Contents

Vol. 3, Nos. 3 & 4

Introduction to Special Issue	v
Manipulative Advertising	I
Tom L. Beauchamp	
Commentary by R. M. Hare	23
Commentary by Barry Biederman	29
Advertising Professional Success Rates	31
Samuel Gorovitz	
Commentary by Richard T. De George	47
Commentary by Katherine L. Clancy	53
Commentary by Alan H. Goldman	57
Advertising and Program Content	61
Virginia Held	
Commentary by Clifford G. Christians	77
Commentary by Ronald Berman	81
Commentary by Norman E. Bowie	87
Professional Advertising: Price Fixing and Professional Dignity versus the Public's Right to a Free Market	93
Burton M. Leiser	
Commentary by James E. Doughton	109
Commentary by Ruth Macklin	III

Children as Consumers: An Ethical Evaluation of Children's Advertising	119
Lynda Sharp Paine	
Commentary by George G. Brenkert	147
Commentary by Rita Weisskoff	155
Commentary by Lawrence D. Kimmel	159
Book Review	
Merton, Social Research and the Practicing Professions	171
Reviewed by Carleton Dallery	
Announcements	175
Notes on Contributors	179

ü