

## NO REASON TO GET A DIVORCE

A recent billboard advertisement for the law firm Fetman, Garland & Associates targeted young, wealthy, married couples of Chicago's Gold Coast neighborhood. Its message was simple: "Life's short. Get a divorce." On either side of the words were sexually-charged images of a man and a woman.

A city alderman had the billboard removed after just one week, citing a technical reason—the firm had not filed the proper paperwork with the city.

With its many bars, restaurants, and dance clubs, the Gold Coast is a popular party spot, making it a prime location for the law firm to broadcast its services. In an interview, Corri Fetman said the sign "was supposed to be lighthearted ... thought provoking ... not boring like law firm advertising is." She insisted it was not created to trivialize marriage. In her mind, the ad was "no different than any motivational book that says live your best life." The firm is already using the advertisement elsewhere in other unconventional ways (posting it on the sides of trucks paid to trawl the neighborhoods).

Some agreed with the philosophy of the sign. On an ABCNEWS.com message board, one reader wrote: "I love it. Kudos to the firm and the marketing idea! As an attorney, I am not at all offended by this billboard. Frankly, I find it refreshingly honest and insightful. Hey, it's true—if people are unhappy, there are plenty of options out there—get a divorce and get on with your life."

Another ABCNEWS.com reader had an entirely different view: "For those that [think] this is clever or humorous, how about placing a 5-year-old girl and an 8-year-old boy in the background, clutching daddy as he is leaving the house?"