

## Is This the Worst Legal Industry Ad Ever?

Article By:

Ross Fishman

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**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 then-existing media, like the Yellow Pages.

# Which one of these men do you think would be best at rape?



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.

**The Solicitors' Regional Directory**

**Wow. Crazy.**

Below is the first part of the text.

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See, they're using "rape" as a *metaphor* for "Criminal Defense."

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?

This ad has been sitting on my laptop for decades – I can't remember exactly where I originally found it.

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