## CONTENTS

**FEDERAL TRADE COMMISSION**  
**90TH ANNIVERSARY SYMPOSIUM**

### ARTICLES

**Introduction: Federal Trade Commission 90th Anniversary Symposium**  
William F. Adkinson, Jr.  
745

**Celebrating the Federal Trade Commission: Introductory Remarks for the 90th Anniversary Symposium**  
Deborah Platt Majoras  
755

**The Federal Trade Commission: A Retrospective**  
Richard A. Posner  
761

**More than Law Enforcement: The FTC’s Many Tools—A Conversation with Tim Muris and Bob Pitofsky**  
773

William E. Kovacic  
861

**The FTC at Ninety: History Through Headlines**  
Marc Winerman  
871

**Reinvigorating the FTC: The Nader Report and the Rise of Consumer Advocacy**  
Edward F. Cox  
899

**The Federal Trade Commission and Consumer Protection: Regulatory Change and Administrative Pragmatism**  
Sidney M. Milkis  
911

**Three Rules and a Constitution: Consumer Protection Finds Its Limits in Competition Policy**  
William MacLeod, Elizabeth Brunins, and Anna Kertesz  
943
A Retrospective of Consumer Protection Initiatives ...... 969
Jodie Z. Bernstein and David A. Zetoony

Cheap Exclusion .......................................................... 975
Susan A. Creighton, D. Bruce Hoffman, Thomas G. Krattenmaker,
and Ernest A. Nagata

The Federal Trade Commission and the Professions:
A Quarter Century of Accomplishment and Some
New Challenges .......................................................... 997
John E. Kwoka, Jr.

GM/Toyota: Twenty Years Later .......................... 1013
Kathryn M. Fenton

Two Modern Antitrust Moments: A Comment on
Fenton and Kwoka ..................................................... 1029
Jonathan B. Baker

Agency Character and the Character of
Agency Guidelines: An Historical and
Institutional Perspective .............................................. 1039
Hillary Greene

Brightening the Lines: The Use of Policy Statements
at the Federal Trade Commission ....................... 1057
J. Howard Beales, III

The FTC and State Action: Evolving Views on the
Proper Role of Government ................................. 1075
John T. Delacourt and Todd J. Zywicki

Theory and Practice of Competition Advocacy
at the FTC .............................................................. 1091
James C. Cooper, Paul A. Pautler, and Todd J. Zywicki

Returning to the Elman Vision of the
Federal Trade Commission: Reassessing
the Approach to FTC Remedies ......................... 1113
David Balto

Conflict, Cooperation, and Convergence in
International Competition ..................................... 1127
Terry Calvani

Competition Law and Consumer Protection Law:
Two Wings of the Same House ............................ 1147
Thomas B. Leary

Antitrust and Consumer Protection:
Exploring the Common Ground .......................... 1153
Caswell O. Hobbs
2005] CONTENTS vii

How BC and BCP Can Strengthen Their Respective Policy Missions Through New Uses of Each Other’s Authority ................ 1167
Robert A. Skitol

Ninety Years and Two Days in Forty-Five Minutes .......... 1183
Stephen Calkins