

# Court Disallows Radio Ads for Lawyer

*Bulletin Delaware Bureau*

Marshallton — Eric M. Doroshow has been building his law practice since March, but a blaze on Labor Day caused him to suffer a tremendous setback.

The fire which destroyed much of the Apollo Shopping Center where Doroshow's Wilmington Legal Clinic was housed, also melted the 29-year-old lawyer's typewriters, destroyed the office furniture and wiped out the records of

The cause of the fire is still under investigation by the state fire marshal's office.

Doroshow, one of the first Wilmington-area attorneys to take advantage of the newly obtained right to advertise in newspapers, wanted to turn to the radio to contact his clients and tell them of his new office at 2300 Kirkwood highway.

So, he asked state Supreme Court Chief Justice Daniel L. Herrmann "for temporary per-

And last Thursday, Herrmann sent a letter to Doroshow, denying the request.

A spokesman for Herrmann said no reason was given in the letter and "there is no further comment that I know of."

Actually, Doroshow also has a request pending before the high court to use radio advertising anytime, but as yet it has not been acted upon.

## Court Refuses to Allow Lawyer to Use Radio Ads

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Lawyer advertising is frowned upon by large segments of the established membership of the Delaware Bar and was prohibited by the lawyers' ethics code until the U.S. Supreme Court opened the avenue two years ago. Some lawyers fear price wars with upstart attorneys, while others feel shoddy attorneys will use advertising to lure in unsuspecting clients.

Doroshow sees advertising as a way of reaching middle-class Americans,

many of whom won't go to an attorney because they are afraid of exorbitant costs.

Doroshow's advertising includes prices for uncontested divorce without property settlement agreement (\$150), a simple, uncomplicated will (\$35), and an uncontested, individual personal bankruptcy with no assets (\$275).

"I'm very disappointed (by Herrmann's denial of his request)," Doroshow said after receiving word from one of the Chief Justice's aides.



**Attorney Eric M. Doroshow stands in the doorway of his burned-out legal clinic in the Apollo Shopping Center.**

**Bulletin Photo by Eric R. Crossan**