

**Opinion 2**  
**December 1946**  
**18 Baylor L. Rev. 195 (1966)**

**SOLICITATION - ADVERTISING - PROFESSIONAL LISTINGS - NOTICE OF  
SPECIALIZED LEGAL SERVICE - LATIN-AMERICAN BUSINESS - BAR JOURNAL**

An ad in the T.B.J. addressed to the members of the Bar, soliciting Latin-American business stating "References; the lawyers of Travis County" and setting out the ability to read and write Spanish and English equally well, plus other qualifications, is improper.

Canons 24, 39, 41, 42.

**QUESTION**

Whether the following ad in the *Texas Bar Journal* violates one or more of the Canons of Ethics, to wit:

"TO MEMBERS OF THE BAR RE: LATIN-AMERICAN BUSINESS

Do you need a Spanish-speaking lawyer to travel to any Latin-American country for you or your client on a per case or per diem basis?

Qualifications:

1. I have practiced law in Austin for 8 years;
2. Have spent 18 years in Latin-American countries;
3. Was Special Assistant to the U.S. Ambassador in Chile from 1942 to 1945;
4. Speak, write and read Spanish and English equally well; and
5. Am familiar with the legal systems of Latin-American countries, their governments and their people.

References: The lawyers of Travis County."

**OPINION**

The foregoing ad, either violates or does not conform to, the requirements of Canons 24, 39, 41 and 42. (7-0)