A law firm hired on a case-by-case basis to defend an automobile liability insurance carrier is not per se precluded from representing a plaintiff against that insurance company. There are, however, serious problems inherent in the situation. It would be unethical for the firm to represent both plaintiff and defendant in an action arising out of the same fact situation. If the firm is asked to represent a plaintiff against the insurance company where they will not be representing both sides but have other matters for the company in progress, both parties should be informed of the situation and the consent of both should be obtained before proceeding. If the firm is on a general retainer with the insurance company, it would be improper to represent a plaintiff against the company.