

admission to the profession of any candidate whose moral character or education unfits him for admission thereto."

(3) "The publication or circulation of ordinary simple business cards is not *per se* improper but solicitation of business by circulars or advertisements or by personal communications or interviews not warranted by personal relations, is unprofessional. It is equally unprofessional to seek retainers through agents of any kind. Indirect advertisement for business by furnishing or inspiring newspaper comment concerning causes in which the lawyer has been or is connected, or concerning the manner of their conduct, the magnitude of the interest involved, the importance of the lawyer's position, and like self-laudations, which defy the traditions and lower the tone of the lawyer's high calling, should not be tolerated. The best advertisement for a lawyer is the establishment of a well merited reputation for personal capacity and fidelity to trust."

It is contrary to the etiquette of the English Bar to advertise in any form. Just how rigid the rule is will appear from a perusal of the rules of professional etiquette in the 1917 White Book at 2406 and 2416.

In Canada the publication in the newspaper or other periodical of a simple business card is permitted but every other form of advertising is frowned upon. This applies to solicitors as well as barristers.

There is a form of advertising through the news columns of the daily press habitually indulged in by some members of the profession which ought to cease. The discussion of causes, in which lawyers may be retained, in the newspaper, the unfolding of the particular line of attack or defence which they propose to adopt, is most unbecoming. The lawyer who has a regard for professional propriety will refrain from such meretricious publicity.

(4) "No lawyer is ^{obliged} ~~advised~~ to act either as adviser or advocate for every person who may wish to become his client; he has a right to decline employment."

In England "the general rule is that a barrister is bound to accept any brief in the Court in which he professes to practise at a proper professional fee. Special circumstances may justify his refusal to accept a particular brief." What circumstances will justify a refusal are decided by the Benchers of the Inn.

The same rule prevails in at least two of the Canadian provinces, Ontario and British Columbia. In each of them the barrister's oath obligates him "not to refuse causes reasonably founded."

Whatever reasoning underlies the rule in England it is undoubtedly one of long standing. In *Ex parte Lloyd*, Mont. 70, Lord Eldon said: "A barrister ought not to exercise any discretion as to the snitor for whom he pleads in the Court in which he practises. If a barrister was permitted to exercise any discretion as to the client for whom he will