



THE NEW BOOK 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 was international in reach, but its essence was always Chicago. So when "Marshall Field's" was retired in 2006, 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
online at www.historypress.net*



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*MOE=±4.23%, CI=95%—See www.FieldsFansChicago.org.

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RALLY

≡≡≡ FOR ≡≡≡

THE RETURN OF

MARSHALL FIELD'S

Sunday, September 12, 2010

Under the Great Clock,
State & Washington Sts.

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FieldsFansChicago.org

≡ 2010 SURVEY RESULTS ≡

81%

of Chicago Shoppers
STILL Want Marshall Field's*

≡ *More Information* ≡

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