

# Lawyers can't buy radio advertising

Lawyers won't be given permission to advertise their services on radio, at least for now, the state Supreme Court has ruled.

The court rejected a request from Eric M. Doroshow that it liberalize the regulations established last year by extending permissible advertising beyond the print media.

Chief Justice Daniel L. Herrmann, in a letter to Doroshow, said it would be "unwarranted" to reopen "a tthis time" an issue that was settled last fall.

Doroshow, who has a law office near Elsmere, requested a loosening of the advertising restrictions in August. Last summer, the American Bar Association adopted a proposal to permit lawyers to

advertise on both television and radio. Resolutions by the national lawyers' group frequently signal policy changes within the legal system, but they must first be adopted by state courts.

In 1977, the U.S. Supreme Court overturned rules barring advertising by lawyers. That paved the way for revised regulations, like the Delaware rules that permit advertising in the print media. At least five states — New York, California, Wisconsin, Maine and Texas — permit lawyers to advertise on radio and television.

"I'm disappointed," said Doroshow, who hoped that the American Bar Association vote might spur a change in the Delaware regulations.