Committee on Ethics and Professional Responsibility of the South Carolina State Bar Association
Inquiry has been made of this Committee as to the propriety of attorneys listing their names, addresses and telephone numbers in a proposed new publication to be known as "University of South Carolina Telephone Directory"; the inquiry having been promoted by a letter apparently written to members of the Columbia, South Carolina Bar by the University of South Carolina Telephone Directory, soliciting listings from attorneys in the "Classified Buying Section" of the Directory for a stated monthly fee, for which the "advertisers" would be listed in the Directory and would receive copies thereof.

It is the opinion of your Committee that such listing or advertising would be improper and would constitute a violation of Canon 27 of the Canons of Professional Ethics.

Your Committee is still of the opinion that listings of attorneys' names in directories should be confined to listings in ordinary small type in the yellow pages of the regular city directories of the telephone companies and to listings in standard recognized law directories.

COMING B. GIBBS
SIMPSON HYATT
PHILIP WILMETH
Committee on Ethics and Professional Responsibility, South Carolina State Bar Association.
Judge M. S. Whaley