## 'Strong Arm' Azar wins legal round in bout over TV ads

By James Paton ROCKY MOUNTAIN NEWS

Frank Azar has won the latest round of an ongoing legal battle with former clients who have accused the well-known Denver lawyer of failing to deliver on the promises he made in television commercials.

Azar, a personal-injury lawyer known for late-night television advertisements in which he calls himself the "Strong Arm," won a \$300,000 award on Friday in a dispute with one-time client Richard Crowe.

Crowe, a Colorado Springs man whose car had been broadsided by a 17-year-old driver, alleged that an attorney at Franklin D. Azar & Associates pressured him to accept a settlement that was far too low. Azar later argued that Crowe misrepresented his injuries.

After a trial of more than two weeks, an El Paso County jury sided with the attorney Azar.

Azar lost a similar case earlier this year when a jury awarded more than \$100,000 to Shawna Jimenez, said lawyer Patric Le-Houillier. Azar, emboldened by the jury's decision on Friday, said he believes the award in the Jimenez case will be overturned on appeal.

Azar said he has spent \$2.5 mil-

lion defending himself against several former clients and lawyers determined to put him out of business. Other cases accusing him of false advertising are pending.

"We live up to everything we say," Azar said.

As for his clients, "we believe what they tell us," he said. "Ninety-nine percent of the time they tell us the truth and are actually hurt. But some people are liars."

LeHouillier said he is "obviously disappointed" in the outcome on Friday, but "you gotta love juries. This is the way we do it in our country. It's a wonderful system. The jury made a decision and I very much respect the decision on "

Crowe claimed in court papers that Azar's TV commercials — one using the slogan "in a wreck, get a check" — encouraged him to hire the law firm. The construction worker alleged that Azar attorney Marc Tull pushed him to take a \$4,000 settlement.

A lower court originally dismissed Crowe's lawsuit, but the Colorado Supreme Court ordered it reinstated, paving the way for people to sue attorneys in cases alleging deceptive and false advertising.

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