

The Most Offensive Legal Industry Ad Ever?

Showing an **APPALLING** lack of judgment and good taste, here's what I believe to be an old ad from the UK's Law Society. It's aiming to help sell readers on the benefit of using its lawyer directory, the *Solicitors' Regional Directory*, "Your Guide to Choosing a Solicitor," rather than other media like the *Yellow Pages*:



Wow. Horrifying, huh?

I've reproduced below the first part of the text as well. **See, they're using "rape" as a metaphor for "Criminal Defense."**

ROSS FISHMAN, J.D.

These men are solicitors.
One of them is better at Bankruptcy, one at
Property and one at Crime.
You can't tell which is which just by looking
at them and you wouldn't be able to tell simply
by looking them up in the Yellow Pages.
That's why the Law Society has produced
the Solicitors' Regional Directory.
It names solicitors in England and Wales
and tells you broadly the experience of each.

It's a JOKE! Get it? See how clever they are?

Let's see, how can we yuck up some of the other practice areas involving real human pain and tragedy? Anyone got an equally funny one for Personal Injury or Divorce, perhaps?

How did this *possibly* make it through a committee?

More good [and bad] examples at www.rossfishman.com.

This ad has been sitting on my laptop for a very long time - I can't remember where I originally found it.
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