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CHIEF JUSTICE

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June 24, 1992

The Honorable Justice Leander J. Shaw, Jr.
The Supreme Court of Florida
Supreme Court Building
500 South Duval Street
Tallahassee, FL 32399-1925

Dear Chief Justice Shaw:

Allow me to keep this letter brief in the hopes that you will be able to take the time to read and consider it.

In regard to the proposed changes to the rules regulating the Florida Bar, specifically lawyer advertising, we the lawyers of Florida would appreciate it if you would delete the requirement that we place a disclaimer in our advertisements.

If we as a profession are really concerned about our image, then we should not imply that attorneys cannot be trusted to speak the truth. I am referring to the required disclaimer, "The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and experience."

I believe that most attorneys advertise in one form or another, and for attorneys to advertise the availability of their services or their areas of practice and be required to follow it with the foregoing disclaimer, is tantamount to stating that, "The Florida Bar permits us to advertise; they don't like it; and they want us to tell you in our advertisements not to rely upon our ads because most attorneys cannot be trusted to speak the truth and many do not know what they are doing."

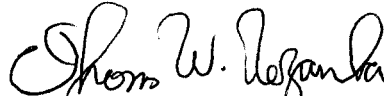
No other group of professionals are required to shoot themselves in the foot each time they advertise. As long as the ads are going to be reviewed by the Florida Bar, that really is sufficient protection for the public, and the advertising disclaimer is another unnecessary overhead expense for lawyers, pushing their fees even higher (we have to purchase additional advertising space in order to include the disclaimer).

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Although I know that you are too busy for a personal reply, should you be inclined to do so, I can normally be reached by telephone between the hours of 9:00 and 10:00 a.m. each day.

Yours very truly,


THOMAS W. REZANKA

TWR:jg