

Committee Opinion
June 11, 1987

LEGAL ETHICS OPINION 917

LAW FIRM – ADVERTISING.

The grandfather of a senior partner of a law firm began practicing law in 1882, became a judge and retired in 1917. His son, the father of the senior partner, started practicing law in 1925 outside Virginia and thereafter moved to Virginia and set up practice in 1933. It is improper, given the above, for the law firm to advertise it has been in business since 1882. It is not Improper, given the above, for the law firm to suggest it has been in business since 1925 as long as nothing is advertised which would suggest the operation of business in Virginia prior to 1933. [DR:2-101]

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