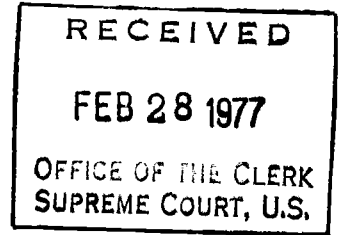


413 E. Loyola Dr.
Tempe, Ariz. 85282
February 24, 1977

Hon. Michael Rodak, Jr.
Clerk
Supreme Court of the United States
Washington, D.C. 20543



Re: Bates v. State Bar of Arizona; No. 76-316

Dear Mr. Rodak:

On February 5, 1977, the Maine State Bar Association amended Disciplinary Rules 2-101(B) and 2-102(A)(4) of its Code of Professional Responsibility to permit certain advertising by individual attorneys in print media (but not on radio or television). I am advised by Mr. Carl O. Bradford, President of the Maine State Bar Association, that the amendments are now effective and that no further action by the Bar Association or by the Maine Courts is necessary to render them operative. He also advises me that the Maine State Bar Association is not an integrated state bar.

Believing it appropriate to advise the Court of this development, I enclose ten copies of the amendments and of this letter. Thank you.

Sincerely yours,
William C. Canby, Jr.
William C. Canby, Jr.
Attorney for appellants

cc with encl:

Mr. John P. Frank
Attorney for appellee
100 W. Washington - 24th Floor
Phoenix, Arizona 85003

Mr. Carl O. Bradford
President
Maine State Bar Association
Post Office Box 788
Augusta, Maine 04330

Amendments to the Code of Professional Responsibility
Adopted by the Maine State Bar Association
February 5, 1977

DR 2-101 Publicity in General

- (B) A lawyer shall not publicize himself, his partner, or associate as a lawyer through radio or television announcements or other means of commercial publicity, nor shall he authorize or permit others to do so in his behalf except as permitted under DR 2-102(A)(4) or DR 2-103. This does not prohibit identification of a lawyer as a lawyer as well as by name:
- (1) In political advertisements when his professional status is germane to the political campaign or to a political issue.
 - (2) In public notices when the name and profession of a lawyer are required or authorized by law or are reasonably pertinent for a purpose other than the attraction of potential clients.
 - (3) In routine reports and announcements of a bona fide business, civic, professional, or political organization in which he serves as a director or officer.
 - (4) In and on legal documents prepared by him.
 - (5) In and on legal textbooks, treatises, and other legal publications and in advertisements thereof.
 - (6) In communications by a qualified legal assistance organization, along with the biographical information permitted under DR 2-102(A)(4), directed to a member or beneficiary of such organization.

DR 2-102 Professional Notices, Letterheads, Offices, Printed Advertising, and Law Lists

- (A) A lawyer or law firm may use professional cards, professional announcement cards, office signs, letterheads, telephone directory listings, printed advertising, law lists, legal directory listings, or similar professional notices or devices, if factual and informational in content, as follows:
- (1) A sign on or near the door of the office and in the building directory identifying the law office. The sign shall not state the nature of the practice, except as permitted under DR 2-105.
 - (2) A letterhead of a lawyer identifying him by name and as a lawyer, and giving his address, telephone numbers, the name of his law firm, associates and any information permitted under DR 2-105. A letterhead of a law firm may also give the names of members and associates, and names and dates relating to deceased and retired members. A lawyer may be designated "Of Counsel" on a letterhead if he has a continuing relationship with a lawyer or law firm, other than as a partner or associate. A lawyer or law firm may be designated as "General Counsel" or by similar professional reference on stationery of a client if he of the firm devotes a substantial amount of professional time in the representation of that client. The letterhead of a law firm may give the names and dates of predecessor firms in a continuing line of succession.
 - (3) A listing of the office of a lawyer or law firm in the alphabetical and classified sections of a telephone directory or directories, but the listing may include only the material permitted to be published in DR 2-102(A)(4).

DR 2-102 (A) Continued

- (4) A listing in a reputable law list, or legal directory, or a directory published by the Maine State Bar Association or a County Bar Association or advertising in printed media, giving brief biographical and other informative data. A law list or any directory is not reputable if the manner of its promulgation or its contents are likely to be misleading or injurious to the public or to the profession. A law list or any directory is conclusively established to be reputable if it is certified by the American Bar Association or by the Maine State Bar Association as being in compliance with its rules and standards. The published data may include only the following: name, including name of law firm and names of professional associates; addresses and telephone numbers; a statement that practice is specialized in limited to or concentrates in one or more fields of law; date and place of birth; date and place of admission to the bar of state and federal courts; schools attended, with dates of graduation, degrees, and other scholastic distinctions; public offices, elected or appointed; memberships and offices in civic or charitable organizations; military service; legal authorships; teaching positions; memberships, offices, committee assignments, and section memberships in bar associations; memberships and offices in legal fraternities and legal societies; technical and professional licences; memberships in scientific, technical and professional associations and societies; foreign language; and other communication abilities; with their consent, names of clients regularly represented; whether credit cards or other credit arrangements are accepted; office and other hours of availability; a statement of legal fees for initial consultation and the availability upon request of a written schedule of fees or an estimate of the fee to be charged for specific services; a statement of the basic hourly rate for office and/or court room time.

DR 2-105 Limitation of Practice

- (A) A lawyer shall not hold himself out publicly as a specialist or as limiting his practice, except as follows: