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LEGAL LEGENDS

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TABLE OF CONTENTS

| | | | | | |
|---|-----|-------------------------------------|----|------------------------------|-----|
| Letter to <i>Texas Lawyer</i> Readers | 3 | Joe Greenhill..... | 53 | John O'Quinn..... | 97 |
| State Bar President's Letter | 4 | David Hall..... | 55 | Tom Phillips | 98 |
| Introduction..... | 7 | Morris Harrell..... | 57 | George Pletcher | 99 |
| Photo Credits..... | 136 | Richard "Racehorse" Haynes | 58 | Lou Pirkey..... | 100 |
| THE LEGENDS | | | | | |
| James Allred | 9 | Oliver Heard Jr. | 59 | A.J. (Jack) Pope | 101 |
| Tom Arnold..... | 11 | John Hill | 60 | Ernest Raba..... | 102 |
| Morris Atlas | 13 | Barbara Hines & Lee Terán | 61 | Burta Raborn | 103 |
| James A. Baker | 15 | John B. Holmes Jr. | 63 | Louise Raggio | 104 |
| Scott Baldwin Sr. | 17 | Vester T. Hughes Jr. | 65 | Harry Reasoner..... | 105 |
| Fred Baron | 19 | Sarah T. Hughes | 66 | Thomas Reavely | 106 |
| Spurgeon Bell | 22 | Joe Jamail..... | 67 | Blair Reeves..... | 107 |
| Forrest Bowers | 23 | Leon Jaworski | 68 | Aubrey J. Roberts | 108 |
| Searcy Bracewell..... | 25 | Albert Jones..... | 69 | Mary Lou Robinson | 109 |
| William Henry Burges | 26 | Franklin Jones Sr..... | 70 | Jim Sales | 110 |
| Warren Burnett..... | 27 | Luther Jones | 71 | Barefoot Sanders | 111 |
| Carlos Cadena..... | 29 | Barbara Jordan | 72 | J. Burleson Smith | 112 |
| Adelfa B. Callejo..... | 31 | William Wayne Justice | 73 | J. Edwin "Smitty" Smith..... | 113 |
| Robert Calvert..... | 33 | W. Page Keeton | 75 | Rose Spector | 114 |
| Paul Carrington | 35 | Jim Kronzer..... | 76 | Robert G. Storey | 115 |
| Edward Clark | 37 | Joe Longley & Phillip Maxwell | 77 | Henry Strasburger..... | 117 |
| Tom Clark..... | 39 | Virgil Lott..... | 79 | Robert Strauss | 119 |
| Wellington Chew..... | 40 | Eldon Mahon | 80 | Steve Susman | 120 |
| R. Matt Dawson..... | 41 | Pat Maloney Sr..... | 81 | Homer Thornberry | 121 |
| Dick DeGuerin | 42 | Wilbur Matthews..... | 82 | Hermine Tobolowsky | 122 |
| J. Chrys Dougherty | 43 | Oscar Mauzy..... | 83 | Joe Tonahill | 123 |
| Henry Doyle | 44 | Maury Maverick | 84 | Windle Turley..... | 124 |
| William J. Durham | 45 | Gabrielle McDonald..... | 85 | Walter Umphrey | 125 |
| Frank Evans | 46 | Joseph MCKnight..... | 86 | Henry Wade | 127 |
| Percy Foreman | 47 | Anne McNamara | 87 | A.W. Walker | 129 |
| Reynaldo Garza..... | 48 | Roy Minton | 88 | Hortense Ward | 130 |
| Henry P. Giessel | 49 | Arthur Mitchell..... | 89 | Sarah Weddington | 131 |
| Gerald Goldstein | 50 | Dan Moody | 91 | Duval West | 132 |
| Irving L. Goldberg | 51 | W. Frank Newton | 93 | A.A. White | 133 |
| Henry B. Gonzalez..... | 52 | Knox Nunnally | 95 | Charles Alan Wright | 134 |
| | | John F. (Jack) Onion | 96 | Angus Wynne Sr. | 135 |

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LEGAL LEGENDS

A CENTURY OF TEXAS LAW AND LAWYERING

Dear Readers:

Texas Lawyer is pleased to present this special commemorative magazine highlighting a century of law and lawyering in Texas.

We received hundreds upon hundreds of nominations from readers across the state. You gave us examples of why Texas lawyers are special, where they've made their mark and how their contributions affected the lives of so many. The stories we heard are remarkable.

That's why it wasn't easy deciding which Legal Legends to include in the magazine. *Texas Lawyer's* editors and reporters carefully selected the men and women named Legal Legends. Yet, the people you'll find within these pages are but a fraction of the Texans, past and present, who are legendary lawyers. There are many others in the law who are everyday heroes. They, too, raise the bar.

This magazine is in recognition of all the Legal Legends among us.



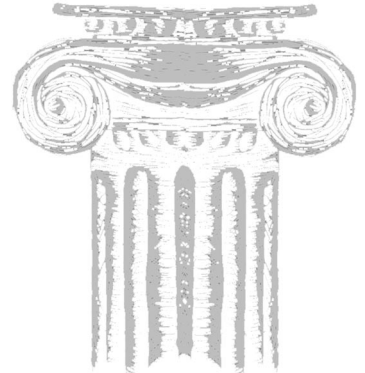
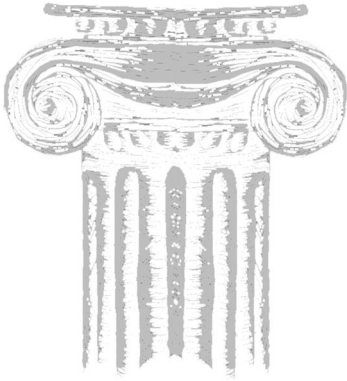
Hope Haslam
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P.S. Special thanks goes to award-winning Houston freelance writer Bill Jeffreys, who researched, reported and wrote these compelling pieces.

JOE LONGLEY & PHILLIP MAXWELL

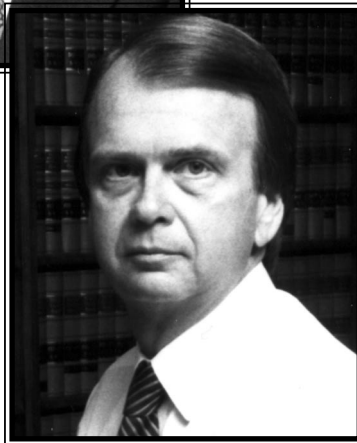


One of two pairs of lawyers chosen as Legal Legends, Joe Longley, above, and Phillip Maxwell, right, were early leaders of the Texas Office of the Attorney General's Consumer Protection Division.

They currently practice together at Austin's Longley & Maxwell, handling a variety of plaintiffs cases in personal-injury, consumer and insurance law.

1972 was a time of change in Austin: John Hill became Texas attorney general, Gov. Dolph Briscoe took office and Bill Hobby was the new lieutenant governor. Hill, who had earlier won the Democratic primary election, had shown an interest in consumer rights. By the time he took office, a Deceptive Trade Practices Act, written by Longley and others, was already in his hand. It was approved by the Texas Legislature despite opposition from the insurance industry.

Longley would become the first chief of the Consumer Protection Division and Maxwell would be assistant chief of the attorney general's Environmental Protection Division. One year later, Maxwell became chief of the environmental division and a year after that, with Longley's return to private practice, would move over to head the Consumer Protection Division. Maxwell left in 1977 for private practice and part-



nered with Longley in 1979.

The two went to school together at the University of Texas, each graduating from the law school in 1969. Longley says he wanted to be a lawyer since he was a child and says his undergraduate work as a marketing major drew him to

the area of consumer protection. He went to work for then-Texas Attorney General Crawford Martin and saw what he thought were deficiencies in how the office was run, particularly in its representation of consumers. Longley left and joined Corpus Christi's Edwards & DeAnda, a plaintiffs firm that hired Maxwell after law school.

It wasn't long before Longley was back in the governmental arena, however, as he signed on with John Hill to help in his successful campaign for attorney general. This relationship led to Longley's involvement with the DTPA.

Two books by Longley and Maxwell are due out this year: "Texas Insurance Litigation" and "Texas Standard Insurance Policies Annotated." Each book probes the area of insurance law. Since 1981, Longley and Maxwell have put out a monthly newsletter, "Texas Consumer Law Reporter."

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