

ADVISORY ETHICS OPINION 82-04

SYNOPSIS:

A lawyer may use a display advertisement in a newspaper under DR 2-101(D) of the Code of Professional Responsibility as amended by the Vermont Supreme Court in July, 1977.

OPINION:

A Vermont lawyer proposes to place an advertisement in a newspaper which would include a picture of the attorney and a statement that he would be willing to help evaluate a would-be client's case on a free consultation basis. The advertisement will contain the attorney's name, address, credentials as to the local court and bar-related organizations, and will also contain statements that suggest that he can be of assistance when one is considering settlement of personal injury or property losses. The advertisement will also use a scale of justice symbol.

None of the above appear to violate DR 2-101(D). Caution should be taken to avoid statements, drawings, artwork, and photographs that seek, even indirectly, to convey more than DR 2-101(D) authorizes. Reference should also be made to this committee's opinion No. 77-13.