

FIELD'S IS CHICAGO

For over 150 years, Marshall Field's defined Chicago as an international city. More than just a department store and major tourist destination, Field's set the standards for world-class quality in service, fashion, merchandise, food and culture. The world recognizes Marshall Field's—once Chicago's number three destination—as synonymous with Chicago at its very best.

In 2006, Macy's took away our beloved Marshall Field's and made it one of over 800 Macy's. Macy's is *no* Marshall Field's! Our group is working 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.

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 Field's, *it is starting to listen to a sustained reduction in sales at former Field's stores.* We urge you to send a message to Macy's that Marshall Field's must be brought back. The best way to do this is not to shop at Macy's until Field's is revived. Macy's must come to understand that former Field's stores are only of maximum value when they are operated as Marshall Field's in quality, service & name.

Every dollar you spend at Macy's (and Bloomingdale's) is like a vote *against* bringing back Marshall Field's. Every dollar you spend at Von Maur, Saks, Carson's, C.D. Peacock, Crate & Barrel, Garrett Popcorn, Nordstrom's, Sears, or any other store sends a message to Macy's that it must bring back Marshall Field's. Please remind your family and friends to to shop elsewhere until Macy's brings back Marshall Field's in name, service and quality.

The Boycott is Working!

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

"Give the lady what she wants!"—"Good will is the one and only asset that competition cannot undersell or destroy."—Marshall Field, I

"There never was one day in the entire history of Macy's anyone, anywhere, in New York or anywhere else, thought it was the equal of Field's."—Roger Ebert

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E-newsletter: Subscribe@FieldsFansChicago.org

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