Melly. This work involved following up the resolutions adopted and the motions made during the various meetings of Congress. Nevertheless, the work dealt to a great extent with an important matter of international interest: international arbitration involving disputes between publishers in different countries.

«As a follow-up to the *Répertoire International de la Librairie* published by Congress in 1912 — an international publication of great interest — and, in 1913, another work of great importance, *Vocabulaire technique de l'Éditeur en sept langues*, in 1914 the Executive and International Committees finished preparing regulations regarding this projected international arbitration [...] Unfortunately, the outbreak of war obstructed this project, as well as other international questions under consideration — governments and organisations had problems of a different order to deal

with [...] The effect of the war was felt all too soon in the most painful way, in the Bureau's finances. Three countries stopped paying their quota in 1915, and as the years went by, this number kept rising, including precisely those that paid the highest quantities, with the situation seeming to become more and more difficult, only to become catastrophic on the death of Mr Alfred Melly in June 1920. Congress now found itself with a Bureau that had neither work, income nor management.

«Although regrettable, it was nevertheless understandable under the circumstances, under the burden of events and the doubtful likelihood of new international meetings, for the time being at least, that, in August 1920, the British, Belgian and French delegates to the International Committee should propose that the Permanent Bureau be closed and that the Congress should be wound up.

«All the same, this project was not accepted by the other members of the International Committee; we were well aware of the motives, but were not convinced. We believed that a time would come when it would be important to have kept the institution of the Bureau in existence, which could take up its original work in as short a delay as possible, and we could not abandon the hope entirely that we would have the luck to see better times when the International Publishers Congress, that institution for which so many people had worked for with great interest during so many years, and in the interest of which so many of the most capable members of our profession had devoted their energy, would thrive and unite the publishers of all countries for the common good of their profession.

«Encouraged by this feeling, we tried to find an arrangement of a provisional nature which, while not compromising a definitive solution in the future, would suffice for a longer or shorter period of time, as a bridge leading to a time when cooperation could take place as in the past, and as a link uniting future work and past traditions.

«As a result of this, the following year saw a series of deliberations, mostly between publishers associations from Switzerland,

Sweden, the Netherlands and Denmark, using their delegates to the International Committee as intermediaries, which brought about the agreement to set up an interim body, along the following lines:

«The Permanent Bureau of the International Committee of Publishers would not be closed down, but would be provisionally maintained, not with the aid of all those countries who had previously contributed, but only with those of the four countries mentioned above, with the addition of Norway and Spain. As this arrangement led to a large reduction in the Bureau's work, there was no need to appoint a full-time director to carry out the work, but rather an administrator whose would find his main occupation elsewhere. The smaller quantities now available would therefore be sufficient for the Bureau's needs. A provisional Committee made up of a delegate from each of the above-mentioned countries was set up as board of management, with an eye to the possibility of the Congress's work returning to normal.

«Concerning the funds belonging to the International Publishers Congress, the following was decided: the accounts of the International Publishers Congress would be closed immediately in order to keep intact the small quantity remaining for the reconstruction of Congress. This money would be administered completely independently from then on, so that whatever sum might derive from the sale of the Congress's publications would enter the Congress's reserves, along with the annual interests. The new accounts opened by the provisional Committee would be administered separately from the accounts of Congress, so that the two accounts would be kept apart from one another. It must be remembered here that after the death of Mr Melly it was possible to wind up the outstanding affairs and administer the modest possessions of the Congress thanks to the excellent, understanding help of that faithful friend of Congress, Professor Roethlisberger, director of the Office of the International Union for the Protection of Literary and Artistic Works.

«Having obtained the agreement of the national associations of the above-mentioned countries for this arrangement, and when

the first quotas had been paid, they proceeded to set up the Provisional Committee, which met in Berne on 24th May, 1922. The delegates of the Netherlands (W.P. van Stockum), Switzerland (Lichtenhahn) and Denmark (Ove Tryde) took part in this meeting, the Norwegian (W. Nygaard) and the Swedish (I. Bonnier) delegates having sent their apologies due to being ill, but having approved the decisions to be taken. The former chairman of the Congress, M.V. Ranschburg and Professor Roethlisberger also participated, as guests.

«Mr Ranschburg passed the ivory gavel — symbol of the Chairmanship of the Congress — to Mr van Stockum, who was in the chair, at the beginning of this meeting, where a solemn exchange showed that all persons present were in agreement on the provisional arrangement proposed, the principles of which were then accorded as a regulation of the Provisional Committee and of the Permanent Bureau of the International Publishers Congress. Mr W.P. van Stockum, a veteran of the Congress who had been chairman from 1907 to 1910, was appointed chairman of this provisional committee. Dr R. von Stürler of Berne, secretary of the Société suisse des Libraires, was named secretary and manager of the Permanent Bureau [...] In so far as the work of the Bureau and the Provisional Committee during these years is concerned, it was natural under the circumstances and furthermore conformed to our intentions that the provisional committee should not undertake any major activities. All the same, the Committee was not inoperative. As in previous times, the Permanent Bureau continued to be at the disposition of all the old members of the International Publishers Congress, and answered all enquiries to the interested parties' satisfaction. Along with this, it did its best to do something practical by publishing works that might be of interest to publishers' associations and booksellers. For instance, an account of the customs duties applied to books in force in the major countries was published in 1924. A publication on postal charges came out in 1926. These two publications were sent free of charge to all publishers' and booksellers' associations, and were requested again on various occasions. Following on the constitut-

ing meeting in 1922, the Provisional Committee met a number of times, always in Berne, in 1925, 1927 and for the last time, in 1929 [...] Mr van Stockum's health and advanced age obliged him to retire from the Committee in 1927 [...] Having retired, the Provisional Committee did not choose a new chairman, but in my capacity as vice-chairman, I had the honour of provisionally taking on the chairman's work.

«The time when we would see our hopes fulfilled, the full restoration of the International Publishers' Congress, was now quickly approaching [...] When a definite request came from a prominent member, to wit, our French colleagues, we happily applauded this move on their part, and were prepared to cooperate to the fullest.

«It was Mr Louis Hachette [...] who addressed this request, with the agreement of several other eminent colleagues, Messrs. Max Leclerc, Languereau, Bourdel and Baillière. We owe the greatest thanks to these colleagues for taking this initiative after mature consideration at the correct moment [...] During a meeting in Paris in May 1929, between the above-mentioned individuals and the interim chairman of the Provisional Committee, there was the fullest agreement that the reorganisation of the International Publishers' Congress should now be definitively carried out, and with a view to effecting this reorganisation, a preparatory conference should be organised at the earliest opportunity.

«Furthermore, we were in complete agreement as to where this preparatory conference should take place: Berne, the old location of the Permanent Bureau of the International Publishers' Congress, and as to which groups should be invited to take part in this conference, that is to say, the associations who had taken part in the last Congress in Budapest in 1913.

«We were also in agreement that Dr Ostertag, director of the office of the Union for the Protection of Literary and Artistic Works in Berne should be invited to take the initiative in issuing the invitations to this meeting.

«To our immense satisfaction, Mr Ostertag showed great interest in our cause and showed his willingness to use his author-

ity to help us in our task [...] When Mr Ostertag was assured that an invitation to participate in a constituting assembly in Berne would be accepted by the countries in question, the invitations were sent out, and 19th October 1929 was chosen as the date for the meeting. The Provisional Committee held its closing session in Berne on the eve of that important meeting.

«All members of the Committee were present, with the exception of the Norwegian delegate, who had given full voting power to the interim chairman. The following decision was voted unanimously: 'The Provisional Committee of the International Publishers' Congress votes to cease activity, to dissolve itself and to return any remaining funds to the International Committee which meets on 19 October in Berne, on the condition that the latter decides to reactivate the International Publishers' Congress. At the same time, we return the balance of the International Publishers Congress, presently managed by the Provisional Committee, and its archives'.

«All members showed the satisfaction that they felt in seeing that the work which we had taken on and continued with the sole desire of acting for the good of all the common interests of our profession, and to which we had given so much thought, was about to be crowned with success.

«19th October 1929 was, then, an important day in the history of the Congress, when it was reconstituted just as it had been in the past.

«At ten o'clock, the delegates from the countries invited — those which had been represented at the last Congress in Budapest, or which were then represented on the International Committee — met in a hall of the Parliament Building which the Swiss Government had generously made available to the Congress.

«Just as I have named the members of the International Committee at its last meeting before the war in Leipzig, it now gives me pleasure to name the delegates present in setting up the International Congress anew.

«The countries, in alphabetic order, were represented by the following delegates:

<i>Denmark:</i>	Mr Ove Tryde.
<i>France:</i>	Messrs Louis Hachette and Maurice Languereau.
<i>Germany:</i>	Messrs Bruno Hauff and Dr Oldenburg.
<i>Great Britain:</i>	Messrs Stanley Unwin ¹⁸ and W.G. Taylor.
<i>Italy:</i>	Messrs Franco Giarlantini and Ceschina.
<i>Netherlands:</i>	Mr H.D. Tjeenk Willink.
<i>Poland:</i>	Mr Jacques Mortkowicz.
<i>Spain:</i>	Messrs Henri Bailly-Baillièrè and Gustavo Gili.
<i>Sweden:</i>	Mr Karl Otto Bonnier.
<i>Switzerland:</i>	Messrs Hans Lichtenhahn and Samuel Payot.

«It is true that there were no delegates from Austria, Belgium, Hungary, Norway or the United States of America, but we had received displays of sympathy, and except for Austria, all these countries have joined the reconstituted Congress, and have appointed delegates to the International Committee.

«The wide-ranging agenda was carried through under the able chairmanship of Mr Ostertag.

«After Mr Ostertag's introductory speech, in which he bid us welcome, the chairman of the Provisional Committee read an account of the nine years of that committee's activities, in the course of which he noted, among other matters, that the assets of the International Publishers' Congress had almost doubled under the administration of the Provisional Committee in the course of these nine years.

«Mr Louis Hachette made a report on the present situation, stating the reasons that encouraged the reconstitution of the Congress, naming many important members of the Congress with appreciation, both those who were no longer among the living — of whom there are unfortunately too many — and the veterans who are here among us still.

¹⁸ «I volunteered to go as the representative of the Publishers' Association of Great Britain, and as no one else showed the slightest interest I was duly appointed with Mr W.G. Taylor, an ideal associate, as my companion.» - Sir Stanley Unwin in *The Truth about a Publisher*, London, 1960, page 400.

«The new regulations of Congress — drawn up and presented by Mr Louis Hachette — were then debated, and accepted after being discussed article by article.

«Finally, the last point was reached: the setting up of the International Committee and of the Executive Committee, the first composed of the delegates who had come as members for their respective countries, and the latter was composed as follows:

Chairman:	Mr Ove Tryde, Denmark.
1st vice-chairman:	Mr Louis Hachette, France.
2nd vice-chairman:	Mr Bruno Hauff, Germany.
3rd vice-chairman:	Mr Stanley Unwin, Great Britain.
Members:	Mr Franco Giarlantini, Italy.
	Mr H. Bailly-Baillièrè, Spain.

«Having succeeded in setting up the International Publishers' Congress in the preparatory session, deliberations continued during an afternoon session, which was the first meeting of the reconstituted International Committee, chaired by the newly-elected chairman.

«This session dealt with the Congress's budget, and the quota to be levied on each country, as well as the secretariat of the Permanent Bureau. The final solution to this matter was left to later, with Dr von Stürler agreeing to take temporary charge of the Bureau. In the name of our French colleagues, Mr Louis Hachette then invited the Congress to hold its next meeting in Paris, recalling that he had made such an invitation at the Budapest Congress in 1913, which had agreed to this [...] On 27th and 28th of May 1930, the Executive Committee and the International Committee met in Paris in the premises of the *Cercle de la Librairie*, generously made available by the Managing Board. At this meeting, Mr Georges Baillièrè, the *Cercle's* chairman, bid them welcome to Paris [...] The chairman gave a detailed account of the work carried out since the Berne meeting, and in his address, singled out the invitations sent to a number of countries by the Chairman, and what the outcome of this was.

«The first thing that the chairman had to do was to send an request to the fifteen 'old' member countries which had already belonged to the Congress to pay an annual subscription. One notes with great satisfaction that all these countries demonstrated great interest, and with the exception of one country where special circumstances made themselves felt, paid their quotas, some of which were significantly increased, with the result that the Congress immediately found itself in a solid situation [...] Along with the appeal to the fifteen 'old' member countries, the chairman addressed invitations to a series of countries — both in Europe and elsewhere — regarding affiliation to Congress, but for the moment these invitations have only brought about one new member, Finland [...] It is only natural that many of the sessions were dedicated to discussions relating to matters concerning the future Congress in Paris, when it was to be held, how long it should last, which subjects were to be dealt with, and so on.

«Special attention was given to the topics to be dealt with in the reports, their scope and how they were to be treated. The intention was that after an interval of so many years, this first Congress should be devoted more to information than to debate, that it should be a working meeting rather than a celebration [...] The Executive Committee had a later meeting, also in Paris, on 10th March 1931, at the *Cercle de la Librairie* [...] The chairman read the report on work carried out since the last meeting in May 1930 [...] Dr von Stürler, who had provisionally taken on the job of secretary of Congress after the Berne meeting in October 1929, now withdrew from the post, and Dr A. Velleman, a lecturer at the University of Geneva, was appointed secretary of Congress and director of the Permanent Bureau [...] Along with that, the meeting went into the upcoming ninth session of Congress in Paris in the month of June in some detail [...] The Chairman closed the meeting with his thanks to our French colleagues for the fine work they had done in bringing about such a worthwhile programme, full of interesting reports and pleasant festivities [...] We can finish off this history of Congress by remarking the continual progress of this work restarted.



LOUIS HACHETTE

«All that remains is to give our most sincere recognition to those members faithful to the aims of Congress through thick and thin, and who have been taken by death in the course of these eighteen years.»¹⁹

As can be seen from reading Tryde's report, the Paris Congress was carefully prepared, and went smoothly for the 267 participants and their 105 companions. The ladies enjoyed a guided tour of the Louvre one day, and another, no less pleasant, to one of the best shops in Paris.

There were several references to the recently concluded «time spent in the desert» during the inaugural session. The most interesting was that of Karl Otto Bonnier who stated, in full knowledge of the facts: «The Swedish Publishers' Association, along with her sister associations in Scandinavia, Holland, Switzerland and Spain, regretted that publishers from the important nations refused to maintain our International Association.

«We, the representatives of the book trade and of literature in the small nations, had more courage at that time. In spite of all, we dared look to the future with greater confidence, and decided to brave the difficulties in order to keep the spark of life in this Association, the value of whose services had been particularly appreciated by publishers in our countries.»

The first working session began with a report on Regulations for International Arbitration which had been approved by the Executive Committee International Committee in 1912, had been published in brochure format in 1914, but had never been brought before the Congress.

The three following reports took in the still serious problems of copyright. Louis Hachette, chairman of Congress, explained at length the amendments of 1913 and 1931 to the Berne Convention, and of how they had been incorporated into the national leg-

¹⁹ Congrès International des Éditeurs - Neuvième Session, *Rapports*, Paris, 1932, pages 55-68.

islations of the member countries. The United States' delegate explained the efforts made by publishers in his country to have the copyright law amended, and the German representative commented upon the situation regarding changes being introduced in the copyright laws in Germany at that time.

The work of Section A, devoted to «Copyright and matters relating to the Publication of Literary Works», finished off with a report on Legal Copyright by the Spaniard Gili, and another by the Dutchman van Dishoeck on the repercussions of extracts being published in the press on sales. The other two sections (B - Trade in Books; C - Musical Matters) also each held two sessions, with extremely interesting topics such as «The Travelling Bookshop system in Great Britain» (Stanley Unwin), «The defence of the maximum price on the national and international market» (Dr Oldenburg) and «The decrease in sales of musical publications and its causes» (Carlo Clausetti).

Although the organisers intention was, according to Ove Tryde, for it to be «more a working Congress than a festive one», the celebrations are worthy of mention: receptions at the *Cercle de la Librairie*, the City Hall and the Foreign Affairs Ministry; a visit to the Exhibition of the Art Book in the Petit Palais, and another to the Book Pavilion of the Universal Colonial Exhibition. The festivities finished off with a reception and dinner (served on golden plates, accorded to Stanley Unwin) given by the President of the Republic in honour of the Executive Committee and the International Committee, and the already customary closing dinner, held at the Palais de la Mutualité, the participants having decided to hold the next meeting in Brussels in 1933.

A. Velleman, the new Secretary General spent the greater part of his time over the next two years in putting affairs in order once again. In April 1931, the Permanent Bureau moved yet again, from Berne to Geneva, where it was installed at no. 5, Avenue Marc-Monnier. «The archives of the old Permanent Bureau which had been somewhat hastily encased in ten large boxes and stored in a cellar in Berne» were transported to Geneva where the new Secretary General rapidly destroyed them, as he was of the

opinion that the boxes «contained little apart from materials of no present value» and that their destruction would not cause «the slightest harm to future research into the history of the Congress».²⁰

As well as this destruction which included «a large number of old catalogues of books, collections of newspapers and magazines, telephone directories, address books etc.», Secretary-General Velleman devoted much time to compiling a careful inventory of the stock of existing publications and of executing the recommendations and resolutions adopted at the Paris Congress.

As decided in Paris, the tenth meeting of Congress took place in Brussels from 18th to 22nd July, 1933.

The publishers' worries about the constant strengthening of the Berne Convention were plain to see at this meeting, which devoted three reports to the matter: two by Louis Hachette and one by the German, Gustav Kirsten. In one of his reports, the French publisher presented a detailed panorama of the recent amendments to national legislations of a great many countries — signatories of the Convention or otherwise — an up-to-date list of the member countries (39 that year) and the bilateral treaties and agreements that several countries had signed, some Convention members and others not, the better to defend themselves. In his second report, Louis Hachette presented a detailed inventory of the amendments to the text of the Convention which the publishers would present at the Conference revising the treaty, to be held in Brussels in 1935.

Dr Gustav Kirsten, the German publisher, devoted his report to what he called «a deficiency in the Berne Convention», which was the following: «The United States and Soviet Russia are the

²⁰ Congrès International des Éditeurs, *Rapports*, Dixième Session, Bruxelles, 1933. Consequence of this destruction or otherwise, the fact is that apart from the volumes of reports and accounts of the meetings of Congress, the Secretariat in Geneva now holds no documents relating to the first decades of the organisation's existence.

two missing links in the chain. Although regretting this, let us acknowledge it frankly: there does not seem to be much hope of being able to make good this deficiency in the near future». ²¹ This was prophetic, because another fifty years were to pass before the deficiency was made good.

Section B of the Congress — trade in books — dealt with the subject of book-fairs for the first time. Enrico Bemporad, an Italian publisher, described the history of the international fairs which had been held in Florence since 1922, as well as the «week of the book» and the «day of the book» which had come about in almost all European countries under the guidance of the various national bodies, and in the face of what he considered to be 'indiscipline', proposed the setting up of an «permanent official committee, made up of a limited number of publishers from different countries, which should reserve the right to receive and examine requests [...] from the trade associations [...] and to finally establish a calendar of international book expositions and fairs [...]». ²²

Pirate editions in Argentina, condemned by Santiago Salvat, and a report on the situation of the music publishing business in 1933 by the Frenchman Henri Lemoine, were two further matters dealt with at this fruitful meeting. It could be said that the publishers, encouraged by the revival of the International Congress, wanted to make the very most of it to discuss all old and new matters which had engrossed them since the war.

On 19th June, the participants were solemnly received in the Gothic hall of the City Hall in Brussels, surrounded by beautiful tapestries and the banners of the guilds. They took part in an excursion to Bruges on the 20th, and departed on the 22nd after the closing banquet, having undertaken to meet again in 1936 in London for their eleventh meeting.

In his own distinctive style, Sir Stanley Unwin leaves us a description of the amount of work and attention which the organ-

²¹ *Idem*, page 121.

²² *Idem*, page 192.

ising country must (then and now) put into preparing a congress: «Every detail was thought out in advance: the organisation was first rate. But lest anyone think such an achievement easy, I can assure him that it involves an incredible amount of forethought and hard work, and the fact that one is dealing with people of many nationalities with different habits, not to mention languages, complicates the task.

«The preliminary work [...] is in itself an arduous undertaking. The choice of subjects to be discussed, the selection of speakers, the collection and printing of papers for circulation before the Congress meets, all takes time. Eighteen months, at least, is needed for the preparatory work if it is to be efficiently done [...] I had consulted the late C.H. St. John Hornby of W.H. Smith. He mentioned the possibility of the Goldsmiths' Company²³ entertaining us, and to our great joy, an invitation was forthcoming. It proved to be the most memorable event of all, except for the few who went to Buckingham Palace [...] As an illustration of the unexpected difficulties that arise with international gatherings, a few of the delegates ignored the Goldsmiths' Company's invitation under the illusion that it was a business concern and an advertising stunt [...] On the previous Saturday, I had entertained the International Committee to lunch at the Reform Club. Knowing that it would interest them, I afterwards took them round the Club. When we passed through the Library we found, as might be expected, a few old gentlemen indulging in an afternoon nap. To my amusement I discovered afterwards that my guests thought that I had arranged for «sleepers» to be there to recreate the atmosphere of Thackeray [...] H.M. Government gave us a Reception at Lancaster House.²⁴ The official end of the Congress was marked by a Dinner at Stationers' Hall on the Friday night, given by the Publishers Association, over which I presided.»²⁵

²³ One of the London Guilds.

²⁴ Stanley Unwin, *The Truth about a Publisher*, London, 1960, pages 402-404.

²⁵ *Idem*, page 405.

But the eleventh meeting of the Publishers' Congress was not all fun and social events. Much work was also done there.

Louis Hachette continued his worthwhile work of collecting all the «Amendments made to the Legislation of the Different Countries and to the International Conventions on Copyright since the Brussels Meeting in 1933» and the English publisher Geoffrey Faber introduced a topic that was very strange because of its novelty: «Use of the Book on Radio and Voice Machines». Mr Faber made a clear explanation of the matter that seemed important to him: «The world is not at a standstill. Human customs change and the speed of this change has been increased enormously by the transformations that science brings about in the material conditions of civilised life. As publishers, therefore, we have good reasons to ask ourselves a number of questions: is there any risk that the habit of reading may be compromised or displaced to some extent by a new custom in direct competition with the old one? Are there visible signs of this change today? Can we take measures to reduce this danger to a minimum, if there is any danger? It is now, before our domain is directly threatened, that we should take steps to foresee events and to strengthen our confines.»²⁶ The speaker was already firmly convinced that «the gramophone companies would sooner or later put the 'talking book' on the market [...] The first books to be exploited will be non-copyright books; but the copyright field will soon be invaded. It is therefore of vital importance for publishers to secure an adequate share in the control over, and the financial receipts from, the broadcasting and mechanical reproduction of all books that they publish.»²⁷

This subject was considered of such importance that it originated a resolution to the effect that jointly with the authors, the publishers exercise a solid control over the content of books to be

²⁶ Congrès International des Éditeurs, *Rapports*, Onzième Session, London, 1936, page 144.

²⁷ *Idem*, page 164.

broadcast, in order to prepare themselves for the coming danger. Geoffrey Faber and his colleagues were unaware that that same year in the United States, trials of another device were under way — the one that came to be called television.

A series of reports concerning the translation of literary works (a new topic for Congress), much insistence on the international protection of the sale price, a warning to literary agents and on the frequently damaging effects of their intrusion, and six reports jointly in the Musical Matters section, as well as some ten minor topics, filled the other days of the Congress. It was decided that the following meeting, the twelfth, would be held in Leipzig in 1938 — at the height of the Third Reich.

However, the choice of this German city did not go unquestioned. And we return to Sir Stanley Unwin for an account of what went on behind the scenes.

«The venue for the next Congress put me very much 'on the spot'. Few of us wanted to go to Nazi Germany, and an alternative invitation from Switzerland had been secured. Unfortunately my predecessor in office, Mr Zech-Levie of Belgium, whose responsibility it was, had not even dropped a hint to the Germans of the possibility of another country being interposed and without such an intimation they were fully entitled to expect us to honour our agreement to follow chronologically the order of the pre-1914 Congresses. Accordingly the German delegation came fully empowered (no doubt by Goebbels) to invite us to Leipzig in 1938, and were both surprised and horrified when the proposal was put forward that we should defer going to Germany and accept an invitation to Switzerland. Nazi pressure was, I believe, brought to bear on the Swiss Government: anyway, the Swiss invitation was withdrawn and the chief Swiss delegate made an impassioned speech in favour of acceptance of the German invitation, and pointed out, correctly, that we should, as a professional organisation, put ourselves completely in the wrong if on political grounds (there were no other) we broke the agreement unanimously made when the Congress was restarted. Albeit reluctantly, I could not but agree, though as the result of the acceptance the United States

withdrew from the Congress. Needless to say I took every precaution to prevent the Nazis from making any use of the Congress for political purposes. I made it clear, beyond a peradventure, that were there the slightest sign of doing so I should immediately withdraw and urge all the other delegations to do likewise.

«Some busybodies, learning that the Americans were refusing to go to Leipzig, which they were entitled to do but which, holding the ivory gavel of office which it was my duty to hand over to my successor I could not do, started an agitation. Without troubling to see me or ascertain the facts, they got petitions signed by leading authors and others condemning my action, and then, having blackened my name, asked me to receive a delegation, which of course I did. When they came I explained the position and ended by asking them what they would do in my shoes? Would they break the agreement and put the Nazis in the right? No, was the reply, but they would take steps to see that no use was made of the Congress for propaganda purposes. When I showed them the categorical nature of the assurances I had demanded and obtained, they admitted I could not have done more. I suggested that they might have ascertained the facts before condemning one who had fought for freedom of thought as I had done all my life, and they withdrew. I still possess that wonderful collection of autographs. The incident has made me very chary of adding my signature to any protests of that kind unless I know the facts.»²⁸

So the Congress began its twelfth meeting on 19th June 1938. The Secretary General presented his detailed report of the activities which had taken place since the London meeting and the debates and reports started.

Louis Hachette continued his worthwhile work of reporting on amendments made to the legislation on copyright in various countries since the London Congress. This was to be his last con-

²⁸ Stanley Unwin, *The Truth about a Publisher*, London 1960, pages 405-406.

tribution, as he was taken by death before the next meeting was held.

Another Frenchman — René Phillipon — presented a report by his colleague Jacques Rudolphe-Rousseau (unable to be present) which was the presentation of and commentary on a draft project for a universal conference on the defence of copyright, arising out of the work of a committee of experts appointed by the League of Nations.

This was the first attempt to create a defence mechanism for copyright including both countries who had signed the Berne Convention and non-signatories. It was not to come about until after the Second World War.

In rather worried terms, the Frenchman François Hepp returned to the subject of Geoffrey Faber's report in London on the danger of the use of 'voice machines', but now expanded to include the latest technical developments. His report was entitled as follows: «Mechanical reproduction of artistic and literary works on cylinders, discs, films, magnetic wire or any other supporting material and their broadcasting by radio or television».

We must note that the word television comes up for the first time, even though he makes little reference to it in the report. Distressed mainly about what could happen to music publishing, two short excerpts show Dr Hepp's great anxiety very clearly, along with his proposal on how to deal with the new situation:

«i. Since technical progress has brought about a situation whereby human thought and the fruit of the human spirit can be simultaneously communicated to the whole world by way of material means which in themselves reproduce the works and the concrete means of their public performance, the effective protection of two different rights, of reproduction and performance, is no longer possible by distinct actions each applicable only to one of them. A general, overall action is necessary to jointly protect the two rights which are carried out together.

«ii. The general, overall action in question above can only be effected by way of an arrangement between publishers and authors on the basis of loyal cooperation scrupulously respecting

the rights and interests of each party in question, inspired by an objective concept of the common interests uniting them.»

A large number of topics of great importance were dealt with at this congress in Leipzig, and was probably more fruitful than all the previous ones. On top of the reports mentioned already, 29 more speakers went into and discussed the following subjects in depth: publishers' contracts in several countries, copyright in the Soviet Union, contracts concerning translations, literary agents, book clubs, reading rooms, book fairs, music in the family, international cooperation in broadcasting, a comparative study on tax regulations applying to publishers and booksellers in various countries and the problems regarding customs duty on books.

Once the work came to an end, the participants went to Berlin, where the meeting was officially closed.

The participants in Congress were honoured on various occasions in Leipzig: dinners, official receptions, visits to museums and publishing firms. In Berlin, as well as being received by the Minister for Propaganda, Joseph Goebbels, they attended a gala at the Opera.

It was decided that the following encounter would take place in Warsaw and Krakow in 1940, but the two cities were heaps of burning ruins that year, destroyed by the oppressive power of the invader.

Once again, the international organisation went through a period in the wilderness. Lacking money and personnel, the natural outcome of the situation once again seemed to be dissolution — the scenario of the First World War seemed to repeat itself. However, an appropriate individual maintained the spark of life in the International Publishers' Congress: Stanley Unwin, Sir Stanley.

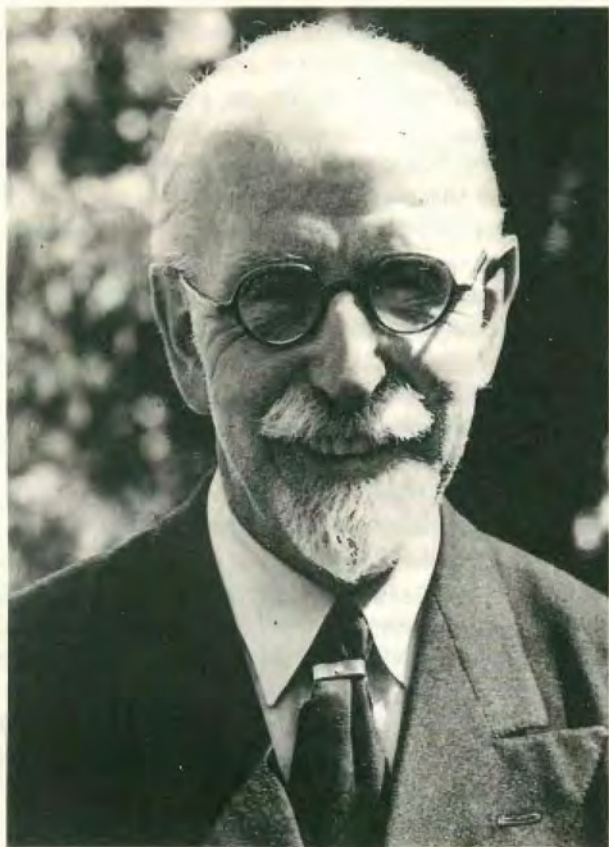
The public revival did not take place until 1954 with the 13th congress (now under the name of the International Publishers Association), held in Zurich. The events of the sixteen years which had gone by since 1938 have come down to us through two sources: the report of the new secretary general, Dr Hans Conzett,

and the opening speech of the Congress, delivered by Sir Stanley Unwin.

«In spite of the political situation, already very tense at the Leipzig Congress, when the participants took their leave of one another in Leipzig and Berlin in the summer of 1938, I did not expect that the work of Congress would come to an end so soon: quite the contrary, international activities followed their normal course for another year, until the summer of 1939, in preparation for the next Congress which was to take place in Warsaw in 1940. Thus, the International Committee and with it, the Executive Committee, met in Paris on 14th and 15th January 1939 to discuss — along with current affairs — the trying situation their Spanish colleagues found themselves in due to the civil war. Thanks to the support of the Publishers' Congress, the freeing of an imprisoned Spanish member of the International Committee was achieved, and it was possible to send food parcels to others.

«The world war made it impossible to hold the meeting of the International Committee set for October of the same year, and interrupted the activities of Congress in general [...] At the same time as the outbreak of fighting caused a sharp drop in the current work of Congress, the Permanent Bureau had to take on a new task, guaranteeing — as intermediary — links between members of the International Committee made prisoners-of-war or refugees, and their families in the occupied countries. It was possible to send food parcels and letters to Belgium, France and Germany on several occasions.

«The increasing financial difficulties of the Permanent Bureau brought Mr Karl Baur, then chairman of Congress, to make a proposal to the Permanent Secretariat in 1941: that the secretariat be transferred to Leipzig, and to call a meeting there of those members of the International Committee who could attend. Given that this plan could not be carried out without beforehand amending Congress's resolution establishing the headquarters of the Permanent Bureau in Switzerland, professor Velleman considered that before taking such an important decision, the International Committee should approve it, or at least those of its members who



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could be reached at the time. He submitted this proposal to them, but, in fact, none of the members consulted could bring himself to accept it, which meant that professor Velleman refused to transfer the headquarters of the Permanent Bureau. The possibility of organising a provisional committee was considered on several occasions during the first years of the war, such as had been set up after the first world war, but it was not possible to find a viable solution.

«When the war had come to an end, personal contacts were renewed between the various countries, as soon as the international situation permitted, making plain their wish to hold a meeting of the International Committee so that contacts could be restored between the various countries [...] The first session of the International Committee took place in Geneva on 31st July and 1st August 1947, just two years after the war's end. With the exception of some Scandinavian and Eastern European countries who sent their apologies, almost all the old member states were represented: notably, the two honorary members of the Union, Dr Hans Lichtenhahn and Mr Ove Tryde, were present. Nonetheless, a large number of faithful friends and promoters of the Congress who had died in the interval were missing [...] After Karl Baur's resignation, the chairman, Sir Stanley Unwin, being first vice-chairman of Congress, succeeded him automatically, thus taking on the responsibilities of this high office for the second time, at a particularly difficult time.»²⁹

«I little thought, when I handed over this ivory hammer of office in 1938, after two years of strenuous activity as Chairman that I was destined to hold it again, let alone for nine difficult years and for the most part without the assistance of a Congress secretary. The sixteen years which have elapsed since the last Congress have seen many changes.»³⁰

²⁹ Union Internationale des Éditeurs, Treizième Congrès, *Rapports*, Zurich, 1954, pages 15-18.

³⁰ *Idem*, page 27.

«Professor Velleman submitted a report to the International Committee on the Permanent Bureau's activities since January 1939 and a provisional account of the financial situation of the same. Furthermore, the secretary general stated that in view of the fact that his work at the University of Geneva demanded the greater part of his time, and that in all probability the work of the Congress would again augment, he considered that it was a good moment to look for a younger person to replace him who could dedicate more time to the Congress.

«The International Committee deliberated during much time over whether or not to readmit certain old member countries, notably Germany, Japan and Russia. It concluded that it was too soon to invite the first two to put forward their applications to Congress. The Executive Committee was asked to look into the possibility of admitting the Soviet Union and also to state the essential principles of Congress in an amendment to the regulations [...] It was five years more before the Executive Committee met anew in Paris on the 28th April 1952 [...] The Committee approved the definition of the Congress's objectives, as had been proposed by the chairman and as was to be accepted by the International Committee in turn, laying down that only free, non-nationalised publishers' associations could be admitted as members of the International Publishers' Congress.

«The author of the present report³¹ was designated honorary secretary, replacing the permanent secretary who had asked to be relieved, and was authorised to have professor Velleman send him the dossiers of Congress in order to take over the correspondence and other works of the Secretariat. The Executive Committee further put me in charge of taking all steps necessary to clarify the financial situation of the Congress, increasingly jeopardised in late years.

«The second post-war session of the International Committee took place on 23rd and 24th February 1953, preceded a short time

³¹ Dr Hans Konzett.

before by a meeting of the Executive Committee [...] The chairman's report proved to the members present that the Congress had not been at all inactive over the preceding five and a half years — to the contrary, both the chairman and the Executive Committee had actively contributed to stabilising international relations in general where book distribution was concerned, and to consolidating the position of the Congress in particular. The International Committee then devoted itself to the financial situation of the Congress, and to deciding a new scale of subscriptions. It also dealt with the question of recruiting new members. Given that the *Börsenverein Deutscher Verleger- und Buchhändlerverbände* (German Union of Publishers' and Booksellers' Associations) had been newly founded in Frankfurt and, having applied to rejoin the Congress, was admitted with the approval of the International Committee at the beginning of 1953, the question came up as to whether they should encourage membership on the part of East Germany and the other countries behind the iron curtain. However, the Committee reached the conclusion that in view of the fact that the liberal principles inspiring the Congress were definitely not recognised in these countries, it was not the Congress's business to take the initiative in such an endeavour. On the other hand, the increasing importance of the South American countries in the book trade was maintained, and the wish was expressed that relations with these countries be put on a more active footing.

«The following changes to the regulations, which had been suggested by the Executive Committee, were approved by the International Committee: In accordance with the proposal of the honorary member Mr Ove Tryde, the name of our organisation is to be changed from International Publishers' Congress to International Publishers Association; in conformity with a proposal by the chairman, the content of that part of the regulations dealing with the designation of new members has been modified — new members will in future no longer be appointed by the country to which the deceased or resigning member belonged, but directly by the Executive Committee, whose decision must be confirmed by the International Committee at the following meeting of that

body [...] It further decided that the next meeting of Congress would be in Switzerland [...] during the week of 20th to 26th June 1954. The Executive Committee met again in Paris on 16th and 17th November 1953 to discuss financial problems and the attempts by the Permanent Bureau to recruit new members [...] At the time of completing this report, the third meeting of the International Committee had still not taken place. It is to take place in April 1954 in Amsterdam, and will mark a new stage in the execution of the three immediate aims that the International Publishers Association had set itself, which were: the creation of a solid financial basis, vital to all the Congress's activities; the recruiting of new member states, particularly outside Europe — an aim which the Congress had always aspired to, but which has been seen to be more important than ever nowadays — and a general expansion in the Association's work.

«An increase in the Permanent Bureau's activities was a necessary condition for successfully carrying out these aims. Its work should not be limited to dealing with current business, but the Bureau should be at the service of all affiliated organisations to provide them with information and to study professional matters. Congresses were materially unable to deal with more than a part of the problems relating to publishing at any one time. The Permanent Bureau wanted to be in a position to deal with developments, even outside meetings of Congress, either at the suggestion of one of its members, or on its own initiative, in sending questionnaires to the different member states with a view to publishing and discussing the results of its research in a newsletter.

«In the same way, instruments to regulate and facilitate relations between the Publishers Association and the other bodies, and between the publishers themselves would have to be created. We already have such an instrument in the Rules for International Arbitration; and stipulations relating to the defence of copyright also exist, and — more particularly — to the free distribution of books internationally.»³²

³² *Idem*, pages 18-21.

Dr Konzett then went on to deal with the financial situation: «It was to be expected that the war and the first post-war years would be a critical period concerning the International Publishers Congress's financial situation. The almost complete breaking-off of relations between countries, the difficulty in obtaining foreign currency and particularly the precarious material situation in which many national publishers' associations found themselves made it difficult if not impossible to pay the annual subscriptions regularly. On the other hand, it is true that it was possible to considerably reduce Congress's expenses, as not only did it no longer have to face the costs relating to meetings, but even those of the Permanent Bureau — given the reduction in its work — were reduced to a mere fraction of what they usually were. As a result of these facts, and taking the experience of Congress during the first world war into account, at the start of the conflict, professor A. Velleman, the secretary-general, made the proposal to the Executive Committee that the total expenses of the Permanent Bureau be reduced to a lump sum of S.Fr. 200 per month, from 1st January 1940. This proposal would have meant a saving of approximately S.Fr. 5000 per annum when compared with the budget adopted during the first world war. Adopting this proposal would have allowed all members to reduce their subscriptions to 25% of the usual quantity, which would nonetheless have covered the limited expenses of the Bureau. However, it seemed that the majority of the member states were not in a position to make even this decreased payment. The fact is that it was not long before the Permanent Bureau found itself without any income at all, except for payments by Denmark and Switzerland. Denmark was the only country to continue to pay its full subscription throughout the war, thus demonstrating an eloquent example of the loyalty and scrupulous integrity of the Danish Publishers' Association.

«Nevertheless, these payments were not sufficient to make good the Permanent Bureau's deficit, which increased year after year. In the report on the Congress's financial situation which the secretary-general presented to a meeting of the International

Committee in 1947, he noted that the Union owed him an overall sum of S.Fr. 10,700 at that point in time [...] However, the International Committee decided to wait until professor Velleman had presented a detailed breakdown of the financial situation of the Permanent Bureau, in order to deal with the matter at its next meeting.

«It took longer than could have been expected to itemise these costs. Afterwards, as before, only a minority of the countries paid their subscriptions. When I took on the function of secretary-general in 1952, my first task was to work out what sums were due and to request them. In accordance with a decision of the Executive Committee, only 50% of the subscription due for the period 1940 to 1949 was payable, given the decreased activity of those years, while from 1950 onwards, the full sum was to be paid. In recovering these old debts, the Executive Committee was not only acting out of respect and recognition towards the countries which had not stopped paying their subscriptions even in the war years, but also because otherwise the restoration of Congress's finances and the creation of a solid material basis for the resumption of its activities would have been impossible.

«Following the meeting of the International Committee in 1947, only England, France, the Netherlands and Norway had paid their arrears owing for the war years. During the following years, up to the end of 1952, even these countries defaulted; France, Norway and Spain were then the first member states to make good all their debts at the request of the Permanent Bureau. During the year 1953, England and the Netherlands paid their quotas for 1950 and 1952, and Belgium, Italy and Sweden for the whole period from the beginning of the war [...] Thanks to the extraordinary income that this payment of arrears meant, the Association was in a position to satisfy its creditors, and particularly the ex-secretary-general, professor A. Velleman, without being obliged to deduct this sum from its capital. The rule of not touching the capital in order to meet running expenses would continue to be observed in the future. It is only

luck that will safeguard the renewed financial stability of the Association.»³³

If a new world did in fact emerge from the ruins of the Second World War, different from those which arose in the 19th century and from the deplorable cinders of the First World War in 1918, it is also true that in 1954, the body which brought together publishers from different countries was essentially different from that which they had left behind in Leipzig in 1938.

The change in name was in itself significant. More than a simple congress, which brought together countries and associations in a random way and with a certain frequency, to discuss matters of common interest — and whose secretariat was dedicated exclusively to seeing the resolutions and motions passed by these congresses were applied — an International Union or Association with rules for the admission of new members, certain basic ideological requisites, whose program contained the objective of becoming more and more international and with *a priori* aims: the defence of copyright, free international trade in books, freedom to publish, implicit in the requirement that only non-nationalised publishers organisations would be admitted as members. The secretary-general received new functions: as well as applying the resolutions approved at Congress, he was to deal with developments, whether on its own initiative or at the members' suggestion.

The Zurich Congress was perhaps where the smallest number of reports was presented: no more than eight. It is normal that this should be so, not only because it was the first congress after the long break caused by the war, but also because the new course that the Association meant to take obviously needed a longer gestation period.

While few topics were dealt with, they were of great importance to publishers in the fifties: the problem that then seemed to become more and more serious of payment from the public

³³ Idem, pages 21-24.

domain; television and publishing; photocopies, microfilm and copyright; political attacks on the catalogue or fixed price for books; book clubs, literary agents and translation rights.

Although there were few topics, the 291 publishers present participated fully in the discussions, filling almost 400 pages of the *Compte-rendu*.

By the end of the 13th Congress, the International Committee of the Union was made up of the representatives of Austria, Belgium, Finland, France, Great Britain, Israel, Italy, the Netherlands, Norway, Spain, Sweden, the United States, Venezuela, West Germany, and one further representative, for the Music Section.

The Executive Committee, with Ove Tryde as Honorary Member, was chaired by the Swiss Dr Gustav Keckels, had two vice-chairmen, Sir Stanley Unwin and André Gillon, and two further members, Santiago Salvat and Emil H. Frimodt.

The Secretariat had already been transferred to 29 Morgartenstrasse, Zurich, and, as we have seen, was under the management of Dr Hans Konzett.

The time and place chosen for the 14th Congress was Florence, in the month of June, 1956.

The Secretary-General's report gives a full account of the work he did in the two years between the two congresses.

The financial situation had improved considerably; three new countries joined the Union (Portugal, Canada and Venezuela), and there was active correspondence with thirteen further countries with a view to the same. It can be seen that, overall, the work of the Union had increased, specifically with the publication of a Bulletin and an increase in contacts with UNESCO, which had been responsible for the recently created Universal Convention on Copyright and the even more recent Florence Agreement «concerning the importation of educational, scientific and cultural material», which had been signed by four member countries of the IPA (Great Britain, Israel, Sweden and Switzerland), and which Belgium, France and the Netherlands would shortly sign,

while the Secretary was encouraging other countries to join it, by sending the text of the agreement to all member states.

In the area of music, the corresponding section had presented two model contracts at the Zurich Congress («Symphonic Works» and «Dramatic Works»), in order to normalise relations between music editors and the broadcasting services of the various countries, and contacted and held talks with the European Radio Union, finally reaching an agreement, and, in 1956, almost all countries of the International Publishers Association adopted one or both contracts.

As regards the matters dealt with at the Congress, they were few and not very innovative. Apart from a long report by an English publisher (M.R.H. Code Holland) on the problem of obscene literature in Great Britain, Boosey and Aber's report on the influence of television on the dissemination of musical works, and of an analysis of the customs duties on book importation in a number of countries (in spite of the existence of the Florence Agreement, at the time ratified by only 19 countries), nothing more of interest came up at this congress. The relative paucity of topics contrasted with the many festive occasions and events that the participants attended: a reception by the Mayor of Florence in the Palazzo Vecchio, a visit to the Galleria degli Uffizi, a gala show at the Teatro Comunale, a dinner at the Palazzo degli Esposizioni, an excursion to Siena, a visit to the Biblioteca Medicea Laurenziana and the exhibition of antique books, a football match in the old Florentine style, with the players dressed in period costume, an evening dancing at the Palazzo Pitti, finishing up with a visit to Rome, where the participants were granted an audience with His Holiness Pope Pius XII, continuing to another reception at the Campodoglio given by the Mayor of Rome, an audience with the President of the Republic at the Quirinale palace (for the members of the International Committee), and to finish it all off, a gala dinner in the Grand Hotel given by the Prime Minister. We must add that other, further, pastimes were organised for the ladies accompanying the participants in the congress during the hours their husbands were at work.

When the Congress, in which close to 1000 members and companions had participated, had closed, the Secretary General set to work, as described in his report of 1959.

Four new members — Iceland, Mexico, Hong-Kong and Korea — were admitted at the meeting of the Executive Committee and the International Committee held in Copenhagen in 1957, as were two more the following year, Brazil and Japan.

Relations with UNESCO were encouraged, and with the support of the latter, the secretariat obtained a number of important measures from the Universal Postal Union regarding the posting of books and magazines.

The second issue of the *Bulletin* appeared in 1958, in which the question of «Publishing and the Common Market» came up for the first time, as the Treaty of Rome had been signed only a few years previously.

As usual, the Secretariat paid great attention to the way in which the resolutions adopted at previous congresses were put into practice (particularly those of Zurich and Florence) in the different countries. This brought it to the 15th Congress in 1959 with 25 members (10 of which were from outside Europe) which was to take place in Vienna, in Austria.

At the time, the most important report was probably that of the Secretary General himself, which dealt with the subject of european integration and which Dr Conzett had already started to study the previous year in the second issue of the *Bulletin*, as mentioned above. His address went into the foreseeable results of the setting up of the Common Market in the various spheres that could affect the publishing business, such as raw materials, social obligations, the free movement of labour and goods, quotas and the certificate of origin — and even the unfortunately famous article 85 which has caused so many problems regarding fixed price, were contained therein and their possible consequences analysed. Dr Conzett put two questions: What would happen if the Common Market remained alone?, and What could be expected to happen if the 17 countries of the OECD set up a Free

Trade Area? The Secretary General summed up as follows: «Having taken all the problems mentioned into consideration, we believe that the 15th Congress should adopt a positive attitude to the movement for European Integration. It is to be desired that publishers place their work of bringing peoples together at the service of European integration. The 15th Congress should also warn of the great danger that would be caused by the failure of negotiations to set up a free trade area, of the Common Market remaining alone, because this situation would mean the partition of Europe. In present conditions, that would surely constitute a great misfortune for the free world.»³⁴

Among the subjects dealt with at this Congress, Kaj Bonnier from Sweden referred to book-selling on an instalment basis, and the voice of the East was heard at the Congress for the first time at a Congress of the IPA: Dina Malhotra from India explained the situation and problems of publishing in Asia.

The participants took their leave of one another on 30th May, until 1962 in Barcelona. Meanwhile, their Austrian hosts had heaped them with honours all week: concerts, visits to museums and palaces, receptions, demonstrations at the Higher School of Horsemanship in Vienna, dinners and a gala ball.

The Secretary-General's report, with which the book of Reports dedicated to the Barcelona Congress begins, not only recounts his activities, but also those of the International Committee and of the Executive Committee. The part dealing with European integration, where the European Free Trade Area is described in detail, along with the unsuccessful attempts to bring the two European groupings together, makes for particularly interesting reading. A committee was set up during the Vienna Congress to study the effects of the setting up of the Common Market on the publishing business. This committee met only

³⁴ Internationale Verleger-Union, *Berichte*, Fünfzehnter Kongress, Wien, 1959, page 200.

once, in Paris in 1960, without achieving much, as its members concluded that they lacked the information and the means to present a worthwhile report to the International Committee.

As was the case at the two preceding meetings, this Congress dealt with a small number of reports: the problem (then still in existence) of payment from the public domain, and a communication from Frederick Melcher of North America on changes taking place almost everywhere regarding the publishing industry and trade, starting with the mass production of paperbacks (particularly in England and the United States), the expansion of book-clubs, problems regarding the observance or otherwise of the price fixed by the publisher, the increase in the number of signatory countries of the Universal Convention on Copyright and the process begun by the Florence Agreement of abolishing the barriers obstructing free trade in educational and cultural material. The report that attracted the greatest audience was that by the French publisher Jean-Louis Moreau on «The Public Administration and publishing» in which the author examined — for each member country of the IPA — the obstacles in the way of freedom of publication, on the one hand (previous and later censorship included), and on the other hand, whether the defence measures afforded certain publications were not advantages detrimental to others, and finished off with an analysis of the legal and administrative measures taken by each country to promote books.

Along with the usual receptions, the participants and their companions attended a bullfight, gala shows and excursions (to Tarragona and Montserrat on this occasion). When Congress came to an end, the International Committee continued to Madrid, where they were met by the head of state, General Francisco Franco.

Following the Barcelona Congress, other important decisions were taken, which were to significantly modify the International Publishers Association as time went by. As a matter of fact, this was the natural evolution following the organisation's change of name which had taken place before the Zurich Congress.

During a meeting of the International Committee in 1963, the decision was taken to hold the Congress outside Europe for the first time, and the location chosen was, of course, Washington.

It was the Spaniard Santiago Salvat who chaired the IPA, which had some 30 members, in the years 1962 to 1965.

For the first time, the Secretariat was ensured continuity, with the appointment of a full-time official by the name of Hjalmar Pehrsson, substituting Dr Konzett who, as well as managing his own publishing house, was a member of the Swiss National Council. The Union's headquarters moved from Zurich to Geneva, and was installed where it is still to be found, at no. 3 avenue Miremont.

Julian Behrstock, acting for the Secretariat of UNESCO, presented an important report called «Books for the Developing Countries» at the Barcelona Congress, referring especially to the need for school and other books of an educational nature, which urgently demanded local production to reduce imports. To a certain degree, this matter — along with continuing cooperation with UNESCO — brought the IPA to set up its first specialised group, as described in detail by the Secretary General in his report to the Washington Congress: «Two factors have probably been decisive in this field: first, the fact that the problems of school and textbooks are in many respects different from those of ordinary book manufacture, even within the national associations. I need merely mention the problem of sales, and those of governmental intervention which also affects retail prices, for the government is often the buyer. Second, because of the problem of assistance planned for the emerging countries, to which I will involve textbooks above all, as far as publishers are concerned. For this reason, it was not only desirable, but necessary, to achieve some sort of cooperation with UNESCO, for not only has that organisation done a magnificent preparatory job in its battle against illiteracy, but it is also the most suitable forum for coordination of these efforts, especially wherever our own bye-laws restrict rather than expand our freedom of movement. This is the case in those coun-



AVENUE MIREMONT NO. 3, IN GENEVA
*The present headquarters of the Secretariat of the International
Publishers Association*
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tries which are not yet members of our Association, either because there are no publishers' organisations existent or for other reasons, though we should all welcome them as members. It was, therefore, a giant step forward for our Association to have been recognised officially as a consultative partner in these endeavours at the last big UNESCO conference of textbook publishers in Paris in June 1964, as is indicated in the UNESCO report (ED 219, dated October 16, 1964, Sects. 64-67). This collaboration was emphasised, as far as we are concerned, by the election of our Danish colleague, Jørgen Bang, who presided over that UNESCO conference, as chairman of our Educational Group. In the interim, this collaboration with UNESCO has been further strengthened by another meeting in February 1965 to work out a program of joint activities. The importance of this meeting may be judged by the fact that twelve of UNESCO's department heads took part and that both sides repeatedly expressed their interest in close cooperation. The major results of this meeting may be summarised as follows: the International Publishers Association will be invited to all conferences concerning practical realisation of the plans to establish book publishing in emerging countries, and publishers in our member countries will be afforded the opportunity of collaborating in this endeavour practically. Moreover, both organisations can cooperate in protecting copyright. This is of great importance for our Association, in that we shall now be able to take action against piracy, which is increasingly prevalent in this field, even where there is no member organisation of the International Publishers Association.»³⁵

Resulting from the reorganisation of the Secretariat and of the widening of its scope arising from this, the International and Executive Committees and a newly created «working committee» came to meet more often. From 1962 to 1965, a total of fourteen meetings were held, and among the matters dealt with, it was decided to significantly increase the members' subscriptions in

³⁵ International Publishers Associations, 17th Congress, *Reports*, pages 20-21.

order to meet the new situation (Spain quadrupled its contribution on its own initiative, which constituted «an extremely helpful example»).

It was also decided to prepare an in-depth amendment of the statutes, to be approved at Washington, the constitution of the Educational Group set up the previous year was approved, which would from then onwards have twelve members. In the meantime, three new applications for membership of the IPA were presented: the Australian Book Publishers' Association of Sydney, the Federation of Publishers and Booksellers Association of India (taking the place of the previous Indian member), and the *Association des Éditeurs Canadiens*.

The Secretary-General convoked a meeting of the secretaries of the national associations of the member countries for the first time, to be held in Frankfurt in October 1964, in order to establish closer links between these associations and to draw up working rules for the future.

It was, in fact, the birth of a new organisation with truly international characteristics and whose activities were in line with the importance that the profession had on a worldwide level.

Towards the middle of the sixties, when the new countries, formed by the dismemberment of the great colonial empires after the Second World War, appeared all over the world, the Washington congress dedicated much of its time to a consideration of the problems which were arising in the publishing trade and industry in those countries at that time. The Congress also affirmed the extra responsibility falling on publishers in the big publishing countries such as England, the United States, France, Spain and others, and announced which means would be needed by the Third World, in cooperation with UNESCO, in order to achieve the stated aims. The importance attached to these new regions' specific problems by the Washington Congress must be noted, as must the fact that observers were specially invited from Asia, Africa and Latin America, and even that the Educational Group decided to incorporate one member from each of these regions from then onwards.

The Congress came to an end with a vote on eleven varied motions such as the plea for a special status for books; the need for closer cooperation between publishers and bookshops; a request that all governments sign the Florence Agreement; a petition to all member countries of the Universal Postal Union that they adopt the freest interpretation possible of the Universal Postal Convention where tariffs for books were concerned, and pressing yet again for all governments to ratify the Berne Convention or the Universal Copyright Convention.

The statutes approved at the Zurich Congress in 1954 — the first after the War — were replaced by others whose articles were much more elaborate, and furthermore new regulations were adopted, some of great importance. While the Congress remained the principal centre of the Union's activities, and its main legislative organ, the functions of the International Committee and the Executive Committee were defined for the first time, each of them receiving important responsibilities. In practice, decisions would no longer be taken by Congress, but by the Executive Committee and then ratified by the International Committee. It was also decided that the International Committee would meet annually, and the Executive Committee at least twice a year.

An Action Committee of three or four members was set up to help the chairman and secretary in carrying out their functions. An article of the statutes was devoted to the chairman, who would continue to be the individual who had presided over the last Congress, and it was here declared for the first time that he «officially represents the International Publishers Association» and that it is he who calls meetings of the Executive and International Committees.

Where the Secretariat is concerned, its main function was still to apply the resolutions and votes taken at Congress, but it was assigned two new responsibilities: «to follow the development of the key problems concerning book publishing and to keep itself up to date concerning new and important happenings and possibilities arising in the world» and also «to be responsible for the minutes of

the meetings held by the International Committee and the Executive Committee and for their prompt distribution as appropriate».

Clearly, the organisation was changing, and trying to make a rapid adaptation to the profound changes taking place in the world, and especially in the publishing world.

The statutes adopted in Washington would be reviewed at the following congress in Amsterdam in 1968. However, the amendments were of no great importance, being limited to changing the periodicity of congresses from every 2-3 years to 3-4 years, and to a more rigorous definition of the constitution and functioning of the International and Executive Committees (establishing, for instance, that England, France and Germany would have permanent seats on the Executive Committee).

However, in 1969 the statutes were revised once again, now including great alterations which significantly modified the working of the Union.

The International Committee took the place of the Congress as the «supreme body», having the power to choose the chairman and vice-chairman, while the chairmen of following congresses would be those individuals appointed by the national association organising the event (from 1986 onwards, the chairmanship of each congress would fall on the chairman of the IPA).

The chairman became the head of the administrative structure, occupying the place which had always been competence of Congress, which was no longer mentioned in this context. He was now destined «to discuss internationally-important publishing questions and to prepare and vote resolutions and recommendations to be proposed to the International Committee».

A further very important innovation of these statutes of 1969 was the institutionalisation of the special interest groups: «With the consent of the International Committee of the International Publishers Association, Groups of the Association having specialised publishing interests may be formed either within the structure of the IPA or as autonomous bodies affiliated to the Association. Their chairman must be a member of a member organisation of the International Publishers Association.»

The drafting of the Association's aims, a text which formed the preamble of the different statutes since 1954, had also suffered changes over these fifteen years. While great importance was given to the freedom to publish and to the free flow of books inside and across frontiers, from 1965 onwards, the statutes make a first call for the protection of literary property, making a demand to «to respect all legal rights attached to these works». It was only in the 1986 amendment that the aspects of the defence of literary property were set out in detail, affirming that it was an aim of the Association: «to promote and protect by all lawful means the principles of copyright on which depend the encouragement of authorship, publishing and dissemination of creative works and to defend copyright against all infringements which may restrict the rights of authors and publishers».

Thus, the three pillars on which the International Publishers Association stands were set: freedom to publish, free flow of books and defence of copyright.

Let us return to the Amsterdam Congress of 1968, the last one held under the old regulations, which considered the Congress to be the main legislative body of the organisation.

It was solemnly opened on 10th June by Prince Klaus of the Netherlands, and sixteen reports were presented over the four working days. Carried out under the shock caused the previous year by the revision of the Berne Convention at the meeting in Stockholm which drew up the famous *Protocol*, which, under the pretext of benefitting developing countries, made a serious attack on copyright, the Congress was taken up to a large extent by the problems this caused, and produced a declaration rejecting this protocol, along with a resolution making unnecessary the use of the measures placed at the disposition of the developing countries.

Another subject that merited the participants' attention was that of value added tax (VAT), which had already been introduced into several countries, and which looked as though it would become a worry for those who believed that books should be exempt from all taxation.

Finally, as a result of what had already been suggested at the Washington Congress, and in consideration of the fact that «books are not mere profit-making products of paper and ink», the participants «who are engaged to serve the book and its unique position in the world [...] solemnly urge the governments of all countries to endorse an internationally recognised Charter of the Book which will grant appropriate and special recognition to the vital part which books play in the world».³⁶ It was to be UNESCO, three years later, on the eve of the «International Year of the Book» — held in 1972 — which published the Book Charter, promptly welcomed by the IPA.

One last important event of the Amsterdam Congress must be mentioned: the creation of its second special group — the International Group of Scientific, Technical and Medical Publishers (STM) — which has carried out a great deal of activity over the years, and which is now composed of almost 200 publishers worldwide.

There was a well-planned program of social activities. While a Dutch Evening, unforgettable for all those who assisted, must be mentioned, there was also a visit to Rotterdam, and the habitual banquets to finish off the Congress, having agreed to meet again in Paris four years later.

Ernest Lefebvre was the last chairman designated by the old rule that the chair was to be held by the chairman of the previous Congress. Lefebvre chaired the International Publishers Association from 1968 to 1972, which was a period of much activity for the organisation.

The *Groupe des Éditeurs de Livres de la CEE* (GELC) was immediately set up, in November 1968, the first regional group to benefit from the protection of the IPA, and which would become the European Publishers' Federation some years later.

From 1969 onwards, it was decided to hold the annual meeting of the International Committee in Frankfurt, as publishers the world over attended the Frankfurt Book Fair.

³⁶ International Publishers Association, Eighteenth Congress, *Resolutions*, page 27.

A Working Conference met in London in 1970, in order to «maintain the cohesion of the IPA between congresses» and «to prepare the ground for discussion at the 19th Congress, to be held in Paris in 1972», and which was taken up to a great extent by problems of major importance for the world's publishers, particularly that of how to overcome the predicament caused by the Stockholm Protocol, along the lines of the meeting held in Washington the previous year under the auspices of the Berne Union and the UCC (Universal Copyright Convention). The conference further considered the problem of the photocopy, of museum charges, of the transfer of technical and scientific information, of the future of the Florence Agreement, etc.

In 1971 the Secretary General, Alexis Koutchoumow (who had taken over from Hjalmar Pehrsson in November 1969) took part in a diplomatic meeting on copyright held in Paris, intended specifically to resolve, once and for all, the chain of problems caused by the 1967 meeting in Stockholm. The IPA also participated in several meetings held by UNESCO and by the WIPO, which began to study the new problems affecting copyright caused by the newly developed computers and the recent satellite transmissions.

1972 was declared the «Year of the Book» by UNESCO, which had drawn up a Book Charter the year before, sought by the IPA since the Washington Congress. The 19th Congress was also held that year, in Paris, and characteristically, met in the UNESCO headquarters.

One participant began his report provocatively with the following words: «Recently I asked a young colleague why he had not taken an interest in the work of the International Publishers Association. In his career he had come to a position where, it seemed, he should learn more about the rationalisations, the politics and the mystics of international publishing. Why, specifically, was he not planning to attend this, the 1972, Congress of the IPA in Paris? His reply was frank — a little wickedly so, I thought. He said: 'I have always heard that an IPA congress is a

place where elderly publishers gather to rehash ancient and stale problems'.³⁷

Well, if Dr Curtis Benjamin's young colleague had attended the Paris Congress, he may have heard for the first time, of the use that publishers can make of computers, of new problems arising out of audiovisuals, of the possible advantages of co-publishing and co-conception and of possibilities that could then be anticipated to defend copyright from the scandal of reprography.

Furthermore, he would have visited Reims and participated in a magnificent 'candlelight dinner' washed down with brut champagne, and with a little bit of luck he would have shaken hands with President Georges Pompidou at his reception at the Élysée for the participants in the Congress, and he would have spent a weekend in Nice and passed Saturday evening at a *soirée* in the traditional village of Hautes-de-Cagnes, organised especially for these honorable visitors, and for them alone.

Many and varied resolutions and motions were adopted at the Paris Congress: the proposal to create a committee for the freedom to publish and the defence against reprography; competition between state and private publishing; the developing countries' need for books; and a request that a committee be set up to study intellectual, technical, economic and taxation problems connected with the recent phenomenon of co-publishing. The Music Section, for its part, presented a long document on the problems of defence of copyright that then troubled music publishers.

John Boon was the first chairman of the IPA elected by the International Committee, for a period of four years, until 1976, at which time the first congress would be held in Asia, under his chairmanship.

The Secretary-General had a great deal of work to carry out before that time.

The first issue of the *Lettre de Genève* had been published in 1972, and it would continue until 1979.

³⁷ 19th Congress of the I.P.A., *Reports (Supplement)*, Paris, 1972. «Commercial versus Institutional Publishing», by Curtis G. Benjamin.

1973 was dominated by the problem of photocopying. In May, the IPA took part in a conference called by UNESCO and WIPO, which, after four days of intense debates between authors and publishers and the one hand, and photocopy-users on the other, eight recommendations were made forming a tough compromise that could act as a model for the legislators in national parliaments who wished to make laws on the matter.

Nevertheless, another meeting between the two Committees of the two Copyright Conventions in December of the same year, and in which the IPA participated, unfortunately finished in deadlock.

The USSR signed the Universal Convention in 1974, causing enormous interest among Western publishers, and, obviously, the directors of the IPA. Both the Secretary General and the Chairman visited Moscow that year, and the latter wrote a long report on the contacts he had made, particularly with the famous VAAP, which was the single, obligatory, contact agency for any relationship whatever with Soviet writers and publishers.

During this period, the IPA opened two regional bureaux in Asia: one for Southern Asia, run by the Indian Publishers' Federation, and the other for South-eastern Asia, with headquarters in Kuala Lumpur, grouping together Burma, Thailand, Malaysia, Singapore, Indonesia, Vietnam and the Philippines.

In spite of the closeness of the 20th Congress, with its increase in the Secretariat's workload, Alexis Koutchoumow spent four weeks in Argentina the following year at the request of UNESCO, and participated in the creation of an Information Centre on Copyright.

On 25th May, 1976, Prince Micasa made the inaugural address of the 20th Congress in the historical city of Kyoto, before 1,200 participants and consorts.

The event was carefully organised down to the minutest details, with the Japanese publishers demonstrating their proverbial kindness towards all who visit them, while the Congress was extremely fruitful on a professional level.

There were three reports on the problems that the new media were beginning to cause for books and publishers. Four further communications considered the need for training in developing countries and the matters of co-publishing, reprography, book transport, fixed price, production and marketing, relations with the state and the government, and freedom of expression and to publish. This whole range of problems was dealt with at the Congress, which ended up making five recommendations concerning developing countries; seven regarding the problem of trade in books; two on the new media and two more pertaining to the freedom to publish.

The welcoming reception, the day out to Nara, the garden party in the Daikaku-ki temple, the trip up Mount Fujiyama, the visit to the Pearl Islands and the unforgettable farewell *soirée* (Sayonara) in Tokyo, with spectacular fireworks, all enchanted the 800 foreigners with Japan's exquisite charms.

Per Sjögren from Sweden was the newly elected chairman, who would run the Association until 1980.

Given that the weight of an organisation like the IPA could not be carried by the chairman and secretary-general alone, one of his first moves was to propose the creation of several permanent committees to the International Committee: a financial and administrative committee, a rules and public relations committee, an information committee, a committee for the freedom to publish, a copyright committee and a new media committee, each made up of three or four members of the International Committee who were to work closely with the secretary of the Executive Committee.

In the year 1976, the IPA already had 37 member countries.

The years leading up to the 21st Congress in 1980 were effectively dominated by the Secretary General's daily struggle to defend copyright in all the world's forums and platforms, with the aid of the working groups involved in this activity.

On the other hand, the new media, including electronic publishing from 1979 onwards, became of increasing interest to publishers. As a result of this interest, the IPA became involved immediately in developments.

In 1977, the Dutchman van den Brink, in his first report as chairman of the New Media Committee (renamed «electronic publishing» from 1979), referred to the huge developments that were then beginning in cable television systems, video-discs and cassettes. The Committee declared for the first time in 1978 that: «Publishers were not only publishers of books, folio publishers. They were also 'narrow-casters'. All that touched on communication concerned them under any form: paper, record, tape, satellite, etc. In the United States, 162 publishing companies had reported that they were engaged in tele-processing, a remarkable result and proof of the changes that were taking place within the trade.»³⁸ And in 1979, arising out of the remarkable growth taking place in electronic publishing, the Committee proposed, along with a change in its designation in order to better state the reality in question, that the secretary in Geneva take on a person part-time to deal exclusively with the new problems.

The eve of the Stockholm Congress was approaching, with 43 member associations, which number reveals the effort made by, among others, the vice-Chairman, Propicio Machado Alves, who made continual efforts to persuade the Latin American countries to join the International Publishers Association. An event of much importance was the setting up of the Interamerican Publishers' Group in 1978, which became the second regional group within the IPA.

The central theme of the Stockholm Congress, held in May 1980, was «Freedom to Publish», although Per Sjögren, in his inaugural address, did not forget that, unfortunately, in certain areas of the world, «the question of freedom to publish is simply secondary to that of the possibility to publish at all».³⁹

The congress dealt with a great number of topics and reports. Divided into nine sections — State influence on the book trade,

³⁸ *Report on the activities of the IPA during 1978*, page 68.

³⁹ *Stockholm 80 - 21st Congress of the International Publishers Association - Proceedings*, page 15.

Copyright questions, The book trade in developing countries, Authors and book publishers, Modern media and the book trade, School books, Marketing and distribution of books, Technological development and multinational problems in publishing — along with the first plenary session and a final round table on «Freedom to Publish». Fifty-two reports were presented at this Congress, with good participation among those attending. Finally, four resolutions and ten recommendations were approved to be endorsed by the International Committee. Among the decisions, the creation of the Per Sjögren Award must be singled out, to be awarded at each congress to the publisher (whether an individual or a publishing house) who had worked the most courageously and effectively for freedom of expression over the previous four years.⁴⁰

Congress finished, and the following meeting of the world's publishers having been fixed for Mexico City in 1984, four years of hard work began for Alexi Koutchoumow and for the new Chairman, the Spaniard Manuel Salvat.

Foreseeing the increase in work brought about by the development of the publishing trade in certain regions, two regional vice-chairmanships were created — one for Latin America, under the Brazilian Propicio M. Alves (who had been vice-chairman of the IPA under the previous chairman) and another for South-Eastern Asia and the Southern Pacific, under Geoffrey King of Australia.

These years were marked particularly by a new openness to the outside world, with the secretary general, the chairman and vice-chairmen assisting at an increasing number of meetings and conferences, not only with UNESCO and WIPO as had been done in the past, but furthermore attending whenever any problem whatsoever concerning the profession was being discussed.

Matters concerning copyright were of increasing concern to the governing body of the IPA. In practice, the fight against piracy became no. 1 on the agenda of anxieties, to such an extent that in 1981 an anti-piracy fund was set up with the voluntary

⁴⁰ *Idem*, page 145-146.

contributions of the national associations and companies. This fund quickly reached the quantity of S.Fr. 33,000.

The bulletin *IPA Publishing News*, for its part, devoted several issues entirely to the fight against piracy. As a consequence of the interest in this struggle, the IPA set up a working group on organisations collecting reprographic royalties (RROS) which were beginning to be set up in various countries at the time.

Another subject became increasingly important during the first years of the eighties: electronic publishing. In 1981, the chairman of the Electronic Publishing Committee, Joost Kist, presented a «Roadmap for the Electronic Publishers» and, that same year, two issues of *IPA Publishing News* — in April and December — were devoted to recent developments in electronic publishing, with reports, news items, a calendar of events and bibliographies concerning the various member countries (Sweden, France, Great Britain, the USA, Germany, Spain, Japan, Canada and Australia), followed by two other issues in 1982 giving developments around the world.

The World Book Congress, organised in London by UNESCO in 1982, entitled «Towards a Reading Society» in commemoration of the 10th anniversary of the «International Year of the Book» was followed with the greatest of interest by the IPA. Per Sjögren, ex-chairman of the IPA, was chairman of UNESCO's Inter-professional Committee for Books, which was in charge of organising the Congress and of choosing the subjects dealt with, which was certainly an advantage for the IPA. UNESCO had limited the number of participants to 350, but nevertheless, certain members of the Association's management — the Chairman and Secretary General, for instance — were present in London.

Two years later, close on 1000 publishers and their companions met in Mexico City for the 22nd Congress.

This was the second congress to be held on American soil, almost twenty years after Washington, and it was opened by the President of Mexico, Miguel de la Madrid, on the afternoon of the day prior to the first working session.

The programme had been carefully organised, starting with the inaugural address by Akio Morita, Chairman of Sony, who, pointing to a complete set of volumes of the British Encyclopedia behind him, showed a small 5" disc that he held in his hands, where, he said, it was possible to store (and consult) all this information. Morita's address was entitled «The Technological World of Tomorrow», and the CD-ROM thus made its triumphant entry into the publishing world.

As a matter of fact, the new technologies predominated at this Congress. The address by the Chairman of Sony was followed by twelve reports concerning the new world which was beginning to come about. This topic occupied the first day's work.

The problem of copyright, from «Reprography and royalty-collecting organisations» to the demonstration of «the impossibility of a paying public domain in a democratic society» took up the second day of Congress. The specific problems of publishing and publishers in Latin America were the central topic of the third day. Freedom of expression and to publish, as well as the «publisher's cultural role» were dealt with in the closing plenary session of a memorable congress which, along with the very interesting sessions, produced a large number of resolutions and recommendations in the field of electronic publishing, piracy, organisations collecting reprographic royalties, the protection of software, the conditions of the publisher's contract, the Florence Agreement, the paying public domain, freedom to publish, etc.

Congress included a great variety of social and touristic events: a folkloric ballet, an exhibition devoted to «Bibliographic Treasures of Mexico», a Mexican fiesta, a visit to the marvellous National Anthropological Museum, an excursion to the pyramids of Teotihuacán and a lunch on a Mexican ranch, as well as the opening and closing banquets. They will be long remembered by the hundreds of congress-goers who took part in them.

At the end of Congress, Manuel Salvat handed over the historic ivory gavel to the Dutchman John Somerwill, in whose possession it remained until 1988.

By way of honouring the centenary of the Berne Convention, a Symposium on copyright was organised in Heidelberg in 1986 in cooperation with the German association. The participants studied the question from all possible angles over a period of two days: new technologies and copyright, legal and illegal copying, reprographic royalties, etc.

The Symposium was a marvellous success. Dr Arpad Bogsch, the director-general of WIPO was present at the opening session, where he stated in his address: «It would be absolutely wrong and unacceptable to try and identify copyright as an institution protecting works only in the case of some traditional uses [...] Copyright can conform to its important social functions and remain the same — as far as its essence is concerned — only if its provisions are interpreted and applied in a flexible but consistent manner in the case of new technological and social developments».⁴¹

Given the success of this two-day meeting, the idea was put forward of holding a new symposium on this same subject every four years, in the interval between congresses, and this came about.

During this period, the Secretary General was involved in a number of tasks. Here, we are not only dealing with meetings with UNESCO and WIPO on the defence of copyright, which had become one of the aims of the IPA since the 1986 statutes came into force, but also repeated representations to various countries opposing taxation of books, whether VAT or import duties.

Publishing of the International Publishers' Bulletin began in 1985, while Rights, a quarterly entirely devoted to copyright, started in 1986. At the same time, the Copyright Committees of the IPA and the STM formed a «Joint Copyright Working Group» meeting four times a year, which, some years later, was to become the International Publishers' Copyright Council.

The 23rd Congress was held in 1988, this time in London. The congress held twenty sessions under the slogan «The Worldwide

⁴¹ International Copyright Symposium, München, 1986, page 49.

Hunger for Books», dealing with the following matters: International Availability of Books, Electronic Publishing, Authors and Publishers, Publishing for Schools, Expanding the Market for Books, Publishing for Higher and Continuing Education, Copyright, Production and Distribution, Government and Publishing, Information Market, Women in Publishing, The Passage of Rights and the Fight against Piracy, The Business of Publishing, and a Forum on Reading. As well as 94 communications presented at the various sessions, the participants also had the chance of listening to addresses by important, world-famous personalities such as Giovanni Agnelli, Director of FIAT, Federico Mayor, Director-General of UNESCO; Suzanne Mubarak, wife of the President of the Republic of Egypt; Wole Soyinka, 1966 Nobel Prize for Literature, and Wang Meng, Minister for Culture of the Peoples' Republic of China.

The Publishers' Association of Great Britain prepared and presented a «Declaration on Books in the 1990's» in which they spelt out and analysed the main subjects and problems concerning books, from the free flow of books inside and between countries to the use of the new technologies in publishing; from the supply of books to the developing countries to the relationship between publishers and governments.

The Congress was not terribly prolific where recommendations are concerned. It only produced eight of them, two of which came from the Music Section.

The Congress opened with a Literature Ceremony in Westminster Abbey, and it closed with a magnificent banquet in the historic halls of some of the London guilds. A gala performance was held in honour of the congress-goers in the Royal Opera House (where the soprano Joan Sutherland sang for the last time), a concert directed by Neville Marriner in the Royal Festival Hall and a country fete in Hever Castle where Anne Boleyn, one of Henry VIII's unfortunate wives, was born.

An American, Andrew H. Neilly, took over the chairmanship at the end of the 23rd Congress.

It was not just a matter of protocol that saw the presence of the director general of UNESCO, Dr Federico Mayor, at the London

Congress. He stated there that he wished for fuller cooperation in the field of copyright with what he called «UNESCO's oldest partner», which showed a remarkable change of heart by that organisation, which, while it had never broken off talks with the IPA on the question of copyright, thanks, on many occasions, to the secretary general's perseverance, had generally taken a position in principle tending, let us say, more towards the Stockholm Protocol than was desirable or reasonable. Now, this new spirit, as shown by the Director General's availability, would bear fruit in a short time, with a meeting in Paris in September 1988, between a delegation of the IPA, headed by the vice-chairman (Fernando Guedes) and UNESCO's Copyright Division. Federico Mayor's interest in achieving results was such that, at a dinner two weeks later in Barcelona with the Chairman and the Secretary General, he asked to be personally informed if there had been any progress made at the meetings between the two organisations.

This attribute of the Director General in favour of promoting copyright throughout the world became even more explicit when Milagros del Corral, the ex-Secretary General of the Federation of Publishers' Associations of Spain, an expert in copyright, was appointed head of the Copyright Division of UNESCO.

At this time, in 1989, the Chairman visited the Soviet Union — Perestroika was under way — and noted the Moscow Association's interest in joining the IPA. This was the year that the first Eastern European country, Hungary, was admitted as an affiliated member.

The most dramatic attempt in recent years against freedom of expression and of publication also took place in 1989. On publication of the work *Satanic Verses* by Salman Rushdie, Ayatollah Khomeini, President of the Islamic Republic of Iran, declared the work a heresy and condemned the writer, then living in London, to death, while his publishers the world over were threatened with grave retribution. Nigaard, the Norwegian publisher, was shot at close to his home.

The Freedom to Publish Committee and the secretary general of the IPA immediately made a strong public statement against

this serious attack on the freedom of expression, and has continued to do so over the years on every occasion that it has been required. At the time of writing this book (July 1995), the problem has still not been resolved, and Salman Rushdie remains hidden in some part of the world.

In 1990, the Syndicat National de l'Édition, in cooperation with the Geneva Secretariat, organised the second Symposium on Copyright in Paris, entitled «Economic and Cultural Challenge». The five sessions, held between 11th and 13th April, heard almost thirty reports dealing with the following subjects, in this order: the economic importance of copyright, copyright and new technologies, copyright and development, transfer and management of copyright, and the legal implications of the creative role of the publisher. During the closing session Alain Gründ, the Chairman of the Syndicat National, stated: «Two main ideas can be drawn from this symposium: that publishers wish to assume their responsibility to society in disseminating knowledge and information. In order for this to come about, their request for truly effective protection must be met [...] What is important is to convince public opinion, our authors, our readers, those who photocopy our work, our legislators [...] We must state the publishers role loud and clear in the great debates of our society: research, development of all races, the betterment of the population. We also assume unreservedly our responsibilities in the fight against illiteracy, under-development and more generally, intellectual poverty [...] Then, we would be in a better position to convince of the importance of copyright, because it is not so much a case of protecting it, as though it were something weak, rather it is one of recognising it for its creativity. There is no doubt that this symposium has made its contribution.»

The ever more complex problem of copyright led to the setting up of the International Publishers' Copyright Council (IPCC) in October 1990, as a joint initiative of the IPA and the STM. Its first chairman, Wolf von Lucius, defined his objectives in the following way: «The IPCC is a body to co-ordinate and supply ideas to the various national associations as well as to the two founding

bodies — IPA and STM [...] The objective is formulated in a sentence which I shall quote: The IPCC shall co-ordinate the expertise and activities of the IPA and STM in the copyright field in regard to such issues and problems as may be improved and solved by joint efforts in the interest of national associations, affiliated groups and individual members, where appropriate».

Three countries left the IPA in 1991: Australia, as the result of a misunderstanding that could not be resolved; New Zealand, whose Association was going through a serious financial crisis, and Singapore. At the same time, Kenya asked to be admitted, and was granted 'affiliated membership' by the International Committee.

The memorable 24th Congress took place in New Delhi in 1992, in Asia for the second time. The Indian Publishers' Federation had organised it carefully. Some 800 participants came together in the Indian capital for some days in January, and the Congress, under the slogan *Breaking the Barriers — Publishing for one World*, included more than one hundred speakers, chairmen and session coordinators.

The President of the Republic of Portugal, Mário Soares, and the Vice-President of India, Shankar Dayal Sharma addressed the opening session. The Dalai Lama was present at the closing session which he addressed, which was, as usual, devoted to the freedom to publish.

Thinking of the country where it was held, the Congress dealt with a large variety of topics, such as the problems of training personnel, promoting reading, cooperation between librarians and publishers, the need for efficient distribution, education as a major priority of governments, textbooks, availability of paper, state guarantee of credit lines for publishers, and of course, the more current aspects such as copyright, electronic publishing, the free flow of books, along with a morning given over entirely to regional problems.

Fourteen resolutions were approved to be submitted to the International Committee, on training, copyright, electronic infor-

mation transfers, distribution, relations between librarians and publishers, schoolbooks, taxation, etc. Furthermore, there was a proposal for a «Readers' Charter» in which the right to read was stressed, and in which the support of the world's governments, publishers, booksellers, librarians, writers and translators and mass media was requested in order to create favourable conditions for reading and a renaissance in book production. It concludes with the following words: «Books are the memory of mankind — a memory that alone can help mankind master its future. Books need — books deserve — universal interest and support».

The congress-goers enjoyed a variety of diversions during the week-long congress, from an excursion to Agra and a visit to the famous Taj Mahal to a night in a traditional tourist village where not even the Chairman of the IPA escaped the obligation of remarrying his own wife, but this time following a traditional Indian ritual...

When the Congress came to an end, the chairmanship passed to Fernando Guedes from Portugal.

One of the new chairman's anxieties was to make the Executive Committee more representative, while making it better informed at all levels. As a result of this desire, the chairmen of the specialised groups and of the regional groups that form part of the organism of the IPA — the Federation of European Publishers, the Interamerican Publishers' Group, the Association of Scientific, Technical and Medical Publishers (STM), the International Publishers' Copyright Council (IPCC) and the International Association of Scholarly Publishers (IASP) were invited to participate in the Committee's meetings and to present reports to it. Up to that time — from the first years of the International Publishers Association's existence — only the International Federation of Serious Music Publishers (the Music Section) had always had a seat on the Executive Committee and the International Committee.

In April 1993, the chairman and the secretary general visited Russia, which had been admitted as an 'affiliated member' the previous October during the first meeting of the International Committee under the new chairmanship, as a result of the great

changes that had taken place in Russian society since *Perestroika* had begun.

The chairman later drafted a detailed report on all he had seen and heard during the visit. This report played a large part in the Executive Committee's decision to admit Russia as a full member in October 1994.

The chairman made another important visit in November of the same year, once again in the company of the Secretary General. He had been invited by the Korean National Committee of UNESCO to take part in a symposium being held in Seoul (The Prospects for the Book in the Age of Multimedia). Following this visit, he was invited to visit Beijing by the Chinese Publishers Association. He contacted the main Chinese publishers there, which gave him an overview of the situation in China, particularly on the degree to which the political and social reality of publishing in this huge country concurs with the basic principles of the IPA. Unfortunately, his conclusion was that while the copyright situation seemed correct, the People's Republic of China still has a long way to go before it will come into line with the other two major aims of the IPA: free flow of books and freedom to publish.

The 3rd Symposium on Copyright (The Future is Already Here — Publishers and the New Technologies) which was organised by the Italian Association in collaboration with the secretariat of the IPA and the IPCC, took place in May 1994 in Turin.

As is evident from the subject-matter, the ten working sessions were centred on the problems that the new technologies have caused to copyright. Thirty reports were presented over the three days' work.

The Chairman returned to Korea in april 1995 at the invitation of the Korean association, in order to take part in another Symposium and, jointly with the President of South Korea, to inaugurate Seoul International Book Fair.

Meanwhile, the Asian Pacific Publishers' Association (APPA) was created in the region, and the IPA was involved in this process almost from the start. The APPA contains sixteen countries, together containing over 60% of the world's population: Japan,

China, India, Indonesia, Korea, Malaysia, Singapore, Sri Lanka, Thailand, Vietnam, the Philippines, Turkey, Australia, New Zealand, Bangladesh and Mongolia.

We have now reached the eve of the 1996 Congress, which will take place in Barcelona the 21st-26th April and will coincide with the First Centenary of the International Publishers Association.

The IPA is now made up of 62 national organisations from 60 countries (February 1996), along with four further specialised groups (Music Section, STM, IASP, IPCC) and two regional groups (FEP and GIE). It must be noted that APNET, the African regional association, asked to be affiliated to IPA (February 1996) and its request will probably be accepted during the International Committee meeting on the eve of the Congress.

There is no doubt that IPA is the only voice recognised and listened to in dealing with the problems of publishing on a worldwide scale.

The Association continues to fight tirelessly for the complete defence of copyright, the free flow of books and freedom to publish.

It keeps a close watch on all changes that the new computer technologies may cause to the profession, and on all new problems that arise. Furthermore, it also tries to find the solutions — or at least a way leading to a possible solution, in working meetings, symposiums and congresses.

It is internationally respected.

Georges Masson, Ove Tryde, Louis Hachette and Stanley Unwin would all be proud if they could now see the organisation that they set up, maintained against hell and high water, and which they ennobled with their individual work. From Canada to Sri Lanka, from Venezuela to Sudan, Luxembourg, Uganda, Korea, Russia and Portugal, we can paraphrase the Spanish king Philip II, to say that in its 'territory', «The sun never sets». It is truly, in all the meanings of the word, an international organisation.

One hundred years ago, the founders understood that the future demanded close cooperation in order to meet new problems

in the international trade, and, particularly, to the difficulties that arose day by day in the field of copyright, the first response to which, so greatly desired by all, was the Berne Convention.

At present, whether or not we are heading for MacLuhan's global village, we are certainly going towards the globalisation of trade, as witnessed by the World Trade Organisation, resulting from the long, difficult GATT negotiations; and a profession with the complications and characteristics of publishing must not be without its world organisation to support, accompany and guide it.

The founders of the International Publishers Association could never have imagined today's world, and therefore, what the International Publishers Association has become. Neither do we know how the world will be in a century's time.

Nevertheless, we know that — if, as seems most probable, humanity is still here on earth — there will be contacts to be made, knowledge to be transmitted, information to reproduce, entertainment to offer, that is to say, some will produce, others will receive, which put in today's words, means *authors* and their *public*. Because five hundred years of history have shown the inescapable need for a catalysing element between the one and the other, of a means of distributions, a character who has been known as publisher for several centuries. He has always worked with paper throughout his long existence, but has no difficulty in working with plastic, with virtual reality or with any other support that still remains to be discovered. So, if *authors* exist at the end of the 21st century, and if *public* exist, then *publishers* will exist, having a greater need than ever for their International Association.

What will it be like? How will it be organised? What functions will it carry out? What will its activities be? What will its statutory aims be? We are absolutely unaware of the answers.

We only know that it will *exist*.

PRÉSIDENTS DE L'UIE
 IPA PRESIDENTS
 IVU PRÄSIDENTEN
 PRESIDENTES DE LA UIE

GEORGES MASSON	1896
EMILE BRUYLANT	1897
JOHN MURRAY.....	1899
ALBERT BROCKHAUS	1901
TITO RICORDI.....	1906
JOSÉ RUIZ.....	1908
W.P. VAN STOCKUM	1910
VICTOR RAUSCHBURG.....	1913
W.P. VAN STOCKUM	1922
OVE TRYDE.....	1927
LOUIS HACCHETTE.....	1931
THÉOPHILE ZECH-LEVIE	1933
STANLEY UNWIN.....	1936
KARL BAUR.....	1938
STANLEY UNWIN.....	1947
GUSTAV KECKEIS.....	1954-1956
ANTONIO VALLARDI.....	1956-1959
FRITZ ROSS.....	1959-1962
SANTIAGO SALVAT	1962-1965
STORER LUNT.....	1965-1968
ERNEST LEFEBVRE	1968-1972
JOHN BOON.....	1972-1976
PER SJÖGREN.....	1976-1980
MANUEL SALVAT	1980-1984
JOHAN SOMERWIL	1984-1988
ANDREW NEILLY	1988-1992
FERNANDO GUEDES	1992-1996