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Welcome to the off-price clothing empire of Sy Syms, where an educated consumer could use a refresher course.

Hi, this is Sy Syms

By Richard Behar

IT'S THE BIGGEST-SELLING suit we carry," barks the salesman as he holds up a Pierre Cardin suit for \$139 and beams approvingly. "Why should I care how good it is?"

This is a Syms clothing store, where "an educated consumer is our best customer." Lyndhurst, N.J.-based Syms Corp. is riding high these days on its reputation for selling brand-name clothing, mostly menswear, at big discounts. It has 14 stores stretching from Fort Lauderdale to Buffalo to Chicago, and whenever a shopper telephones one, the phone is answered with the same earnest incantation: "An educated consumer. . . ." Radio and TV commercials sound the message home—oh so earnest, but oh so friendly—from the very own lips of Sy Syms, formerly Sy Merns, the company's founder and CEO.

Over the past five years, Syms' sales have nearly tripled, to \$204 million, while net earnings have risen even more steeply, to \$13 mil-

lion. This year revenues will be up another 10% despite the sluggish economy.

Bear, Stearns & Co. and Rothschild Inc. jointly took the firm public on the NYSE in 1983, at 28 times earnings. Syms overnight became a centimillionaire, pocketing around \$25

million and keeping control of 80% of the stock, currently worth about \$170 million. The stock has slipped since its new-issue days, but at a recent 12 still sold at a high 16 times projected earnings and 4 times book value.

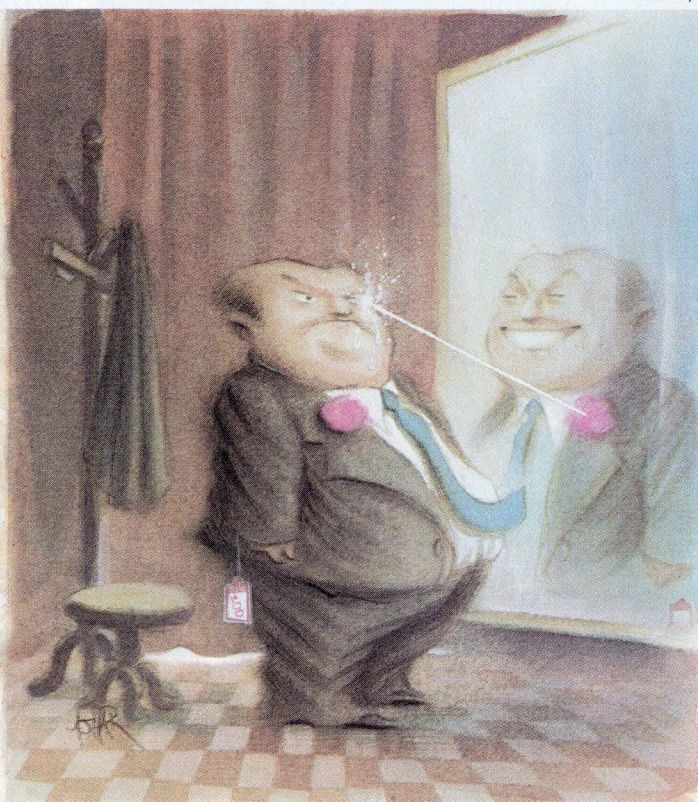
Syms' profit margin is among the highest in all of retailing—about 13%

Brian Aijhar

on sales last year before income taxes—and over the past five years it has had an average return on equity of about 30%.

Quite a trick. How does Syms do it? Company literature explains that Syms sells "a broad range of first quality . . . nationally recognized designer and brand-name merchandise at prices substantially lower than generally found in traditional retail stores." The question is, how do you sell cheaper and yet make more money? The answer, unfortunately, is: by sometimes hoodwinking its "educated consumers" and sometimes selling them inferior-grade garments that can be mistaken for top-of-the-line goods.

Educated consumers? Syms has cashed in on an ill-informed lust for



prestige labels on the public's part and on the discreditable willingness of many designers and their licensees to bastardize the brands for a bigger return. Syms' tricks are played with suits bearing such famous names as Givenchy and Brioni, which can be found sprinkled among lesser-known garments by the dozen.

Syms' off-price business is built, in theory at least, on the fact that manufacturers routinely produce 5% to 10% more garments and piece goods (uncut fabrics) than they can dispose of through normal channels. Some manufacturers sell the piece goods on the secondary market, at 20 cents to 50 cents on the dollar, to so-called jobbers. These people in turn typically resell the goods to other manufacturers to be stitched together and sold under labels in discount stores and elsewhere. But it's

often more profitable to cut and funnel the goods directly through off-price outlets like Syms at prices 20% to 50% below wholesale, which is better than prices available through jobbers.

Many manufacturers prefer to dump their surpluses through Syms because of Syms' willingness to pay cash up front, buy in huge quantities and give manufacturers great flexibility in the styles and sizes produced. To cool the wrath of a manufacturer's regular clients, Syms agrees not to advertise brand names. The code of silence he observes with his vendors is usually a two-way street; the manufacturers keep mum about the specifics of their deals with Syms.

But the silence ends on the shop floor. There the customer sees the label, but the recognizable names on the racks are not always attached to the kinds of high-quality garments that made the manufacturers famous in the first place.

Take the prestige suitmaker of Italy, Brioni Roman Style. Its largely handmade suit is among the best and priciest in the world. It takes about 18 hours just to make the jacket, and merely 200 suits are produced a day from a factory in Penne, Italy. Some



Sy Syms, founder and CEO of Syms Corp.

His "educated consumers" should do their homework.

15,000 are sold annually in the U.S., starting at \$1,200 retail (\$600 wholesale). Syms, however, carries a sound-alike suit tagged "designed by Brioni" for \$299. "The quality and value is the same," says Robert Merns, Sy's son and a company vice president. "That's the magic. We're working for the man in the street."

How can Syms sell a "Brioni" at \$299 that apparently wholesales for \$600, and still reap a high profit? He can't. His "Brioni" suits carry a price tag that says they sell elsewhere—but nowhere in particular—for \$650. Consumers gobble up the garments, but although they are decent enough suits, they aren't the real McCoy—"Roman Style by Brioni." Fabric is sent to an unassociated factory in Italy, which churns out around 5,000 cheaper-quality "Brioni" suits specifically for Syms each year. These are Syms' "Brionis."

Syms is also America's largest dumping ground for "leftover" Givenchy suits, but they, too, are visibly of lower overall quality than the Givenchys that are sold in department stores. Even to a reporter's untrained eye, the fabrics and stitching look cheaper, the linings appear flimsier. We asked Al Cohen, head of Givenchy's licensing group, about this.

Not surprisingly, he didn't like the question. Suggested he: "Why don't you just say that Givenchy produces a special suit for Syms. The people don't see the difference. All they are interested in is the label."

"That's why we like to sell Syms," says Cohen. "Once that suit goes out of the store, there's no identification." No identification? That's because Syms agrees to snip off the Givenchy label before the customer is permitted to take the suit out of the store. The little charade impresses the customer and keeps Givenchy happy as well.

Are there no true bargains in a Syms store? There are, but they often come from lower-priced designers or they are the low-end products of high-priced designers. By carefully sifting through the pipe racks, a consumer can find real bargains but only by being

highly selective.

Since Syms is so successful, why doesn't he have more imitators? Many try to imitate him, but they lack his financial clout. Dash's Designer, a chain of five discount menswear stores in Washington, D.C., took Intercontinental Apparel to court recently, charging that the Hartmarx division, which sells suits under the Pierre Cardin label, violated antitrust laws by price discrimination in Syms' favor. Dash's lost round one in February; it's now appealing.

At the trial, top Hartmarx executives presented conflicting testimony as to whether Syms' Cardins were of equal quality to regular Cardins sold by other retailers. On balance, though, it seems clear that a good deal of Syms' merchandise is, in fact, manufactured specifically for it and is not "leftover" in the accepted sense of the word. Syms' Robert Merns confirms this. He admits to FORBES that Syms cannot rely only on "leftovers" of big manufacturers.

Many traditional retailers are catching on to the off-price approach. But there are only so many genuine leftovers. How far will designers and licensees go in lowering their own alleged standards in order to supply labeled but chintzier goods? Quality

men's stores like Barney's in New York City are now shunning many labels that are increasingly found in stores like Syms.

"Designer names were once a surrogate measure for quality and value," says William Ress, a major retailing

consultant. "But too many designers essentially prostituted themselves in the late Seventies and early Eighties by selling their names and not getting involved in design or product quality. They are no longer a reliable surrogate." But nobody explained all this to

Syms' "educated" customers.

In spite of repeated requests, Syms refused to talk with FORBES about his business. "But you better get it right," he threatened, "because I've got great lawyers."

We've got it right. ■

For less than \$25,000 down, you can own a piece of a hotel. Interested? Better read the fine print first.

Turkey of the year

By Jack Willoughby

HOW DOES THIS deal sound? It costs as much as \$250,000 to get into, has little prospect of turning a profit, exposes the investor to large financial risk, and probably cannot be resold at anywhere near what you paid for it. Want to sign up? Of course not.

But a lot of people do. The above description fits the latest wrinkle in

real estate tax shelters—hotel condominiums. What's more, some of the biggest brokerage houses in the country have been peddling these deals to well-heeled investors.

In the last year or so, upwards of \$800 million in hotel condo offerings either have been put before investors or are now in the works. And with tax reform now threatening to wipe out many of the tax-sheltering attractions of limited partnerships, direct owner-

ship of property such as the kind one acquires through condominium investment is making the lure all that much greater.

In a hotel condo the investor takes title to an actual room in an actual hotel. After deducting a pro rata share for operating expenses, the hotel management credits the investor with whatever cash flow the room produces. The investor gets substantial tax writeoffs, since limits on investment interest deductions do not apply in the case of condos. Moreover, if the hotel is profitable, he gets income as well, but without the danger of double taxation that is inherent in limited partnerships under the Treasury's tax reform proposal.

A number of investment brokerage firms, including Dean Witter and Donaldson, Lufkin, have floated hotel condo offerings, but Merrill Lynch's have been by far the most successful. The investments are not only being marketed by the biggest retail firm on Wall Street, but the reliability of the numbers and forecasts in the prospectuses are certified by no less than Laventhol & Horwath, the nation's tenth-largest accounting firm and the industry leader in real estate syndication accounting forecasts.

So far Merrill Lynch has raised about \$140 million on hotel condo deals in Sandestin, Fla., near Pensacola, and in Naples, on the state's southwest coast.

Here's why the condos can be a



*The Sandestin Beach Hilton condo hotel
Rosy forecasts and a dwindling shortfall kitty.*

Sy,

This states our
position clearly.

Please feel free
to use this
letter any way
you feel fit

Regards

Honni

INTERCONTINENTAL BRANDED APPAREL

2020 Elmwood Avenue
Buffalo, New York 14240

HOMI B. PATEL
President and
Chief Executive Officer

October 7, 1985

Mr. Sy Syms
Syms
300 Chubb Avenue
Lyndhurst, New Jersey 07071

Dear Sy,

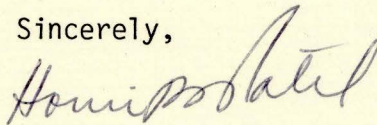
This will confirm our conversation regarding the Pierre Cardin merchandise manufactured by us for Syms Corporation.

Clearly, the garment that we make for you is not inferior to our regular Pierre Cardin garments in "make" or construction. As you know, we do not contract any merchandise, and your garments are made in the very same facilities with the very same "make" that we use for our other Pierre Cardin garments.

The whole basis of our ability to serve you stems from the fact that instead of picking and choosing individual styles, you clean us out of our old piece goods, old linings, old buttons and other materials that have become obsolete. Further, you accept deliveries two months after our normal selling period, and this helps us even out the peaks and valleys in production.

I hope this clarifies our position.

Sincerely,



HBP/amf

Bargains & Brand Names

■ Mercy Dash is one of those "educated consumers" who shops at Syms. And she had some doubts about the designer labels and comparable prices touted at the local Syms stores.

Dash, whose husband is one of the founders of Dash's discount menswear stores, explored those doubts about Syms with Richard Behar in the current issue of *Forbes* magazine.

The result is a hard-hitting piece by Behar, which says the Brioni label suits at Syms are not from the top of the line that sell at \$1,200 and up but rather from a mass-produced line that sell for about \$700. And the Givenchy suits, according to a quote from Al Cohen, head of Givenchy's licensing group, may be produced specifically for Syms.

So what else is new. We always thought an educated consumer realized that you get what you pay for, and there is undoubtedly a good reason why a Brioni or Givenchy or other designers' suits for men are selling at Syms in the first place. Behar doesn't



SY SYMS

agree. He writes: "Syms has cashed in on an ill-informed lust for prestige labels on the public's part and the discreditable willingness of many designers and their licensees to bastardize the brands for a bigger return." What is Sy Syms' response to the *Forbes* article? "I can only make one comment," said Syms. "It is now in the hands of my attorney. But I will say it is massively erroneous; they didn't do their homework."

Dash's had price-tag problems of its own several years back for sales practices and agreed to stop advertising that merchandise was on sale unless the sale price represented "a meaningful reduction from its regular selling price." In a settlement with the Montgomery County Office of Consumer Affairs the company paid \$1,500 to the county without admitting any violations of the law. Dash said at the time the company settled to avoid the cost and time of a court fight. "We feel we haven't done anything wrong; we never intended to lead anyone on . . . we had no idea we were breaking any laws," Mercy Dash said then.

**Dow Jones
hits another
closing record**

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**Staub may
not return
to Mets**

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Intensity grows before Army-Navy game/D1

Hope for new cancer treatment/B7

THE REPORTER DISPATCH ★★★

THURSDAY, DECEMBER 5, 1985

GANNETT WESTCHESTER NEWSPAPERS

35 CENTS

LOCAL

AT A GLANCE

Hearing called in ballot dispute

A state Supreme Court judge Wednesday called for a hearing to determine whether contested ballots should be counted in the Nov. 5 election for a North Castle Town Board seat. Unofficial figures give Democrat Gerald Geist a two-vote victory over Republican William McClure, whose attorneys have asked that three unopened affidavit ballots be counted.

Details on page A3

Syms shoppers face traffic restrictions

The state Department of Transportation has threatened to restrict traffic from the Syms clothing store's parking lot to right turns onto Route 119 in Elmsford if a traffic light is not installed at the busy driveway. In a letter dated Nov. 27, the DOT gave Syms 30 days to respond to the request.

Details on page A3

2nd candidate declares for Ardsley school board

Theodore Solow, a village resident for 14 years and former chairperson of the school board's Budget Advisory Committee, said Wednesday he will run for a seat on the Ardsley Board of Education in the Jan. 16 special election. Solow, 47, is the second candidate to declare in the race for two vacancies.

Details on page A3

LIFESTYLES

National security shift

Navy officer replaces McFarlane

By Terence Hunt
The Associated Press

WASHINGTON — John M. Poindexter, the publicity-shy nuclear physicist picked as President Reagan's new national security adviser, says he is not worried about White House power struggles because of assurances of unchallenged access to the Oval Office.

Poindexter, the No. 2 man on the National Security Council staff, moved up Wednesday with the resignation of his boss, Robert C. McFarlane.

Despite well-publicized friction with White House Chief of Staff Donald T. Regan, McFarlane denied he was leaving because of any feud.

"That's nonsense," he replied.

Regan also dismissed reports of tension between the two top aides.

"You have all been misinformed about that," the president told reporters during an appearance in the White House press brief-

Please see **SECURITY**
on page A14



Associated Press

John M. Poindexter

Regan maintains his status

WASHINGTON (AP)— When President Reagan announced he was changing national security advisers, White House Chief of Staff Donald T. Regan was conspicuously absent from his usual place just off stage. But he was no less the center of attention.

ANALYSIS

There were widespread reports that it was friction between Regan and outgoing National Security Adviser Robert C. McFarlane — particularly over access to the president — that led to McFarlane's decision to resign.

Please see **REGAN**
on page A14

Shelters struggling

Officials admit failure
to provide for homeless

By David Bushman
Staff Writer

Westchester County officials Wednesday acknowledged their failure to meet the needs of the county's homeless because of insufficient emergency shelter space.

The officials — County Executive Andrew P. O'Rourke and John J. Allen, acting commissioner of the Department of Social Services, — made the comments one day after shelter operators reported overcrowding at five of Westchester's shelters had forced some of the county's homeless into sub-freezing temperatures outdoors.

As a result of the county's helplessness, some shelter operators said Wednesday they would continue ignoring state restrictions on the number of people they can house. One of them, Karl Bertrand of Yonkers, went a step further, opening a 10-bed shelter at St. John's Episcopal Church in Getty Square without city approval.

"We're at the point where we would have to physically push people out into the



LIFESTYLES

Actress' talk no longer falls on deaf ears

For deaf actress Julianna Fjeld, getting "Love Is Never Silent" produced for television was a 10-year struggle. Monday night at 9 p.m. the story will finally make it to TV on NBC's "Hallmark Hall of Fame."

Details on page C1

WEATHER

Chance of snow

There is a chance of snow possibly mixed with rain or sleet tonight with low temperature in the low 30s. On Friday, there is a chance of wet snow or rain in the morning then mostly cloudy in the afternoon with a high 35 to 40.

Details on page A2

COMING TOMORROW

See Friday's paper for these stories:

- Fifteen years after the completion of Interstate 684, the highway and the northern Westchester roads leading to it may be in danger of chronic congestion caused by rapid development. Home & Away takes a look at the growing problem.

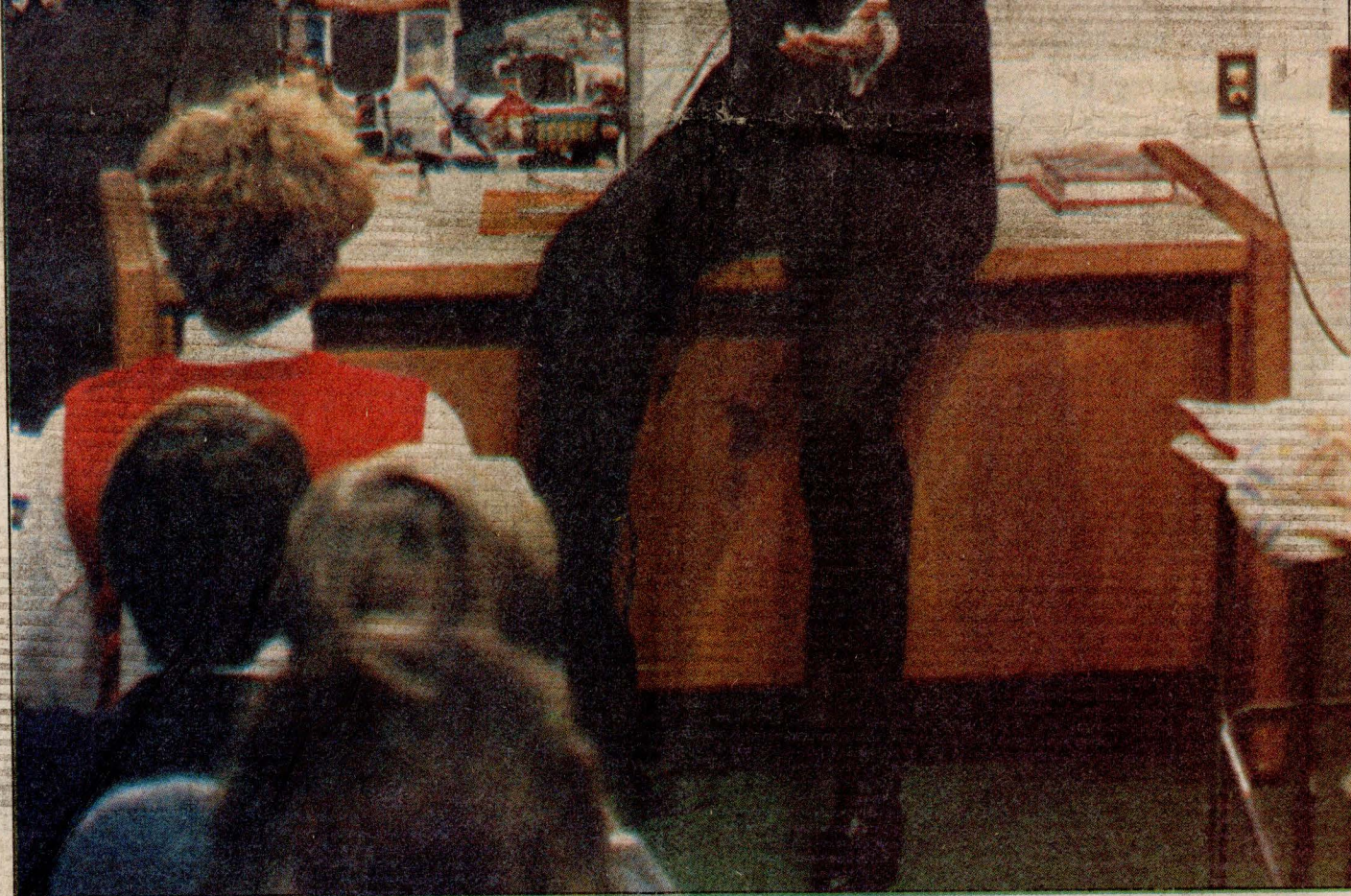
- Sports fans probably would rather be in Philadelphia this weekend for the annual Army-Navy football game. But for those who can't attend, Sports will have a colorful advance package.

- The County Center in White Plains was filled with pep for three days this week as 73 cheerleading squads representing 45 schools from four counties competed in the 37th annual Cheerleading Festival. Lifestyles reports on the cheerful crowd.

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Associated Press

SUBSTITUTE TEACHER — President Reagan addresses a group of Fallston High School students in Fallston, Md., Wednesday, where he called on the Soviet Union to cooperate with the United States in a wide-ranging exchange of students, athletes, scientists and average citizens. Reagan visited the school to promote the cultural exchange agreements reached at the Geneva summit.

Park problems delay plans for condo project

By Ginger Danto
Staff Writer

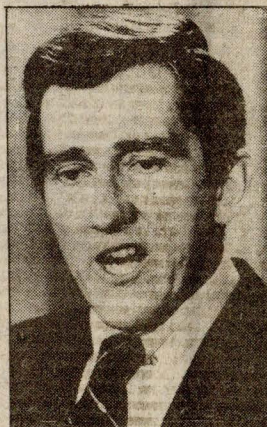
A Greenwich developer, who agreed to build a city park in exchange for permission to convert a former city school into condominiums, is objecting to the cost of new amenities for the park ordered by the city.

The Greenwich Hill Development Co. won approval from the White Plains Common Council in June to convert the former Battle Hill School into 172 condominiums — the result of a zoning change that permits multifamily dwellings where only single and two-family homes had been permitted.

The \$3.05 million sale contract between Greenwich Hill and the White Plains City School District, which owns the building and its nine-acre site, is contingent upon the city's approval of a site plan for the condominium complex.

"We are powerless to do anything until

Please see **PARK**
on back page of this section



Associated Press

John Lehman said the move will preserve competition

Navy plays waiting game

Delays bids until General Dynamics suspension is over

By Norman Black
AP Military Writer

WASHINGTON — The General Dynamics Corp. may have been suspended from receiving new government contracts, but the Navy also is suspending a bidding deadline on a major submarine contract so the firm can participate.

The step was taken, despite General Dynamics' indictment on fraud charges earlier this week, "to preserve competition and therefore

lower prices in shipbuilding," Navy Secretary John F. Lehman said.

Lehman confirmed Wednesday that the Navy had suspended "indefinitely" a Friday deadline for bids on construction of four nuclear-powered attack submarines.

Only two companies can make the Los Angeles-class submarines — the Electric Boat division of General Dynamics in Groton, Conn., and the Newport News Shipbuilding and Drydock Co. in Newport News,

Va. The Navy has emphasized annual competitions between the two since the program started in the 1970s.

"This is not an action to protect General Dynamics," Lehman added. "This is an action to protect the public interest. ... It would be foolish of us to award a sole-source contract

Please see **NAVY**
on page A14

Woman attacked by man in Santa suit

By Richard Liebson
Staff Writer

A man dressed as Santa Claus robbed and sexually assaulted an Eastchester woman at gunpoint Wednesday after telling her he was collecting money for the Eastchester Fire Department, police said.

Eastchester police said that at 4:45 p.m. a man wearing a Santa Claus costume approached the woman while she was car-

rying groceries into her home, located in the northern section of town.

The 24-year-old woman invited the man inside after he told her he was taking donations for an Eastchester Fire Department fund drive, police said.

Once inside, police said, the man pointed a black handgun at the woman, sodomized her, and took her wedding ring, engagement ring and another ring she was wearing. The

man fled after binding the woman's feet and hands with duct tape.

The woman was able to free herself and immediately called police.

The victim was not identified by police because of the nature of the incident.

Police, who are still investigating the case, said the Eastchester Fire Department was not running a fund drive.

went a step further, opening a 10-bed shelter at St. John's Episcopal Church in Getty Square without city approval.

"We're at the point where we would have to physically push people out into the cold, where they can freeze to death, and we're just not willing to do that," Bertrand said.

His group, The Sharing Community, operates two other shelters, both of which have been ruled illegal by Yonkers zoning officials. The group is challenging the city's ruling in court.

Both O'Rourke and Allen acknowledged the severity of the problem in interviews Wednesday. O'Rourke refused to criticize shelter operators who ignored state requirements limiting capacity to 19 beds. If more than 19 are housed, the shelters must be licensed by the Department of Social Services.

"I would not want to see somebody having to spend the night on the street," O'Rourke said.

The cold spell gripping Westchester has helped fill many shelters to capacity within minutes after their doors were opened. In some cases, operators unable to locate alternative housing have been forced to turn people away.

Bertrand said at least 13 people have been denied entry to the Yonkers shelters since Nov. 23. And Dennis Power, who operates a city-run shelter at the former White Plains Post Office, said 10 people have been turned away for the same reasons since late October. Since Nov. 19, Power said, the shelter has been filled

Please see **SHELTERS**
on back page of this section

NEWS BRIEFS

City's old police vehicles on auction block Saturday

If you've ever wanted to own a police car, you can fulfill that dream this Saturday at an auction of city vehicles at 9 a.m. at the White Plains Maintenance Garage, 111 Kensico Avenue.

The city will have up to eight police cars and two vans available at the auction, along with several 4-wheel drive vehicles and pickup trucks, according to Bud Nicoletti, deputy commissioner of the White Plains Department of Public Works.

The vehicles have up to 60,000 miles on them, and the model years range from 1971 to 1982, said Nicoletti. He expects them to sell for between \$100 and \$600.

Nicoletti said he believes the vehicle auction is the first the city has held. In the past, the city has gotten rid of vehicles by accepting bids solicited through newspaper advertisements.

The department decided to try holding an "open air auction," where potential buyers can call out their bids as a way of creating more interest in the sale, he said.

Although the cars have gone through several years of rough-and-tumble police service, Nicoletti said they are equipped with extra large brakes and heavy duty chassis that make them "more valuable than a standard vehicle."

"They're really made to go the distance," he said.

The vehicles are being replaced with smaller vehicles that get better gas mileage. The money received in the auction will help defray the cost of purchasing new vehicles.

Budget hearing tonight

A public hearing on North Castle's proposed 1986 budget is scheduled for 8 p.m. tonight at Town Hall, 15 Bedford Road, Armonk.

The proposed \$7,278,331 budget reflects a spending increase of 10 percent over the 1985 budget. The property tax rate would increase by an estimated 4.43 percent. The increase of \$2.47 per \$1,000 of assessed valuation would make the rate \$58.27 per \$1,000. The estimated increase does not include taxes for sewer, water and street lighting districts, which would vary for property owners in different parts of town. The deadline for adopting the budget is Dec. 20.

Three to get rights awards

The White Plains Human Rights Commission will present the Jack and Ina Marash Distinguished Service Awards to three recipients at a ceremony tonight at 8 p.m. City Hall.

Recipients of the award this year are Jean Pollack, a 35-year resident of White Plains, who is

State judge orders hearing into North Castle election

Questions surround contested ballots for Town Board seat

By Steve Bennett
Staff Writer

A state Supreme Court judge Wednesday called for a hearing to determine whether contested ballots should be counted in the Nov. 5 election for a North Castle Town Board seat.

The hearing probably will be held next week, said Fred Shapiro, a law secretary to Judge Joseph Gagliardi, the administrative judge of the Ninth Judicial District, which includes the state Supreme Court in White Plains. Gagliardi is responsible for scheduling the hearing, Shapiro said.

Unofficial figures of the Board of Elections give Democrat Gerald Geist a two-vote victory over Republican William McClure. McClure's attorneys asked on Nov. 22 that the state Supreme Court allow three unopened affidavit ballots to be counted.

The ballots represent votes cast by people whose voter registration was challenged at a polling place on Election Day. They are permitted to vote upon signing an affidavit that they are eligible to vote.

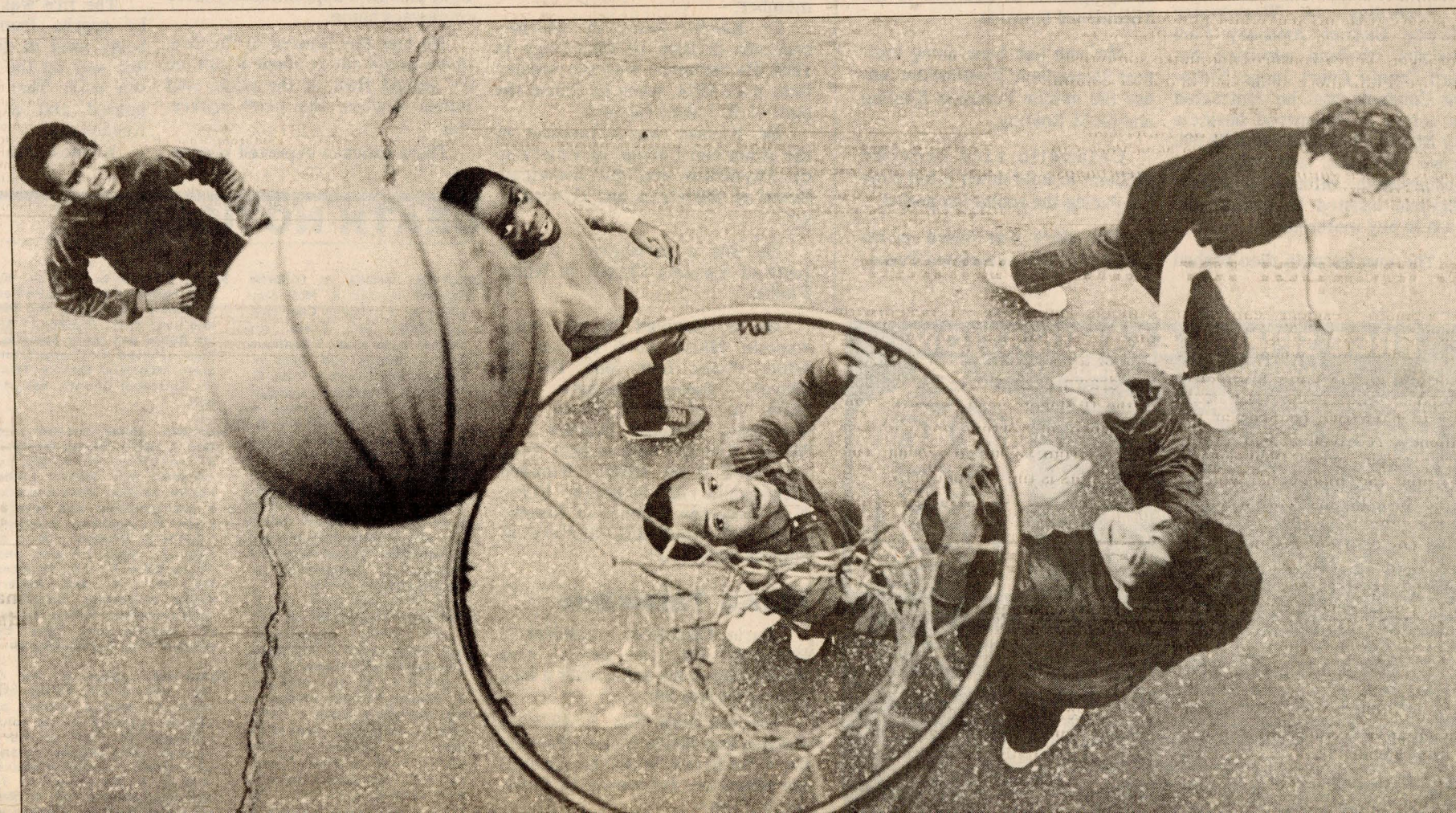
The elections commissioners — Marion Oldi, a Democrat, and Antonia D'A-

pice, a Republican — initially agreed that the three affidavit ballots should be disallowed, but Mrs. D'Apice changed her mind.

Attorneys for both sides appeared Nov. 26 before Judge Robert Stolarik in state Supreme Court in White Plains. Jay Hashmall, the attorney representing Geist, said election law prohibits a commissioner from reversing herself, as the Republican commissioner did. Guy Parisi, representing McClure, said the state Supreme Court had previously ruled that if the two commissioners disagreed on the validity of a ballot, it should be counted.

Stolarik's order said the hearing was needed to gather testimony from the elections commissioners. The order for the hearing will be filed today with the court clerk, Shapiro said.

The disputed election has delayed certification of all election results in Westchester County because the county Board of Elections requires that all election results be certified together. If the contested North Castle ballots are counted, they might alter vote tallies in county elections and on five state propositions.



Distinguished Service Awards to three recipients at a ceremony tonight at 8 p.m. City Hall.

Recipients of the award this year are Jean Pollack, a 35-year resident of White Plains, who is active in many volunteer organizations; Rev. Lester Cousin, pastor of Calvary Baptist Church in White Plains; and Sister Maria Dolorosa, president of St. Agnes Hospital, White Plains.

The awards are in honor of Jack Marash, White Plains' Human Rights Commissioner who served from 1965 until his death in 1979, and his wife who survives him. This marks the seventh year the award has recognized local citizens for their contributions to the advancement of human rights and inter-group relations.

U.S. District Judge Ruth V. Washington, who sits in the Southern District in New York, will be the guest speaker. A Westchester resident for more than 20 years, Ms. Washington is the recipient of many human rights awards.

Housing chief to speak

Developers, municipal officials, community representatives and anyone concerned about affordable housing in Westchester can hear about state housing initiatives at a hearing Wednesday in White Plains.

The 2:30 p.m. hearing will provide a forum for a William Eimicke, the state's housing "czar," to disseminate information about funding for affordable housing. Participants also will get a chance to offer their opinions of the state's housing programs.

Eimicke, the state's director of housing and commissioner of the Division of Housing and Community Renewal, will discuss the affordable home ownership development program, the low income housing trust fund and such continuing programs as the special needs housing demonstration program.

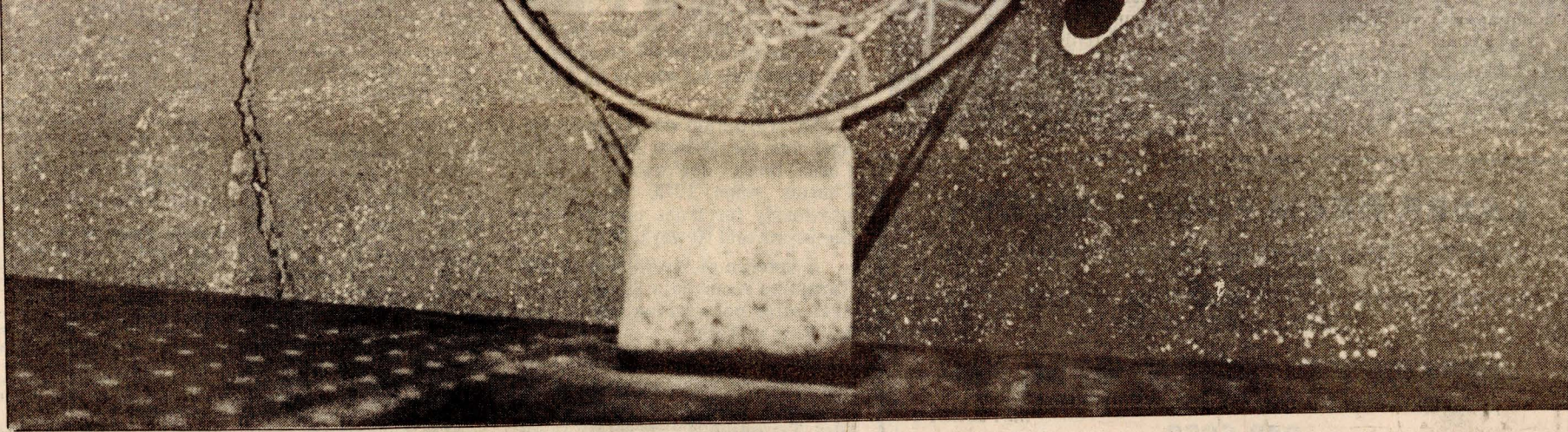
CORRECTIONS

Errors in budget

Due to errors in copies of Greenburgh's preliminary 1986 budget, the 1985 salaries and raises for three town department heads were incorrectly reported Wednesday. The 1985 salary of Deputy Commissioner of Public Works Louis Giampiccolo was \$47,566. Recreation Commissioner Kurt Aschermann was paid \$39,922 this year. Town Assessor Gennaro Iagallo received \$40,022 in 1985. All will receive 5 percent raises in 1986 if the preliminary budget is approved.

AIDS clarification

Approximately 75 percent of all known cases of AIDS have been contracted through sexual contact. Of those, 95 percent have been traced to anal intercourse, according to John E. Egan, executive director of the White Plains-based Mid-Hudson Valley AIDS Task Force. Because of an editing error, the incidence of the disease was incorrectly stated Wednesday.



Gannett/Tim Farrell

BEWARE PATRICK — Richard Groom, Dwayne Addison, Jason Alexander, Scott Kent and Adam Schur, left to right, might not yet be ready for Madison Square Garden, but the youngsters, playing a pickup game at the Mamaroneck Avenue School, know how to shoot hoops just as well as the Knicks' Patrick Ewing.

State wants traffic light near Syms store

By Ed Tagliaferri

Staff Writer

Unless the state sees a light, Syms shoppers will have to stay to the right.

The state Department of Transportation has threatened to restrict traffic from the Syms clothing store's parking lot onto Route 119 in Elmsford if a traffic light is not installed at the busy driveway.

In a letter dated Nov. 27, the DOT gave Syms 30 days to respond to the request or it would restrict traffic from the lot to right turns only.

Michael Mignonga, a regional traffic engineer for the DOT, said Wednesday

that the state was taking the strong stand because the store had not acted quickly enough to previous state inquiries. The state has been trying to get a traffic light at the intersection since 1983.

As a result of the state's stand, Elmsford Mayor Arthur DeAngelis this week wrote to Syms and the neighboring Howard Johnson's and Burger King restaurants, asking representatives to meet with the Board of Trustees to discuss sharing the cost of the traffic light. The DOT estimates the cost at \$40,000 to \$80,000.

In a July letter to Westchester County Legislator Paul Feiner, Irwin Shivek,

Syms' vice president for operations, said the clothing store chain would be willing to share the cost. Shivek was unavailable for comment Wednesday.

Feiner, whose district includes Elmsford, has been a leading advocate of the traffic light.

"Elmsford seems to be very slow-moving on this," he said. "I get more constituent complaints about a light there than any other traffic problem."

Although Route 119 is a state road, the DOT cannot install a traffic light at the intersection with Syms' driveway because the driveway is a private road, Mignonga said. In this case, however, the state can force private companies or

local governments to take the action by threatening to alter traffic restrictions.

According to Elmsford police Chief Frank Cuff, 62 accidents occurred at that section of the road from Jan. 1, 1982, to May 31, 1985, with 24 resulting in injuries. The accidents were related to traffic coming from Syms, Howard Johnson's and Burger King, he said.

Customers driving out of Syms or Howard Johnson's can make left turns onto Route 119, but Burger King patrons cannot. The fast food chain employs a guard to help customers make their way onto the road, particularly from the restaurant's drive-up window.

2nd Ardsley school board candidate declares

By Tim Oliver

Staff Writer

Theodore Solow, a village resident for 14 years and former chairperson of the school board's Budget Advisory Committee, said Wednesday he will run for a seat on the Ardsley Board of Education in the Jan. 16 special election.

Solow, 47, an assistant principal of the Howard Bleeker Junior High School in Queens, is the second candidate to declare in the race for two vacancies created when trustees resigned this fall.

Judith Ellis, a 15-year village resi-

dent and the manager of training and employee development at Viacom International, announced her candidacy Monday.

The candidate who receives the most votes will serve through June 1988; the candidate with the second highest number of votes will serve through June 1986.

Board member Diane Morrison resigned in September for health reasons. Phyllis Federico, the board president, left saying fighting between board members was preventing the board from making important decisions on educational matters.

The three remaining board members agreed to interview candidates to fill the vacancies through appointment,

but trustee Walter Reich then pressed for a special election.

Solow is making his second attempt to become a board member. He lost by 50 votes in 1979.

"I was a relative unknown in '79," he said. "I'm now known by a large segment of the community."

Solow said his experience as an educator, negotiator and longtime village resident will enable him to help mend the rifts that have developed in the community over the public disputes between acting Board President Edward Elkin and Reich.

"The children have not yet been affected (by the board's problems)," Solow said. "We have to get the lines of communication open again. Maintaining

and raising the standards of education Ardsley has always held is a top priority."

Solow said his past experience as the Budget Advisory Committee's chairperson would be an asset to the board.

"The people who are elected will be thrown right into the fire because of the budget. I won't need to have a crash course on it," he said.

Solow and his wife Ronnie, an assistant principal at Theodore Roosevelt High School in the Bronx, have two children. Their daughter Laurie is a junior at Ardsley High School. Their son Marc graduated from the high school in 1984.



Theodore Solow

Off-Price Stores: Good Deal of Risk

You May Not Get What You Don't Pay For, Area Survey Shows

By Leah Y. Latimer
Washington Post Staff Writer

The gold emblem on the front and the crest and serial number on the inside identified the handbag as a Gucci. And for \$125 at a Washington area off-price store, \$51 less than the retail price, it seemed a great buy.

It wasn't. It was counterfeit, according to Gucci officials.

The handbag was purchased as part of a Washington Post survey that found that off-price shopping—the retailing phenomenon that has brought factory outlets, bargain warehouses and designer discounters to the Washington area in ever-increasing numbers—can be risky business for consumers.

In a survey of more than 50 stores, the off-price market was found to be one where bad buys can be had along with bona fide bargains.

"It's a hit-or-miss proposition," said Susie Tobias, who often shops at the new Potomac Mills mall in Woodbridge, Va., which bills itself as the world's largest collection of off-price stores.

A panel of professional buyers, retailers, jewelers, and tailoring and textile experts assembled by The Post found that quality does not always measure up to that of comparably priced goods from conventional retailers. In a market where claims of sensational savings abound, consumers also risk spending large sums on items that often may not be what the labels indicate, according to the findings.

In addition, stores often make exaggerated savings claims by inflating what they say are the comparable retail prices, the findings indicate.

"They're making the savings look astronomical," said Montgomery County consumer specialist Susan Cohen. "No one knows what a legitimate savings is anymore."

See OFF-PRICE, A14, Col. 1



WOMEN'S CLOTHING

This off-price sweater coat, top left, should sell for no more than \$79, experts said. The coat, of low-quality wool, was advertised as selling elsewhere for \$239 but was discounted to \$39.75. The experts correctly estimated the department store sweater coat, top right, as selling for \$150.

These two sweaters, bottom, were both originally priced at \$40. But the off-price sweater, bottom left, is made of a scratchy, low-quality wool and only worth its \$11.99 discounted price, experts said.

HOW THE SURVEY WAS CONDUCTED

In conducting the shopping survey at more than 50 off-price stores in the District, Maryland and Northern Virginia, a reporter for The Washington Post did what most shoppers do—looked for exceptional values.

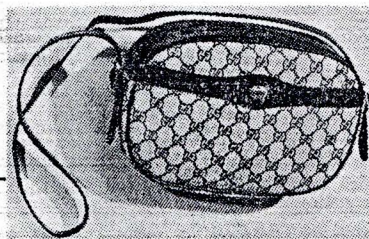
Purchases were made at 12 of the stores. In considering what to buy, The Post looked at brand names and designer labels, type of item, comparable price and value claims and the discounted price. The Post then purchased from conventional retail stores similar goods with regular retail prices near the comparable retail prices claimed by the off-price stores conventional retail stores.

All goods were removed from their original packages, and tags and labels were either removed or covered.

Professional menswear and womenswear buyers, jewelers, textile experts and shoe merchandising experts, with the understanding that they would not be identified in this story, individually evaluated specific merchandise purchased from off-price stores and compared it with similar goods purchased from conventional retail stores. They judged the merchandise on quality of materials, style and craftsmanship, and also were asked to estimate a retail price for each item.

In most cases, the comparisons were double-blind tests, in which neither those making the comparisons nor the person administering the test were told where individual items were bought.

A variety of merchandise, such as jewelry, clothing and shoes, was selected to represent goods available in off-price stores throughout the area.



WOMEN'S ACCESSORIES

Asophisticated counterfeit, said Gucci officials of this purse from an off-price store. Listed as selling elsewhere for \$176, it was bought for \$125. Specifically, Gucci officials said a poorer quality pigskin was used, the inner lining was badly crafted, the Gucci emblem and crest were flawed, and the zipper color was not the usual perfect match.



MEN'S CLOTHING

Experts cited the plain-front trousers and six buttons on the double-breasted jacket in saying this off-price Bill Blass suit, top right, was at least two years old and out of fashion. Another Bill Blass suit, bottom left, from a department store, was called "current" and its retail value correctly estimated at \$275. The off-price shetland sport coat, top left, was considered a good, fashionable garment that should sell for up to \$175. It was bought for \$119, but the store said it was comparable to those selling elsewhere for \$240.

PHOTOS BY ELLSWORTH DAVIS—THE WASHINGTON POST
DESIGNS BY TOBEY—THE WASHINGTON POST

You May Not Get What You Don't Pay For

OFF-PRICE, From A1

Based on comparisons of merchandise from off-price stores and similar goods from conventional retailers, the findings illustrate concerns that some claims by the off-price industry, which is expected to sell \$13 billion in apparel alone next year, are at least questionable and may violate federal and state advertising guidelines.

The issue is a growing concern to consumer agencies because of the impact the industry is having on the way people spend their money.

"I never shop full-price," said Linda Meegan, a shopper who recently pulled into the Potomac Mills parking lot in a station wagon bearing the bumper sticker 'Born to Shop.' "It's a waste of money."

Some of the Washington area's best known off-price stores are Syms, Loehmann's, NBO and T.H. Mandy. Those and similar merchants typically offer few customer services and stock their shelves with large quantities of merchandise bought directly from manufacturers. The wares available in the booming off-price market include everything from toys to toiletries, shoes to sheets.

The Post's random survey did not include all of the area's off-price stores. The shopping examples illustrate the difficulty for the consumer in making choices at any retail store and the gamble of getting good quality for the lowest price. The items cited do not necessarily represent the overall quality or pricing of goods at the particular store or type of store.

James Abbott, Maryland's assistant attorney general for consumer affairs, suggested that shoppers be cautious about off-price savings claims. "I suspect that there are serious questions to be raised" about the claims, he said.

and harmful to consumers, said Mark Silbergeld of Consumers Union. "If the claim is not technically accurate, then at least it shouldn't lead people to shop where they wouldn't ordinarily shop, or buy what they wouldn't ordinarily buy," he said.

Federal Trade Commission guidelines define deceptive practices, such as false savings claims, as those that are likely to mislead consumers, affecting what products they buy.

In recent years, however, the FTC has maintained a hands-off policy on comparative ads, leaving the challenge of monitoring them to local governments. State and county consumer offices in the Washington area maintain that they do not have the resources to do such monitoring.

In its survey, The Washington Post found numerous examples of off-price merchandise selling for 50 to 85 percent less than what sellers listed as "comparable" price and value. And, in several cases, The Post's panel of professionals said the goods were worth just about what they actually sold for—not the comparable price.

For example, a crew neck wool sweater that was advertised by New England Trading Co. at Potomac Mills as a \$40 value was purchased off-price for \$11.95—just what a textile expert and a fashion merchandising expert said it was worth.

"In order for [comparable price claims] to mean anything, it has to be sold at a major outlet in the Washington area at that regular price," said Montgomery County consumer specialist Cohen, citing local and federal advertising guidelines.

The sweater and others like it had been sitting in a warehouse for four years and probably the original seller never was able to sell it for \$40, store manager Barbara Webber said recently. "It's probably what they tried to sell it for, and it probably took a markdown right

ularly at those off-price stores that deal only in first-quality, current merchandise. In many instances, merchandise in off-price specialty stores, particularly some women's clothing shops, can be found at the same time hanging on racks in conventional retail stores.

But these items often sell for moderate savings of only about 20 percent off regular prices. For example, a woman's angora sweater sold for \$52 at Cohoes, a top-quality, brand name off-pricer at Potomac Mills. The same sweater was found at several conventional department stores selling for \$62, which Cohoes had listed as the comparable price.

The Post used independent professionals, who looked at merchandise without knowing where it was from, to determine how goods at off-price and conventional retail stores stack up. Here are some of their findings:

■ **Sweaters:** A woman's sweater coat purchased from Burlington Coat Factory in Prince George's County for \$39.75 sold elsewhere for \$239, according to its ticket.

A great value?

The coat—in heavy red, white and black unlined wool with a double neck button closing—was worth about \$79, according to two textile and merchandising experts. The panelists said the off-price coat was a low-quality, "scratchy" wool that had been machine processed to try to soften it and create a furry effect, a technique used by manufacturers who cannot afford to use more expensive lamb's wool or angora.

The \$239 price tag was based on the typical 100 percent markup over the wholesale price that conventional retailers generally use, said Gary Graham, Burlington's regional manager.

"We're very, very sensitive about our comps [comparable prices]," he added. "We try to remain realistic."

ny, the other from Woodward & Lothrop, both priced at \$40. But the one purchased from the off-price store for the discount price of \$11.95 was of a scratchy, low-quality wool, according to the professionals, who said it was probably made inexpensively in the Far East. The label said it was made in Sri Lanka.

The long-sleeved sweater was among the least expensive items in a store with much top-quality, current merchandise. It was "obviously something we wanted to get rid of," explained manager Webber. Many shoppers are looking for merchandise at that price and quality, she said.

■ **Menswear:** The panelists said a suit purchased in November from Syms was out of fashion, but that a sport coat from the same store was a current, good-quality garment.

"I don't even think this is last year's," a panelist said of the dark gray Bill Blass suit, noting that it had a plain-front trouser and six buttons on its double-breasted jacket, both out-of-fashion details.

The professionals estimated its retail value as \$175 to \$200 and said it was at least two years old. The suit was purchased at Syms for \$125, but was advertised as selling regularly for \$260.

"It's possible that any given suit could be out of date," said Syms advertising director David Bernard, who said the suit purchased by The Post could have been an isolated example. Syms, which quotes "nationally advertised" prices, bases its comparable prices on those set by manufacturers and competing conventional retail stores, Bernard said.

A charcoal gray shetland sports coat purchased from Syms was considered by the panelists to be a good, fashionable garment that should sell for up to \$175. It was bought during a "special sale" at \$20 off the regular discount price of \$139. The store said the jacket was

A cobra link bracelet that regularly sold for \$40 at Woodward & Lothrop was purchased during a 50-percent-off sale for \$20. The panelists' estimate of the chain's retail value was \$20 to \$25. Officials of the department store declined to comment on the store's pricing policy.

Both bracelets eventually broke—one after being worn three days and the other after being worn two weeks under normal conditions.

"This one is going to rip and break; it's starting to crack already," one panelist said of a comparably priced \$24 gold chain sold by Manufacturers Jewelry Outlet for \$8. The clasp was considered "hard to handle and susceptible to breakage."

■ **Leather goods:** Linda Morrison, a legal representative of Gucci's in New York, called the "Gucci" handbag purchased for \$125 at an off-price store "a very strange piece of merchandise." According to the price tag at Just Accessories at Potomac Mills, it was discounted to \$51 less than its regular price.

The bag, a medium-sized blue camera case model, was made of poorer quality pigskin than the genuine Gucci bag and its inner lining was badly crafted, "horrible," officials of the Italian specialty store said. The Gucci emblem and crest were flawed and its zipper color was not matched, they said. The serial number used to identify genuine bags was not embossed, but printed—upside down.

Yet some details, like the zipper pull and metal clasps, were identical to a genuine Gucci, they said.

"At first glance, you'd say it's definitely a Gucci," Morrison said. "But when you obviously get a bag that falls apart after a while . . ."

The buyer for Just Accessories, Bonnie Flag, said two accessory buyers at different conventional department stores examined a recent shipment of Gucci bags the store received and judged them genuine. She said the store had purchased them through a middleman

ever, a pair of shoes bearing the same label and purchased from another off-price store was found to be of lower quality and of less value than the comparable price the discount store advertised.

Specifically, the panelists raved about the quality of the pumps, purchased from Bannister Shoes at Potomac Mills, and estimated their retail value at \$65. The comparable price advertised for the shoes, purchased at the outlet for \$35, was \$60. "If you paid \$35 for those shoes you got an outstanding value," one panelist said after the test.

The other shoes were a pair of pink spike heels with a bow on the toe. They were made of a low-grade calfskin or synthetic material, and the poor construction almost guaranteed a bad fit, according to the panelists, who set the price at \$49. That pair of Bandolinos, advertised at Burlington Coat Factory as also selling regularly for \$65, was purchased during a special sale there for \$29.99.

Burlington's Graham said "comparative value means those goods had to be sold somewhere for that price."

With the increase in the number of stores vying for off-price merchandise, some suggest there may be a shortage of high-quality goods that can be sold at discount.

"There's not enough of the first-quality goods to fill these stores so they're starting to fill them with junk, which gives off-price a bad name," said Ellenann Walsh, spokeswoman for Marshall's department store, the nation's largest off-price chain.

Others say manufacturers themselves have already begun producing specifically for off-pricers who can buy in large volumes, pay cash and are willing to take merchandise that is difficult to sell otherwise.

Judith Barnes of Cohoes disagrees that there may be a lack of merchandise. "There's always last season's," she said. "I can't see there ever being a lack of merchandise for an off-price store."

But caution may be necessary at conventional stores, too. Maryland recently sued The Hecht Co. for using fictitious prices in sales advertisements for mattresses "to create an illusion of dramatic savings and significant bargains which, in fact, do not exist." The company has denied the charges.

The issue is whether sensational savings claims really are deceptive

away," she said.

Dennis Marr, manager of Price Jewelers, noted that because conventional retail store prices vary for the same merchandise, there is a wide range for setting comparative prices and determining savings. "It falls back to the old phrase, 'What is retail?'" he said.

During the survey, The Post found numerous items that the panelists considered good buys, partic-

purchased from a manufacturer who went out of business, Graham said, and has been in off-price stores since last year.

The panel correctly estimated that a sweater coat from Garfinckel's, a beige and white checked garment of angora and lamb's wool, retailed for \$150.

The Post purchased two crew neck sweaters, one from the off-price New England Trading Compa-

comparable to those selling elsewhere for \$240.

The panelists evaluated another Bill Blass designer suit, a dark blue pinstripe purchased from Hecht's department store. "It has the new look, lower lapels. I'd say this is very current," one said. They estimated its retail value at \$275, its exact selling price.

■ **Jewelry:** The original retail prices of four 14-karat gold chains purchased from a conventional retail store and two off-price jewelry outlets were found to be much higher than professional jewelers said they were worth. The jewelers weighed and then examined the pieces through a jeweler's loupe.

A flat herringbone bracelet from Price Jewelers at Potomac Mills should sell for \$12.75, according to the panelists' estimate. The store said the bracelet's comparable retail price was \$33 and sold it off-price for \$10.97.

Marr, Price's manager, said he disagreed with the price estimate.

The store, owned by a manufacturer who sells jewelry to regular retail stores, establishes comparable value by looking at prices charged by conventional retailers it sells to, as well as prices listed in shopping catalogs for similar goods, according to Marr. Some merchandise is priced based on the typical 300 percent markup most jewelers use and then discounted, Marr said.

"He's saying it's worth \$12 in materials. That may be true," Marr said of the evaluation done for The Post. "But we're selling it for \$10.97."

who said he bought them as surplus goods directly from the Italian maker. If counterfeit, Flagg said, "they aren't your typical imitation Gucci." The store owners plan to fully investigate the matter, Flagg said.

■ **Shoes:** A pair of women's black patent leather pumps bearing a Bandolino label and purchased from a shoe outlet were found to be of the highest quality of four pairs of shoes obtained from conventional retailers and off-price stores. How-

Some consumer advocates say that the off-price phenomenon can be nothing but good news for consumers, despite what may be some questionable practices.

"Even if some of the prices are inflated, they're engendering price competition," says Ann Brown, head of the Consumer Protection Committee of the Greater Washington chapter of Americans for Democratic Action. "Price competition is the name of the game."

UNRAVELING THE LINGO OF THE OFF-PRICE INDUSTRY

The off-price industry exists in a variety of forms. The differences among off-price businesses generally are based on how they operate, who owns them, how they acquire their merchandise, and the merchandise quality.

■ **Factory Outlets:** Stores operated as outlets by manufacturers in order to sell factory overruns, surplus or flawed merchandise to the public at prices that are sometimes close to wholesale. An example is the Hanes Factory Outlet.

■ **Manufacturer's Outlets:** Free-standing stores, often far from the factory, offering the manufacturer's merchandise at discounts. The bakery thrift stores operated by Pepperidge Farm and Wonder Bread are manufacturer's outlets.

■ **Captive Brand Stores:** Outlets selling brands that are not traded anywhere except their own store, such as the Kuppenheimer Factory Store.

■ **Brand Name Discounters:** These stores' merchandise is almost exclusively current season, first-quality with full selection. Examples are Marshall's, T.H. Mandy and Kids R Us.

■ **Off-Price Stores:** Stores that buy very large quantities of merchandise directly from the manufacturers at below wholesale prices. Often these items are brand name. Some off-price stores may sell surplus stock, closeouts and overruns. Waccamaw Pottery is such a store.

■ **Liquidators:** These merchandisers sell bankruptcy buy-outs, clearance and discontinued goods.

■ **First Quality:** Without flaws.

■ **Irregulars:** Slightly flawed merchandise with appearance and function usually unaffected. Generally these flaws are pulled threads, scratches, nicks.

■ **Seconds:** Flaws are more serious than those of irregulars. Product may be misshaped, mismatched, stained, dented.

■ **Closeout:** An incomplete assortment of goods being sold out of season or being discontinued because they are no longer fashionable.

■ **Overstocks, overruns or overcuts:** Surplus goods after factories sell to regular retailers.

Source: "The Complete Dictionary of Buying and Merchandising," National Retail Merchants Association; "The Outlet Shopper," by Carolyn Vogel Benson.

TIPS ON COMPARING QUALITY, PRICES

The key to successful off-price shopping is comparing quality, not just prices, say consumer officials. Brand names usually are good indicators of quality, but there are other things to look for as well, they say.

■ **Clothing:** Exterior stitching should be even, straight with no seams coming apart and no loose threads. Thread color should match exactly and buttons should be bone, leather or fabric-covered. Hems should hang straight and stitches should not be visible on the outside of the garment.

Inside seams should be at least 5/8 of an inch wide and finished with zigzag or straight stitching. Patterns and plaid fabrics should match. Seams and pockets should not pull or wrinkle.

■ **Jewelry:** Regardless of the materials used—fine gemstones, precious metals or costume pieces—durable jewelry should have securely soldered chain links and fasteners with double-duty catches. Stones should be set firmly rather than glued and there should be knots between each bead in a strand. Parts should be strong enough to withstand ordinary wear.

■ **Shoes:** Some shoes made for European markets find their way into some off-price stores. Because these shoes are sized differently than those made for the American market, consumers should make certain of proper fit even when buying their usual size. High-quality shoes have leather uppers and soles, with heels that are part of the sole rather than merely stuck on.

Max Zaslofsky Is Dead at 59; Star in Early Days of Knicks

By SAM GOLDAPER

Max Zaslofsky, one of the finest shooters in the early days of professional basketball and a star for the New York Knicks, died Tuesday at Long Island Jewish Hospital in New Hyde Park, L.I., of complications from leukemia. He was 59 years old.

As a youngster, he spent grueling hours on Brooklyn playgrounds, as many as five or six a day, trying to perfect his two-handed set shot.

Dick McGuire, the Knicks' chief scout, who played in the same backcourt with Zaslofsky for three seasons, said: "He was one of the better two-handed shooters of all time. He knew how to use people very well to get himself free for his shots."

Mr. Zaslofsky was born on Dec. 7, 1925, in Brooklyn. After three seasons at Thomas Jefferson High School, where he was an all-scholastic selection, he played for the 1945-46 St. John's University team that had a 17-6 record.

Four Seasons With Chicago

After his freshman season, he left St. John's to join the Chicago Stags of the newly organized Basketball Association of America, the forerunner of the National Basketball Association. He once recalled playing for "\$5 or \$10 a game" in one of the many semipro leagues that were popular at the time.

"There was nothing for me other than to go out and prove myself to the world," Mr. Zaslofsky said recently. "Those were the days it was still important for me to have people hear my name."

He played four seasons with the Stags, during each of which he was named to the league's all-star team. After the 1949-50 season, the Chicago team went out of business. When the Knicks, the Boston Celtics and the Philadelphia Warriors all sought his services, Maurice Podoloff, the league president, decided to hold a drawing. Ned Irish, the Knick president, drew



Max Zaslofsky

Zaslofsky and was happy to pay \$15,000 for his rights.

Zaslofsky played three seasons in New York before he was involved in a five-player trade with the Baltimore Bullets in 1953 that brought Jim Baechtold to the Knicks. Zaslofsky also played for Milwaukee and Fort Wayne before his retirement after the 1955-56 season. He had a career scoring average of 14.8 points a game and won the league scoring title for the 1947-48 season with an average of 21 points.

Zaslofsky became the coach and general manager of the New Jersey Americans when the American Basketball Association was founded in 1967. The team later became the Nets.

Mr. Zaslofsky is survived by his wife, Elaine; two daughters, Joyce Zaslofsky and Joanne Mann; a son, Jeffery, and two grandchildren. A funeral service is scheduled for today at the I. J. Morris Funeral Home in Hempstead, L.I., at 1:45 P.M.

Shepherds save a sheep

IT WAS A heartwarming scene on a New York sidewalk—smiling Sidney Briggs, 84, hugging good Samaritan Mary Gorman, 31, who rescued him from the ranks of the homeless and arranged his reunion with relatives yesterday. “I don’t care what anybody says, New Yorkers do have a heart,” said Sidney’s niece, Bernice Pinard, fighting back tears of joy as she embraced Sidney. Bernice and her husband, Al, drove here from Oxford, Mass., a suburb of Worcester, to take Sidney home.



Bill Reel

Mary had reached them by telephone and informed them of Sidney’s plight on Sunday.

Sidney, wearing a suit donated by one of Mary’s neighbors, was sprightly after a good night’s sleep at Mary’s and a big breakfast of scrambled eggs, home fries, toast and coffee.

Outside Mary’s apartment on E. 53d St., Sidney threw his arms around her, gave her a good squeeze and then climbed into the front seat between Al and Bernice to ride off to a new life among loved ones. Yesterday was the first



HEART SPEAKS TO HEART: Sidney Briggs, 84, reunited with his niece, Bernice Pinard, yesterday on 53d St.

JIM HUGHES/DAILY NEWS

day of the rest of his life.

So the ragged ranks of New York’s homeless were depleted by one. How did it happen?

I received a letter 10 days ago

from a reader who lives on E. 85th St., in Yorkville. She wrote, in part:

“May I tell you of someone I have encountered in my neighbor-

hood and see almost every day? Sidney Briggs, of whom I write, would, in his words, like to go home to die. Briggs came here in

See **REEL** Page 32

XEROX

We’re making the new Memorywriters even more memorable.



From now until December 31st, we’ll give you up to \$600 off when you trade in your old typewriter for a Xerox Memorywriter.*

This offer includes the full Memorywriter line, featuring the new 6010 and 6015 Memorywriters.

The 6010 and 6015 could be the most comfortable typewriters you’ve ever used. They’re constructed so you get a perfect view of what you’re typing. And the keyboard is built for an incredibly smooth touch and feel.

All of which makes your office more productive. And makes you look very good.

The new Memorywriters are quiet, helping to reduce the noise of a busy office. And they’re smaller, so they won’t overwhelm your desk. Or your budget. But they have some pretty big capabilities.

Like the 6015’s built-in character display, which lets you correct mistakes on letters, memos and reports before they even reach the page. Additional standard features include: phrase and format storage, bolding, double underlining, word by word underlining, column centering, decimal tab and previous line correction capabilities.

And the optional Spellcheck feature boasts a 50,000 word vocabulary, so you don’t have to worry about typos or misspellings. Best of all, the 6010 and 6015 come from the Memorywriter family with

the first name in service and support behind them—Team Xerox.

See us today for details on this trade-in offer by contacting your local Xerox sales office, or authorized Xerox sales agent. Or call 1-800-TEAM-XRX, ext. 156, or send in the coupon.

It could be the most memorable thing you do today.

For more information call:

1-800-TEAM-XRX, ext. 156.

(1-800-832-6979, ext. 156)

Yes, I’m interested in learning more about the trade-in offer and the new Xerox 6010 and 6015 Memorywriters.

Send this coupon to: Xerox Corporation, P.O. Box 24, Rochester, NY 14692.

☐ Please have a sales representative call me.

☐ Please send me more information.

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____
ZIP _____ PHONE _____
156 (Offer expires Dec. 31, 1985) 7058 10/15/85

*Qualifying brands and models of typewriters and the trade-in value of each appears on Xerox competitive trade-in lists. XEROX® and the identifying numbers listed herein are trademarks of XEROX CORPORATION.

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The big bucks stop here

By **JUDY LINSKOTT**

Daily News Staff Writer

Harry Helmsley and David Rockefeller are in, Yoko Ono and Rodman Clark Rockefeller are out: It’s one exclusive club you can buy your way into.

It’s Forbes magazine’s 1985 list of the 400 richest people in the U.S., a crowd that includes 14 billionaires and 386 other rich folks worth a total of \$134 billion. Their average net worth, mind you, is \$335 million.

The poorest is worth \$150 million, the richest is worth \$2.8 billion. That’s Sam Walton, of Bentonville, Ark., whose Wal-Mart discount store chain elevated him to the top of this year’s rich list, replacing oil tycoon Gordon Getty.

The New York metropolitan area boasts 81 of the list’s 400 names, including billionaires Helmsley, David Rockefeller and the Newhouse brothers, S.I. and Donald, whose publishing empire includes Conde Nast. Dallas and Los Angeles follow with 25 and 23 names, respectively.

Some famous names

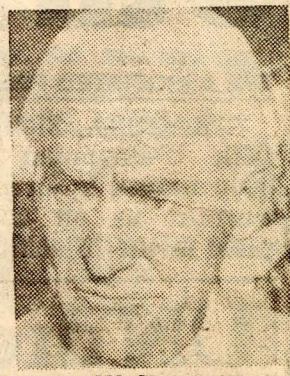
So who do we know who made it? Well, a few include cosmetics queen Estee Lauder (worth, says Forbes, \$233 million); clothes whiz Sy Syms (\$200 million); TV mogul Ted Turner (\$300 million); former cowboy star and businessman Gene Autry (\$150 million); wine kings Ernest and Julio Gallo (\$300 million each), and Penthouse publisher Bob Guccione (\$220 million).

As for publisher and New Yorker Malcolm Forbes himself, the magazine coyly avoided making a direct estimate, letting others place his fortune somewhere between \$200 million and \$500 million.

The old and the new

Old names like Rockefeller, Cabot and du Pont weight this list like diamonds around an heiress’ neck, but 42 first-timers are here, too, among them TV producer Norman

Lear, media mogul Rupert Murdoch and Cincinnati automotive radar detector king James Jaeger, who at 37 is the youngest self-made millionaire on the list.



Sam Walton

(Abby Rockefeller Simpson, 28, is younger and richer, but she didn’t earn it herself.)

But Apple computer founder Steve Jobs tumbled off the list this year, as did publisher and New York Mets owner Nelson Doubleday Jr. So did Yoko Ono, who was worth about \$150 million last year, said Forbes. This year, sniffed Forbes of Ono, “No signs of substantial business activity and much charity suggest little or no increase.”

Bargains & Brand Names

■ Mercy Dash is one of those "educated consumers" who shops at Syms. And she had some doubts about the designer labels and comparable prices touted at the local Syms stores.

Dash, whose husband is one of the founders of Dash's discount menswear stores, explored those doubts about Syms with **Richard Behar** in the current issue of *Forbes* magazine.

The result is a hard-hitting piece by Behar, which says the Brioni label suits at Syms are not from the top of the line that sell at \$1,200 and up but rather from a mass-produced line that sell for about \$700. And the Givenchy suits, according to a quote from **Al Cohen**, head of Givenchy's licensing group, may be produced specifically for Syms.

So what else is new. We always thought an educated consumer realized that you get what you pay for, and there is undoubtedly a good reason why a Brioni or Givenchy or other designers' suits for men are selling at Syms in the first place. Behar doesn't



SY SYMS

agree. He writes: "Syms has cashed in on an ill-informed lust for prestige labels on the public's part and the discreditable willingness of many designers and their licensees to bastardize the brands for a bigger return." What is Sy Syms' response to the *Forbes* article? "I can only make one comment," said Syms. "It is now in the hands of my attorney. But I will say it is massively erroneous; they didn't do their homework."

Dash's had price-tag problems of its own several years back for sales practices and agreed to stop advertising that merchandise was on sale unless the sale price represented "a meaningful reduction from its regular selling price." In a settlement with the Montgomery County Office of Consumer Affairs the company paid \$1,500 to the county without admitting any violations of the law. Dash said at the time the company settled to avoid the cost and time of a court fight. "We feel we haven't done anything wrong; we never intended to lead anyone on . . . we had no idea we were breaking any laws," Mercy Dash said then.

WASHINGTON POST
Sunday
9/8/85

SYMS
Educators Schedule

DEPARTMENT : S E

From _____ To _____

[illegible]

SPORTS

Redskins Hopeful For Monk

*Knee Brace Fitted;
Verdin Likely Addition*

By Tom Friend
Washington Post Staff Writer

The Washington Redskins continue to hold out high hopes for the return of wide receiver Art Monk. Trainer Bubba Tyer said yesterday that Monk can do without arthroscopic knee surgery and has a "good chance" of returning for the playoffs, Jan. 9 or 10.

Monk was fitted with a brace yesterday and will wear it everywhere for the next 10 days to two weeks.

The Redskins, bracing for the final three regular-season games, likely will replace Monk on the active roster with fast-running and fast-talking Clarence Verdin, although they also are expected to resign wide receiver Anthony Allen—who wowed St. Louis with 255 receiving yards during the players' strike.

Verdin is only 5 feet 8, and Allen is only 5-11. The other Redskins wide receivers are approximately the same size—5-9 Gary Clark, 5-11 Ricky Sanders and 5-8 Eric Barber.

So, the ghosts of Alvin Garrett and Virgil Seay are with us. In 1982, Monk broke his foot in the season's finale, and there evolved something called "The Fun Bunch," something else: a Super Bowl victory.



Capitals' Greg Adams watches as puck skitters away from Flames goaltender Mike Vernon. Washington emerged on short end of 5-4 score last night.

Flames Overcome Capitals

Christian's 3 for Naught

By Robert Facht
Washington Post Staff Writer

A two-goal deficit in the third period intimidates a lot of hockey teams. For the Calgary Flames, it simply adds to the incentive.

The Flames scored four goals in the last 13 minutes and defeated the Washington Capitals, 5-4, last night at Capital Centre to extend their unbeaten streak to nine games, longest in the NHL this season.

The crowd of 10,912 had its chances to cheer, because Dave Christian recorded his first hat trick in five seasons as a Capital. Linemate Mike Ridley had a goal and two assists.

Washington carried a 2-1 lead into the third period and Christian's second goal, on a power play with 14:53 left, appeared to wrap things up. The Capitals do not often let a two-goal lead get away.

"We were up, 3-1, and that's the type of game we don't usually lose," Christian said. "But they come quick. They work hard, they go to the net and they forecheck well. They took it to us pretty good."

"When it was 3-1, we felt we were right in the game," said Mike Bullard, a two-goal scorer in the Flames' stretch drive. "We didn't expect to lose."

A slashing penalty to Kevin Hatcher provided Bullard with the opportunity to score the first of two power-play goals, neither of which traveled more than five feet.

With Larry Murphy caught up ice, the Flames swept in on a three-on-one, but goalie Clint Malarchuk blocked a shot by Al MacInnis. The puck struck the rear boards and car-

ASSOCIATED PRESS

For Monk

Knee Brace Fitted; Verdin Likely Addition

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So, the ghosts of Alvin Garrett and Virgil Seay are with us. In 1982, Monk broke his foot in the season's finale, and there evolved something called "The Fun Bunch," something else: a Super Bowl victory.

Five years later, the scenario is strikingly similar. Quarterbacks such as Jerry Rhyme isn't so concerned because, he says, "a lot" of receivers are midgets these days. Quarterbacks can't bump receivers they used to, so size doesn't matter nearly as much as hands, speed and heart to go over the middle.

Verdin, who had gone on the injured-reserve list Sept. 7 with a hamstring injury, was praised yesterday by assistant coach Dan Henning.

He's been doing really well in practice, and he just has to transfer to the field," Henning said. "He's got speed and he catches the medium routes. Yes, he can go over the middle in practice, but we'll find out for sure in the game."

Verdin's other strength (besides his ability to talk 24 hours a day) is the kick return, where he could re-

See REDSKINS, D3, Col. 1



Capitals' Greg Adams watches as puck skitters away from Flames goaltender Mike Vernon. Washington emerged on short end of 5-4 score last night.

ASSOCIATED PRESS

TONY KORNHEISER

Summit Is Here Today, but Irwindale Tomorrow?

I sense it's going badly. Can you feel it, too? It's slipping away from us, isn't it? We've lost so many things here: the Senators twice, soccer so many times, the ABA, the USFL. We even lost the Cracker Jack game.

Now we get a chance of a lifetime, a really big time event like The Summit. And we're going to lose it, too, aren't we?

They'll move it. You'll see.

They'll take it somewhere else, someplace with skyboxes, and all we'll end up with is an Old Timer's Summit. Gromyko and Nixon. (It's always Gromyko. He's the Chris Schenkel of Soviet politics. Russia doesn't have many Old Timers. The others are either dead or slamming rocks in a gulag.

There's a bad pension plan in The Politburo. Rather literal on severance. Ask Boris "Bad Dude" Yeltsin.)

Gorbachev probably didn't want to come here in the first place. Would you, if you had to stay in the Soviet Embassy? Such a forbidding place. If the next Summit is in Phoenix, Gorbachev can stay at Embassy Suites and have free breakfast.

You think Gorbachev's having a good time so far? That treaty signing didn't look like a lot of laughs. (Was Eric Dickerson there? He hasn't signed anything this week.) And the formal greeting? Borrrring. Continentals? Howitzers? That's entertainment? That's no numbers at all. Channel 5's "Bewitched" blew it out of the

tub. David Wolper's out in Beverly Hills having breakfast at Nate N' Al's, totally hysterical, doubled over in the sturgeon.

So what's on the agenda now that it's party time? Raisa going shopping with Sallie Melendez? (As long as we're making fashion statements, Gorbachev's much better styled than the average Soviet pol who looks like he gets his clothes at a tractor swap. But somebody ought to take him up the Pike to Syms for a suit.)

I'm sensing Washington can't give him what he wants in a Summit. New York has The Russian Tea Room. Vodka, blini, caviar. What do we have? There's an awful

See KORNHEISER, D6, Col. 4

Capitals

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By Robert Facht
Washington Post Staff Writer

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With Larry Murphy caught up ice, the Flames swept in on a three-on-one, but goalie Clint Malarchuk blocked a shot by Al MacInnis. The puck struck the rear boards and caromed past both Malarchuk and defenseman Scott Stevens and into the crease, where Bullard tapped it home.

Joe Mullen tied it at 3 with 11:42 on the clock. He put a fake on Stevens and wound up from the faceoff dot in the right-wing circle, driving the puck between Malarchuk's legs.

The Capitals were presented with a golden chance to regain the lead when Jim Peplinski slashed Bengt Gustafsson while teammate Joel Otto already was off for holding. Looking at 52 seconds with a two-man advantage, Washington Coach Bryan Murray took his timeout to set things up. It did not work.

"The key to the game was killing off that five-on-three," said Calgary Coach Terry Crisp. "The guys were really irate on the bench that he [referee Ron Hoggarth] gave it to us. They didn't think we deserved it and they just decided to kill it off. They figured he couldn't do anything else to us."

Murray said, "We just got one shot, because there was no puck movement and when guys rotated, they weren't replaced by other

See CAPITALS, D6, Col. 1

BUSINESS JOURNAL

pegged at \$420 million.

Other items that the company markets to 90,000 card and gift stores, pharmacies, florists and chain stores include ceramic mugs, porcelain gifts, picture frames, greeting cards and collectible dolls, among others.

Berrie made a bid for the New Jersey Nets in 1986 that was rejected, but his interest in sports teams may pay off big if terms are successfully negotiated between his company and the NFL to market impulse gifts with the league's designs.

ONE HUNDRED —
TWO HUNDRED FIFTY
MILLION DOLLARS

BRADY FAMILY

The most recognizable of this Far Hills family is Nicholas Frederick Brady. He took over Harrison Williams' term when the latter resigned in 1982. Brady resigned the Senate spot in December 1982, no doubt to better oversee the family holdings.

Brady, 57, is the chairman of the board of Purolator Courier and is an officer with Dillion Read & Co., an investment bank in New York. And he heads the family's holding company, Brady Securities & Realty Co.

RAYMOND GEORGE CHAMBERS

He used to be William Simon's partner in Wesray, a company famous for its buyout coups. Raymond Chambers and Simon have since departed company, but Wesray remains intact.

And Chambers, 45, of Morristown remains busy. He is a director of Wearever/Proctor-Silex, holding over

1.21 million shares; a director of Western Auto Supply, holding over 900,000 shares; and a director of Outlet Communications, holding over 500,000 shares which makes him a 10 percent owner.

Other substantial holdings: National Intergroup, Lincoln Food Services, Heekin Can, Gibson Greetings and Anchor Glass Container.

CLARENCE DOUGLAS DILLION

Although Clarence Dillion sold his interest in Dillion, Reed & Co. in 1981, he still remains one of New Jersey's wealthiest citizens. He holds a large block of U.S. and foreign securities and an estate in Far Hills.

His father, Clarence, was a Wall Street mogul. Clarence Douglas, 78, became president of Dillion, Reed and was the past chairman of the Metropolitan Museum of Art.

SY SYMS

From one haberdashery on Cortlandt Street in downtown Manhattan to 21 stores in 10 states, Sy Syms built his off-price retail clothing business into a fortune estimated to exceed \$240 million.

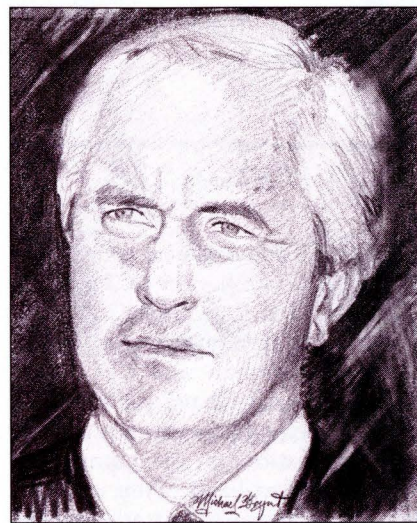
Syms, 61, of Lyndhurst turned over the day-to-day running of the business to his daughter, Marcy, 36, in 1983. Syms is a combination of Sy and Merns, the family surname, and was adopted by Sy to differentiate his stores from his father's clothing store, Merns.

The stores, where the best customers are educated consumers, twisting the company's popular advertising slogan, had sales of \$215 million in 1986. "We consider our customers to be a fashionwise, value-wise individual who is concerned with labels and designer names." And just what is the Syms retail dis-

count formula? "A Syms price tends to be 10 to 20 percent of the wholesale price because it is on a price that is lower than wholesale."

ROGER PENSKE

Though he may receive more national attention because of his race cars, Roger Penske has also built one of New Jersey's largest private firm's



— a \$900 million conglomerate. But he spends half of his weekends racing his cars at various tracks — two of which he owns — and the other half at his 20-acre Rumson estate.

Penske, 49, spends \$6 million to run his racing team, but his conglomerate sells and leases cars and trucks, and provides other services to the transportation industry at 318 facilities in 37 states.

BENNETT STEPHEN LE BOW

His reputation has been built on his ability to put life back "into moribund companies." Bennett LeBow, 49, has made his money where others have failed. His worth is estimated to

BUSINESS JOURNAL OF NEW JERSEY

NEW JERSEY'S BUSINESS MAGAZINE

DECEMBER 1987
\$2.00



THE BUSINESS JOURNAL 50

THE WEALTHIEST NEW JERSEYANS

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SYMS CORP
SYMS WAY
SECAUCUS NJ 07094

DIR



David's father, Gerald, was a self-made man who had become wealthy as the owner of tire stores in Manchester, N.H. But Gerald Carmen never lost his Jewish working-man's style—even as he rose from tire store owner, to state Republican chairman and architect of Ronald Reagan's 1980 primary victory in New Hampshire, to head of the General Services Administration. David's father was a Republican's Republican, and without much thought David had worked the streets for conservative Republicans since he was a boy.

So it was wildly ironic to David that at Exeter—filled with kids from America's richest families—everybody seemed liberal. He hung with the intellectual crowd, wrote a novel, acted in campus plays. David was not so much a conservative then as an iconoclast. He delighted in making fun of classmates for, say, wearing \$300 boots to an anti-Nixon rally. Exeter had a coat-and-tie dress code, and David mocked it by wearing coats and ties that clashed.

"David was always an operator," says Myra Donnelley, a friend and former Exeter classmate. "He was a bad boy, very charismatic. He delighted in exploring the rules of the game, the boundaries at Exeter." But David always had a charm that let him get away with it. A lot of his Exeter friends were eventually kicked out, but not David. He was a hybrid: a rebel who skirted the rules, but who was still named dorm proctor by the faculty. When Harvard, Yale and Stanford all rejected him, though, David became convinced that his rebelliousness at Exeter had led to bad faculty evaluations that had kept him out. It was a cost this rebel didn't want to pay—and David suddenly wished he had studied more, rebelled less.

David finally took his dad's advice and went into pre-law at the University of Chicago. But he hated it and soon rebelled again. He transferred to Sarah Lawrence College in New York to study theater. His father went nuts. How will you get a job with a degree in what, theater? After graduation in 1980, David moved to Boston, where he worked as a stagehand, directed little theater and finally wrote and produced his own play, "Bobby Brown: Brass Tacks for Spring Chickens," a sci-fi adventure in which a blind kid invents a machine that makes him see and then gets kidnapped by evil German scientists.

On opening night, David was behind the audience watching the last scene—Bobby Brown being blown up by the military-industrial complex—when a winch operating a stage elevator gave out. David's girlfriend, Alexandra, reflexively reached out to stop it and cut off the tip of her left index finger, blood everywhere.

She took the accident in stride, but David fell into a funk, had nightmares. It wasn't Vietnam or a death in the family, David knew that, but the accident was still a dose of cold reality in his fortunate life. Here he was, 25, too poor to pay the lousy heating bill, no health insurance! And David liked money, always had, lots of it. He enjoyed buying Alexandra extravagant gifts. He wanted to marry. David told himself: Broadway actors make \$30,000 a year—and that's Broadway! It was a cost this rebel didn't want to pay.

You might say David was scared straight.

He'd never wanted to enter politics. That was his dad's thing. But he called Dad, then head of GSA, and asked if he could get him a job. Dad did, at the Republican National Committee. This was David's plan: He and Alexandra would move to Washington, get married, save some money—and then head for life in the theater. In the eternal struggle be-

tween father and son, David felt horribly defeated. But his father, who had fumed at his son's offbeat interests for years, didn't feel victorious. No, he felt oddly saddened that David had traded in his youthful dreams for an \$18,000-a-year job.

"PAGE!" DAVID SUDDENLY HOLLERS INTO THE NEXT office.

An old college friend of David's is looking for a job as a TV producer, and when Page Lee, David's assistant, hustles in, David asks her to call Hal Bruno, John Ellis and Marty Plissner, political news honchos at ABC, NBC and CBS, and ask them to set up interviews for David's friend. Only a few years ago, David would never have sought such favors.

"I would die before I asked someone to do something for me," he says.

David did favors, all right, as many as he could, whenever he could, whether or not he thought a favor would be returned. He had been nurtured in politics, had a sixth sense for its backscratching dimension, knew that doing favors in politics was like doing good works in the Bible: They will be returned many-fold. But David believed that asking for favors was different—asking for favors was a sign of weakness.

He was wrong.

David explains: People mistakenly think favors are like toothpaste in a tube—the more favors you use, the fewer favors you have left. Not so. The more favors you request and the more favors you do, the more potential favors are created. See, when you ask for a favor, you're making it easier for someone to ask you for a favor—and you want people to seek favors because then they'll do favors for you, in an ever-expanding circle. The modern word for this is "networking," a technocratic term conveniently devoid of the ethical ambiguities of people feathering one another's nests.

Says David, "I just take networking for granted. It's the vehicle by which everything happens in Washington. I don't know anyone who has ever gotten a job who didn't know somebody. It's like a secret little race track, and only some people have a key. It's a big network. That's how I got my jobs."

But no luck this time. David's friend got two interviews, no job.

DAVID MOVED TO WASHINGTON IN 1982 AND WENT straight to Sy Syms discount designer clothes. On his mother's advice, he bought two \$99 suits—one dark blue, one dark blue pin stripe. Then he bought "the uniform"—blue blazer and tan slacks. (His father tells this story: Once, when David's mom and dad were invited to sit in the presidential box at the Kennedy Center, they arrived to discover that all eight male guests, including David's father, were wearing blue blazers and tan slacks.) David bought rep ties for \$10, black tie-shoes—the big, plain, shiny kind—and a half-dozen 100 percent cotton, Oxford button-down white shirts for \$12.95 each. His father had them monogrammed, just like his own shirts.

David knew that in Washington image is often reality. He decided, what the hell, he'd rent prime K Street digs—at \$5,000 a month, up to \$22,000 today.

David's big mistake was that he bought a brown suit, a nice suit, one he really liked. But everybody gave him grief. "A brown suit!?" they'd ask. "Ronald Reagan wears brown suits," David would say. It was no use. David, who had once mocked the dress code at Phillips Exeter, relented and put away the brown suit. But he did get one big sartorial break: His mom ran across a Polish knockoff of a Burberry overcoat at a little place in Georgetown, \$99. David had never even heard of a



Factoring

June 7, 1988

Dear Sy:

Attached are the articles I mentioned
to you on the phone today.

I look forward to meeting with you
on June 17th.

Joe

Joseph A. Dehler

President

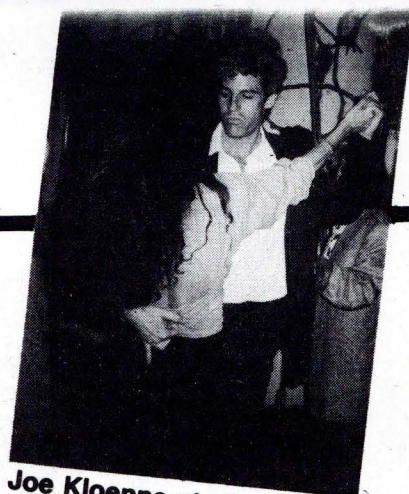
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VEEN LINES

JOE KLOENNE



Joe Kloenne at play



Zoli's Pribble gets nibbled by Ty Smith and Ingo at Club Paradise



Book at the new Zoli book

ect Charivari's fall ads to keep you trendily on your toes. JON
rk City Ballet stars ROBERT LA FOSSE and DARCI KISTLER to
te as models for his print advertising in photos by MATTHEW
o can't wait for fall, La Fosse and Kistler are heading to Saratoga
ces through the summer.

Washington Post fashion editor NINA HYDE was driving along a
apital recently when she noticed a handsome, immaculately
an walking on the sidewalk. His path was blocked by a cement
er car to let him cross the street in front of her. As he passed, he
e passenger side, climbed in and stuck out his hand. "Hello, I'm
RCY, and I'm late for giving a speech. I'm the keynote speaker."
he said. "That's upscale hitchhiking in Washington," Hyde told
pen in this town."

NEW MODE FOR MODEL BOOK: Are head shots dead? Zoli modeling agency has sent out what looks more like a brochure than the usual model book with head shots and formal poses. The book, photographed by AARON WAR-KOV and produced by booker ROSEANNE VECCHIONE, features some 45 models in a series of vignettes which tell a story of small-town life in America in the 1930s and '40s. At the weekend shoot in Lambertville, N.J., models took roles as blue-collar workers, soldiers, railroad men and travelers. "We decided to do something expressive of the agency and do it with a little bit of humor — the humor being that the way these models are depicted is not for glamour, not for beauty, but for character," says Zoli's BARBARA LANTZ, who co-owns the agency with VICTORIA PRIBBLE. All this character building would normally have cost a client some \$270,000, even before printing costs for the 14-page, sepia-toned brochure, adds Lantz. To help celebrate the launch of the new book, Zoli tossed a wingding at Club Paradise on Waverly Place, where bamboo, palm fronts and Mai Tais are more in character.



Sy Syms

SY'S CITATION: SY SYMS, board chairman and CEO of Syms, Inc., received the Israel 40th anniversary Gold Medal at a dinner Sunday night in the Waldorf-Astoria's Grand Ballroom, and Israel struck gold as well. Held by the State of Israel Bonds, the dinner honored 16 people (including Syms) and attracted some 1,000 people from three continents, who pledged a record-breaking \$77 million worth of bonds. WALTER ANNENBERG, former ambassador to Great Britain, and JACK D. WEILER, New York realtor, presented the awards.

—M.P.

through Jamaica from the Far East. According to John Arwood, chairman of the Miami-based Kirk Line Ltd., a small Caribbean operator, if the costs of securing vessels against smugglers increases any further, it could make trade with Jamaica "uneconomic."

IMPORTERS FEAR SIMILAR INCREASES in shipping costs associated with beefing up security to detect cocaine hidden in everything from engine parts to lumber could hurt trade with Bolivia, Colombia and — by association — the whole of South America.

Customs levied \$103 million in penalties against Kirk last year after discovering 13,000 pounds of marijuana hidden in a container on one of its inbound ships from Jamaica. Arwood is challenging the fine and in the meantime has organized meetings between Customs and the major shipping lines in a bid to come up with mutually agreeable security measures that he hopes will insulate commercial carriers from prosecution.

But as a result of Customs' crackdown on the Jamaican trade, Evergreen International (USA) Corp., the New Jersey-based division of the Taiwanese shipping

importers lose the apparel line, but they have to pay extra warehousing costs while Customs investigates the detained cargo. They also have to post bonds with Customs to meet penalties that may be assessed.

"No legitimate importer is adverse to the basic Customs policy of closing the borders to drugs if this means goods are detained for short periods of time," Rosenberg says.

"The problem arises because Customs, like any other federal agency, takes time to decide importers' guilt or innocence. This results in merchandise being held for weeks or months.

"THE BOTTOM LINE is that anyone who exports from anywhere in the Caribbean has got to take security measures both at the factory and by the time the goods arrive at the pier, so that Customs is convinced they did everything possible to prevent drugs getting into the shipments."

In the past, Arwood, for instance, claims that his company was singled out for heavy-handed treatment because Customs felt it had a poor track record, even though Kirk changed management last December.

"Customs complains that it is getting lip service from carriers and the carriers feel Customs' policy is arbitrary," Arwood says.

However, from Customs' point of view its tougher policy is working. Seizures of cocaine on commercial vessels for the period October 1987 to April 1988 totaled 13,552 pounds, almost twice as high as the same period a year ago. Seizures of marijuana were nearly 10 times as high.

And a few weeks ago Customs made its biggest-ever seizure of cocaine — 9,000 pounds concealed a shipment of lumber.

According to Arwood, most carriers feel they have no choice but to go along with Customs' policy, even if this means higher costs for the importer, and ultimately the consumer. So far about 30 shipping lines have signed on to the Sea Carrier Initiative, including Evergreen.

Malaysian Makers Ask Gov't For Bucks to Update Industry

By PAUL CHARLES EHRLICH

KUALA LUMPUR (FNS) — Malaysia isn't a major foreign manufacturing spot for US-bound apparel. It drags behind other Far East producers such as Hong Kong, Thailand, Taiwan and Indonesia. Aware that its garment industry has a poor infrastructure, local manufacturers are pushing the government to pump in money so they can pump out more shirts, slacks and skirts.

A proposal to invest \$200 million Malaysian (about \$77.52 million) to expand and modernize the textile and apparel industry was recently submitted to the government by the Malaysian Textile Manufacturers Association. A decision is expected soon, although industry sources said the Trade and Industry Ministry already believes the amount is too much for just one industry.

The association represents 300 domestic manufacturers, which,

in turn, account for about 95 percent of the country's textile and apparel exports. Of total exports, about 40 percent go to the United States.

"We need to upgrade the industry if we are going to be competitive," said association president Allan Tan. "We need equipment and machinery to produce better fabrics and garments."

There is also only one polyester fiber producer (capacity: 100 tons daily); a very small pool of designers and technicians that understand the needs of Western markets; insufficient fabric making equipment; a lack of loyalty among seamstresses; and almost all raw materials, except knitted fabrics, are imported, according to American buyers.

But with quota restraints tight in other Far East countries and labor rates rising in Singapore, Hong Kong, Taiwan and South Korea, Malaysia does hold opportunities for production, buyers said.

Apparel Trade Deficit Widening in Switzerland

ZURICH (FNS) — Swiss apparel makers report a growing trade deficit because of a rise in imports from cheap-labor Asian countries. But they see the situation improving as the use of micro-electronics and automation becomes more widespread.

Apparel imports last year amounted to 3.9 billion Swiss francs (\$2.8 billion at current exchange rates), which was an 8.7 percent rise over 1986, the Swiss Apparel Industry Association said.

Of that figure, imports from Asian countries jumped by 24.3 percent to 799 million francs (\$571 million).

But Swiss exports declined by 3.8 percent to 729 million francs (\$521 million), which was mainly blamed on the weaker U.S. dollar making Swiss apparel more expensive abroad.

In turn, Switzerland's apparel trade deficit rose 12 percent in 1987 to 3.17 billion francs (\$2.26 billion) against 2.83 billion francs

(\$2 billion) the previous year.

"Improvements in productivity and technology may help to at least partially offset the disadvantages of high salaries in Switzerland," the association said in its report. "The introduction of microelectronics and automation opens new perspectives."

Things will still be "difficult," however, as long as the Swiss franc remains at its current high levels.

Syms Tapped Four New Markets During 1987

NEW YORK — During 1987 Syms Corp. opened five new stores, four of which were in new markets, and doubled the size of its Bergen County, N.J., unit, according to the firm's recently released annual report. It had a total of 22 stores at yearend.

Net income for the year ended Dec. 31, 1987, was \$17.8 million, up from \$14.8 million the year before — an increase of nearly 20 percent. Earnings per share rose

as well, to \$1.01, from 84 cents in 1986.

Sales for the year rose 15 percent to \$256.7 million, compared with \$223 million last year.

In March 1987, the report said, Syms moved into its new 300,000-square-foot distribution center in Secaucus, N.J., which includes receiving, sorting, storage and shipping areas, as well as executive and buying offices and a 25,000-square-foot Syms store.

The distribution center, which was purchased in May 1986, should enable the company to double the number of stores it now operates without major additions, according to the report.

Last year Syms also installed updated merchandise tracking equipment and improved electronic register security. And, the report concluded, Syms plans to open at least one new Sulka men's haberdashery store this year.