

Texas-Sized Business: Critics, Lawyers Discuss Controversy Behind Personal-Injury Attorneys

The ABC affiliate in San Antonio reports that in the last six years, lawyers working in the Greater San Antonio area have tripled the number of commercials they run on TV from about 50,000 to more than 180,000 a year, according to data from Nielsen AdIntel.

The flashy commercials have given some South Texas personal-injury lawyers a unique reputation writes **Josh Skurnik**, citing the example of Jim Adler, who bills himself as the "Texas Hammer." Adler can be seen in TV spots standing on semitrucks telling viewers he "will hammer the big trucking companies down to size."

Adler told KSAT 12 how his script writers and directors helped him come up with the character:

"He agreed with them that he needed a more memorable character than his predecessor 'Jim Adler, the smart tough lawyer.' Through acting lessons, an eye for production and bilingual showmanship Adler said he became the grandfather of the unique style of personal injury advertising found in South Texas."

And it worked.

Read the article.