

# MELTON & HERRIN, P.C.

Attorneys at Law

**Emory Melton**  
**Cordelia F. Herrin**  
Attorneys

201 W. 9th Street  
P.O. Box 494  
Cassville, Missouri 65625

**Lauri Selby**  
Legal Assistant  
**Virginia L. Weatherman**  
Legal Assistant

Telephone: 417-847-4144  
Fax: 417-846-0603

September 25, 2008

Mr. Mark Levison  
Attorney at Law  
10 South Broadway, Suite 1300  
St. Louis, MO 63102-1708

Dear Mr. Levison:

The front page story in Lawyers Weekly prompts this letter.

I'm now in my 62<sup>nd</sup> year practicing law here in Cassville, six eight-hour days a week. I represented a large rural district (eleven counties) in Southwest Missouri for 24 years in the Missouri State Senate (1972 – 1996).

Advertising by attorneys has been a burr under my saddle for the last forty years or so. It has now gotten to the point it is a mockery of the profession.

When I received my license in 1944, the Bar Association was extremely vigilant about any type of advertising...even to the point of the type and size of the sign on the office. The late Boyle G. Clark, a practicing attorney in Columbia, was head of the Bar Association Ethics Group and his name could strike terror in any offending attorney. This, of course, was prior to the U. S. Supreme Court sticking its oar in the water.

Lawyers, almost without exception, concern themselves with "proof." It seems to me the advertising attorneys today are offering "proof" that supports the general public's perception that "attorneys are simply a bunch of ambulance chasers."

That perception is out there and I suppose it will remain but we ought not to be offering "proof" of its validity.

Many leaders in the bar periodically agonize over the images of the profession and seek ways to ameliorate the problem.

Mr. Mark Levison  
September 25, 2008  
Page 2

Good luck in your efforts.

Very truly yours,

A handwritten signature in black ink, appearing to read "Emory Melton". The signature is written in a cursive style with a prominent initial "E".

Emory Melton

EM/vlw