

# The signs, they are a changin'

Marshall Field's  
in Orland Park  
gets Macy's signage

By Howard Ludwig  
Staff writer

Crews replaced the Marshall Field's sign at the Orland Park store with a Macy's sign Tuesday.

Then, the workers covered up the Macy's sign with a large Marshall Field's banner — keeping the familiar brand alive at least until Sept. 9.

Marshall Field's will be installing Macy's signs at all of its Chicago-area stores "over the course of the next few months," said Jennifer McNamara, a spokeswoman for Minneapolis-based Field's.

Field's was purchased in June 2004 by May Department Stores Co., which was then acquired by Cincinnati-based Federated Department Stores in August.

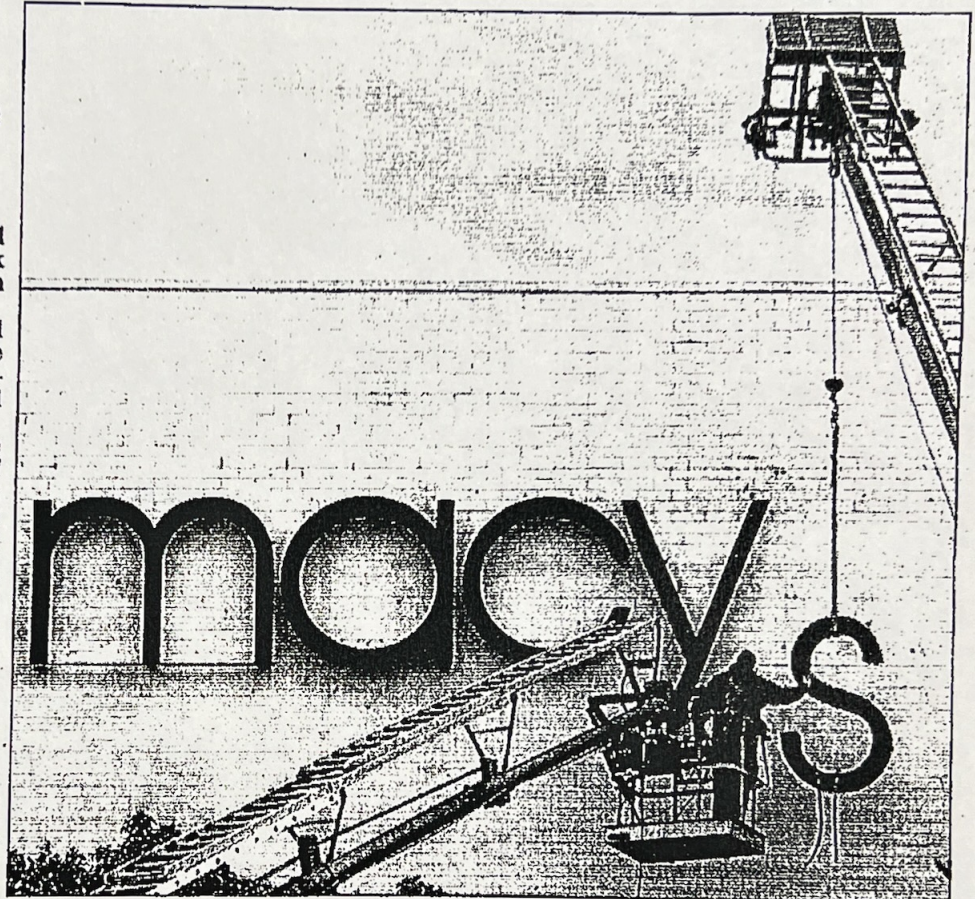
One month later, Federated announced it would replace the Marshall Field's name with Macy's — ending a Chicago tradition that dates back to 1852 when merchant Potter Palmer opened his first store.

The Field's banners will hide the Macy's signs until the new brand is officially unveiled on Sept. 9, McNamara said.

However, the Macy's name has begun to pop up throughout the Chicago area.

The retailer has contributed to several large charities and will sponsor Chicago's Fourth of July fireworks show, McNamara said.

Federated also has promised



Joseph P. Meler/Daily Southtown

Crews from Olympic Sign place the Macy's sign on the wall of Marshall Field's in Orland Square Mall in preparation for the store's name change this fall.

to maintain many of the mainstays of Marshall Field's flagship store on State Street including the Great Tree, the Walnut Room and the holiday window displays.

Field's opened its Orland Park store in 1976, and Beth Damas, of Orland Park, tried to hold on to her own piece of Field's history on Tuesday.

Damas was loading the large, green "M" from the Marshall Field's sign into her SUV, but before she could drive

away, the company replacing the sign insisted on taking the enormous letter back to its shop.

## Goodbye Kids R Us

In other news from The Strip, construction crews are busy tearing into a long-vacant retail building just outside of Orland Square Mall.

The building along LaGrange Road last operated as a Kids R Us store. A massive renovation will transform the former

clothing store into a retail strip center with a freestanding Panda Express restaurant, village officials said.

Wayne, N.J.-based Toys R Us closed all 146 of its Kids R Us clothing stores in November 2003. At the time, Kids R Us had Southland stores in Orland Park, Lansing, Joliet and at Ford City Mall on Chicago's Southwest Side.

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