

## A Return to Marshall Field's in These Difficult Times

Marshall Field's was so many things on so many levels: worldwide fashion and culinary trendsetter; customer service leader; retail innovator; Chicago's number three destination; an international name synonymous with Chicago at its very finest, with something for everyone, from the wealthy to the poor; and much more.

In these difficult times, it is clear that we need a return to the corporate values that the store at 111 N. State Street embodies when it is run in quality, service, and name as Marshall Field's. The return of Marshall Field's would be an exceptional antidote to these exceptional economic times. Your ongoing support and dedication to the return of Marshall Field's at its best embodies what is needed in the world today.

Our group continues to work hard to restore this icon's distinctively Chicago quality, service and culture, as well as the name "Marshall Field's." Simply putting a "Marshall Field's" sign on a "Macy's-quality" store won't do. Among our many activities have been the distribution of over 133,000 buttons and lapel stickers and even more leaflets; confrontations with Macy's execs at the annual stockholders meetings in Cincinnati; and rallies and letter-writing to sustain public awareness that Marshall Field's can and should come back.

## Help Bring Back Field's By Boycotting Macy's

While Macy's has disregarded tens of thousands of petition signatures and letters in support of Marshall Field's, it is starting to listen to a sustained reduction in sales at former Marshall Field's stores. *The best way to send a message to Macy's that Marshall Field's must be brought back is to shop at other Chicago retailers and not at Macy's.* Please remind your family and friends to help restore Marshall Field's by not shopping at Macy's & Bloomingdale's during the holiday season and beyond.

## The Boycott Is Working

Thanks to your help, it is only a matter of time until visionary business and civic leaders with clout come forward to bring back Marshall Field's.

Marshall Field's, Field's, Macy's, and Bloomingdale's are registered trademarks of Macy's, Inc. FieldsFansChicago.org and this complimentary bookmark are NOT affiliated in any way with Marshall Field's, Macy's, Bloomingdale's, or Macy's, Inc. ©2009 FieldsFansChicago.org. Clock image based on image ©2006 David K. Staub—See www.creativecommons.org for details. Please pass along or recycle.



## HELP BRING BACK CHICAGO'S MARSHALL FIELD'S! 78% of Chicago Shoppers Want Marshall Field's to Return!\*

*"Now is the time for the restoration of Marshall Field's. It would absolutely warm Chicago's heart, and people would turn out in droves to shop there. If anything would get people to spend again, it would be such a turnaround. Lord knows we could use a sign to reassure us that all will be well again. That's what Marshall Field's stood for, if you think about it. In good times and bad, it was a gentle reminder of the good life. Field's was a reminder of tradition and quality, even in the Great Depression. We need Marshall Field's now more than ever."*

**Stay in touch with our latest progress, rallies & activities...**

E-newsletter: [Subscribe@FieldsFansChicago.org](mailto:Subscribe@FieldsFansChicago.org)

E-mail: [Info@FieldsFansChicago.org](mailto:Info@FieldsFansChicago.org)

Web Site: <http://FieldsFansChicago.org>

Twitter: [FieldsFansChgo](https://twitter.com/FieldsFansChgo)

\* MOE = ± 4.23% CI = 95% — See our website for details.



## A Return to Marshall Field's in These Difficult Times

Marshall Field's was so many things on so many levels: worldwide fashion and culinary trendsetter; customer service leader; retail innovator; Chicago's number three destination; an international name synonymous with Chicago at its very finest, with something for everyone, from the wealthy to the poor; and much more.

In these difficult times, it is clear that we need a return to the corporate values that the store at 111 N. State Street embodies when it is run in quality, service, and name as Marshall Field's. The return of Marshall Field's would be an exceptional antidote to these exceptional economic times. Your ongoing support and dedication to the return of Marshall Field's at its best embodies what is needed in the world today.

Our group continues to work hard to restore this icon's distinctively Chicago quality, service and culture, as well as the name "Marshall Field's." Simply putting a "Marshall Field's" sign on a "Macy's-quality" store won't do. Among our many activities have been the distribution of over 133,000 buttons and lapel stickers and even more leaflets; confrontations with Macy's execs at the annual stockholders meetings in Cincinnati; and rallies and letter-writing to sustain public awareness that Marshall Field's can and should come back.

## Help Bring Back Field's By Boycotting Macy's

While Macy's has disregarded tens of thousands of petition signatures and letters in support of Marshall Field's, it is starting to listen to a sustained reduction in sales at former Marshall Field's stores. *The best way to send a message to Macy's that Marshall Field's must be brought back is to shop at other Chicago retailers and not at Macy's.* Please remind your family and friends to help restore Marshall Field's by not shopping at Macy's & Bloomingdale's during the holiday season and beyond.

## The Boycott Is Working

Thanks to your help, it is only a matter of time until visionary business and civic leaders with clout come forward to bring back Marshall Field's.

Marshall Field's, Field's, Macy's, and Bloomingdale's are registered trademarks of Macy's, Inc. FieldsFansChicago.org and this complimentary bookmark are NOT affiliated in any way with Marshall Field's, Macy's, Bloomingdale's, or Macy's, Inc. ©2009 FieldsFansChicago.org. Clock image based on image ©2006 David K. Staub—See www.creativecommons.org for details. Please pass along or recycle.



## HELP BRING BACK CHICAGO'S MARSHALL FIELD'S! 78% of Chicago Shoppers Want Marshall Field's to Return!\*

*"Now is the time for the restoration of Marshall Field's. It would absolutely warm Chicago's heart, and people would turn out in droves to shop there. If anything would get people to spend again, it would be such a turnaround. Lord knows we could use a sign to reassure us that all will be well again. That's what Marshall Field's stood for, if you think about it. In good times and bad, it was a gentle reminder of the good life. Field's was a reminder of tradition and quality, even in the Great Depression. We need Marshall Field's now more than ever."*

**Stay in touch with our latest progress, rallies & activities...**

E-newsletter: [Subscribe@FieldsFansChicago.org](mailto:Subscribe@FieldsFansChicago.org)

E-mail: [Info@FieldsFansChicago.org](mailto:Info@FieldsFansChicago.org)

Web Site: <http://FieldsFansChicago.org>

Twitter: [FieldsFansChgo](https://twitter.com/FieldsFansChgo)

\* MOE = ± 4.23% CI = 95% — See our website for details.



## A Return to Marshall Field's in These Difficult Times

Marshall Field's was so many things on so many levels: worldwide fashion and culinary trendsetter; customer service leader; retail innovator; Chicago's number three destination; an international name synonymous with Chicago at its very finest, with something for everyone, from the wealthy to the poor; and much more.

In these difficult times, it is clear that we need a return to the corporate values that the store at 111 N. State Street embodies when it is run in quality, service, and name as Marshall Field's. The return of Marshall Field's would be an exceptional antidote to these exceptional economic times. Your ongoing support and dedication to the return of Marshall Field's at its best embodies what is needed in the world today.

Our group continues to work hard to restore this icon's distinctively Chicago quality, service and culture, as well as the name "Marshall Field's." Simply putting a "Marshall Field's" sign on a "Macy's-quality" store won't do. Among our many activities have been the distribution of over 133,000 buttons and lapel stickers and even more leaflets; confrontations with Macy's execs at the annual stockholders meetings in Cincinnati; and rallies and letter-writing to sustain public awareness that Marshall Field's can and should come back.

## Help Bring Back Marshall Field's By Boycotting Macy's

While Macy's has disregarded tens of thousands of petition signatures and letters in support of Marshall Field's, it is starting to listen to a sustained reduction in sales at former Marshall Field's stores. *The best way to send a message to Macy's that Marshall Field's must be brought back is to shop at other Chicago retailers and not at Macy's.* Please remind your family and friends to help restore Marshall Field's by not shopping at Macy's & Bloomingdale's during the holiday season and beyond.

## The Boycott Is Working

Thanks to your help, it is only a matter of time until visionary business and civic leaders with clout come forward to bring back Marshall Field's.

Marshall Field's, Field's, Macy's, and Bloomingdale's are registered trademarks of Macy's, Inc. FieldsFansChicago.org and this complimentary bookmark are NOT affiliated in any way with Marshall Field's, Macy's, Bloomingdale's, or Macy's, Inc. ©2009 FieldsFansChicago.org. Clock image based on image ©2006 David K. Staub—See www.creativecommons.org for details. Please pass along or recycle.



## HELP BRING BACK CHICAGO'S MARSHALL FIELD'S! 78% of Chicago Shoppers Want Marshall Field's to Return!\*

*"Now is the time for the restoration of Marshall Field's. It would absolutely warm Chicago's heart, and people would turn out in droves to shop there. If anything would get people to spend again, it would be such a turnaround. Lord knows we could use a sign to reassure us that all will be well again. That's what Marshall Field's stood for, if you think about it. In good times and bad, it was a gentle reminder of the good life. Field's was a reminder of tradition and quality, even in the Great Depression. We need Marshall Field's now more than ever."*

**Stay in touch with our latest progress, rallies & activities...**

E-newsletter: [Subscribe@FieldsFansChicago.org](mailto:Subscribe@FieldsFansChicago.org)

E-mail: [Info@FieldsFansChicago.org](mailto:Info@FieldsFansChicago.org)

Web Site: <http://FieldsFansChicago.org>

Twitter: [FieldsFansChicago](https://twitter.com/FieldsFansChicago)

\* MOE = ± 4.23% CI = 95% — See our website for details.



## A Return to Marshall Field's in These Difficult Times

Marshall Field's was so many things on so many levels: worldwide fashion and culinary trendsetter; customer service leader; retail innovator; Chicago's number three destination; an international name synonymous with Chicago at its very finest, with something for everyone, from the wealthy to the poor; and much more.

In these difficult times, it is clear that we need a return to the corporate values that the store at 111 N. State Street embodies when it is run in quality, service, and name as Marshall Field's. The return of Marshall Field's would be an exceptional antidote to these exceptional economic times. Your ongoing support and dedication to the return of Marshall Field's at its best embodies what is needed in the world today.

Our group continues to work hard to restore this icon's distinctively Chicago quality, service and culture, as well as the name "Marshall Field's." Simply putting a "Marshall Field's" sign on a "Macy's-quality" store won't do. Among our many activities have been the distribution of over 133,000 buttons and lapel stickers and even more leaflets; confrontations with Macy's execs at the annual stockholders meetings in Cincinnati; and rallies and letter-writing to sustain public awareness that Marshall Field's can and should come back.

## Help Bring Back Marshall Field's By Boycotting Macy's

While Macy's has disregarded tens of thousands of petition signatures and letters in support of Marshall Field's, it is starting to listen to a sustained reduction in sales at former Marshall Field's stores. *The best way to send a message to Macy's that Marshall Field's must be brought back is to shop at other Chicago retailers and not at Macy's.* Please remind your family and friends to help restore Marshall Field's by not shopping at Macy's & Bloomingdale's during the holiday season and beyond.

## The Boycott Is Working

Thanks to your help, it is only a matter of time until visionary business and civic leaders with clout come forward to bring back Marshall Field's.

Marshall Field's, Field's, Macy's, and Bloomingdale's are registered trademarks of Macy's, Inc. FieldsFansChicago.org and this complimentary bookmark are NOT affiliated in any way with Marshall Field's, Macy's, Bloomingdale's, or Macy's, Inc. ©2009 FieldsFansChicago.org. Clock image based on image ©2006 David K. Staub—See www.creativecommons.org for details. Please pass along or recycle.



## HELP BRING BACK CHICAGO'S MARSHALL FIELD'S! 78% of Chicago Shoppers Want Marshall Field's to Return!\*

*"Now is the time for the restoration of Marshall Field's. It would absolutely warm Chicago's heart, and people would turn out in droves to shop there. If anything would get people to spend again, it would be such a turnaround. Lord knows we could use a sign to reassure us that all will be well again. That's what Marshall Field's stood for, if you think about it. In good times and bad, it was a gentle reminder of the good life. Field's was a reminder of tradition and quality, even in the Great Depression. We need Marshall Field's now more than ever."*

**Stay in touch with our latest progress, rallies & activities...**

E-newsletter: [Subscribe@FieldsFansChicago.org](mailto:Subscribe@FieldsFansChicago.org)

E-mail: [Info@FieldsFansChicago.org](mailto:Info@FieldsFansChicago.org)

Web Site: <http://FieldsFansChicago.org>

Twitter: [FieldsFansChicago](https://twitter.com/FieldsFansChicago)

\* MOE = ± 4.23% CI = 95% — See our website for details.

