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Daily News Record

Men's & Boys' Wear Retailer

Brand Closeouts, Irregulars Call Up Big Sales at Sym's

By DON FULLINGTON

NEW YORK. — Selling strictly closeouts and irregulars of leading brand manufacturers has created so much business for Sym's men's store firm that it increased its outlets from one to five in five years and plans are now under way for another store in the near future.

The merchandising philosophy is to offer higher-end apparel at prices that are equal to or lower than original manufacturer wholesale prices. It has generated such favor among men in the Wall Street area, where all the units are located, that owners Irving Pomerantz and Sy Merns predict a \$1 million volume for 1965.

The firm was established in 1959 with the opening of a 24x70-foot unit at 42 Cortlandt Street carrying furnishings, sportswear and knit wear. Because of customer requests for clothing, two more stores stocking only clothing and sportswear opened shortly afterward. They are a 22x70-foot unit at 15 Cortlandt Street and a 6,000-square-foot combination warehouse store at 165 Greenwich Street.

Later another furnishings operation—20x50 feet—opened at 150 Fulton Street. All these operations are under the Sym's name and operate on the low overhead principle which eliminates fancy decor and display trimmings.

In January, 1964, a fifth store was established at 187 Greenwich Street under the name Slacks and Stuff. It is strictly a sportswear operation.

But Wall Streeters aren't the only ones who shop Sym's. For some time now, people from uptown and the suburbs have been making the trip.

Demand for an outlet in the uptown area has grown so strong, that the owners are now looking for a location in the midtown area. They want 5,000 square feet of selling area to house a complete line of men's wear. The store will be the fifth to bear the Sym's name.

Aren't customers fearful of this type of operation? The answer is a definite "no." If you happen

to be walking around the downtown area some weekday between 12 and 3 p.m. it would be difficult not to notice the large number of men pouring in and out of these stores. Many of them stop to chat with the owners who are always on the selling floors meeting customers.

There is no attempt at deception, the owners say. For instance, all merchandise that is irregular is marked as such.

The firm offers a strict cash refund and exchange policy and there is no time limit on returning merchandise to any Sym's store.

However, the Slacks and Stuff store limits the customer to a seven-day return.

Signs in store windows read: "If for any reason, the soil doesn't wash out or the irregular merchandise doesn't meet with your approval, you may return it."

Customers may try on clothing and sportswear in the stores but they are not allowed to unwrap shirts and other furnishings items in the store.

The firm's clientele consists largely of the traditional man although the stores carry apparel for every type of man.

"We do not cater to the low income group. The man who is used to buying low-priced apparel can get it cheaper in the regular low end shops. He is satisfied with this type of apparel. We can do nothing for him. It is the man

who knows better quality merchandise but doesn't want to pay the regular retail price that's our customer," Mr. Merns said.

The firm relies solely on word-of-mouth and windows for advertising and this is more than substantial, he said. It is unable to mention the names of the brands and labels are removed from the merchandise.

The feeling is that manufacturers don't want the Sym's stores to be known as a discount outlet for their merchandise.

Sixty per cent of the furnishings stock is irregular, and 40 per cent is closeout merchandise. In slacks, \$3 to \$5 styles are irregulars, and those priced \$7.95 and up are closeouts. All clothing including suits, topcoats and sports coats is closeout merchandise.

It is strictly a cash operation, however. A layaway plan of four to six weeks is available. No mail order business is done.

Four tailors handle clothing alterations. A waiting period of three or four days is generally required, but same day service is available if required.

Alteration costs are: Cuffs, 75 cents; waist or seat, 75 cents; taper \$2; lengthening or shortening of sleeves, \$1.50; taking in sides of coat, \$1.50, and collar lowering operation, \$1.25.

Sales are held at the end of each season and national holidays.

Below is a listing of Sym's inventory and its retail prices. Next to that is the exact amount the items would sell for in the majority of regular retail men's stores. They are not comparable prices, the owners said.

The firm frequently runs specials on loss items in which the prices are much lower than those listed here. For instance, slacks may run as low as \$5.

	INVENTORY	SYM'S PRICE	REGULAR RETAIL PRICE
Suits	2,500-3,000	\$29	\$39.95
		\$39	\$55
		\$49	\$75
		\$59	\$89-\$110
		\$14.88	
Sports Coats	1,000-1,500	\$29.88	
		\$9.88	
		\$12.88	
		\$1.77-\$4	
		\$1.77-\$6	
Dress Shirts	500 to 750 doz.	\$50	\$1
		\$67	\$1.50
		\$97	\$2-\$2.98
Sports Shirts	500 to 750 doz.		
Hosiery	2,000 doz.		

he said.

"But now they're finding out

POMERANTZES SELL INTEREST IN SYMS

NEW YORK. — Irving and Steven Pomerantz have sold their interest in and resigned as officers from Syms Haberdashery, Inc., 42 Cortlandt Street. The store is now owned by Sy Merns.

The Pomerantzes continue to operate De Silva, Ltd., 32 West 46th Street, which they purchased 15 months ago.

NEW TULLY'S, PENNEY OPEN IN NORFOLK, NEB.

NORFOLK, Neb.—Tully's Store for Men and a full-line J. C. Penney Co. department store are two of the major tenants in the 30-store Sunset Plaza Shopping Center which opened here last week.

Tully's is managed by Richard Schievert. It is a four-store op-



Radio 57
Real People Radio

Dad,

4/20/77

Here it is - better
late than never -
I think it's a great
piece. One for your
scapbook.

Love,
Mary



Sy Syms making a commercial

Going classic with discounts

A David joins the PBS Goliaths

If you're a dedicated viewer of some of those great programs on public television, you're aware that they are brought to you in part by underwriting grants — as PBS delicately puts it — from one giant corporation or another.

You know them by now — Mobil Oil for "Upstairs, Downstairs," Prudential Insurance for "The Pallisers," Exxon for the Great Performance series on the arts.

And Syms.

Syms? The discount clothier? What's it doing with those giants? Must be a mistake.

Nope. Syms isn't one of the Fortune's 500 giant companies, but it does underwrite Channel 13 programs.

"Why not?" asks Sy Syms. He is a short, pop-eyed man with a sonorous voice he uses to good effect in making his own commercials for radio and TV.

He's as calm and collected in the busy warren of an office he inhabits on Park Place, in Manhattan's financial district, as he appears to be in his commercials. He also wears the suits off his own piperacks.

"Our customers are knowledgeable people who patronize Lincoln Center, Carnegie Hall, the Brooklyn Academy of Music. We know they watch Channel 13. So why not help a station that needs public support and help ourselves and our customers at the same time?"

Syms has spent more than \$100,000

this season on public television. He's a regular underwriter of "Agronsky & Co." and "Agronsky at Large," two news analysis shows featuring Martin Agronsky. And Syms underwrote the recent show starring Julie Harris as Mrs. Abraham Lincoln.

"I'm working on an idea now," he says. "I'd like to underwrite a half-hour show featuring top classical artists. It would be an interview show where the star being interviewed would also perform."

Each year Syms helps to underwrite an entire day for the auction Channel 13 holds to raise funds.

"He's a smart businessman, that Sy

See PBS, Page D-4

Among the PBS Goliaths, a David

FROM PAGE D-1

Syms," says one analyst. "He knows public service ads will attract the kind of people who shop in his store. You know, people who are consumer-conscious, who go around reading labels, checking unit prices, making sure they get the best of the bargain.

"Invariably, if you ask them what TV station they watch, they'll answer Channel 13. You can't buy ad space on public TV. So Syms does the next best thing."

And the idea is catching on. Other small companies, emboldened by the Syms tagline on underwriting grants, have been asking how they can get in on the action, and the station is tapping a new source of revenue.

The serious-looking businessman who tells you in deep tones that a knowl-

edgeable consumer is his best customer is really Sy Syms in person. He makes his own commercials because he's good at it and because it's cheaper that way.

He's good at it because he used to make his living as a sports announcer on Station WDYK in Cumberland, Md.

"I went down there after I got out of NYU," says Syms. "Really, I wanted to be a professional baseball player when I was in Midwood High School in Flatbush. That's in Brooklyn. They said I was too small, so I thought I'd like to be a physical education teacher.

"Then this job in Maryland came along. At least it was in sports. I took it."

Business called him 17 years ago.

"My father and my brother owned a haberdashery shop on Cortlandt Street, down near the entry to the old Hudson Tubes. More than 95 per cent of our cus-

tomers were from New Jersey, guys on their way home through the tubes.

"The family sent a call down to Cumberland that my father needed help. I wasn't going anywhere in sports broadcasting, so I came back. And I remained."

Eventually, the World Trade Center came along and the family business, known as Merns (that's Syms's real name; he had it legally changed to Syms after the success of his own shops), was forced out of the neighborhood.

"It was a blessing in disguise to me. I had gone off on my own with three little shops in the area. When I was pushed out by the Port Authority, I consolidated."

He moved to his present Park Place location, an old loft that he has convert-

ed into four flights of men's wear for sale. Soon, he was expanding into the suburbs.

"New Jersey was first. Since so many of my customers were from Jersey, we went to Paramus, then to Woodbridge. Now we have six stores."

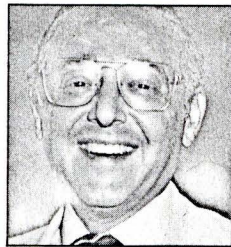
Music is Syms's recreation — any kind of music, although he doesn't play an instrument. But he hangs around concerts in Lincoln Center and Carnegie Hall.

"I'm exploring the idea of sponsoring live concerts. That's something I haven't tried yet."

The way it would work is that the artists would be paid by Syms, who would then absorb the box office loss. It sounds almost as prestigious as being an underwriter on Channel 13.

WHO'S WHO in RETAILING

THE SPECIALISTS



SYMS

SYMS

45 Park Place
New York, N.Y. 10012
212-791-9894
Pres.: Sy Syms
DMM: Ira Weiser
Units: 8
Volume: \$21 million

Syms, with five New York-area stores and units in Buffalo, Hallandale, Fla., and Falls Church, Va., achieves a less than 40 percent markup by purchasing end-of-season inventories at off-price and previous season piece goods, dollar for dollar, from its suppliers and having them made up into current models at favorable prices. Top brand names are featured in men's and women's wear. Total volume is estimated at \$60 million.

as seen in "MENSWEAR" november 1979

possibly yet another 12 trillion later in the 1980s. Canada's National Energy Board might link approval of the sales to a U.S. promise to pay back the gas at some future time.

• Finally, in what has got to be one of the worst public relations goofs of the year, Maryland residential heating customers of the Washington Gas Light Co. learned they would be liable for a \$30-per-month surcharge if they installed an electric heat pump. Why? Because the customer would use the heat pump in fall and spring, when it would be more economical than burning gas, and cut the company's sales.

Just how wrong the Carter experts were about an impending disaster shows up best in a chart published along with the National Energy Program showing a predicted sharp drop in U.S. gas production if the plan were not passed. The predicted production level for last year has already proved to be too low by more than 1 trillion cubic feet. The Administration cried wolf, but the wolf hasn't shown up.

Most of the new gas has been found as the result of drilling in areas where the likelihood of finding some gas, but not big new reserves, was high. Signifi-

cantly, most of the new gas was intended for the intrastate markets in which prices are not controlled. Drillers are still wary about moving in a big way into riskier, higher-cost areas—such as deep onshore zones below 15,000 feet and some parts of the outer continental shelf—because of the continued uncertainty over the future price of gas that has to cross a state line to reach market. Some are going ahead, however, as Texaco's gas strike off the New Jersey coast this month demonstrates. The pending natural gas bill would settle the pricing question—whatever the bill's other merits or demerits. It probably matters a lot less precisely *how* it is settled than that it is settled.

Present federal laws hold the price of natural gas flowing from one state to another to \$1.50 per thousand cubic feet. This price is unrealistically low considering the cost of finding and developing much gas today. Unfortunately for the nation, Senator James Abourezk (D-S. Dak.) is fanatically opposed to giving even an inch to the gas industry. He has threatened to filibuster the pending bill because it allows gas prices to rise. Abourezk, whose heated opposition to the oil industry often seems irrational,

claims that he wants to hold down prices for consumers—as if depriving the country of needed supplies could conceivably keep down prices.

Further confusing the picture, the gas industry's Independent Petroleum Association of America is also fighting the pending bill. The IPAA is afraid that provisions discouraging industrial use of natural gas might so damage overall demand as to make it impossible to sell gas at the higher prices allowed. So even though the bill would let prices rise substantially and would end price controls entirely by 1985, some parts of the gas industry are against it.

This political mess notwithstanding, the underlying situation is clear enough. There is plenty of gas potentially in the offing: Canadian gas; possibly Mexican gas; synthetic natural gas; liquefied natural gas imports; Prudhoe Bay gas. There is even the possibility of tapping the 49,000 trillion cubic feet of gas dissolved in brine in a deep geopressurized zone along the Gulf Coast. The problem isn't gas. With due respect to Carter and Energy Secretary James Schlesinger, the problem isn't even the lack of a national energy bill. The problem is regulation. Too much of it, that is. ■

Come Shop In My Loft

Inflation is driving the would-be well-dressed man to pipe-rack discounters—where, amid genuine bargains, he shops at his own risk.

IN THE \$2.4-BILLION-A-YEAR men's retail clothing business more and more men are buying their clothes at warehouse-like manufacturers' retail lofts, low-overhead urban "off-price" retailers and suburban Route 4 glass-walled factory outlets where motley legions of size 42 regular ride the pipe racks *ad infinitum*. These discounters may already have an estimated 10% of the market and are gaining steadily.

This new breed of fat bird feeds off the recent years' massacre of men's clothing manufacturers (GGG's, Kuppenheimer, Michaels-Stern) and name retailers (Rogers Peet, Weber & Heilbronner, Robert Hall) brought on by high costs, cheap foreign imports, mercurial style shifts and the on-again, off-again disenchantment with business suits among American men.

The new retailing big-shot names are Syms, BFO (Buyers Factory Outlets) and NBO (National Brands Outlets), among many in the East. In Houston and Dallas, it's Kuppenheimer Outlet Store and Men's Wearhouse. In Los Angeles it's C&R Clothiers, Inc., there's Baron's



"Off-price" retailer Sy Syms

Growing in a "glorified warehouse."

and National Dry Goods Co. in Detroit and in Chicago there's The Suitery. Unless their radio and TV ads have driven you to distraction or you live far from the big urban centers, you are probably aware of their presence.

"Even the executive who makes \$50,000 a year," says one clothing manufacturer, "by the time he has paid his taxes and sent his kids to school, he *has* to shop in these places. In the old days he'd go to a department store and use his credit card."

In these inflationary times there are fewer and fewer men who can afford to pay the full retail price for the traditional hand-tailored garb of the well-dressed businessman (*FORBES*, June 26). Instead they join their blue-collar (and their no-collar) fellow citizens looking for bargains in places like these:

1) Manufacturers' retail outlets. Some suit manufacturers such as St. Laurie, Ltd. and Sussex Clothes, Ltd., for years one of the best-known labels among better men's suits, have turned turtle. In order to cope they have curtailed wholesaling—selling to retailers—and instead

are selling their fully labeled goods in downtown Manhattan lofts direct to the consumer. Murray Kozinn, president of the 65-year-old St. Laurie firm, has been selling this way for four years. He says he adds about \$30 to his wholesale price for a hand-tailored suit of foreign-woven worsted cloth that a retailer would "key-stone"—mark up 100%—and sell for about \$300. Kozinn's St. Laurie price: \$185. All of his manufacturing is done in a 30,000-square-foot loft downstairs from his selling floor.

2) "Off-price" retailers. Like old-fashioned "job lot" stores, they buy overstocked inventories from retail stores and clothes overproduced by manufacturers. They may also buy up extra piece

sales. The catch is that the troubled store will probably also be used as an outlet for merchandise bought from other sources—much of it inferior to the retailer's own goods. Alibis one well-known liquidator, "You can't afford to run out of size 15-34 if you're running a sale." In the effort to keep a "Going Out of Business" sale well stocked, of course, it could go on forever.

That's one of the risks the consumer faces in many stores: Next to the genuine \$300 suit selling for \$175 may be a genuine \$175 suit selling for \$175. Obviously, the salesman has motives for steering you to the latter.

To be sure, the variations on the major themes are as different as the men who

Like Sy Syms, Dorman sells only labeled goods of makers with designer and brand names. And like other off-price sellers, Dorman-Winthrop and Syms remove the designer labels in the suits and jackets they sell before the garments leave the store.

The bird that casts the biggest shadow over the ruins in the men's clothing business is a New York-based "merchandise consulting" firm called April-Marcus, Inc. It was April-Marcus who stepped in recently when the well-known Sussex firm got into financial difficulty. According to April-Marcus President Marvin A. Blumenfeld, his firm underwrote the debt-ridden manufacturer's liabilities, guaranteed payment on their piece goods and helped Sussex reorganize as a manufacturer's retail outlet retaining only a handful of retail customers. In return, April-Marcus gets a piece of the Sussex action from here on in. "We take only a few percentage points," insists Blumenfeld.

In much the same fashion, April-Marcus gets a percentage off the top from 130 men's clothing retail and manufacturing operations in the U.S. doing about \$100-million worth of business annually. Some of them are liquidations, most are factory outlets, but they all need April-Marcus' buying power (it does all of their piece-goods buying) and credit rating to stay afloat. "Most clothing retailers are always at least 60 days late paying their bills," says Blumenfeld, "We pay a week ahead of time."

The April-Marcus touch helped turn the once highly regarded Kuppenheimer manufacturing name into a come-on for a Texas factory-outlet chain. Six years ago the Kuppenheimer name was sold by its owner, Louis Roth & Co., to the Reston Slacks Co. of Columbus, Ohio because, according to Louis Roth President Michael Roth, "There was no longer enough demand for a \$275 Kuppenheimer suit to support its manufacture." April-Marcus "made a marriage" between Reston and a former Washington, D.C. retailer. What emerged were four Texas factory outlets with the Kuppenheimer name up over the door selling \$79 polyester suits bearing the once-revered Kuppenheimer label. "That's still a well-respected name in Texas," says one employee. The other 50% of the merchandise is coats, jackets, suits and shirts of lots of other colors, cuts and obscure origins from out of the labyrinthian April-Marcus distribution system. As Marvin Blumenfeld says, "We pay foreign manufacturers \$30 a suit instead of \$50 because we've got the cash."

Will it last? Listen to Sy Syms: "Every retailer in America will soon be operating this way."

But, of course, the shopper buys at his own risk. Can beating inflation be this important? ■



Brand labels at half the normal retail price

An "educated consumer" with a good eye can dress like an uptown shopper.

goods from manufacturers at prices as low as 40% off regular wholesale, to be cut especially for suits and sports clothes for their clientele. Says one merchant, "They will clean a manufacturer out at the end of a season, regardless of fabric or pattern." Off-price merchants may also pay as much as 65% off for "seconds" or "manufacturer's mistakes." (It isn't unusual for a manufacturer to have a bad run of 400 suits that can't be regularly wholesaled.)

3) Liquidations. What might be called the "endless bummers"—these are retail stores and bankrupt manufacturers whose "Going Out Of Business" sales have a way of going on forever. It is one of the oldest wrinkles in the clothing trade, refined to a science by a hard core of professional "liquidators" and flourishing as never before. Typically, a well-known but financially distressed retailer will call in a liquidator who, for a percentage of the gross, puts up enough money for the store to remain open and organizes well-advertised "clearance"

run the stores. Trained radio broadcaster Sy Syms, for example, has a seven-store "off-price" chain on the East Coast that began back in 1960 selling irregular shirts, socks and underwear at a single downtown Manhattan location. He still sells some irregulars in those items, but he insists that the suits and sports jackets he retails at prices from \$78 to \$188 are all perfectly fine overproduced garments or goods made specially for Syms from overstocked piece goods. "We'll pay 25% off the wholesale price for a garment that would sell to a retailer for \$137.50 and sell it at our \$158 price point," says Syms. "But, to make it worthwhile," says a competitor, "they will also sell something they got much cheaper at the same price." Says Syms, "I'll sell something I bought for \$100 at \$158. But an undesirable suit or jacket can't be sold for a higher price."

In Los Angeles, merchant Morton Dorman prides himself on buying only high-quality \$200 to \$500 suits for his two "off-price" Dorman-Winthrop stores.

RETAILERS TURNED COMMERCIAL SPOKESMEN

By JACK HYDE

NEW YORK—What impels a men's wear retailer to take to the tube, to advertise his store? Ego? A frustrated ambition to challenge Robert Redford? To save the cost of a professional actor? Probably a bit of each, but most contend it is primarily to deliver a personalized message and create an image to which TV viewers can readily relate, both to the store and its owner.

Sherman Wildman, general manager-retail sales of CBS-TV stations, tends to agree with the latter rationale. "By delivering the message himself, the merchant gains immediate identity, creates confidence and projects a sense of sincerity. He generates a rapport between himself and the viewer," he explained.

"Being personally involved in the production of his television spots is an effective and legitimate method of handling TV advertising." The trend, he believes, is growing.

Queried as to the relative effectiveness of a straightforward approach in contrast to an off-beat one, Wildman advised most retailers to play it straight and not hoke up commercials with crazy antics. "Yet," he conceded, "one of the most effective campaigns ever conducted in the New York trading area was that of hard-hatted major appliance outlet owner, Jerry Rosenberg." The off-camera "What's the s-t-o-o-o-ry, Jerry?" became as familiar to TV viewers as Joe Penner's "Wanna Buy a Duck?" once was to an earlier radio generation. That Rosenberg went bankrupt is immaterial.

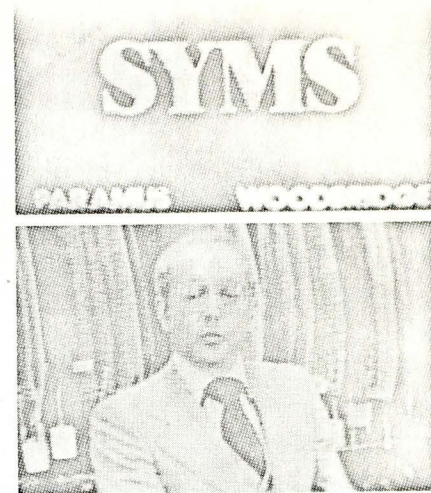
Sy Syms' "An educated consumer is our best customer" currently ranks alongside Frank Perdue's "You have to be a tough man. . ." as a phrase many

New Yorkers would like to forget—but can't. Syms' 30-second TV spots and radio messages end with that declaration and ring with the sincerity of a born again Baptist.

Syms (nee Merns) was once a sportscaster and that apprenticeship is evident in his unctuous delivery as he explains Syms' markdown procedure and the savings a man or woman can make by shopping at one of his expanding chain of discount stores.

The retailer uses a cluster approach in scheduling his TV and radio spots. As an example, the Sy Syms TV messages may be viewed by four different audiences in one day on New York's WNBC. A typical, recent Thursday schedule was: 8:18 on the Today show; 6:38 on the evening news; 8:30 on prime time, and 12:05 on the Tonight show. After the bombardment, Syms will lay low for a predetermined period before the next concentrated programing blitz is scheduled. About 60 percent of the chain's TV spots are devoted to men's wear and 40 percent to women's ready-to-wear.

The Syms' schedule is organized a full year in advance, which is an advantage both to the account and the television or radio stations used. "Advertisers who purchase time over an extended period have the advantage of being able to rotate their spots to reach a turn-over audience," Judy Schwartz, WNBC-TV advertising representative explained. This overcomes the problem of capturing dial-turners. By being slotted into different programs and by such practices of a veritable blitz one week, followed by an absence from the tube the next chances of reaching a full audience potential increase.



Sy Syms Speaking

Austin Burke's Gimmick



While Syms effectively projects an image of seriousness and sincerity, Don H. Murray, owner of the three (soon to be five) Don's Western Wear stores in Houston, takes a different tack, "I believe in gimmicks. Some may sound crazy, but you've got to have a gimmick to create attention and make people talk about you," Murray declared.

Typical of Murray's 30-second spots was one showing him laid out in a coffin. An off-camera voice asserted, "I wouldn't be caught dead in a Don's western suit," at which point Murray raised up out of the casket.

Another had the western wear specialist posing in an outfit with a disembodied voice chiding, "You're all wet if you don't wear Don's western wear." At that point a bucket of water was thrown at the on-camera merchant.

Murray's commercials are shot inside a local TV station's studio, sometimes using a matte process whereby the retailer appears to be attending a livestock

show or is on the trail. Murray's TV advertising is concentrated during the Christmas and holiday period, the two week rodeo season during February and March and an annual July sale promotion.

Austin Burke of Miami similarly employs techniques calculated to stop the viewer who has started a dash to the refrigerator when his commercials come on, "We definitely use gimmicks. Doing a TV commercial without a gimmick is a waste of time," the veteran discounteer who first started using television in the late '40s insisted.

A typical Austin Burke commercial might show the merchant in a sport coat that he removes to show another one underneath and so on until he's taken off several. A salesman, positioned behind him, may follow the same procedure. The object is to emphasize the full range of sizes carried by the store. Burke doesn't use a teleprompter which, he feels, enhances his image of sincerity. "Once they cut me off in mid-sentence because I was over time. And one time I put a jacket on backwards," he recalled. He believes such slip-ups only make him seem more "real" to his audience.

Paul Stark, principal of Diamond's Men's Shop, Toledo, agrees an almost amateur approach has added appeal, particularly in smaller cities "where virtually everyone knows you." He remarks, "They can't wait to kid you after you've made a mistake."

Diamond's TV advertising is described as "generic" by Stark who noted quality and selection are stressed and not price. Yet the store did program 300 TV spots in one week to promote a warehouse sale. The fact it sold 21,000 units in 10 days is largely attributed to the effort.

Television advertising has a "cumulative effect," according to Leon Atkind, president of National Brands Outlet (NBO) stores, Atkind delivers the spots for his Queens, N.Y.-based discount chain.

Atkind believes TV is a particularly effective media for stores that have a "special message." The average men's wear store may find it difficult to capitalize on television advertising as they may not have something unique to talk about—such as discount pricing. "It's like the airlines, what do they have to offer that's different? A better steak? We, on the other hand, have a special message."

NBO's commercials are a joint creative effort between the store's owner—who acts as its spokesman—

and its agency, Triton Advertising in New York. They work out concepts together. "It's not cheap, by any means, to have a strong commitment to TV advertising but its working very effectively for us," Atkind commented.

He, himself, finds it hard work to moonlight as an announcer, "I haven't time to take a breath when I'm doing our 30-second spots. If I do I may leave out the store's name and address."

The main reason Harold B. "Bud" Smith Jr. stars on that Oakland, Calif.-based 24 store chain's TV spots is to dramatize the fact it is a family-owned concern—one of the few left of such size.

A typical Smith's TV spot, showing Bud Smith in front of a vintage railroad locomotive, begins with Smith saying, "Ninety-one years ago my grandad received merchandise from the East in trains like this. Now, Smith's fall fashions arrive by train and plane from all over the world."

Smith's eased into television advertising 10 years ago with a very sporadic campaign mainly confined to Christmas and Father's Day and not every year at that. During the last five years, usage of TV has stepped up until there are now six campaigns of two weeks duration, each, annually. They include the spring sale, fall sale, Father's Day and holiday periods. The Father's Day effort this month was the heaviest yet.

A year ago, Smith's chose TV over its traditional Christmas catalog and regards the decision a wise one, according to Beverly Mertzig, assistant advertising manager. It is planned to repeat the format this year.

The central theme is to dramatize that Smith's is a family-owned concern which has been handed down generation to generation. Bud Smith adds a personal identification to the fact he as president, his cousin, Stephen who is vice-president, and two sons, Tye and Ford, 27 and 25, are carrying on the tradition.

The time slots vary according to the message. Those primarily aimed at a male audience are scheduled for news programs. For Father's Day, when the target is women buying for fathers, the soaps and game shows are used.

Most spots are video taped in a TV studio and piggy backed two at a time. For the one with the locomotive, however, a mini-camera was used on location. Smith's gets extra mileage out of its television commercials by playing the video tapes on TV sets positioned on the selling floors of its stores.

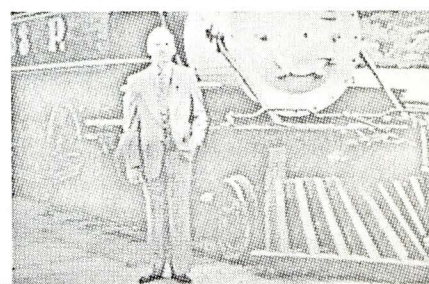
While Dave Bloom of Dave Bloom & Sons, Tucson, considers the TV campaign instituted 15 years ago "the most effective advertising we have ever done," the 71-year-old store has abandoned a format in which Dave and his two brothers—Herb and Ted—appeared.

"We ceased using ourselves because we're all getting older. I, for one, have a head of snow and we're trying to appeal to a younger clientele. We all felt that it was best if we no longer appeared as spokesmen for our store ourselves if we wanted to appear fully credible to the younger men we want to attract. We still personalize our TV commercials by having our store label superimposed on the syndicated spots we use from New York's Madison Coleman Muyskens, Inc."

Bloom noted there is evidently a *deja vu* aspect to TV advertising. People tend to remember commercials in which merchants (See *SPOKESMEN*, Page 76)



NBO's Leon Atkind
Bud Smith's Heritage



SPOKESMEN

(Continued from Page 73)

appear themselves long after they've been discontinued, he's found. "Every so often someone comes up to me and says 'I see you all the time on television,' yet I haven't appeared in two years."

Dave Bloom & Sons is a relatively heavy user of television advertising. One reason is its highly competitive market. Its use is year-round but it does concentrate at certain times. For example, during the rodeo period it runs six spots, six days a week. It capitalized on the attention "Holocaust" was receiving by buying two spots (at \$500 apiece) the first night followed by one the third night.

"We use the Johnny Carson show because of its audience and the added fact we feature Johnny Carson Apparel. We schedule spots during all sports coverage, such as major football and basketball games," Bloom noted. Bloom's also uses the Today and Good Morning America shows.

The Arizona merchant, like many of his peers, feels newspaper advertising

remains the most effective for price promotion but likes TV for projecting a store's image over a period of time.

While some merchants say \$26 for a 30-second spot on a popular non-prime time show, is about "average" for a smaller city, retailers and TV station officials, alike, claim there is no cost uniformity. There are too many variables, including: the trading area, station, time slot, frequency, etc. While no one will admit it, for attribution, merchants report "deals can be made" with stations anxious for business or willing to make allowances for an account which is or promises to be a long-time user.

In the past, merchants often stood inside the doors of their establishments and welcomed shoppers personally. Today, this is usually impossible for a variety of reasons. Retailers view appearing in their stores' TV commercials as a latter day, electronic age opportunity to continue this tradition—with the difference being that the greeting takes place in the potential customer's home. □

GOLDMAN

MEMO

from

Chester Schlanger

To Rick Diamond Date 6/4/81 Time A.M.

Thought you might be interested in
the attached article (smile).

☐ Reply ☐ Initial and return ☐ See me

STEVE STONE

Cy Young winner vows
he'll be on top again

By LARRY FOX

BALTIMORE — In a matter of months, Steve Stone has gone from Cy Young to Sy Syms, the markdown mogul. But the sore-armed Orioles' righthander vows it will not be *sayonora* for his baseball career.

30 BARGAINS YOU CAN'T AFFORD TO MISS OUT ON

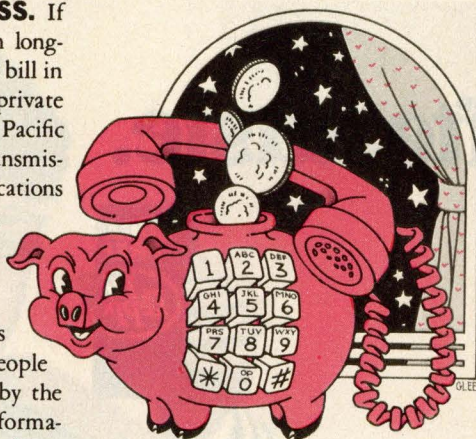
Why pay more for anything when you can spend less? Today you need all the bargains you can get. To help you, we've found the best ideas and discount sources that will save you hundreds of dollars in the months ahead. By CAROL KRUCOFF



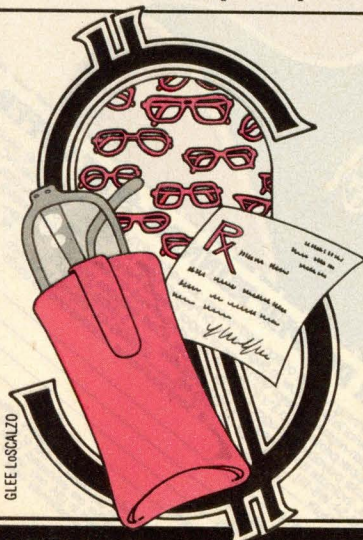
FASHION FINDS IN BOYS' DEPT. The next time you need a shirt, sweater, jacket or casual pants, look in the boys' department for designer sportswear. You can save up to 50%. For instance, Izod shirts in boys' sizes cost \$14 compared to \$22 in the women's department. Don't overlook girls' pre-teen clothes, either. Although a bit more expensive than boys', these can also prove to be economical buys. To help you get the right fit, use these size equivalencies:

Women's	Boys'	Girls' Pre-Teen
5-6	14	10
7-8	16	12
9-10	18	14
11-12	20	—

LONG DISTANCE FOR A LOT LESS. If you spend more than \$20 a month on long-distance calls, you could cut your phone bill in half by switching to one of the new private long-distance phone systems—Southern Pacific (SPCommunications Sprint), U.S. Transmission Systems, Inc., MCI Telecommunications Corp. or Western Union are four of the newest. MCI, which serves 76 cities, says the average customer can save 25% to 30% on long-distance calls during the day, and 40% to 50% evenings and weekends. Be sure, however, the people you regularly call live in a city served by the company. For details, dial operator information for these companies' phone numbers.



EYEGLOSS ECONOMICS. Chances are you've seen ads for discount eye exams and eyewear. Take advantage of them, because the savings can be significant. For example, Christian Dior designer eyeglasses (including frame and prescription lenses) that cost \$90 at a full-priced optician can be bought for about \$60 at a discount eyewear store. Similar reductions can be had at shops that sell discount contact lenses, but be sure that the advertised price represents the total cost and find out the store's refund policy in case you are unable to adjust to the lenses. Ask your eye doctor for a copy of your prescription so you can comparison shop. According to a 1978 Federal Trade Commission rule, he must offer you a prescription copy at no extra charge after your eye exam. (For more bargains, see page 134.)



DISCOUNTING IS THEIR BUSINESS!

SINCE MORE and more shoppers "won't buy anything unless it's on sale," department stores such as Sears, K-Mart and Montgomery Ward have responded by offering more "sale days" than ever before. Besides these three price-conscious stores, here are other bargain sources you should know about.

T.J. MAXX: There are 51 T.J. Maxx stores in 14 midwestern and eastern states selling brand-name men's, women's, and children's clothing, as well as domestic items for bed and bath. Shoppers save 20% to 60% off department-store regular prices. Unlike some discounters, designer labels are not cut out. Because new merchandise is shipped to each store at least two to three times a week, be sure to watch out for "mark-downs," which provide you with even greater savings on goods that are not moving as quickly as the store anticipated. T.J. Maxx offers a "hassle-free" return policy that guarantees cash refunds and accepts major credit cards.

MARSHALLS: Quality goods at reduced prices are the trademark of the more than 80 Marshalls stores in 14 states. This chain sells brand-name family fashions and household goods at lower prices by purchasing merchandise at less than the wholesale cost and passing the savings on to its customers. Credit cards are accepted.

LOEHMANN'S: With 52 stores in 23 states, Loehmann's pricing policy promises women's fine fashions at 30% less than retail price and 25% less than any other discount store. Clothing by top-name designers usually has labels cut out as part of the store's agreement with the vendor. Shoppers are advised to inspect their merchandise carefully, since refunds and exchanges are not permitted. Items must be purchased with cash or check.

HIT OR MISS: Located in 19 eastern states, the 244 Hit or Miss stores sell discount-priced women's clothing. Credit cards are accepted. For information, call toll-free (800) 225-0334.

SYMS: Also located on the east coast only, the eight Syms stores sell top-quality men's, women's and children's clothing at off-price. The longer the merchandise remains in the store, the lower the markdown on the price tag. Syms accepts checks and cash only. Its return policy: store credit given on goods returned with sales receipt. To page 137

Upstairs, Downstairs: Off-Price Retailing Comes of Age

BY ARNOLD KARR

NEW YORK — These days, when independent specialty stores need relief, they frequently spell it o-f-f p-r-i-c-e.

Whether referred to as promotions, closeouts or just sales, first-quality, off-price branded merchandise is surfacing in a variety of forms among independents seeking to reverse plummeting market share, earnings and stock turn results.

The abundance of better and moderate men's wear at off-price has given many independents a platform on which to compete with large discounters, mass merchants, department stores and even some of their suppliers' outlet stores.

There has been marked improvement in the presentation, decor and quality of apparel in these stores since the early '60's,

First in a series

when discounting was relegated to outlet operations selling seconds or irregulars. Even more dramatic, however, have been the increases in number of units and market share over the past ten years as stores continue to do battle with double-digit inflation.

First, there were those retail operations, such as Syms here, devoted solely to branded apparel bought at below original wholesale cost and sold at conventional keystone or a keystone-plus mark-up.

But the American retail landscape is now also dotted by multi-unit specialty store groups which have converted some or all of their stores to off-price units. Some have opened new units specifically for discount sales, but under different names than their original stores.

And, perhaps most significantly, traditional specialists have begun to incorporate a greater amount of off-price apparel into their regular merchandising strategies.

These specialists are no longer buying post-season closeouts just two or three times a year. They are making off-price purchases before, during and after each season, using them as a high mark-up cushion against their markdown-prone, full-price branded goods and as traffic-building bargain bait.

Stores outside the major markets which need help in tapping the off-price market are responsible in part for the emergence of "off-price" buying offices. Some have also put their regular buying offices into the discount trade and have even turned to jobbers for goods.

Inflation has increased the demand for off-price goods, but the repeal of the Fair Trade laws, which ended suggested retail pricing, opened the door for a major upswing in the promotion of branded merchandise. Consider the Levi Strauss & Co. price war which retailers began in 1977. Department stores seized the initiative and, along with many of the fashion chains, began to utilize brands, if not as loss leaders, as traffic magnets.

But, at the specialty store level, off-price retailing was developing at a slow, inconspicuous pace until 1979, when inflation and the first signs of recession cut into both the sales growth

and profitability of the average full-price specialty store. At a point when many merchants wondered if there was still a profit in non-promotional retailing, men's wear manufacturers suddenly took a more positive view of selling off-price operations.

The reasons weren't altruistic. Manufacturers' inventories were growing at a time when it was most expensive to carry them. Department stores, anxious to avoid a repeat of the stock overload of the 1973-74 recession, didn't provide sufficient outlets. Major department stores, manufacturers alleged, were also floating their accounts — payable longer, aggravating suppliers' cash flow problems.

Suppliers also saw in discount merchants a means to alleviate excess piece goods inventories. Many manufacturers agreed or even sought to do special cuttings for these stores, a service previously reserved for only the biggest or most prestigious full-price accounts.

The availability of off-price merchandise can actually run counter to a category's strength in the market. Tailored clothing, for instance, has been hit particularly hard by price resistance and the growing affection of Americans for casual clothes.

Andy Weber, co-principal of W. Weber & Co., a clothing jobber in downtown New York, notes, "Our business has been helped by the sickness of the tailored clothing industry."

As the backbone of many specialty stores, clothing was the catalyst for off-price growth. Today, such established off-price merchants as Syms and NBO in New York, and C&R Clothiers and Zachary All in Los Angeles, hold major chunks of tailored clothing market share in their cities.

But furnishings and sportswear are also becoming a part of the off-price picture. The major brands are all being sold to off-price stores, whether through sales forces or secondary sources of supply. In the designer arena, only the most exclusive, high-priced lines have eluded these stores.

Howard Davidowitz, a principal of Ernst & Whinney and chairman of its retail industry committee, believes that the presence of off-price stores and outlets, as well as increased promotional activity among department stores, has forced independent specialists into a discount posture.

"Soon there won't be a place for the average men's specialty store, at least in the major cities," he predicts.

Because many of the off-price stores carry the same high-quality merchandise stocked by regular specialty and department stores, Davidowitz feels the discount boom has dealt retailers a stiff ultimatum. "If you can't beat 'em, join 'em," is the phrase that comes to mind.

Many of those who haven't been able to beat 'em have joined April-Marcus, the off-price buying and consulting service

here. Three years ago, A-M provided about 75 store companies with merchandising, credit and advertising expertise. That number is expected to exceed 200 by the fall of this year, according to Marvin Blumenfeld, president.

During the same time, volume has nearly doubled to over \$200 million. Although the firm supervises going-out-of-business (GOB) sales and acts strictly as a consultant in some cases, the management of ongoing proprietary business remains the largest and fastest-growing segment of the A-M trade.

Blumenfeld explains A-M's growth in terms of the challenges facing today's specialty retailer. "The toughest job in the world is to be an independent merchant," he says. "You need credit, law, merchandising and all kinds of other knowledge. We offer a service package covering all these areas for stores."

He told DNR that A-M "needs and gets" three turns a year out of the stores it works with, and that these units often produce



Marvin Blumenfeld

sales in excess of \$500 a square foot, a figure on par with the reported productivity of Bloomingdale's men's wear department.

By contrast, a 1979 membership survey conducted by the Menswear Retailers of America showed tailored clothing stocks, which make up the majority of most men's wear stores' merchandise investment, turning 1.8 times a year, down from 1.9 in 1978. While the figures are higher for sport-

swear and furnishings, men's specialty stores average well below the 2.5 mark which many retail experts consider a necessity to break even.

Not all of A-M's clients crawl to the firm in poor health. In the case of Kauffman's, a 14-unit men's store based in Sacramento, Calif., the stores were profitable, but department store promotions and new competition from discounters had begun to pose a threat. So, Kauffman's came to A-M for a concept to help maintain its competitive position.

Many stores have taken similar steps without the aid of an April-Marcus. Karoll's Men's Fashions in Chicago recently opened its sixth off-price store, dubbed Men's Clothing Warehouse, as an adjunct to its full-price trade. McAlpin's, a junior department store in Magee, Miss., has three full-priced men's, women's and



Howard Kean

children's apparel stores and one outlet.

Many such stores have turned to their resident buying offices (RBO) for help in cracking the off-price action. And, some of those buying firms, such as Mutual Buying Syndicate and Clothiers Corp., have responded by adding off-price operations. Nearly all of the RBO's, like the major department and discount stores, have beefed up their private label cut-make-and-trim (CMT) offerings in response to the pressure for markdown-resistant, promotional merchandise.

Howard Kean, who handles off-price merchandising for Clothiers, noted that most of the office's members "won't go head-to-head with discounters, but they are feeling their impact and are starting to look into closeouts and promotions more."

"There's hardly anyone in the market who doesn't want a branded dress shirt he can retail for \$10," Kean notes.

Regular buying offices followed the leads of their clients in entering the off-price market, but several entrepreneurs have started resident buying offices specializing in discounted merchandise.

In many ways, these new offices are similar to conventional RBOs. They function as matchmakers between stores and

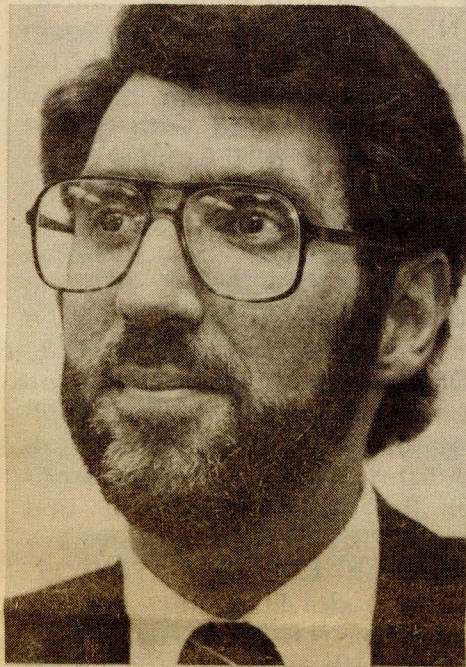
THE BARGAIN BROKERS

goods, neither warehousing nor shipping. Unlike April-Marcus, which offers full staffs of undertaking, advertising and promotional services, they are essentially small operations, borne of off-price and committed to it.

Still, they've grown considerably by concentrating on stores in secondary and minor markets, retail operations often too small to afford frequent trips to the major market centers. Their clients note that they offer the off-price focus many conventional RBOs lack.

The off-price buying offices of D&B Marketing, David Atkind Associates and Buying and Management Concepts all mix other services into their retail packages. Such offices usually charge stores a fee, generally 5-7 per cent of the amount shipped by a manufacturer.

Ed Brandau, D&B co-principal, estimates that 25 per cent of the company's business is done with off-price stores; the rest is written by full-price stores, which in turn use the off-price goods either for promotions or extra mark-up. "A \$5 wholesale item might be marked



David Atkind

\$15. It's still a good value at that price, but the retailer can still get better than keystone mark-up even after a markdown," says Brandau, who also owns a two-unit off-price store in Pennsylvania, appropriately named Pinch, Penney & Presswell.

Bull Dunn, Brandau's partner, believes that inflation makes the future a bright one for off-price stores, particularly those carrying men's wear.

David Atkind, president of the off-price office which bears his name, agrees. "In women's wear, there are a tremendous number of off-price stores, and the pipelines are never full. There is every indication that, in men's wear, this business is still in its infancy."

Furthermore, he believes that suppliers have begun to include off-price retailing in their regular distribution, offering the growing number of manufacturer outlets as evidence. "Given the choice between selling off-price or not selling at all, a manufacturer will sell off-price. It gives a supplier a cushion, particularly importers who have to book far in advance and meet high minimum requirements."

Atkind got his off-price background at NBO, a rapidly growing New York area discount chain run by his father, Leon.

"During my time at NBO, I was amazed that you could stock a store year-round with quality off-price goods," he says.

Atkind's firm has been retained as a consultant by several manufacturers investigating the factory out-let business, but matching off-price goods and retailers makes up the bulk of his business. Unlike the specialists at D&B, the firm finds branded goods at virtually every price point and fashion attitude for about 300 retail companies.

Its business is split 50-50 between

Sy Syms should be proud. Apparel customers seem to be better educated in the merits of buying off-price than ever before. The rapid expansion in off-price retail units could never have been accomplished without a corresponding growth in the customer base to support these operations. More than one full-price retailer has called the past year or so the most promotional ever witnessed.

According to the results of the latest DNR/OmniTel survey, the ranks of the off-price shopper have swelled substantially in the past year. A survey published in DNR last May queried more than 1,250 men on how much of their clothing was purchased at apparel discount stores or factory outlets and found that just 44 per cent bought any of their clothing from those sources. In the most recent OmniTel survey, some 60 per cent of the men and women contacted said they buy clothing at discount stores or factory outlets.

While a direct comparison between the two studies is not possible because of differences in base composition and size, enough of a similarity exists to show the trend towards increased consumer patronage of off-price retailers. Interesting, no significant differences in response pattern according to sex were registered in the current survey.

In total, the number of respondents who said they buy all their apparel from off-price retailers remained constant in both

surveys — 4 per cent of the sample. Forty per cent of those surveyed this time around said they buy at least some of their apparel at discount stores or factory outlets compared to 30 per cent of the men surveyed last year. Some 16 per cent of the men and women in the current survey said they buy most of their apparel at discount, compared to 9 per cent a year ago. And, the percentage of respondents indicating they buy none of their apparel off-price fell to 38 per cent this year compared to 54 per cent last May.

With the exception of respondents who stated they buy all their clothing at discount stores or factory outlets and earn under \$10,000 or between \$15,000-\$19,999, dramatic growth occurred in the number of off-price shoppers in all other income segments. Consequently, the percentage of respondents who said they buy none of their apparel at such stores declined sharply.

Geographically, every region also showed increases in the number of off-price shoppers — except for a very slight decline in the number of Southern respondents who said they buy all their apparel off-price.

Results of this survey are based upon telephone interviews with an approximately equal number of men and women demographically and geographically dispersed. Significant results are presented in the accompanying tables.

Amount of Clothing Purchased at Apparel Discount Stores or Factory Outlets

	Total	Men	Women
All	4%	4%	4%
Most	16%	15%	17%
Some	40%	39%	39%
None	38%	40%	37%

Income...	Under \$10,000		\$10,000-\$14,999		\$15,000-\$19,999		\$20,000 & Over	
	1981	1980*	1981	1980*	1981	1980*	1981	1980*
All	4%	6%	7%	4%	3%	5%	3%	1%
Most	17%	11%	17%	12%	18%	10%	16%	8%
Some	34%	29%	39%	28%	40%	34%	40%	31%
None	40%	52%	35%	51%	38%	46%	39%	57%

Region...	Northeast		North Central		South		West	
	1981	1980*	1981	1980*	1981	1980*	1981	1980*
All	4%	3%	5%	4%	4%	5%	2%	1%
Most	22%	11%	18%	8%	14%	11%	11%	5%
Some	40%	34%	38%	27%	38%	26%	46%	35%
None	33%	48%	38%	59%	41%	52%	39%	58%

Note: The 1980 survey was based upon responses of approximately 1,250 men, while the current study's base consists of 1,000 men and women.

regular and off-price stores. About 80 per cent of the full-price trade is with specialists; the rest with department stores. All but 2 per cent of what is sold through the office is in first-quality goods.

Atkind estimates that off-price purchases already account for nearly half of the tailored clothing business done in this country. For furnishings and sportswear, he puts the figure at about 30 per cent, noting that it is lower for domestic goods and higher for imports.

Unlike D&B, Buying and Management Concepts charges its retail clients a monthly fee for its off-price services. Charles Cooper and Fred Deering, principals, use phone, newsletters and mailgrams to alert their clients to attractive off-price offers. Manufacturers put goods "on hold" for BMC for a limited time, then bill retailers for any orders they place.

"The first thing (the manufacturers) want to know is who gets billed and how is

the store's credit," reports Cooper. "We get financial statements regularly from each of our stores, so we can pretty much guarantee the supplier that he's not dealing with a bad credit risk."

This is particularly important to suppliers since so much of their surplus merchandise is a result of bad credit at the retail level. Cooper lists credit problems and cancellations as the two biggest contributors to off-price availability, followed by bankruptcies and terminations at retail and import minimums at the wholesale level.

Although the two partners acknowledge that such a non-buying entity as BMC is limited in how much it can do for a store and at a disadvantage compared to big retail companies or jobbers, both feel that other factors are on their side: "Retailers need a buying office with today's exorbitant travel costs. A week in New York

costs \$1200 per person. We serve as a store's eyes and ears in the New York market," says Derring.

Both men have worked as retailers, and they agree that a lack of liquidity is one of the biggest obstacles to profit for independents. They urge stores to keep dollars in reserve for off-price and other in-season purchases.

However, Derring indicates that this advice isn't always followed by stores. While nine out of ten BMC accounts are full-price stores, the 10 per cent of its accounts in off-price retailing account for about 70 per cent of the orders placed through the office. "The off-price guys just eat up goods, and that's one of the reasons that suppliers like them," he notes. "They're not procrastinators."

Next installment: the jobbers and future of off-price retailing

Photos by Nick Machalaba

WHO'S WHO IN MEN'S WEAR



SY SYMS

President
SYMS, New York City

UNITS: 8

LATEST MERCHANDISING ACCOMPLISHMENT: In 1980, Syms added two of the hottest designer names to the already extensive line of designer clothing offered to the consumer off-price. Our comprehensiveness impacts our profits because consumers continue to check out Syms first for off-price merchandise.

FIRST SOURCE FOR IN-DEPTH INFORMATION ON FASHION, BUSINESS, MERCHANDISING AND ECONOMIC TRENDS IN THE MEN'S WEAR INDUSTRY:

Men's Wear Magazine—by far. Numero Uno. The prime articles I go to are the interviews with a top executive or head merchandising manager and get his thoughts. It's like getting free information from a professional source. Then I go to the in-depth marketing research, which I find very informative.

WHAT DO YOU LOOK FOR FROM ADS IN MEN'S WEAR? Possible new sources of supply. For instance, there may be a designer I handle in three areas. There may be information on a source that could lead me to a fourth.

MensWear

From where I sit

by Samuel Feinberg

To paraphrase an advertising message of Levy's rye bread, you don't have to be Jewish to enjoy "The Self-Chosen: 'Our Crowd' Is Dead — Long Live Our Crowd" by Jean Baer (Arbor House, \$15.95).

Baer, an author and former senior editor of Seventeen magazine, has piled name on name of the current generation of outstanding Jews throughout business and the professions — she characterizes them as JEPs (Jewish Elite Persons).

The "meritocracy" on which Baer has concentrated is mainly of eastern European descent — children or

grandchildren of people who emigrated to this country within the past century. In their religious affiliation, they run the gamut of the Reform, Conservative and Orthodox branches. Some have no ties to the faith but ancestry. Some have intermarried.

These achievers should not be confused with Jews whose German antecedents arrived here in the early part of the 19th century and amassed fortunes in banking, retailing, the law and other occupations.

This "snobocracy" was the focus of "Our Crowd," written by Stephen Birmingham in 1967. It is represented by the Warburg,

Lehman, Lewisohn, Seligman, Bache, Morgenthau, Untermyer, Guggenheim, Guggenheimer, Cullman, Schiff, Loeb and Cone families. Among retail names are Straus, Lazarus, Bloomingdale, Gimbel, Hutzler, Kaufmann, Rich and Rosenwald.

In terms of lineage, however, these members of "Our Crowd" pale by comparison with the Sephardic Jews who settled in this country three centuries ago. In that group are such names as Emma Lazarus, Cardozo, Baruch, Solis, Nathan and Seixas. Among present-day Sephardic Jews are hairdresser Vidal Sassoon and Eli and Irving

Rousso of Russ Togs.

Baer interviewed 254 persons for her book. The author set four requirements: Achievement, Class, news value and the ability to be self-revelatory. By class, she means "the essence of a person, caring about others who are less fortunate." In selecting individuals from the aspect of news value, she "eliminated a number of JEPs such as Barbra Streisand, Barbara Walters and Armand Hammer because so much has already been written about them or because they had told their story in their own books."

Among retailing's JEPs: Robert Sakowitz, Helen

Galland, Andrew Goodman, Sy Syms, Gertrude G. Michelson, Charles Lazarus and Lew Lehrman, the drug store magnate who was recently defeated as the Republican candidate for governor of New York.

Apparel: Pauline Trigere, Mollie Parnis, the Haas family of Levi Strauss & Co., Richard J. Schwartz, John Pomerantz, Norman Hinerfeld and Diane Von Furstenberg.

Cosmetics: Estee and other members of the Lauder family, and Adrien Arpel.

Textiles: The Cone family, Burlington Industries' Frank Greenberg and Malden Mills' Moses Feuerstein.

It should be interpolated that this 372-page book would have been twice as long if Baer had included profiles of, or even just listed, other top executives in retailing and the fashion-related industries.

Industry: Irving Shapiro,

The Jewish elite list is brought up to date

Edgar Bronfman, Sherry Lansing, Irwin Lerner, Lester Crown, Laurence and Preston R. Tisch, George Klein, George Weissman, Marvin Davis, Leon Hess, Elmer Winter, Morris Tanenbaum and Ross Barzilay.

Banking: Sanford L. Weill, Stephen Schwarzman, Ivan Boesky, Maynard Wishner, Felix Rohatyn, Benjamin Bottenwieser and Alan Greenberg.

Real estate: The Reichmann, Fisher, Rose, Tishman and LeFrak families, Jack Weiler, Robert Arnov, Harold Uris and Leonard Stern.

Hotels: The Pritzker and Tisch families.

Performing and visual arts: Pinchas and Eugenia Zukerman, Roberta Peters, Jan Peerce, Robert Merrill and Louise Nevelson.

Publishing: The Sulzberger and Newhouse families, Walter Annenberg and Roger Straus Jr.

Politics and diplomacy: Sol. M. Linowitz, Maxwell Rabb, John L. Loeb Jr. and Frank Lautenberg, former industrialist who was recently elected U.S. senator from New Jersey on the Democratic ticket.

(Friday's column will contain profiles of two "supercouples": Helen Singer Kaplan and Charles Lazarus and Shirley Goodman and Himan Brown.)



SOFT AND FEMININE. That's the tempting combination of Designers Originals first collection of pointelle knits of Acrilan® acrylic. These lacey sweaters are delicate, yet washable and easy care. Available in basic and pastel colors. Missey sizes. Designers Originals®, 1407 Broadway, New York, New York 10018. (212) 840-5666.

ACRILAN®
ACRYLIC FIBER **Monsanto**

Wear-Dated® apparel is warranted for one full year's normal wear, refund or replacement when returned, postage prepaid to Monsanto with tag and sales slip. Acrilan and Wear-Dated are registered trademarks of Monsanto Company.

Promoting Dept. Stores Challenge Specialists

SAN FRANCISCO — The men's wear specialist's ability to demonstrate resourcefulness and resiliency ... and good old-

PERSPECTIVE BY HERBERT BLUEWEISS

fashioned merchandising savvy ... is making him a survivor in these precarious times.

Some 25 specialty store executives met here at the Hyatt on Union Square for another in a series of regional seminars sponsored by Menswear Retailers of America. And through the formal

presentations and remarks from the floor, it is clear there are no simple, universal solutions to the problems faced by specialists.

There is a commonality, however, in the problems faced, as revealed in a show of hands survey. When asked what they considered to be the most serious competition, 20 retailers answered "department stores," two cited discount clothing stores and none mentioned factory outlet stores.

But when asked if they used price promotions to combat the competition, 18 said yes and seven answered "no". And therein lies the connection that presents a major problem to the specialists ... the heavy price promoting efforts of the major competition, the department stores.

Touching off some provocative exchanges was a panel of retailers with the assignment, "Don't Let the Competition Steal Your Business." The panel was made up of Don Klages, Wideman's, Palo Alto, Calif.; Harry O'Brien, Thomas O'Brien & Sons, Medford, Mass.; Albert Schwabe, Schwabe-May, Charleston, West Va., and Lanson Ditto of Norton-Ditto, Houston.

In addressing himself to the assigned subject each of the retailers spoke of his response to an environment and consumer profile that varies from trading area to trading area. The one common denominator appears to be service ... "smother the customer with service," Schwabe said.

But in a post-panel discussion period. Vince Caruso of Mike Caruso in Santa Monica, Calif., questioned the failure of panel members to specifically take into account the tremendous growth of discount competition. The problem in his trading area, he said, is that nationally known brands are being discounted ... "they're discounting our merchandise" ... and the attitude of customers has changed as they ask, "are you going to do the same for us?"

It's a tribute to the panel members, all of whom are essentially specialists in clothing, the most heavily price-promoted men's wear classification, that they have nevertheless been able to relate success stories based on strong individual efforts in every aspect of the business.

Ditto, though, did point out that with clothing at 51.8 per cent of total volume and sportswear at a mere 10.3 per cent, he felt Norton-Ditto was doing a poor job in sportswear.

What the panel members have in common is a standing in the community that comes out of their long established history in the area. Wideman's is the oldest on the peninsula coming down from San Francisco; the Norton-Ditto forerunner was started in 1908; Thomas O'Brien is family-owned, and in its 97th year, Schwabe-May is a 101 year-old store.

These stores have developed a quality business with clothing brands that include Oxxford, Hickey Freeman, Schoeneman, Southwick, Norman Hilton, Greif, Hart's. The stores also are most attentive to customers' needs and to maintaining their uniqueness and individuality.

Wideman's talks quality and still holds but two sales a year, plus a 10-day anniversary sale.

Norton-Ditto has two stores and recently acquired a 30,000-square-foot service center, allowing key employees to participate in the purchase. Norton-Ditto has its own in-house advertising department using computerized type-setting, with 61 per cent of its advertising in print media.

To get an idea of what competition means these days, Ditto says he is up against Saks Fifth Avenue, Brooks Bros., Marshall Field, Neiman-Marcus, Sakowitz, Lord & Taylor, Frost, Leopold Price, Joske's, Foley's and many other specialty stores.

Ditto also stressed that people are very important and "we have our own personnel department ... we don't use agencies. We motivate with awards, like trips, and have someone from the outside teaching etiquette."

That means manners, which seem to be lacking among the sales people at so many stores.

Thomas O'Brien is seven miles north of Boston and has no quality competition in town. But Boston is competition, as are the malls in the Greater Boston area. Sym's is 20 miles away, says O'Brien, "and our customers are there." Ten years ago there were five stores selling men's wear in Medford; now there are two, and one is a chain.

"We find people do not come down to shop in the square (in Medford) and we are a major destination store. If we don't have what they want, they won't come back. Our approach is constant identification with quality, service and our longevity."

Schwabe-May started women's business in 1977, which is now 40 per cent of volume. Schwabe also notes, "we will suits to customers in towns so distance away and we have alteration charge in men's wear ... although that might have change because of legal requirements. We have the best suit and hanger; we have file systems on all our customers and we have an individual order business."

In the post panel discussion the audience differed widely on whether to have its own charge accounts or not, with adherents pointing out how important a part of service receivables are ...

See PERSPECTIVE, Page 19

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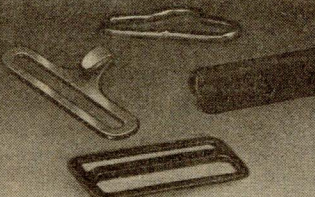
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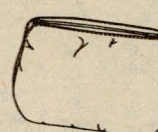


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Judelson reportedly leaving posts at G&W

NEW YORK — There were strong reports in industry and financial circles Thursday that David N. Judelson will resign as president and chief operating officer of Gulf & Western Industries at today's monthly board meeting.

Reports are that Judelson was deeply disappointed when Martin S. Davis, an executive vice-president, was named to succeed Charles G. Bluhdorn as chairman after Bluhdorn's death last month.

Among those mentioned as a possible successor to Judelson was James I. Spiegel, executive vice president. Spiegel heads the G&W consumer products division, which includes Kayser-Roth and other apparel firms.

A source at Kayser-Roth said executives were told "an announcement" would be made this morning concerning the company and most are convinced it involves Judelson and Spiegel. This will be the first G&W board meeting since Davis was named chairman.

G&W officials involved in the reports could not be reached for comment Thursday.

Syms in court seeking service mark judgment

NEW YORK (FNS) — Syms, Inc., filed suit in Federal Court here Thursday against Federated Department Stores seeking a declaration that Syms' use of two service marks does not infringe Federated's rights to a similar mark.

The dispute is over Syms' use of the phrases "automatic markdown price tag" and "automatic price tag" in TV and radio advertisements in Massachusetts to describe its retail pricing policy.

Federated informed Syms in December that it is the owner of the Massachusetts service mark "automatic markdown plan," and twice threatened to bring Syms to court if it did not drop its use of the mark in question.

Syms maintains the phrase is "generic and descriptive" and cannot be the subject of a service mark or trademark.

Federated's Boston-based Filene's division has been using the

service mark for years, Federated said, and Syms' use of it is "likely to cause confusion in the marketplace." Syms operates 11 stores in Massachusetts, New York and four other states.

The company is seeking an injunction barring Federated from asserting its exclusive right to the service mark and has asked that Federated be required to cancel its ownership of the Massachusetts mark.

Amster, Rothstein & Engelberg represents Syms. Judge Charles E. Stewart will hear the case.

Corrections

A number of words were dropped from a story on page 60, March 9, referring to the California "sweatshop" law, making the meaning unclear. The California law calls for the registration of all manufacturers and contractors in the apparel industry. That law also holds manufacturers and contractors jointly responsible with contractors in certain cases for violations of the labor code.

H.J. Salm Associates has an "ownership interest" in a New England mill, and not a "controlling ownership interest" as reported in a story on page 4, Feb. 23.

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WWD Today

MILAN RTW



Gianfranco Ferre's four-star collection proceeded almost flawlessly from day into late evening in a refined **Sophisticated Sportswear** mood.

While most of the collections lack inspiration, retailers are finding **better things in the showrooms** than they saw on the runways.

6/7

19

RETAIL

Retailers report big fourth quarter **profit gains**: Dayton Hudson's continuing operations rise 22.4 percent; May Co. expects a 16 to 18 percent gain ...

... and **K mart** posts a 43.8 percent profit gain after a writeoff for store closings.

14

23

THE MARKETS

They go by many names, but casual legwear's version of the "thigh-high" is emerging as fall's newest form of **sock layering**.

11

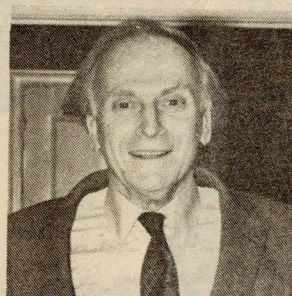
Now Voyager, a luggage and leather wrap-up, appears on pages 15 to 18.

GENERAL

Frustrated ambition and faulty communication are among the causes of **executive burnout**, as discussed in today's From Where I Sit.

11

A&P



An interview with the violinist **Yehudi Menuhin**, and a review of "Buck," a new play by Ronald Ribman at the American Place Theater.

8

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WWD

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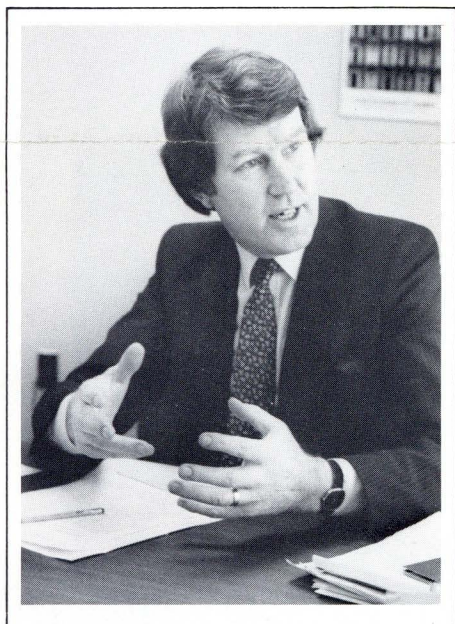
THE MARKETPLACE

PUBLISHED MONTHLY BY SALES & MARKETING EXECUTIVES OF WESTCHESTER

VOLUME III

NUMBER 18

MARCH 1983



Jack McGowan to be March Luncheon Speaker

Jack McGowan, Senior Vice President of Irish Distillers International, Inc., will address today's luncheon guests. His topic will be "A Toast to Irish Whiskey," a theme ideally suited for March, this most Irish of months.

McGowan, whose professional background is in marketing and sales, has travelled throughout the world spreading the Irish whiskey gospel over the past ten years.

In July 1981 he opened the first U.S. based office for the Irish Distillers Group in White Plains.

Aside from his successful career as a marketing man, Mr. McGowan is a collector of traditional Irish toasts with which he has delighted audiences throughout the United States. As a matter of fact, McGowan has neatly incorporated his hobby and gift into a highly successful program to promote Irish whiskey. Over the years, he has appeared on hundreds of TV and radio shows with such pithy toasts as "May you live one hundred years... with one extra year to repent." On many such occasions, he has been known to slip in an elegant mention of Irish whiskey or even a bit of history and romance surrounding the making of that smooth brew.

Those who know him comment that he is perfectly suited to the endeavor of promoting Irish products. He is fiercely proud of his small nation and has said on numerous occasions that Irish Whiskey is far more than a commodity. "We are selling the image of our country, some of what is best about Ireland." He goes on to lament the American view of Irish people which links them too often with excessive

From the President

To the Members:

Since I am in the investment business, it is important to me to find areas in which the rewards greatly exceed the risks. In most cases I speak of monetary rewards, but now, I am speaking of different ones. If you invest some of your time in helping SME-W grow and prosper, I guarantee you many tangible benefits: people, education, community exposure and smiles.

Think about investing some of your time at SME-W. You will have immediate dividends and a chance for growth. Together we can plan on a future by presenting speakers and programs of substance and style, making the public keenly aware of the association, serving the community, stimulating young people, adding to the membership and preventing resignations, promoting events, activities and programs beneficial to the member and his or her development, to the member's company and its need of qualified human resources.

Think of it. All this and NO taxes. It is the perfect investment.



Judy
Judith Werbitt
President

drinking. "While much of our leisure time may be spent in pubs, we are drawn there by our love for conversation and storytelling, a practice that we like to cultivate in this age of electronics and passive entertainment."

In his own country, McGowan enjoys a widespread and well-deserved reputation as a sportsman. He played rugby for over 20 years with the Dublin Wanderers, the leading team in that city, and has quite a number of injuries to show for it. His stylish haircut hides a cauliflowered ear but the bruises and lacerations are merely memories today. When asked if he would ever play rugby again, McGowan pleads advancing years. In his early forties today, he looks trim and youthful, taking care to lead a healthy lifestyle, which a traditional love for Irish whiskey has certainly not blemished.

Jack McGowan was born in a small town in County Donegal in the northwest of Ireland. He attended Presentation College in Bray, County Wicklow and now lives in Rye, New York since 1981.

March Luncheon

Our "Isn't Everyone Irish on
St. Patty's Day" Luncheon



Day:

Friday

Date:

March 25, 1983

Place:

Scarsdale Golf Club

Time:

11:30-12:30 Cocktails

12:30-2:00 Luncheon

Price:

Members—\$12.00

Guests—\$15.00

*Reservations must be made in advance.
Either reply by mail or call in reservations
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event.*

At door: \$16.50

SalesTip of the Month

*Aim for the Buying Motives

What are the motives that induce a person to buy? Sales psychologists do not agree on the number or the terminology, but they are generally in accord on the postulate that everyone strives to attain his or her own personal satisfaction above all else.

In addition to the primary desire to survive, there are six basic buying motives that are popularly accepted. Four are often mentioned in pairs because they are related positively and negatively: Fear of Loss and Hope of Gain; Pleasure and Avoidance of Pain. The other two are Pride and Desire for Approval.

More specific buying motives can be named, and these appear in texts on selling and human behavior. But all of them can usually be placed within the framework of these six basic motives. In the following breakdown, examples of specific buying motives are shown after each basic buying motive. Some are related to two or more. Good health, for example, can contribute to all six motives although it is probably most positively linked to pleasure. That is why the advertisers say, "It's fun to be healthy" instead of, "Save money on doctor bills."

6 Basic Buying Motives

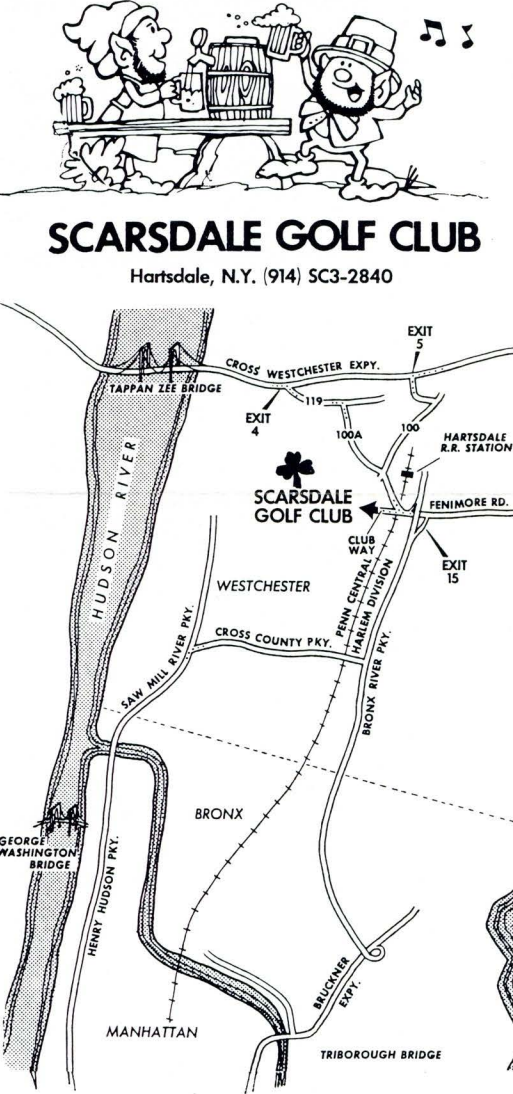
1. Profit or Gain. (Save money; economy; profit).
2. Fear of Loss. (Safety; protect property, health, or loved ones; future security; save time; prevent loss; long wear; guarantee).
3. Pleasure. (Comfort; convenience; enjoyment; admiration from others; luxury; good health; affection; sexual attraction; save time; good food and drink; good housing; beauty).
4. Avoidance of Pain. (Protection; relief of pain; security; less work; safety; good health; no worry; become more attractive).
5. Price. (Desire to possess; advance in skill; self-improvement; style; beauty; high quality; latest fashion; prestige).
6. Desire for Approval. (Social acceptance; affection; learning; admiration; prestige; imitation).

**Sales-Power Development Conferences on Successful Training Techniques presented by Organized Business Techniques, Inc.*

Nominating to Begin

Pam Shortlidge will be chairing the Nominating Committee for our 1983 elections. The Nominating Committee will prepare a slate for the positions of the five officers and the four members of the Board whose terms have expired. This will be done by asking for nominations in writing and by considering the qualifications of members to hold office. These nominations must be in the hands of the Chairman before April 20th so that the slate can be introduced to the membership at the April meeting. All nominees must have given their assent to the nomination before the final slate is valid.

Please consider participation on the decision-making body of our association. Call Pam if you have any questions. Letters will reach her by writing the SME-W office.



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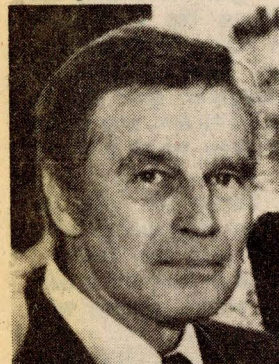
May Pang: Truth will out

"In the past few years, books have been written about John Lennon and many are still to be written, so it's time to straighten out the facts. Everybody has talked about me, and I

Apple Sauce

want to clear up the myths. I have never given an interview, but I felt it was time to come forth. Before he died, John and I discussed the fact that one day the truth would have to come out. The time has come." So says May Pang, the other woman in Lennon's life about why she wrote "Loving John." The book, put out by Warner Books, will be available in August and she'll tell all about her life with the ex-Beatle.

THE CHESTER CHIEFS? No that isn't a new baseball team, but it is a softball team. The cast of "Chiefs," the CBS mini-series about three police chiefs who search for a mass



Charleton Heston

murderer over the span of several decades, recently rounded up a softball team and played the Merchants of Chester, South Carolina, where the program is filming. Despite the efforts of the stars of "Chiefs" — Charleton Heston and Keith Carradine at the plate and Tess Harper and Brad Davis cheering on the sidelines — the cast and crew lost 32-27. The New York Yankees obviously have nothing to fear. But we're assured that the mini-series, which airs in November, will fare better in the ratings race than it did on the softball diamond.

BACK TO THE LITTLE BOX: The song by The Bugles, "Video Killed the Radio Star" might become Larry King's theme song. The long-time, all-night radio personality is losing his Sunday night TV show. After 18 weeks on the air, Post-Newsweek Video is pulling the plug on King's weekly 90-minute gabfest — which airs on WPIX-TV here — after this tonight's program.

FIRST RATE AT FIRST CITY: Guitarist Stevie Ray Vaughan is just wowing 'em



everywhere he goes. This past Thursday night at Manhattan First City his band Double Trouble put on one of the summer's hottest shows and many celebs were in

Workshops on gardening, photography

The Brooklyn Botanic Garden Research Center, 712 Kitchawan Road, Ossining, will sponsor a workshop on container gardening and a three-session course in nature photography this month.

Syndicated columnist Elvin McDonald will conduct the workshop in container gardening Wednesday, July 13, from 10 a.m. to 2:30 p.m. He will give a slide presentation in conjunction with his talk on how to schedule blooms and what varieties and types of plants are appropriate for both indoor and outdoor containers. He will also demonstrate the art of topiary — training and trimming shrubs into odd or ornamental shapes. Workshop participants will work with a hardy ivy. All materials will be supplied except a pair of clippers and lunch and the fee is \$18.

Village Notebook

By Phyllis Riffel

McDonald is a garden consultant for Family Circle magazine and the author of several best-selling house plant books.

The three-part course on nature photography will be given by Doran Moll of Croton Thursdays, July 14, 21 and 28 from 10 a.m. to noon for a total fee of \$18. Beginners as well as more advanced students are welcome to explore the techniques of close-up work.

They may work in either black and white or color but adjustable cameras are suggested. Young adults age 15 and older are encouraged to enroll. Moll had a New York City studio in 1961-71 and since then works out of his home and has taught adult education in Croton, Peekskill and Montrose. He has had a number of local exhibitions.

The center is located on Route 134, 1½ miles east of the Taconic Parkway and and three-quarters of a mile west of Route 100. For information, call 941-8886 between 9 a.m. and 5 p.m. weekdays.

By the way

CONCERT TONIGHT: The "Retros" will perform in the next free concert sponsored by recreation and

parks department of the village of Irvington tonight at 7:30 at Mattheissen Park. The band which plays music of the 1950s includes Pat McGarrile, rhythm guitar, organ and lead and harmony vocals; Bill Craig, drums, lead and harmony vocals; Marc Kustin, lead guitar and lead and harmony vocals; and Ed Sikora, bass guitar. Based in northern New Jersey in the Clifton-Passaic area, the group was formed in the 1970s. It was basic disenchantment with the music scene of the 1970s that solidified their roots in '50s rock and '60s pop music. Hence, the name "Retros." Rain date for the concert is Monday, July 11.

Please see **NOTEBOOK** on page E6

THE DAILY NEWS

Lifestyles

Gannett Westchester Newspapers/Sunday, July 10, 1983

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E

Section

THAT'S
ITALIA



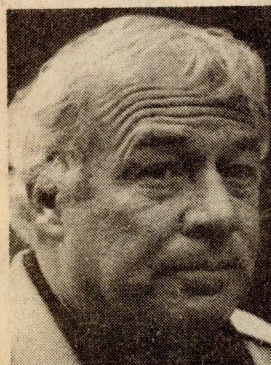


First City his band Double Trouble put on one of the summer's hottest shows and many celebs were in attendance to enjoy the program. Bob Dylan was there and he wanted to go back

stage and meet Vaughan but was forced to flee when photographers descended upon him. Mamaroneck's Matt Dillon — one of film's newest teen heartthrobs was there as was Nile Rogers of the band Chic, actress Sylvia Miles, some members of the Billy Squier band and David Johansen. Stevie obviously isn't doing too bad for a good ol' boy from Austin.

SY SAYS SURE: Sy Syms, who along with his entire family, has become a TV star via his commercials for his clothing store, is a pretty nice guy. Sy just renewed his company's underwriting grant for Channel 13's local presentation of the weekly new analysis series, "Agronsky & Co." The grant, which was effective as of Saturday night, will enable the PBS outlet to broadcast the show for the next year.

AUTHOR, AUTHOR: Academy Award winner George Kennedy is best known for his acting roles is hoping that he will soon be known as a best selling author. The burly Kennedy, who won his Oscar in 1967 for his role in "Cool Hand Luke," has penned his first book, a mystery called "Murder on Location." But the book does have an interesting twist — it includes the real names of people Kennedy has worked with. The book takes place on a movie location in Mexico.



— Brian Donlon

**I
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Anna Gulla adjusts a salami in Guido's delicatessen on Union; Carla Avila and Sheron Bynum enjoy lemon ices; and red, green and white signs atop stores



By Jacqueline Perelson
Staff Writer

If you grew up in the West End of New Rochelle, you remember Nunzi Saccone's lemon ice. He cranked out the confection at his neighborhood snack bar and when he died in 1978, Aida Miele wrote a letter to The Standard-Star:

"He was a landmark in West New Rochelle, on the corner of Sixth Street and Washington Avenue. It was on that corner where for so many years he made the most delicious lemon ice in the world."

Lifestyles goes to West New Rochelle

Saccone's lemon ice was one of the things that made the West End like a small spot of Italy. So did St. Joseph's Roman Catholic Church and parochial school, where Father Aldo Carniato was pastor and presiding authority. So important was his presence that part of the street next to the church was renamed for him — Carniato Plaza.

Other mainstays of the old tight-knit community were the Feeney Park Boys' Club and the celebrations on Columbus Day, when a wreath was placed at the statue of Columbus at the public school named for him.

"Years ago Saccone's was in a wooden shed. He made great big barrels of lemon ice and we used to walk nine blocks just to get that ice," RoseMarie Denicola recalled recently. In the summer, Saccone covered the barrels with burlap to keep them cold. When you wanted an ice, he'd dip in and scoop up his slurpy specialty. All for a dime.

Also in the West End, the Good Humor man was named Pete — and so was his ice cream. One former resident recalls, "At night, you didn't get a Good Humor. You got Pete."

The West End may no longer be THE Italian community of New Rochelle, as it was for a

Please see **WEST END** on page E2

A mellow Robin Williams likes life on the ranch

By Marilyn Beck
Independent Press Service

If one is to believe Robin Williams, a few seasons back theatrical producer Joseph Papp asked him and Carol Burnett to team on stage as son and mother ... namely, as Hamlet and Gertrude.

Robin would love to see Papp revive the idea. But not for a while.

"I'm at the point in my life where I just can't see taking on a long-term commitment for a play — any play," says TV's former "Mork." He adds, "I learned when I studied at Juilliard the self-discipline such work would take. Besides, it would mean leaving my sanctuary — my north-

ern California ranch — for too long. And nothing would be worth that."

He didn't own the 600-acre spread in California's wine country when Papp made his initial "Hamlet" offer. And Robin would have jumped at the chance to test his artistic muscles in the classical arena, except, "ABC kept stalling, wouldn't let me know if they were going to need me for another season of 'Mork & Mindy.' And by the time they decided they weren't going to pick up the show, Papp had scheduled another production."

It is a very shaggy Robin Williams who chats with this reporter during what he describes as a "one-day raid" on Los Angeles from his beloved ranch. He's gone

months without a shave or haircut in preparation for his role in Columbia's "Moscow on the Hudson." He's also spent three months learning Russian and studying the saxophone for the comedy about a Soviet citizen whose defection to this country takes place at Bloomingdale's.

"It's funny — and it's sad," he says. And, he's not nervous about the assignment. "Nothing makes me nervous anymore. I'm very mellow these days. The birth of my son two months ago, and living on the ranch — they've made a big change in me."

His delivery is still frenetic, his conversations laced with snappy one-liners. He is very much "on" off-stage — as he

has always been. But he maintains there are profound changes deep within.

"I'm mellowing with age ... makes me sound like a brie or a cheddar cheese, doesn't it?"

"No, really, when I started the series the energy drive never stopped. That's why I bought the ranch. For me it's a place for rest and recreation. I get out there, with its fishing pond, its waterfalls, eagles soaring overhead squawking. 'Read your National Enquirer today?' No ... it's peaceful, it's heaven."

It hasn't been his full-time retreat by any means. He spent months on the East Coast last winter filming "The Survivors," his new Columbia big-screen comedy with

Walter Matthau. And now "Moscow on the Hudson" will keep him before the cameras in New York and Munich for months.

His wife and their baby will be with him on film assignment. "Leave him at home? Never. He changes from day to day. He's a wonder, a miracle. He's already got our parrot imitating his cry. And he'll be talking before I know it. I can just hear it now. His first words will be, 'residuals, syndication!'"

It's been a mere five years since Robin Williams exploded on the scene as the star

Please see **ROBIN** on page E2

Samuel Blue Asks Creditors for Time

NEW YORK (FNS) — Samuel Blue, Inc., a dress manufacturer that does about \$16 million a year in sales, asked major creditors at an informal meeting Thursday for a brief moratorium on trade debt.

Lester A. Lazarus, attorney for Blue, told creditors that the company needed "maybe only 30 days" to work out a cash-flow shortage.

The attorney also said that the company had new financing lined up with a major factor, providing the creditors agreed to an extension. Creditors were still negotiating last night.

The company's immediate money problem apparently resulted from a \$500,000 operating loss in the three months from November through January. But Lazarus said the basic problem was that Blue had been operating in the past at a 24

per cent gross margin in a "very competitive market."

The company has since reduced overhead and raised its margin to 35 per cent, Lazarus said at the meeting. The attorney said trade debt was about \$900,000. Blue has about \$500,000 in inventory at contractors and expects to be able to generate about \$1 million in sales with those goods this month, creditors were told.

Blue owes about \$1 million to Marine-Midland Bank, which has been financing its accounts receivables, but has about \$1.4 million in receivables, most of which are current, leaving a \$400,000 equity for the company.

The attorney said the new finance company has agreed to take the bank out of the picture and provide financing for ongoing operations, providing the creditors agree to a brief moratorium.

Syms Sues Federated Over Service Marks

NEW YORK (FNS) — Syms, Inc., filed suit in Federal Court Thursday against Federated Department Stores, seeking a declaration that Syms use of two service marks does not infringe Federated's right to a similar mark.

The dispute is over Syms's use of the phrases "automatic markdown price tag" and "automatic price tag" in advertisements broadcast on television and radio in Massachusetts to describe its retail pricing policy.

Federated in December informed Syms that it is the owner of the Massachusetts service mark "automatic markdown plan," and twice threatened to bring Syms to court if it did not drop its use of the mark.

Syms maintains that the phrase is "generic and descriptive" and cannot be the subject of a service mark or trademark.

Federated's Filene Division, which operates a chain of department stores in the Northeast, has

been using the service mark for years, it says, and Syms' use of it is "likely to cause confusion in the marketplace." Syms operates 11 stores in Massachusetts, New York and four other states.

The company is seeking an injunction barring Federated from asserting its exclusive right to the service mark and has asked that Federated be required to cancel its ownership of the Massachusetts mark.

Fiber Ind. Wins Suit Against Salem

CHARLOTTE, N.C. (FNS) — Fiber Industries, Inc., has been awarded a summary judgment of \$475,191 in its suit against Salem Carpet Mills Co., Inc., for goods sold.

Superior Court Judge F. Fetzner Mills, Winston-Salem, also awarded FII, a subsidiary of Celanese Corp., 8 per cent interest from the date of the order and costs.

BUSINESS TROUBLES

NEW YORK (FNS) — Three creditors of Born Free Sportswear, Inc., manufacturer, 1407 Broadway, have filed a Chapter 7 petition against the company seeking its liquidation.

The creditors are Textile Banking Co., with a claim of \$18,439; Concord Fabrics, Inc., \$13,525, and Century Factors, \$11,168.

Ottobourg, Steindler, Houston & Rosen represents the creditors. Judge John J. Galgay will hear the case.

NEW YORK (FNS) — Shirt King, Inc., a retail men's and boys'

CREDIT LINES

The Progressive Credit Club will hold a business meeting at the City Luck Restaurant on March 15 at 5:30 p.m.

The Empire Credit Club will spend a "nite at the races" March 25 at the Meadowlands, East Rutherford, N.J., including dinner in the Hambletonian Room.

NEW YORK (FNS) — Schwartz, Sachs & Kamhi, Carle Place, N.Y., has been substituted for Grutman, Miller, Greenspoon & Hender as attorney for the debtor in the Chapter 11 proceedings of Kitty Kelly Shoe Corp.



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4th Qtr. Net Seen Up 16 to 18% at May Co.

ST. LOUIS — When the final figures are released next week, May Department Stores Co. expects to report a 16 to 18 per cent earnings increase for the fourth quarter ended Jan. 30.

Estimated quarter earnings are between \$82.4 million and \$83.8 million, or \$2.84 to \$2.87 a share, compared with year-earlier profits of \$71.1 million, or \$2.43.

Sales should show a 12 per cent increase to \$1.25 billion from \$1.11 billion.

For the year, profit growth is anticipated to be 13 per cent, to between \$140 million and \$141 million, or about \$4.85 a share, from \$126.2 million, or \$4.31. May Department Stores anticipates a 7.4 per cent sales increase to \$3.65 billion from \$3.4 billion.

The latest fourth quarter compares with a sluggish year-ago period, when cold weather cut in-

to sales in the Midwest. But the improvement "does reflect better execution in the field," said David C. Farrell, president and chief executive.

Aggressive advertising and lean inventories also helped May Department Stores better last year's performance, Farrell said.

Farrell said March sales gains so far have matched February's 15 per cent growth, which may signal the beginning of an economic recovery.

"I do believe there is a genuine pickup in consumer spending," Farrell said. "I'm very optimistic about the next few quarters."

In light of the expected fourth quarter and year results, Farrell said the company's board will consider increasing the quarterly dividend from the current 45½-cent rate when it meets Wednesday.

New Claims For Jobless Pay Drop

WASHINGTON — New claims for jobless benefits dropped sharply to 460,000 in late February, the lowest weekly total in a year and a half, the Labor Department said today.

The 42,000 drop during the week ended Feb. 26 was the seventh weekly decline in the first nine weeks of the year after adjustment to show changes beyond routine seasonal trends.

The total actual claims before seasonal adjustment was down even more.

The latest measurement week was the lowest total for new applications for state unemployment benefits since the week ended Sept. 12, 1981, the department said.

Less than half of the unemployed qualify for the state benefits, and so weekly trends in applications aren't always a reliable guide to what is happening to the other half who are counted only once a month by the department.

In February the over-all national unemployment rate remained at 10.4 per cent. With military personnel counted as employed, the rate was 10.2 per cent.

Analysts believe that callbacks for previously laid-off workers, particularly in the auto and steel industries, are slowly moderating the nation's unemployment problem.

Most analysts in and out of government foresee the unemployment rate dropping below 10 per cent before the end of the year if the fledgling economic recovery isn't interrupted by higher interest rates.

The number of people receiving 13 weeks of extended jobless benefits in 24 states and Puerto Rico was 529,700 for the week ended Feb. 26.

The number of people in every state receiving further special supplemental benefits under recent Federal programs that extend benefits another 16 weeks was 954,200, a decrease of 20,200, the department said.

Sensormatic Sees Record 3d Qtr.

DEERFIELD BEACH, Fla. (FNS) — Sensormatic Electronics Corp. said it expects record earnings and sales for the third quarter, ended Feb. 28.

Profits are seen increasing 45 per cent to \$4,900,000, or 30 cents a share, from \$3,373,000, or 21 cents, in the year-ago period. Sales for the latest quarter are expected to grow 28 per cent to \$20,200,000 from \$15,826,000.

For the nine months, net income is estimated to be up 50 per cent to \$15,760,000, or 96 cents, from \$10,499,000, or 69 cents. Revenues are expected to increase 28 per cent to \$61,140,000 from \$47,862,000.

Ronald G. Assaf, chairman and president, attributed the record third quarter results to better-than-expected performances by both Sensormatics domestic and foreign operations.

Assaf disclosed that Check-Mate Systems, Inc., of Reading, Pa., has filed a lawsuit charging Sensormatic with antitrust violations.

Check-Mate does not claim a specific amount of damages.

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Governor's strong suit: his wife

Gov. Mario Cuomo runs his cabinet, but his wife, Matilda, is in charge of his wardrobe.

In fact, Matilda shops for all his clothes—even the gubernatorial unmentionables.

That dark blue pin-stripe suit and coordinating tie that he wore at the inauguration was bought off the rack by Matilda during a quick shopping spree at Barney's. A Hickey Freeman classic, it is typical of Cuomo's conservative taste.

For less formal occasions, Cuomo's clothes come from such democratic outlets as Syms.

In fact, one of Cuomo's favorite stories concerns the time Matilda

went to Syms and bought him five suits. He took them to his tailor to be fitted and asked him to "put in a nice label."

The tailor stunned Cuomo when he replaced the Syms "SSS" label with one reading "M. M C."

"What does that mean, M period M C?" Cuomo asked the tailor.

"Mr. Mario Cuomo," the nonplussed tailor responded.

While Matilda reports that "clothes never meant much to Mario," she says he is very fussy.

"He's a very neat person, very clean," she noted. "He likes his clothes to be spotless. His closet is immaculate, everything is very orderly. He even built a special compartment for his shoes."

"But he does have his own sense

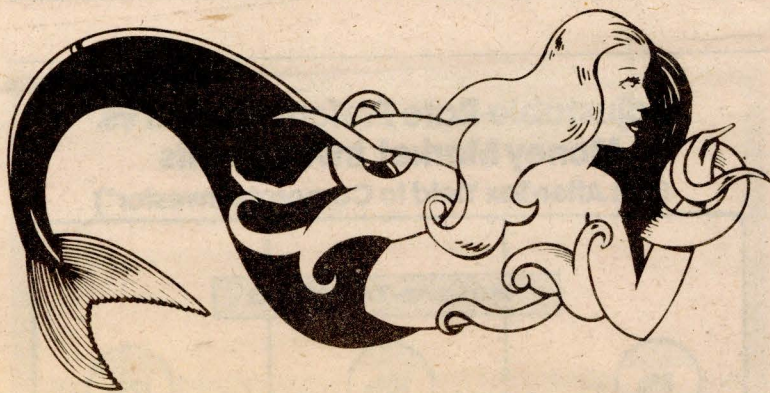
of taste," she continued. "I usually buy a few different styles and let him pick the ones he wants. Then I return the rest. I think he has me shop because he doesn't want to take time for himself. He's very busy."

Matilda says her husband doesn't spend all his time in three-piece suits, though sometimes it does seem that way. During his first crisis, when inmates at Sing Sing prison held guards hostage for 53 hours, Cuomo was always seen in a fresh shirt and suit, though he never left his office, and slept on a conference table for about an hour one night.

"At home he wears dungarees and a sports shirt," she said. "He looks good in them. I think it is psychological. He feels relaxed in those clothes and they put him in a restful mood."

—Marcia Kramer

BARRON'S / LIPPER GAUGE



One observer finds it somewhat sexist and demeaning for the Libra funds to single out women for special treatment.

scribing Libra's equity fund. As its prospectus points out, it's a capital appreciation fund aimed at long-term gains. Whatever can be generalized about capital appreciation funds, consistent performance is not one of them. They were big winners in the bull market from August 1982 through half of 1983. But when the market correction started in June of last year, the capital appreciation funds plummeted in their usual fashion. They're down almost 9% in the past year, far more than the market averages and far more than the more conservatively managed growth and income funds, which have given up only 3.6% during the same period.

Somerset plans to market both its money market and its equity funds through women's groups, such as the National Association for Female Executives, whose president, Wendy Rue, is a member of Libra's board of directors—a situation that could pose a conflict of interest, Lipper notes. "It raises a question of the management's level of sophistication."

Schaenen defends Libra's marketing strategy and denies that the funds patronize women. "If being educated and acknowledging the fact that you are financially unsophisticated is talking down to them

[women], then we're talking down to them. But I couldn't object more strongly. It's quite the opposite." Stealing a line from Sy Syms, the discount clothier, Schaenen adds, "An educated investor is always a better customer."

That education will essentially be hand-holding, through a "24-hour ActionLine" which investors can call for advice. It will be staffed from 8 a.m. to 6 p.m. by three women, one of whom is Amy Jones, director of investor services for the fund. She explains, "These girls have read the prospectus. They know where to find the answers." In off hours, other phone operators have answers on the fund's basics, such as yield and price.

As more money flows in, plans call for the equity portfolio to be expanded to about 25 companies. Schaenen says he's considering buying Masco, a Big Board company that makes faucets and oilfield products, large money center banks and cyclical plays.

But in the last month or so, the two Libra funds haven't gotten much in the way of new capital, despite their sophisticated marketing push. Maybe women investors are more discriminating than Libra's backers think.

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New Havens for Corporate Cash

By JAYE SCHOLL

A STOCKBROKER'S off-hand remark in a Birmingham, Ala., brokerage house is the genesis of the hottest new idea to hit the mutual fund industry since money market funds debuted in the early 'Seventies.

"See that guy over there?" a broker asked William Lippman. "He just made \$30,000 in commissions yesterday."

Lippman, president of Magnavest, an investment advisory firm, corrected the broker. "You mean last month," he said.

"I mean yesterday."

Lippman sauntered over to the salesman.

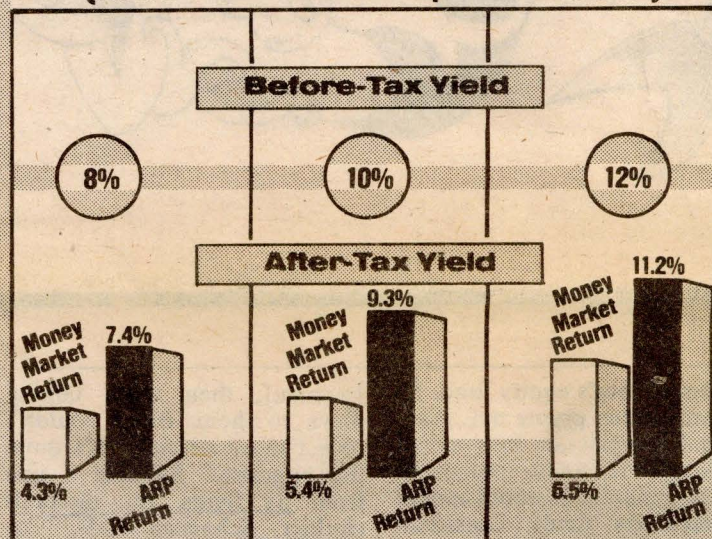
"Tell me how."

How, indeed. The broker had just sold some \$3 million worth of adjustable rate preferred stock to a corporate treasurer looking for a place to park the company's cash. It was May 1982, and adjustable rate preferreds (ARPS) were less than a year old. The treasurer hadn't heard of ARPS, but after a quick description, the Birmingham broker had made a deal.

Lippman went back home to Fort Lee, N.J., and promptly told his son to call a corporate client, any corporate client, and offer him an adjustable rate preferred. He guaranteed his

Adjustable-Rate Preferred Fund vs. Money Market Investments

(Net After-Tax Yield to Corporate Investor*)



* Assuming that all of the fund's income qualifies for 85% corporate dividends-received deduction and that corporate investor's income is taxed at maximum corporate Federal income tax rates.

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son a \$2,000 commission the next day. It worked. Almost a year later, in March 1983, Lippman brought out Pilgrim Adjustable Rate Fund, the first mutual fund to offer a portfolio of ARPS. From virtually no assets last year, Pilgrim Adjustable Rate Fund has swelled to more than \$550 million.

"It's so incredibly easy," says Lippman today. The success of his idea led to Magnavest Corp.'s acquisition by First Capital Holdings Corp., a New York holding company, through its subsidiary, First Capital Financial Services. The deal called for First Capital to pay \$8.35 a share, or \$4 million in the first stage. Depending on the performance of Magnavest over the next three years, First Capital will pay an additional maximum of \$8.35 a share, or a total of \$8 million.

In addition to Pilgrim, or PAR, as it's called, there are six more ARPS funds available, with a total of \$1.5 billion in ARPS under their management. The competition doesn't bother Lippman.

"If no one else had picked up on the idea, I would have

thought something was wrong." In addition, there's plenty of ARP issues to go around. In just a few short years, corporations have issued \$8.6 billion worth of ARPS.

Companies have seized on them as a way to get almost money market rates of return on their cash plus the maximum 85% corporate tax exemption on dividend income. (Individuals don't get the same treatment from the IRS so ARP funds make no sense for John Doe.) Although preferred stock has always been popular because of the dividend income exclusion provision, investors risked a decline in the value of the principle if interest rates jumped. Adjustable rate preferred stocks eliminate a lot of the risk by "adjusting" their yields every three months, pegging them to the highest short, intermediate, or long-term U.S. Treasury rates.

And for the moment, at least, the IRS permits ARP funds that get at least 75% of their income from qualifying dividends to also define the remaining 25% of their income from short-term capital gains or

ENSION DE DONA TERE

Cable

(A&E) TV FILM: "Virginia Fly Is Drowning" (1980). Anna Massey, Richard Wilson. Woman day-dreams of passion. New to us. (1½ hrs.)

(CNN) INSIDE BUSINESS

(LIF) IT FIGURES

(NIK) YOU CAN'T DO THAT ON TELEVISION

(SPO) THOROUGHbred ACTION FROM BELMONT

7:00 ★ (2) 60 MINUTES

(4) SILVER SPOONS

(7) RIPLEY'S BELIEVE IT OR NOT!

(SP) (CC)

(9) SWITCH

(11) SOLID GOLD

★ (21) INSIDE ALBANY

(31) OPERA FROM ARENA DI VERONA

(47) JUVENTUD '84

(49) AT ISSUE: PUBLIC EDUCATION: Discussion

★ (50) FILM: "The Senator Was Indiscreet" (1947). William Powell, Peter Lind Hayes, Ella Raines. Sharp, hilarious satire and you'll never guess who directed. (2 hrs.)

Cable

★ (BRV) PETER MARTINS/A

DANCER: Profile

(CNN) NEWS UPDATE/SPORTS SUNDAY

(ESP) SPORTSCENTER

(LIF) WHAT EVERY BABY KNOWS

(MSG) HOCKEY HIGHLIGHTS:

Cable

★ (A&E) STAGE: THE MISANTHROPE: Ian Holm stars in Moliere's satirical classic

★ (BRV) FILM: "Hester Street" (1975). Carol Kane, Steven Keats. Charming close-up of downtown Jewish community, turn of the century. (2 hrs.)

★ (CBN) WILL ROGERS: Documentary on the life of the American humorist; Bob Hope narrates

(CNN) NEWS/WEATHER/SPORTS

(ESP) POCKET BILLIARDS

(HBO) FILM: "Romantic Comedy"

(1983). Dudley Moore, Mary Steenburgen. Flat and juiceless, after Broadway. (2 hrs.)

(LIF) NATURE OF THINGS

★ (MAX) FILM: "Tender Mercies" (1982). Robert Duvall, Tess Harper. Affecting drama of two Texans, Bob's Oscar-winner. Most worthy. (1½ hrs.)

(SHO) FILM: "Table for Five"

(1983). Jon Voight, Richard Crenna. Rather lumpy story of divorced man and his children. (2 hrs.)

(SPO) BOXING

(USA) ALFRED HITCHCOCK PRESENTS

★ (WHT) FILM: "Eating Raoul" (1982). Paul Bartel, Mary Woronov. Clever dark comedy of adroit murderers. 'R' (1½ hrs.)

8:05 ★ (TBS) FILM: "The Rare Breed" (1966). James Stewart, Maureen O'Hara, Brian Keith. Good, tangy Western entertainment, stolen by Keith. (2 hrs.)

8:30 ★ (2) EMMY AWARDS: Ceremonies honoring past season's best television programs; broadcast live from the Civic Auditorium, Pasadena, Calif.

(ESP) SO.

'70S: Matthew Saad Muhammad vs. Marvin Johnson, April, 1978, Indianapolis (Rep.)

(LIF) MEDICAL ECONOMICS (USA) DRAGNET

9:30 (9) MEET THE MAYORS

Cable

(LIF) PHYSICIAN'S JOURNAL UPDATE

(MAX) WAYLON JENNINGS: The country singer-songwriter, joined by Johnny Cash, Jessi Colter, Robert Duvall

(USA) DRAGNET

★ (WHT) FILM: "To Begin Again" (1983). Antonio Ferrandis, En-

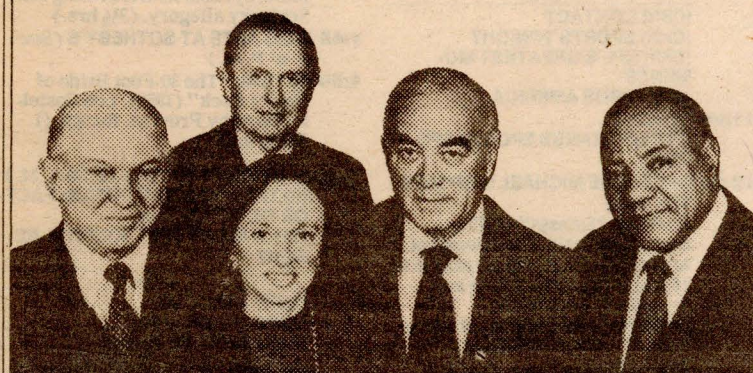
Impact

★ (MAX) FILM: "Black" (1971). James Caan, Billy Dee Williams. Moving drama of two football player pals, one stricken. Beautifully handled. (1½ hrs.)

(SHO) BROTHERS (CC) (SPO) METS MEMORY LANE (USA) TENNIS: Transamerica Open men's finals, live from San Francisco

10:05 (A&E) GREAT POETS, GREAT WRITERS: Poems of William Butler Yeats

Continued



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Sports Saturday

Make-It-or-Break-It Move by the USFL

By TONY KORNHEISER

The Washington Post

ALWAYS REMEMBER THAT BIG oak trees start out as little nuts.

The USFL is a little nuts.

The question is: Can it hang on long enough to grow leaves? Or does that big bad squirrel, the NFL, chew it up and spit it out?

The USFL has admitted that spring football is a dead lox. A smell-aroo. So it has decided to play football when God, man and the TV networks intended it should be played: in the fall. Pull a David and Goliath, and take on the NFL, head-to-head, mano-a-mano, eyeball-to-eyeball, wallet-to-wallet.

Is it a desperate, gasping act of faith?

Is it a bold, decisive stroke of brilliance?

I don't know. I'm not the Book of Knowledge.

So far, all the USFL has proven is that it can lose money in the spring.

Now it will see if it can lose money in the fall, too.

The USFL says its owners have deep pockets.

It doesn't say whether they have poodle brains.

The best case scenario for the USFL goes like this: It survives through its lame-duck spring season in 1985, survives through what might turn into a short

spring season in 1986, then hangs on through the fall of 1986, all the while chipping away at the NFL's audience by signing quarterbacks, Heisman Trophy winners, first-round draft choices, parking vouchers and bar tabs.

You take your made-for-television league and get it on cable on Friday nights, on ABC on Sunday afternoons, or on ABC, CBS or NBC on Sunday nights after the NFL doubleheaders are done — providing any network will take the chance of putting you on in prime time up against "60 Minutes" or one of those boffo TV movies such as "I Was a Teen-Age Hooker" — and you tell your players to be patient, the checks are in the mail.

That brings you into January of 1987, when the NFL's five-year, \$2-billion TV contract is up. Then you let the networks do the heavy lifting for you. You think the networks want to ante up another \$2 billion, \$4 billion, \$6 billion, or the million-zillion-billion Pete Rozelle will demand? Are you nuts too? The USFL can come in and say, "We proved we're major league. Hey, we're still here, aren't we? Buy us. We're cheap."

Suddenly, the networks are in the driver's seat.

Even if they don't want the USFL, they can go to Rozelle and say, "Pete, we love you baby, but we

can't go for the whip-out. The sticker price is too high. The USFL's got legs, Pete. An educated consumer makes the best customer. Take a lesson from Sy Syms. Cut the price, then we'll talk. Have your service call our service."

In the best-case scenario for the USFL, Rozelle looks like he's been ridden hard and put away wet. He can't take less money for his league, so he takes the bold step, and announces the NFL will, in effect, merge with the USFL. You pick the number: Four, maybe six USFL franchises will be folded into the NFL. Donald Trump's going to have one. Eddie Einhorn's going to have one. Where? Who knows? Somewhere. The USFL goes the way of the ABA and the WHA. The strong survive.

What about loyalty to the USFL? What about one for all, and all for one? Get serious.

An NFL franchise is worth \$60 million.

For losing maybe \$20 million each, some lucky entrepreneurs will have struck it rich. They'll be in the NFL for one-third the going rate.

The worst case scenario for the USFL goes like this: Fold-omania.

The spring seasons in 1985 and 1986 are disasters. You can round up all the fans who want to buy tickets,

and drive them to the game in a station wagon. By the fall of 1986, the USFL owners are playing in the dance band on the Titanic. Outside of Jacksonville, Memphis, Birmingham, Oakland, Arizona, San Antonio and Baltimore — the USFL cities that don't have competition from NFL teams — there is no interest in the league whatsoever. The networks close the windows on Sunday afternoon and evening, because the successful markets are too small, and aren't worth the aggravation and expense. The USFL's big deal players, like Herschel Walker, Steve Young, Mike Rozier and Marcus Dupree, jump to the NFL. With huge salaries going out, and small revenues coming in, the USFL closes up shop, and promises to return as a wine and cheese bar.

It is the WFL all over again.

Donald Trump buys the CFL, turns it into a baseball league and declares war on Peter Ueberroth. Eddie Einhorn buys the film rights to Trump's life.

Rozelle gives all his owners — except Al Davis, of course — the high five.

Which scenario will it be?

Like they say when you buy into the sports franchise business: There are no guarantees, friend. You pays your money, and you takes your chance.

Letters

Put a Cork on the Whine

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NEWS!

Something is happening every minute of the day in some far corner of the world! The world is moving at a tremendous pace today and it's hard to keep up with the news. But you can keep up with daily events, minute by minute, when you listen to WDYK, from 1 to 5. It's the best way to know what happens, when it happens.

GIVE-AWAYS!

There's something even greater in store for you! Soon to be announced is a wonderful new quiz show . . . with great new ideas, gimmicks and gags galore. You'll have a chance to test your wits and win some wonderful prizes on Old Export's super new show. The starting date for this newest of quiz programs will be announced soon over WDYK.

Tune to WDYK, Monday thru Saturday, from 1 to 5 P. M.

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