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The Annual Meeting

North Dakota State Bar Association

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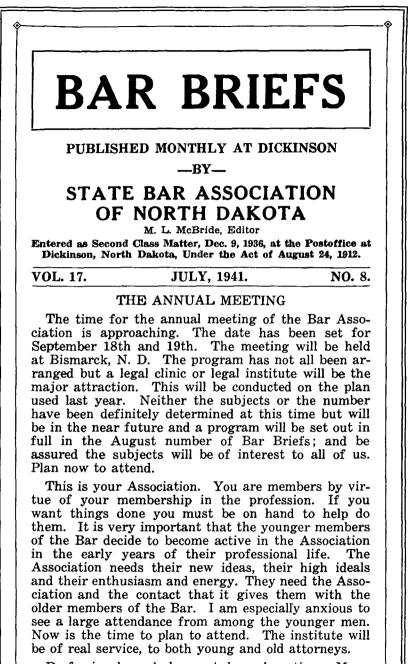
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Professional work has not been lucrative. Many factors have entered into and produced this condition. Some of the factors are within our control. Let us get (Continued on next page)

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together and talk things over. Some of you may think that you cannot afford to come. You cannot afford to stay away. You need the inspiration which this meeting will give. You will go back to your work better equipped to carry on your practice. Let us see you at Bismarck.—Your Secretary.

LAW LISTS

This term has been used to not only cover law lists for the forwarding of commercial claims through the lists and directly by clients; but to include law directories who claim to have contacts by virtue of which other legal business is either forwarded by them or on their recommendation.

So rapidly have such law lists grown in the last twenty years that membership in those that claim to be representative would completely wreck the yearly income of the average country lawyer.

Therefore, it has become a real problem for an attorney to determine which and what lists to subscribe to. Out of the myriad he could not determine with any degree of accuracy; and has been just as liable to fall for the wiles of a pursuasive solicitor as he was to select a good one by a pure guess.

To assist in solving this problem—the expense of which was far beyond the means of many state bar organizations—the American Bar Association some years ago appointed a special committee to investigate the situation and make a report and recommendations to them.

After several reports and recommendations and discussions at the annual meetings of the American Bar Association, such body decided to take the responsibility of recommending selected lists to its members which could be altered and added to on the recommendation of the committee each year.

Some years ago the plan was instituted and has been carried on with good results and while it has been of immeasurable benefit to the profession at large it still does not solve part of the problem for interested attorneys.

The American Bar Association approved list approves only the "bona fides" of the list, their honesty and fair charge for listing; and functions according to certain minimum requirements and does not tell the attorney whether they "deliver the goods" or in other words, whether the list brings business to the attorney that is desirable and remunerative.

Many attorneys have assumed because a certain list is on the approved list of the American Bar Association that it must be a good business getter. But this is a mistake for the reason given above.

However, there is a publication in the field which can aid largely in the solution of this problem: which not only classifies the approved selected lists and legal directories but also the ap-