

IN THE SUPREME COURT OF FLORIDA

IN RE: THE FLORIDA BAR'S PROPOSED RULES
ON LAWYER ADVERTISING

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FILED
SID J. WHITE
#74,987
NOV 21 1980
CLERK, SUPREME COURT
By _____ Deputy Clerk *pl*

COMMENTS

The proposed Rule allows an advertisement in the public print media to be disseminated without a 'disclosure' statement if the ad contains only the information listed in 4-7.2(n)(1-8). Likewise the filing and fee requirements of 4-7.5 do not apply to ads meeting all other requirements of the proposed Rule as well as the 4-7.2(n)(1-8) requirements. Significantly absent from the 4-7.2 list is the information that an attorney concentrates practice in a defined field of law, or that he accepts only certain types of cases. Presumably, a communication which meets all other mandates of the proposed Rule, but additionally includes the information that the lawyer, for example, is a "criminal defense practitioner", or that he "concentrates his practice in probate and guardianship matters" becomes subject to disclosure, filing, and fee requirements which would not otherwise be applicable.

I submit that this is unduly restrictive, burdensome, and does not further the stated purpose of the Rule in affording protection to the public or limiting harm to the profession. I believe it has the exact opposite effect in that it tends to mislead the public to believe that every attorney is able to handle every type of legal matter.

I suggest that the 4-7.2 list should be amended to include the addition of a minimal statement of the lawyer's area or concentration of practice, if he so desires.

Respectfully submitted,

William P. Matturro

William P. Matturro
Bar #249981

WILLIAM P MATTURRO
4629 BAY VILLA AV
TAMPA FL 33611

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