

ADVERTISING by Lawyers

Professor Gerald Thain recently addressed the Dane County Medical Society on the impact on the medical profession of the recent decisions which held that prohibition of advertising of professional services is unconstitutional. He also discussed the pending action by the Federal Trade Commission against the American Medical Association.

In November, 1977, Professor Thain appeared before the Wisconsin Supreme Court, urging rejection of proposed guidelines for advertising by lawyers. He urged establishment of an interim period during which all advertising allowed in general be allowed for lawyers. This position, urged by many others, was adopted by the Court, effective January 1, 1978.

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Professor Thain has served as reporter for the Joint Committee of the State Bar and the Wisconsin Judicial Council established to recommend revised Provisional Remedies and Exemptions statutes. He explained the joint committee's recommendations to the Judiciary Committee of the State Senate on January 19.

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An article describing the work of a Ford Foundation project called *Selling to Children: Is There a Need for Public Intervention?* by Professor Thain appeared in the December issue of the Newsletter of the American Academy of Child Psychiatry. Professor Thain is the director of the project.

On February 28, the Federal Trade Commission issued a proposed rule for governing TV advertising aimed at children. The proposal relied heavily on material produced by Ford Foundation seminars.



Thain

Visitors cont'd.

6. The inadequacy of the scholarship and loan funds. Although it is not possible to designate a specific figure, because an unknown number of needy law students probably assume in advance of asking that they could not get funds, it is the estimate of those who administer loan and scholarship funds that the total available falls far short of those needed. Older law alumni, in particular, would do well to consider that the present cost of Law School fees is more than the cost 40 years ago for fees, books and living expenses for those who then had to operate on a modest budget. The number of credits required for graduation has risen measurably, the kind of instruction has changed, competition is keen, and it is probable that the average law school student of today has less time and energy available for work on the side than was true in earlier decades.

In addition to the need for additional scholarship and loan funds, two other developments

were reported which bear on that subject. One is the indication of non-growth or even a slight decline in the number of alumni donors. There appears also to be an actual decline in the average gift during the past five years.

Second, there is a substantial rise in unpaid loans or loan installments. The Board of Visitors wishes to work closely with the Directors of the Law Alumni Association in improving the giving and reducing the delinquency pattern. Success in these endeavors will mean both fresh funds and the freeing up of currently frozen loan funds.

7. The Law School and CLE. The history of continuing legal education in this state has at one time or other, over a period of more than two decades, involved the two law schools, U.W. Extension Service and the State Bar in varying degrees of cooperation and contribution. In 1976 the U.W. Law School faculty voted to lend greater support to the continuing education of the profession. It recommended the creation of an Associate Deanship for Continuing Education and Outreach Services. The position was authorized and Professor Arnon Allen, earlier the Chairman of Extension Law, was appointed to the position in January, 1977. It is hoped that this new Law School program will serve to enlarge and enrich the continuing education programs available to Wisconsin practitioners.

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As is true in most human endeavors, the U.W. Law School presents an admixture of achievements, headaches and planning. The mix changes from time to time, but not the ingredients. Considered over all, the faculty and student body seem clearly to merit the category of achievers.

Submitted on behalf of the Board of Visitors.

Robert B. Murphy, Chairman

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