CONTENTS

CHAPTER PAGE

6 Advertising and the Public Interest—The Federal Communications Commission 179
   Historical Perspective 180
   The "Public Interest, Convenience, or Necessity" 186
   The Networks Challenge FCC Authority 189
   Advertising Problems of FCC 199
   Conclusion 208

7 False, Misleading and Obscene Advertising 213
   The Postal Power and Advertising 213
   Obscenity and the Mails 220
   Mail Fraud 227
   The Federal Alcohol Tax Unit 241

8 Observations and Conclusions 253
   Stages in the Law of Advertising 253
   Advertising and Its Regulation Today 258
   Control of Advertising as an Economic Force 268

APPENDIX

A. Typical Stipulation—Federal Trade Commission 281
B. Excerpts from the Television Code of the National Association of Radio and Television Broadcasters 285
C. Offer in Compromise 297
D. The Voluntary Limitation of Advertising 299

BIBLIOGRAPHY 305

OFFICIAL REPORTS 315
STATUTES 317
TABLE OF CASES 319
INDEX OF NAMES 323
INDEX OF SUBJECTS 327