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Letter to Mary Oliver regarding law book advertising, March 2, 1973

William Younger

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March 2, 1973

Professor Mary Oliver
President, A.A.L.L.
University of North Carolina
Law Library
Chapel Hill, North Carolina 27514

Dear Mary:

You are probably ahead of me on this subject, but I wanted to be sure that you and other interested members of A.A.L.L. did not miss Volume 38 Number 39, Part I, pages 5351-54, Wednesday, February 28, 1973 of the Federal Register concerning the FTC proposed guides on advertising and marketing requirements of law books. This is a step in the right direction and I hope that the rules are finally passed substantially as proposed. Best wishes.

Sincerely,

William C. Younger
Librarian

WCY/ajb

cc: Professor Julius Marke
Professor Pearl Von Allmen
Hon. Raymond Taylor