



THE NEW BOOK
September 2010

MARSHALL FIELD'S

THE STORE THAT HELPED
BUILD CHICAGO

≡ *Gayle Soucek* ≡

TALK & BOOK SIGNING
2:00-4:00 PM,
Sunday, September 12, 2010
BORDERS—150 N. State St.

Chicago's loyalty to Marshall Field's is fierce. Once, Dayton-Hudson even had to take out advertising around town to apologize for changing up Marshall Field's hallowed green bags. And with good reason -- the store and those who ran it shaped the city's streets, subsidized its culture and heralded its progress. Field's had international reach in retail, fashion, cuisine and culture, but its essence was always Chicago. So when "Marshall Field's" was retired in 2006 after the stores were purchased by Macy's, protest slogans like "Field's is Chicago," and "Field's: as Chicago as it gets," weren't just emotional hype. Many still hope that Marshall Field's will be resurrected like the city it helped support during the Great Fire and the Great Depression. Until then, fans of Marshall Field's can celebrate its history with this warm look back at the beloved institution.

Available in local bookstores or order online
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RALLY FOR THE RETURN OF MARSHALL FIELD'S

1:00 PM, SUNDAY,
SEPTEMBER 12, 2010

Join Us
Under the Great Clock,
State & Washington Sts.

≡ *Sponsored by* ≡
FieldsFansChicago.org

≡ 2010 SURVEY RESULTS ≡

81%
of Chicago Shoppers
STILL Want Marshall Field's*

≡ *More Information* ≡
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