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## Ethics and Professional Responsibility

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Gibbs et al. Ethics and Professional Responsibility

## ETHICS AND PROFESSIONAL RESPONSIBILITY

*Future issues of the Quarterly will contain a section setting forth the opinion of the above committee in regard to any questions addressed to it concerning ethics and professional responsibility.*

The Committee on Ethics and Professional Responsibility of the South Carolina Bar Association has at the request of President J. Davis Kerr rendered the following opinion pursuant to an inquiry concerning publication and circulation by attorneys of notices and of announcement cards:

After consulting the Standing Committee on Professional Ethics and Grievances of the American Bar Association, and giving the matter due consideration, the Committee on Ethics and Professional Responsibility of the South Carolina State Bar Association unanimously agrees as follows:

- (1) It would be improper for an attorney to publish a notice or announcement, however simple, in a local newspaper.
- (2) It would be proper to publish in a legal journal (such as the *South Carolina Law Quarterly*) for a relatively short time a simple announcement to the effect that a given attorney is opening an office, changing his address or forming a partnership or an association with another attorney or other attorneys.
- (3) It would be proper for an attorney to send a simple announcement containing the information set forth in Number (2) above to his clients, relatives and other persons with whom he might have close business or personal relations.

COMING B. GIBBS  
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*Committee on Ethics and Professional  
Responsibility, South Carolina State  
Bar Association.*