'Life's Short, Get a Divorce' Law Firm Ad Causes Stir in Chicago Neighborhood

CHICAGO — A once-divorced lawyer's ad in Chicago's hip Gold Coast neighborhood had some area residents raising their eyebrows.

"It certainly gets everyone's attention," one woman told FOX 32 WFLD.

The ad is sponsored by Neuman, Cantor & Associates, Ltd., a law firm specializing in divorce. The advertisement is complete with two smiling, barefoot bodies — one male, one female — holding hands and text that reads, "Life's short, get a divorce". It's located near the intersection of State and Ashland streets.

"In terms of advertising — well, no, it shouldn't be my first choice," one man told WFLD.

"It's offensive, because the message is, and if you don't have what you want, you dump it," said a neighborhood resident.

Click here to watch the WFLD report.

But the law firm says the ad "cutting edge" and is making no apologies for it. Lawyers there say the ad "sets everyone apart" and instead targets couples looking for a way out of a bad marital situation.

"If you're unhappy, that life is too short to continue in an unhappy marriage, those images provide hope," said the firm's attorney, Court Neuman.

But "That would not move me to get a divorce," one female passerby told WFLD.

The law firm is promoting more similar ads, including another in the same Gold Coast neighborhood, known for it's deep-pocketed residents, nightlife and gzip.

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