

1976 WL 30780 (S.C.A.G.)

Office of the Attorney General

State of South Carolina

June 17, 1976

*1 Ms. Judy Nell Chambers
Legal Department
Southern Bell Telephone and Telegraph Company
Post Office Box 752
Columbia, SC 29202

Dear Ms. Chambers:

Your letter regarding the legal requirements with respect to the use of the title 'Doctor' in telephone directory listings has been referred to me for a response. The term 'Doctor' is broad and is not limited to physicians. 13 Words and Phrases 172. However certain more specific terms, e.g., Medical Doctor, Physician, Dentist, Optometrist, etc. and their abbreviations are limited to persons who hold degrees in these fields.

It does not appear that there is any specific statutory provision involved in your procedures. The Medical Practice Law of South Carolina, Code of Laws of South Carolina, 1962, Title 56, Chapter 24, as amended, does prohibit unethical conduct (Section 1368(8)), advertising (Section 1368(7)), and the Board has adopted the Principles of Medical Ethics, endorsed by the American Medical Association. Accordingly, I believe, your practice of listing persons by the specific type of degree they hold is entirely appropriate.

Sincerely,

Kenneth L. Childs
Staff Attorney

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