



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES
A DIVISION OF HEBREW UNION COLLEGE – JEWISH INSTITUTE OF RELIGION

MS-920: Sy Syms Papers, 1944-2012.
Series B: General, 1944-2009, undated.

Box
3

Folder
5

Advertisements. Commercial scripts, 1979-1998, undated.

For more information on this collection, please see the finding aid on the
[American Jewish Archives](http://AmericanJewishArchives.org) website.



45 PARK PLACE
150 FULTON ST.
30 CHURCH ST. • WO 2-6488-9
BRONX • 136 E. FORDHAM RD. • CY 5-3131

SOLD BY

DATE

19

CUSTOMER

QTY.	DESCRIPTION	AMOUNT
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CHRISTMAS

6 35

□

SYMS

An Educated Consumer Is Our Best Customer

1977 CONSUMER SPOT

"CARE LABELS"

AT SYMS WE WANT YOU TO LOOK AT LABELS.
BY LAW, ALL MANUFACTURERS MUST SEW CARE
LABELS INTO EVERY GARMENT. CARE LABELS
TELL IF THE PRODUCT SHOULD BE DRY CLEANED
OR WASHED AND IF SO JUST HOW TO WASH.

DON'T PURCHASE ANY GARMENT UNLESS YOU
UNDERSTAND THE CARE LABEL.

SYMS WANTS YOU TO LOOK AT CARE LABELS,
BECAUSE AT SYMS AN EDUCATED CONSUMER IS OUR
BEST CUSTOMER.

SYMS

An Educated Consumer is Our Best Customer

AT SYMS WE WANT TO THANK YOU FOR MAKING 1976 OUR

BIGGEST YEAR EVER. AS PRESIDENT OF THE COMPANY *and*

ON BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU *+ yours*

A VERY MERRY CHRISTMASS AND LOTS OF GOOD HEALTH AND

HAPPINESS FOR THE NEW YEAR.

IN 1977 YOU'LL NEVER SEE THE WORD SALE. AT SYMS AN

EDUCATED CONSUMER IS OUR BEST CUSTOMER.

RADIO 1978

CHRISTMAS MESSAGE

AT SYMS WE WANT TO THANK YOU FOR MAKING 1978 A SUCCESSFUL YEAR. IN '78 WE ADDED MANY INTERNATIONALLY KNOWN COUTURE NAMES TO OUR EXISTING BRAND NAMES. AND, THANKS TO YOU WE OPENED OUR FIFTH STORE IN METROPOLITAN NEW YORK. IT IS IN WESTCHESTER COUNTY. THE ADDRESS -- EXIT 4 ON THE CROSS WESTCHESTER EXPRESSWAY.

BY DESIGN, OUR FIVE STORES ARE SITUATED SO THAT YOU CAN REACH A SYMS STORE WITHIN THIRTY MINUTES, NO MATTER WHERE YOU LIVE; NEW YORK CITY, LONG ISLAND, BERGEN COUNTY, WOODBRIDGE, AND NOW WESTCHESTER.

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A HAPPY CHANUKAH A VERY MERRY CHRISTMAS AND LOTS OF GOOD HEALTH AND HAPPINESS FOR THE NEW YEAR.

IN 1979 YOU'LL NEVER SEE THE WORD SALE AT SYMS. AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS' MESSAGE

RADIO 1978

AT SYMS WE WANT TO THANK YOU FOR MAKING 1978
A SUCCESSFUL YEAR. IN '78 WE ADDED MANY INTERNATIONALLY
KNOWN COUTURE ^{DESIGNER} NAMES TO OUR EXISTING BRAND NAMES.

~~AND, THANKS TO YOU WITHIN 30 DAYS WE'LL OPEN~~

WE NOW HAVE ^{OUR} FIFTH STORE IN METROPOLITAN NEW YORK. IT ~~WILL~~ IS
~~BE~~ IN WESTCHESTER COUNTY. THE ADDRESS--EXIT 4 ON
THE CROSS WESTCHESTER EXPRESSWAY.

BY DESIGN, OUR FIVE STORES ARE SITUATED SO THAT
YOU CAN REACH A SYMS STORE WITHIN THIRTY MINUTES
NO MATTER WHERE YOU LIVE; MANHATTAN, LONG ISLAND,
BERGEN COUNTY, WOODBRIDGE, AND ^{NOW} ~~WITHIN 30 DAYS~~
WESTCHESTER, ^{COUNTY}.

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND
ON BEHALF OF ALL OF US AT SYMS WE WANT TO WISH
YOU AND YOURS A HAPPY CHANUCAH, A VERY MERRY
CHRISTMAS AND LOTS OF GOOD HEALTH AND HAPPINESS
FOR THE NEW YEAR.

IN 1979 YOU'LL NEVER SEE THE WORD SALE AT SYMS
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS MESSAGE

RADIO 1978

AT SYMS WE WANT TO THANK YOU FOR MAKING 1978
A SUCCESSFUL YEAR. IN '78 WE ADDED MANY INTERNATIONALLY
KNOWN COUTURE NAMES TO OUR EXISTING BRAND NAMES.
AND, THANKS TO YOU WITHIN 30 DAYS WE'LL OPEN
OUR FIFTH STORE IN METROPOLITAN NEW YORK. IT WILL
BE IN WESTCHESTER COUNTY. THE ADDRESS--EXIT 4 ON
THE CROSS WESTCHESTER EXPRESSWAY.

BY DESIGN, OUR FIVE STORES ARE SITUATED SO THAT
YOU CAN REACH A SYMS STORE WITHIN THIRTY MINUTES
NO MATTER WHERE YOU LIVE; MANHATTAN, LONG ISLAND,
BERGEN COUNTY, WOODBRIDGE, AND WITHIN 30 DAYS
WESTCHESTER.

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND
ON BEHALF OF ALL OF US AT SYMS WE WANT TO WISH
YOU AND YOURS A HAPPY CHANUCAH, A VERY MERRY
CHRISTMAS AND LOTS OF GOOD HEALTH AND HAPPINESS
FOR THE NEW YEAR.

IN 1979 YOU'LL NEVER SEE THE WORD SALE AT SYMS
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS MESSAGE 1978 D.C. T.V.

AT SYMS WE WANT TO THANK YOU FOR MAKING OUR FIRST
YEAR A SUCCESSFUL ONE. AS PRESIDENT OF THE COMPANY
AND ON BEHALF OF ALL OF US AT SYMS WE WANT TO
WISH YOU AND YOURS A HAPPY CHANUCAH, A VERY MERRY
CHRISTMAS AND LOTS OF GOOD HEALTH AND HAPPINESS
FOR THE NEW YEAR.

IN 1979 YOU'LL NEVER SEE THE WORD SALE AT SYMS
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

MARCY: AT SYMS, 1979 WAS OUR 20th YEAR IN BUSINESS
AND WE WANT TO THANK YOU FOR MAKING 1979
OUR GREATEST YEAR EVER.

SY: AS PRESIDENT OF THE COMPANY AND ON BEHALF OF
ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS
A HAPPY CHANUCAH, A VERY MERRY CHRISTMAS AND
LOTS OF GOOD HEALTH AND HAPPINESS FOR THE
NEW YEAR.

MARCY: IN 1980 YOU'LL NEVER SEE THE WORD SALE. AT
SYMS AN EDUCATED CONSUMER IS OUR BEST
CUSTOMER.

CHRISTMAS MESSAGE

Marcy

AT SYMS WE WANT TO THANK YOU FOR MAKING 1979 OUR
GREATEST YEAR EVER. 1979 WAS OUR 20th YEAR IN BUSINESS,
AND WE ADDED MANY INTERNATIONALLY KNOWN COUTURE NAMES
TO OUR EXISTING BRAND NAMES. WE'D ALSO LIKE TO THANK
YOU FOR MAKING OUR FIRST YEAR IN WESTCHESTER COUNTY A
SMASHING SUCCESS.

Sy

IN 1980 OUR FIVE STORES WILL BE SITUATED SO THAT YOU
CAN REACH A SYMS STORE WITHIN THIRTY MINUTES NO MATTER
WHERE YOU LIVE; NEW YORK CITY, LONG ISLAND, BERGEN COUNTY,
WESTCHESTER, AND CENTRAL JERSEY.

THIS IS SY SYMS, AS PRESIDENT OF THE COMPANY AND ON
BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS
A HAPPY CHANUCAH, A VERY MERRY CHRISTMAS AND LOTS OF GOOD
HEALTH AND HAPPINESS FOR THE NEW YEAR.

Marcy

IN 1980 YOU'LL NEVER SEE THE WORD SALE, AT SYMS AN EDUCATED
CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS MESSAGE 1979

radio 80

Marcy

AT SYMS WE WANT TO THANK YOU FOR MAKING 1979 OUR GREATEST YEAR EVER. IN 1979 WE ADDED MANY INTERNATIONALLY KNOWN COUTURE NAMES TO OUR EXISTING BRAND NAMES; AND ADDED OTHER SOFT GOODS ITEMS SUCH AS LINENS AND CHILDRENS WEAR. WE'D ALSO LIKE TO THANK YOU FOR MAKING OUR FIRST YEAR IN WESTCHESTER COUNTY A TREMENDOUS SUCCESS.

Sy

1979 WAS OUR 20th YEAR IN BUSINESS. NOW OUR FIVE STORES ARE LOCATED SO THAT YOU CAN REACH A SYMS STORE WITHIN THIRTY MINUTES NO MATTER WHERE YOU LIVE IN THE METROPOLITAN AREA. THIS IS SY SYMS, AS PRESIDENT OF THE COMPANY AND ON BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A HAPPY CHANUCAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH AND HAPPINESS FOR THE NEW YEAR.

Marcy

IN 1980 YOU'LL NEVER SEE THE WORD SALE - AT SYMS, AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 81

ROBERT AT SYMS WE WANT TO THANK YOU FOR MAKING 1981 OUR MOST
SUCCESSFUL YEAR. IN 1981 WE DOUBLED OUR SIZE AND SELECTION
WITH OUR NEW STORE IN FORT LAUDERDALE. WE ADDED A COMPLETE
CHILDREN'S CLOTHING DEPARTMENT; AND CARRY OTHER SOFT GOODS
ITEMS SUCH AS LINENS AND LUGGAGE.

MARCY WE'D ALSO LIKE TO THANK YOU FOR MAKING OUR AUTOMATIC PREDATED
PRICE TAGS A TREMENDOUS SUCCESS. IN 1981 WE ADDED MANY
INTERNATIONALLY KNOWN COUTURE NAMES TO OUR EXISTING DESIGNER
AND BRAND NAMES.

AT SYMS WE CANNOT AFFORD THE LUXURY OF NATIONAL CREDIT CARDS;

III HOWEVER, WE CAN ACCEPT APPLICATIONS FOR SYMS CHARGE CARDS.

SY THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF
OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A HAPPY
CHANUKAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH
AND HAPPINESS FOR THE NEW YEAR.

IN 1982 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS, AN
EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 81

ROBERT AT SYMS WE WANT TO THANK YOU FOR MAKING 1981 OUR MOST
SUCCESSFUL YEAR. WE ADDED A COMPLETE CHILDREN'S CLOTHING
DEPARTMENT INCLUDING BOYS TAILORED SUITS AND SPORTCOATS;
AND ADDED OTHER (~~SOFT GOODS~~) ITEMS SUCH AS LINENS AND
LUGGAGE. IN 1981 WE AGAIN WERE HAPPY AND PROUD TO
PARTICIPATE IN EDUCATIONAL TV, (~~CHANNEL 17~~) EDUCATIONAL
RADIO, (~~WNEB~~); THE BUFFALO SYMPHONY, AND THE STUDIO ARENA.

MARCY WE'D ALSO LIKE TO THANK YOU FOR MAKING OUR AUTOMATIC PRE-
DATED PRICE TAGS A TREMENDOUS SUCCESS. IN 1981 WE ADDED
MANY (~~INTERNATIONALLY KNOWN~~) COUTURE NAMES TO OUR EXISTING
DESIGNER AND BRAND NAMES.

AT SYMS WE CANNOT AFFORD THE LUXURY OF NATIONAL CREDIT CARDS;
HOWEVER, WE CAN ACCEPT APPLICATIONS FOR SYMS CHARGE CARDS.

SY THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF
OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A HAPPY
CHANUKAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH
AND HAPPINESS FOR THE NEW YEAR.

IN 1982 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS, AN EDUCATED
CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 81

ROBERT AT SYMS WE WANT TO THANK YOU FOR MAKING 1981 OUR MOST
SUCCESSFUL YEAR. WE ADDED A COMPLETE CHILDREN'S CLOTHING
DEPARTMENT, INCLUDING BOYS TAILORED SUITS AND SPORTCOATS;
AND CARRY OTHER SOFT GOODS ITEMS SUCH AS LINENS AND LUGGAGE.
IN 1981 WE AGAIN WERE HAPPY AND PROUD TO PARTICIPATE IN
EDUCATIONAL TV, CHANNEL 13; LINCOLN CENTER'S METROPOLITAN
OPERA AND NEW YORK PHILHARMONIC.

MARCY IN 1981 WE ADDED MANY INTERNATIONALLY KNOWN COUTURE NAMES TO
OUR EXISTING DESIGNER AND BRAND NAMES.
AT SYMS WE CANNOT AFFORD THE LUXURY OF NATIONAL CREDIT CARDS;
HOWEVER, WE CAN ACCEPT APPLICATIONS FOR SYMS CHARGE CARDS.

SY THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF
OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A HAPPY
CHANUKAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH
AND HAPPINESS FOR THE NEW YEAR.
IN 1982 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS, AN EDUCATED
CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 81MARCY

AT SYMS WE WANT TO THANK YOU FOR MAKING 1981 OUR MOST
SUCCESSFUL YEAR. WE'D ALSO LIKE TO THANK YOU FOR MAKING
OUR AUTOMATIC PRICE TAGS A TREMENDOUS SUCCESS WHICH ALLOWED
US, IN 1981, TO ADD MANY INTERNATIONALLY KNOWN COUTURE
NAMES TO OUR EXISTING DESIGNER AND BRAND NAMES. WE ADDED
A COMPLETE CHILDREN'S DEPARTMENT, INCLUDING BOYS TAILORED
SUITS AND SPORTCOATS; AND ITEMS SUCH AS LINENS AND LUGGAGE.

SY

IN 1981 WE WERE AGAIN HAPPY AND PROUD TO PARTICIPATE IN
EDUCATIONAL TV THE BILL MOYER'S JOURNAL, THE NIGHTLY
BUSINESS REPORT, AND EDUCATIONAL RADIO, THE CLASSICAL GROOVE.
THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF
OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A HAPPY
CHANUKAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH
AND HAPPINESS FOR THE NEW YEAR.
IN 1982 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS, AN EDUCATED
CONSUMER IS OUR BEST CUSTOMER.

3 versions of spot as follows:

54

CHRISTMAS 1982

BOSTON -- SY AND MARCY SEPERATE COPY

WASHINGTON -- SY AND MARCY SEPER ATE COPY

NEW YORK, BUFFALO, FLORIDA -- SY, MARCY, ROBERT SAME COPY

CHRISTMAS 82

AT SYMS WE WANT TO THANK YOU FOR MAKING OUR FIRST

in Name of W. Reubens
YEAR A TREMENDOUS SUCCESS.

AS PRESIDENT OF THE COMPANY AND ON BEHALF OF ALL OF

US AT SYMS WE WANT TO WISH YOU AND YOURS A VERY MERRY

CHRISTMAS AND LOTS OF GOOD HEALTH AND HAPPINESS FOR THE

NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE AT SYMS --

AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

MARCY SYMS - AT BEGINNING ON CAMERA

SY SYMS - WHEN HE SPEAKS

CHRISTMAS 82

AT SYMS WE WANT TO THANK YOU FOR YOUR PATRONAGE IN
FALLS CHURCH AND ROCKVILLE.

AS PRESIDENT OF THE COMPANY AND ON BEHALF OF ALL OF
US AT SYMS WE WANT TO WISH YOU AND YOURS A VERY MERRY
CHRISTMAS AND LOTS OF GOOD HEALTH AND HAPPINESS FOR THE
NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE AT SYMS --
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

TV, D.C.

CHRISTMAS 82

AT SYMS WE WANT TO THANK YOU FOR YOUR PATRONAGE IN
FALLS CHURCH AND ROCKVILLE.

AS PRESIDENT OF THE COMPANY AND ON BEHALF OF ALL OF
US AT SYMS WE WANT TO WISH YOU AND YOURS A VERY MERRY
CHRISTMAS AND LOTS OF GOOD HEALTH AND HAPPINESS FOR THE
NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE AT SYMS --
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

TV, N.Y., BUFFALO, FLA.

CHRISTMAS 82

AT SYMS WE WANT TO THANK YOU FOR YOUR LOYAL PATRONAGE
IN 1982.

AS PRESIDENT OF THE COMPANY AND ON BEHALF OF ALL OF US
AT SYMS WE WANT TO WISH YOU AND YOURS A VERY MERRY
CHRISTMAS AND LOTS OF GOOD HEALTH AND HAPPINESS FOR THE
NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE AT SYMS --
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

"SYMS FAMILY" ON CAMERA 4 SECONDS INTO COPY.

TV, N.Y., BUFFALO, FLA.

CHRISTMAS 82

AT SYMS WE WANT TO THANK YOU FOR YOUR LOYAL PATRONAGE
IN 1982.

AS PRESIDENT OF THE COMPANY AND ON BEHALF OF ALL OF US
AT SYMS WE WANT TO WISH YOU AND YOURS A VERY MERRY
CHRISTMAS AND LOTS OF GOOD HEALTH AND HAPPINESS FOR THE
NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE AT SYMS --

AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

"SYMS FAMILY" ON CAMERA 4 SECONDS INTO COPY.

CHRISTMAS 82

ROBERT AT SYMS WE WANT TO THANK YOU FOR YOUR LOYAL PATRONAGE
IN 1982. THANKS TO YOU WE NOW CARRY ALL SIZES IN MENS
AND LADIES CLOTHING; LADIES HALFSIZES TO 24½ AND
MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE DEPARTMENT,
AND INCREASED THE SIZE OF THE MENS SHOE DEPARTMENT.

MARCY YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN
PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF
LADIES OUTFITS.

IN 1982 WE WERE AGAIN HAPPY AND PROUD THAT SYMS WAS
ABLE TO PARTICIPATE IN EDUCATIONAL TV, CHANNEL 17;
THE BUFFALO PHILHARMONIC; AND THE STUDIO ARENA.

SY THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON
BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND
YOURS A HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND
LOTS OF GOOD HEALTH AND HAPPINESS FOR THE NEW YEAR.
IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS,
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 82

ROBERT

AT SYMS WE WANT TO THANK YOU FOR YOUR LOYAL PATRONAGE
IN 1982. THANKS TO YOU WE NOW CARRY ALL SIZES IN MENS
AND LADIES CLOTHING; LADIES HALFSIZES TO 24½ AND
MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE DEPARTMENT,
AND INCREASED THE SIZE OF THE MENS SHOE DEPARTMENT.

MARCY

GREAT
YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN
PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF
LADIES OUTFITS.

IN 1982 WE WERE AGAIN HAPPY AND PROUD ~~THAT SYMS WAS~~
~~ABLE~~ TO PARTICIPATE IN EDUCATIONAL TV, CHANNEL 17;
THE BUFFALO PHILHARMONIC; AND THE STUDIO ARENA.

SY

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON
BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND
YOURS A HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND
LOTS OF GOOD HEALTH AND HAPPINESS FOR THE NEW YEAR.
IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS,
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 82

ROBERT

AT SYMS WE WANT TO THANK YOU FOR YOUR LOYAL PATRONAGE
IN 1982. ^{with} THANKS TO YOU WE NOW CARRY ALL SIZES IN MENS
AND LADIES CLOTHING; LADIES HALFSIZES TO 24½ AND
MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE DEPARTMENT,
AND INCREASED THE SIZE OF THE MENS SHOE DEPARTMENT.

MARCY

YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN
PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF
LADIES OUTFITS.

IN 1982 WE WERE AGAIN HAPPY AND PROUD ~~THAT~~ ^{with the} SYMS WAS
ABLE ^{to} TO PARTICIPATE IN EDUCATIONAL TV ~~BY~~ UNDERWRITING
THE McNEIL LEHRER REPORT.

SY

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON
BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND
YOURS A HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND
LOTS OF GOOD HEALTH AND HAPPINESS FOR THE NEW YEAR.
IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS,
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 82

ROBERT

AT SYMS WE WANT TO THANK YOU FOR YOUR LOYAL PATRONAGE
IN 1982. ^{with} THANKS TO YOU WE NOW CARRY ALL SIZES IN
MENS AND LADIES CLOTHING; LADIES HALFSIZES TO 24½
AND MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE
DEPARTMENT, AND INCREASED THE SIZE OF THE MENS SHOE
DEPARTMENT.

MARCY

YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN
PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF
LADIES OUTFITS.

IN 1982 WE WERE AGAIN HAPPY AND PROUD TO PARTICIPATE
IN EDUCATIONAL TV, CHANNEL 13; LINCOLN CENTER AND
CARNEGIE HALL.

SY

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND
ON BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND
YOURS A HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND
LOTS OF GOOD HEALTH AND HAPPINESS FOR THE NEW YEAR.
IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS,
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 82

TAKE
1
38 sec.
NEW YORK RADIO

ROBERT AT SYMS WE WANT TO THANK YOU FOR YOUR LOYAL PATRONAGE
IN 1982. THANKS TO YOU WE NOW CARRY ALL SIZES IN
MENS AND LADIES CLOTHING; LADIES HALFSIZES TO 24½
AND MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE
DEPARTMENT, AND INCREASED THE SIZE OF THE MENS SHOE
DEPARTMENT.

MARCY ^{GREAT} YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN
PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF
LADIES OUTFITS.

IN 1982 WE WERE AGAIN HAPPY AND PROUD TO PARTICIPATE
IN EDUCATIONAL TV, CHANNEL 13, ~~THE N.Y. Philharmonic~~
~~LINCOLN CENTER, AND~~
and the Performing Arts at Lincoln Center.
~~CARNEGIE HALL.~~

SY THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND
ON BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND
YOURS A HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND
LOTS OF GOOD HEALTH AND HAPPINESS FOR THE NEW YEAR.
IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS,
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 82MARCY

AT SYMS WE WANT TO THANK YOU FOR MAKING OUR FIRST YEAR

IN NORWOOD AND WEST PEABODY A TREMENDOUS SUCCESS. *This is Marcy Syms*

THANKS TO YOU WE NOW CARRY ALL SIZES IN MENS AND LADIES

CLOTHING; LADIES HALFSIZES TO 24½ AND MENS TO SIZE 54.

WE NOW HAVE A LADIES SHOE DEPARTMENT, AND INCREASED THE

SIZE OF THE MENS SHOE DEPARTMENT.

YOUR GREAT RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN

PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF LADIES

OUTFITS.

54 *although*
~~AT SYMS~~ WE CANNOT AFFORD THE LUXURY OF NATIONAL CREDIT CARDS,

now HAVE A
~~BUT NOW~~ WE ~~CAN~~ ACCEPT APPLICATIONS ~~FOR~~ SYMS CHARGE CARDS.

SY

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF

OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A BELATED

HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH

AND HAPPINESS FOR THE NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS, AN

EDUCATED CONSUMER IS OUR BEST CUSTOMER.

54 sec.
Live Jazz
CHRISTMAS 82TAKE 6MARCY

AT SYMS WE WANT TO THANK YOU FOR MAKING OUR FIRST YEAR

IN NORWOOD AND WEST PEABODY A TREMENDOUS SUCCESS. *This is Marcy Syms.*

THANKS TO YOU WE NOW CARRY ALL SIZES IN MENS AND LADIES

CLOTHING; LADIES HALFSIZES TO 24½ AND MENS TO SIZE 54.

WE NOW HAVE A LADIES SHOE DEPARTMENT, ~~AND INCREASED THE~~
~~SIZE OF THE MENS SHOE DEPARTMENT.~~*This is Marcy Syms.*
YOUR GREAT RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN

PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF LADIES

OUTFITS.

SY *Although we*
~~AT SYMS WE CANNOT AFFORD THE LUXURY OF NATIONAL CREDIT CARDS,~~*Now HAVE A*
~~BUT NOW WE CAN ACCEPT APPLICATIONS FOR SYMS CHARGE CARDS.~~*SY*
THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF

OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A BELATED

HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH

AND HAPPINESS FOR THE NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS, AN

EDUCATED CONSUMER IS OUR BEST CUSTOMER.

LIVE TAG BEFORE COMMERCIAL:

" AND NOW A GREETING FROM THE SYMS FAMILY - ROBERT,
MARCY, AND SY."

Robert - Children - men all sizes
many ladies all sizes - and civic.

LIVE TAG BEFORE COMMERCIAL:

Call Radio Stations
sendout Monday
to receive Tues -
Call them to listen

" AND NOW A GREETING FROM THE SYMS FAMILY - ROBERT,
MARCY, AND SY."

D.C.

Fla.

N.Y.

Buff.

need Boston

MARCY

AT SYMS WE WANT TO THANK YOU FOR YOUR PATRONAGE IN 1982 *at our*
stores. with this is Mary Symm.
FALLS CHURCH AND ROCKVILLE. THANKS TO YOU WE NOW CARRY

ALL SIZES IN MENS AND LADIES CLOTHING; LADIES HALFSIZES

TO 24½ AND MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE

DEPARTMENT, ~~AND INCREASED THE SIZE OF THE MENS SHOE~~

II
~~DEPARTMENT.~~

great
YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN PRICE

TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF LADIES

OUTFITS.

SY
IN 1982 WE WERE AGAIN HAPPY AND PROUD ~~THAT SYMS WAS ABLE~~
that corporate
TO PARTICIPATE IN EDUCATIONAL TV ~~BY UNDERWRITING THE NIGHTLY~~
~~BUSINESS REPORT, BRIDESHEAD REVISITED, AND CHARTER HOUSE OF PARMA.~~

SY
THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF

OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS *Belated* A HAPPY

CHANUKAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH

AND HAPPINESS FOR THE NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS, AN

EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 82

D.C. RADIO

MARCY

AT SYMS WE WANT TO THANK YOU FOR YOUR PATRONAGE IN 1982 in our
FALLS CHURCH AND ROCKVILLE. ^{straight this is Marcy Sy} THANKS TO YOU WE NOW CARRY

ALL SIZES IN MENS AND LADIES CLOTHING; LADIES HALFSIZES
TO 24½ AND MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE

DEPARTMENT, ~~AND INCREASED THE SIZE OF THE MENS SHOE~~

~~DEPARTMENT.~~

^{great}
^{AND} YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN PRICE

TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF LADIES
OUTFITS.

^{SY} → IN 1982 WE WERE AGAIN HAPPY AND PROUD THAT SYMS WAS ABLE
TO PARTICIPATE IN EDUCATIONAL TV ^{through corporate} ~~BY UNDERWRITING THE NIGHTLY~~
~~BUSINESS REPORT, BRIDESHEAD REVISITED, AND CHARTER HOUSE OF PARMA.~~

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF
OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A HAPPY
CHANUKAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH
AND HAPPINESS FOR THE NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS, AN
EDUCATED CONSUMER IS OUR BEST CUSTOMER.

LIVE TAG BEFORE COMMERCIAL:

" AND NOW A GREETING FROM THE SYMS FAMILY - ROBERT,
MARCY, AND SY."

all '82 versions

TV all markets

Radio " "

CHRISTMAS 82

ROBERT

AT SYMS WE WANT TO THANK YOU FOR YOUR LOYAL PATRONAGE
IN 1982. THANKS TO YOU WE NOW CARRY ALL SIZES IN MENS
AND LADIES CLOTHING; LADIES HALFSIZES TO 24½ AND
MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE DEPARTMENT,
AND INCREASED THE SIZE OF THE MENS SHOE DEPARTMENT.

MARCY

YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN
PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF
LADIES OUTFITS.

IN 1982 WE WERE AGAIN HAPPY AND PROUD THAT SYMS WAS
ABLE TO PARTICIPATE IN EDUCATIONAL TV BY UNDERWRITING
THE McNEIL LEHRER REPORT.

SY

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON
BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND
YOURS A HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND
LOTS OF GOOD HEALTH AND HAPPINESS FOR THE NEW YEAR.
IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS,
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 82

ROBERT

AT SYMS WE WANT TO THANK YOU FOR YOUR LOYAL PATRONAGE
IN 1982. THANKS TO YOU WE NOW CARRY ALL SIZES IN MENS
AND LADIES CLOTHING; LADIES HALFSIZES TO 24½ AND
MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE DEPARTMENT,
AND INCREASED THE SIZE OF THE MENS SHOE DEPARTMENT.

MARCY

YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN
PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF
LADIES OUTFITS.

IN 1982 WE WERE AGAIN HAPPY AND PROUD THAT SYMS WAS
ABLE TO PARTICIPATE IN EDUCATIONAL TV, CHANNEL 17;
THE BUFFALO PHILHARMONIC; AND THE STUDIO ARENA.

SY

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON
BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND
YOURS A HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND
LOTS OF GOOD HEALTH AND HAPPINESS FOR THE NEW YEAR.
IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS,
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 82

ROBERT

AT SYMS WE WANT TO THANK YOU FOR YOUR LOYAL PATRONAGE
IN 1982. THANKS TO YOU WE NOW CARRY ALL SIZES IN
MENS AND LADIES CLOTHING; LADIES HALFSIZES TO 24½
AND MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE
DEPARTMENT, AND INCREASED THE SIZE OF THE MENS SHOE
DEPARTMENT.

MARCY

YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN
PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF
LADIES OUTFITS.

IN 1982 WE WERE AGAIN HAPPY AND PROUD TO PARTICIPATE
IN EDUCATIONAL TV, CHANNEL 13; LINCOLN CENTER AND
CARNEGIE HALL.

SY

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND
ON BEHALF OF ALL OF US AT SYMS WE WANT TO WISH YOU AND
YOURS A HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND
LOTS OF GOOD HEALTH AND HAPPINESS FOR THE NEW YEAR.
IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS,
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 82

MARCY

AT SYMS WE WANT TO THANK YOU FOR YOUR PATRONAGE IN
FALLS CHURCH AND ROCKVILLE. THANKS TO YOU WE NOW CARRY
ALL SIZES IN MENS AND LADIES CLOTHING; LADIES HALFSIZES
TO 24½ AND MENS TO SIZE 54. WE NOW HAVE A LADIES SHOE
DEPARTMENT, AND INCREASED THE SIZE OF THE MENS SHOE
DEPARTMENT.

YOUR RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN PRICE
TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF LADIES
OUTFITS.

IN 1982 WE WERE AGAIN HAPPY AND PROUD THAT SYMS WAS ABLE
TO PARTICIPATE IN EDUCATIONAL TV BY UNDERWRITING THE NIGHTLY
BUSINESS REPORT, BRIDESHEAD REVISITED, AND CHARTER HOUSE OF PARM.

SY

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF
OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A HAPPY
CHANUKAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH
AND HAPPINESS FOR THE NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS, AN
EDUCATED CONSUMER IS OUR BEST CUSTOMER.

CHRISTMAS 82

MARCY

AT SYMS WE WANT TO THANK YOU FOR MAKING OUR FIRST YEAR
IN NORWOOD AND WEST PEABODY A TREMENDOUS SUCCESS.

THANKS TO YOU WE NOW CARRY ALL SIZES IN MENS AND LADIES
CLOTHING; LADIES HALFSIZES TO 24 $\frac{1}{2}$ AND MENS TO SIZE 54.

WE NOW HAVE A LADIES SHOE DEPARTMENT, AND INCREASED THE
SIZE OF THE MENS SHOE DEPARTMENT.

YOUR GREAT RESPONSE TO OUR PRE-DATED AUTOMATIC MARKDOWN
PRICE TAG HAS ALLOWED US TO EXPAND OUR SELECTION OF LADIES
OUTFITS.

AT SYMS WE CANNOT AFFORD THE LUXURY OF NATIONAL CREDIT CARDS,
BUT NOW WE CAN ACCEPT APPLICATIONS FOR SYMS CHARGE CARDS.

SY

THIS IS SY SYMS. AS PRESIDENT OF THE COMPANY AND ON BEHALF
OF ALL OF US AT SYMS WE WANT TO WISH YOU AND YOURS A BELATED
HAPPY CHANUKAH, A VERY MERRY CHRISTMAS, AND LOTS OF GOOD HEALTH
AND HAPPINESS FOR THE NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE -- AT SYMS, AN
EDUCATED CONSUMER IS OUR BEST CUSTOMER.

TV, BOSTON

CHRISTMAS 82

AT SYMS WE WANT TO THANK YOU FOR MAKING OUR FIRST
YEAR A TREMENDOUS SUCCESS.

AS PRESIDENT OF THE COMPANY AND ON BEHALF OF ALL OF
US AT SYMS WE WANT TO WISH YOU AND YOURS A VERY MERRY
CHRISTMAS AND LOTS OF GOOD HEALTH AND HAPPINESS FOR THE
NEW YEAR.

IN 1983 YOU'LL NEVER SEE THE WORD SALE AT SYMS --
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

MARCY SYMS - AT BEGINNING ON CAMERA
SY SYMS - WHEN HE SPEAKS

SYMS

An Educated Consumer is Our Best Customer

NAT. ADV. _____

SYMS PRICE _____

_____ MORE THAN 10 DAYS

_____ MORE THAN 20 DAYS

_____ **FINAL**

This Garment reached
our selling floor
on _____

NO REFUNDS
NO EXCHANGES
STORE CREDIT ONLY
WITH RECEIPT AND
TICKET ATTACHED

MARKDOWN 84

AT SYMS OUR AUTOMATIC MARKDOWN PRICE TAG ON ALL
WOMENS OUTFITS AND DRESSES SHOWS YOU WHEN AND HOW
MUCH EACH MARKDOWN WILL BE. WHEN WE RECEIVE A CURRENT,
NATIONALLY ADVERTISED \$140 DESIGNER OUTFIT WE PRICE
IT AT \$79; IF IT REMAINS ON THE SELLING FLOOR FOR
MORE THAN 10 DAYS ITS MARKED \$67, MORE THAN 20 DAYS
\$54 AND AFTER 30 SELLING DAYS IT BECOMES FINAL AT \$40.
AT SYMS, AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

AT SYMS WE WANT YOU TO KNOW THAT IN OUR WOMENS DEPARTMENT
WE HAVE AN AUTOMATIC MARKDOWN PRICE TAG ON ALL DRESSES,
ENSEMBLES AND SUITS. EVERY SYMS AUTOMATIC PRICE TAG IS DATED
AND MARKED IN ADVANCE TO SHOW YOU WHEN AND HOW MUCH EACH
MARKDOWN WILL BE. I'M MARCY SYMS AND THIS IS HOW THE
AUTOMATIC PRICE TAG WORKS. WHEN WE RECEIVE A CURRENT,
NATIONALLY ADVERTISED \$140 DESIGNER OUTFIT IT GOES INTO
OUR RACKS AT \$79; AND THE DATE OF ARRIVAL IS STAMPED ON THE
BACK OF THE PRICE TAG AND THE MARKDOWN BEGINS. AFTER 10
SELLING DAYS IT'S MARKED DOWN TO \$67, AFTER 20 DAYS \$54,
AND AFTER 30 SELLING DAYS YOU CAN BUY \$140 DRESS, ENSEMBLES,
OR SUITS FOR \$40. NOW THAT YOU KNOW HOW SYMS AUTOMATIC PRICE
TAGS WORK, YOU CAN MAKE THE DECISION WHEN TO BUY. SHIPMENTS
ARRIVE DAILY KEEPING OUR INVENTORY CURRENT.
AT SYMS AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.
(ALL SYMS SUBURBAN STORES ARE OPEN WEEKDAYS TILL 9PM)

MARKDOWN '81

AT SYMS WE WANT YOU TO KNOW THAT IN OUR LADIES DEPARTMENT WE HAVE AN AUTOMATIC MARKDOWN PRICE TAG ON ALL DRESSES, ENSEMBLES AND SUITS. EVERY SYMS AUTOMATIC PRICE TAG IS DATED AND MARKED IN ADVANCE TO SHOW YOU WHEN AND HOW MUCH EACH MARKDOWN WILL BE. I'M MARCY SYMS. AND THIS IS HOW THE AUTOMATIC PRICE TAG WORKS. WHEN WE RECEIVE A CURRENT, NATIONALLY ADVERTISED \$100 DESIGNER OUTFIT IT GOES INTO OUR RACKS AT \$59; THE DATE OF ARRIVAL IS STAMPED ON THE BACK OF THE PRICE TAG AND THE MARKDOWN BEGINS. AFTER 10 SELLING DAYS IT'S MARKED DOWN TO \$48; AFTER 20 DAYS \$38, AND AFTER 30 SELLING DAYS YOU CAN BUY THAT \$100 DESIGNER OUTFIT FOR \$29. NOW THAT YOU KNOW HOW SYMS AUTOMATIC PRICE TAGS WORK, YOU CAN MAKE THE DECISION WHEN TO BUY. SHIPMENTS ARRIVE DAILY KEEPING OUR INVENTORY CURRENT. SYMS IS ON TRANSIT ROAD JUST NORTH OF SHERIDAN. THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS.

MARKDOWN '81

AT SYMS WE WANT YOU TO KNOW THAT IN OUR LADIES DEPARTMENT WE HAVE AN AUTOMATIC MARKDOWN PRICE TAG ON ALL DRESSES, ENSEMBLES AND SUITS. EVERY SYMS AUTOMATIC PRICE TAG IS DATED AND MARKED IN ADVANCE TO SHOW YOU WHEN AND HOW MUCH EACH MARKDOWN WILL BE. I'M MARCY SYMS. AND THIS IS HOW THE AUTOMATIC PRICE TAG WORKS. WHEN WE RECEIVE A CURRENT, NATIONALLY ADVERTISED \$100 DESIGNER OUTFIT IT GOES INTO OUR RACKS AT \$59; THE DATE OF ARRIVAL IS STAMPED ON THE BACK OF THE PRICE TAG AND THE MARKDOWN BEGINS. AFTER 10 SELLING DAYS IT'S MARKED DOWN TO \$48; AFTER 20 DAYS \$38, AND AFTER 30 SELLING DAYS YOU CAN BUY THAT \$100 DESIGNER OUTFIT FOR \$29. NOW THAT YOU KNOW HOW SYMS AUTOMATIC PRICE TAGS WORK, YOU CAN MAKE THE DECISION WHEN TO BUY. SHIPMENTS ARRIVE DAILY KEEPING OUR INVENTORY CURRENT. SYMS IS WITHIN 30 MINUTES NO MATTER WHERE YOU LIVE. THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS.

MARKDOWN '81

AT SYMS WE WANT YOU TO KNOW THAT IN OUR LADIES DEPARTMENT WE HAVE AN AUTOMATIC MARKDOWN PRICE TAG ON ALL DRESSES, ENSEMBLES AND SUITS. EVERY SYMS AUTOMATIC PRICE TAG IS DATED AND MARKED IN ADVANCE TO SHOW YOU WHEN AND HOW MUCH EACH MARKDOWN WILL BE. I'M MARCY SYMS. AND THIS IS HOW THE AUTOMATIC PRICE TAG WORKS. WHEN WE RECEIVE A CURRENT, NATIONALLY ADVERTISED \$100 DESIGNER OUTFIT IT GOES INTO OUR RACKS AT \$59; THE DATE OF ARRIVAL IS STAMPED ON THE BACK OF THE PRICE TAG AND THE MARKDOWN BEGINS. AFTER 10 SELLING DAYS IT'S MARKED DOWN TO \$48; AFTER 20 DAYS \$38, AND AFTER 30 SELLING DAYS YOU CAN BUY THAT \$100 DESIGNER OUTFIT FOR \$29. NOW THAT YOU KNOW HOW SYMS AUTOMATIC PRICE TAGS WORK, YOU CAN MAKE THE DECISION WHEN TO BUY. SHIPMENTS ARRIVE DAILY KEEPING OUR INVENTORY CURRENT.

SYMS SEVEN CORNERS BUILDING STANDS BY ITSELF ON ROUTE 7 AT ROUTE 50.

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS.

MARKDOWN '81

AT SYMS WE WANT YOU TO KNOW THAT IN OUR LADIES DEPARTMENT WE HAVE AN AUTOMATIC MARKDOWN PRICE TAG ON ALL DRESSES, ENSEMBLES AND SUITS. EVERY SYMS AUTOMATIC PRICE TAG IS DATED AND MARKED IN ADVANCE TO SHOW YOU WHEN AND HOW MUCH EACH MARKDOWN WILL BE. I'M MARCY SYMS. AND THIS IS HOW THE AUTOMATIC PRICE TAG WORKS. WHEN WE RECEIVE A CURRENT, NATIONALLY ADVERTISED \$100 DESIGNER OUTFIT IT GOES INTO OUR RACKS AT \$59; THE DATE OF ARRIVAL IS STAMPED ON THE BACK OF THE PRICE TAG AND THE MARKDOWN BEGINS. AFTER 10 SELLING DAYS IT'S MARKED DOWN TO \$48; AFTER 20 DAYS \$38, AND AFTER 30 SELLING DAYS YOU CAN BUY THAT \$100 DESIGNER OUTFIT FOR \$29. NOW THAT YOU KNOW HOW SYMS AUTOMATIC PRICE TAGS WORK, YOU CAN MAKE THE DECISION WHEN TO BUY. SHIPMENTS ARRIVE DAILY KEEPING OUR INVENTORY CURRENT.

SYMS IS ON I-95 AT PEMBROKE ROAD. THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS.

AT SYMS WE WANT YOU TO LOOK AT BRAND NAME LABELS. IT IS NOT EASY TO BECOME A BRAND NAME, AND TO DO SO A MANUFACTURER MUST ^{offer} ~~SURE~~ QUALITY AT A FAIR PRICE OVER A LONG PERIOD OF TIME. THAT'S WHY, BRAND NAMES TELL YOU WHAT YOU ARE BUYING.

THIS IS SY SYMS. IN SOME CATEGORIES OF CONSUMER PRODUCTS, SUCH AS ASPIRIN, A BRAND NAME IS NOT ~~VERY~~ IMPORTANT. AS WE ALL KNOW ASPIRIN IS ASPIRIN.

IN THE CLOTHING FIELD ~~IT IS MUCH DIFFERENT~~. THE BRAND NAME IS YOUR ONLY INDICATION AS TO WHAT YOU SHOULD PAY. IN CLOTHING AN EDUCATED CONSUMER WOULD NOT ONLY KNOW THE BRAND NAME, BUT WOULD ALSO KNOW WHAT EACH NAME REPRESENTS.

IT'S NOT ADVISABLE TO BUY A GARMENT THAT HAS NO BRAND LABEL.

IT'S NOT ADVISABLE TO BUY A GARMENT IF YOU NEVER HEARD OF THE NAME.

YOUR KNOWLEDGE OF BRAND NAMES IN CLOTHING WILL KEEP YOU FROM OVERPAYING.

SYMS WANT YOU TO LOOK AT BRAND NAME LABELS, FOR AT SYMS AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

SYMS

An Educated Consumer is Our Best Customer

AT SYMS WE WANT YOU TO LOOK AT LABELS. BY LAW,
ALL MANUFACTURERS MUST SEW CARE LABELS INTO EVERY
GARMENT. CARE LABELS TELL IF THE PRODUCT SHOULD BE
DRY CLEANED OR WASHED AND IS SO JUST HOW TO WASH.

THIS IS SY SYMS SINCE 1972 THE FEDERAL TRADE COMMISSION
DEMANDS ALL MANUFACTURERS MUST DO THE FOLLOWING:

- 1) PUT CARE LABELS WHERE THEY CAN EASILY BE SEEN
BY CONSUMERS.
- 2) PUT CARE LABELS ON PERMANENTLY, TO LAST THE
LIFE OF THE GARMENT.
- 3) PUT WARNINGS ON CARE LABELS. YOU'D EXPECT ANY
GARMENT TO BE DRY CLEANABLE UNLESS ITS' CARE LABEL
WARNS IT'S NOT.

DON'T PURCHASE ANY GARMENTS UNLESS YOU UNDERSTAND THE
CARE LABEL.

SYMS ¹⁵ ~~STORES~~ IN MANHATTEN, LONG ISLAND, BERGEN COUNTY
AND WOODBRIDGE.

SYMS WANTS YOU TO LOOK AT CARE LABELS, BECAUSE AT SYMS
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

SYMS

An Educated Consumer Is Our Best Customer

AT SYMS WE WANT YOU TO LOOK AT BRAND NAME LABELS. IN ORDER TO BECOME A BRAND NAME, A MANUFACTURER MUST OFFER QUALITY AT A FAIR PRICE. BRAND NAMES TELL YOU WHAT YOU'RE BUYING.

THIS IS SY SYMS. IN SOME CATEGORIES OF CONSUMER PRODUCTS, SUCH AS ASPRINS, A BRAND NAME IS NOT IMPORTANT. AS WE KNOW, ALL ASPRINS ARE THE SAME.

IN THE CLOTHING FIELD IT IS MUCH DIFFERENT. THE BRAND NAME IS YOUR ONLY INDICATION AS TO WHAT YOU SHOULD PAY.

IT'S NOT ADVISABLE TO BUY A GARMENT THAT HAS NO BRAND LABEL.

IT'S NOT ADVISABLE TO BUY A GARMENT IF YOU NEVER HEARD OF THE NAME.

YOUR KNOWLEDGE OF BRAND NAMES IN CLOTHING WILL KEEP YOU FROM OVER PAYING.

SYMS IS IN MANHATTAN, LONG ISLAND, BERGEN COUNTY, AND WOODBRIDGE. SYMS WANTS YOU TO LOOK AT BRAND NAME LABELS, FOR AT SYMS AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

SYMS

An Educated Consumer is Our Best Customer

Brand Name

1978

AT SYMS WE WANT YOU TO LOOK AT BRAND NAME LABELS. IN ORDER TO BECOME A BRAND NAME, A MANUFACTURER MUST OFFER QUALITY AT A FAIR PRICE. BRAND NAMES TELL YOU WHAT YOU'RE BUYING.

IN CLOTHING IT'S NOT ADVISABLE TO BUY A GARMENT THAT HAS NO BRAND LABEL.

IT'S NOT ADVISABLE TO BUY A GARMENT IF YOU NEVER HEARD OF THE NAME.

AT SYMS WE WANT YOU TO LOOK AT BRAND NAME LABELS, FOR AT SYMS AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

SALE - D.C.

SALE - N.Y. with Bogen

RADIO

BRAND NAME LABELS "78 NEW YORK

AT SYMS WE WANT YOU TO LOOK AT BRAND NAME LABELS. IN ORDER TO BECOME A BRAND NAME, A MANUFACTURER MUST OFFER QUALITY AT A FAIR PRICE. BRAND NAMES TELL YOU WHAT YOU'RE BUYING.

THIS IS SY SYMS. AS WE ALL KNOW ASPIRIN IS ASPIRIN. IN THE CLOTHING FIELD IT IS MUCH DIFFERENT. THE BRAND NAME IS YOUR ONLY INDICATION AS TO WHAT YOU SHOULD PAY.

IT'S NOT ADVISABLE TO BUY A GARMENT THAT HAS NO BRAND LABEL.

IT'S NOT ADVISABLE TO BUY A GARMENT IF YOU NEVER HEARD OF THE NAME.

YOUR KNOWLEDGE OF BRAND NAMES IN CLOTHING WILL KEEP YOU FROM OVER PAYING.

SYM_ IS IN MANHATTAN, LONG ISLAND, BERGEN COUNTY, AND WOODBRIDGE. SYMS WANTS YOU TO LOOK AT BRAND NAME LABELS, FOR AT SYMS AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

BRAND LABELS 82

AT SYMS WE WANT YOU TO LOOK AT BRAND NAME LABELS. IT IS NOT EASY TO BECOME A BRAND NAME, AND TO DO SO A MANUFACTURER MUST ~~SUSTAIN~~ ^{OFFER} QUALITY AT A FAIR PRICE OVER A LONG PERIOD OF TIME. THAT'S WHY, BRAND NAMES TELL YOU WHAT YOU ARE BUYING.

THIS IS SY SYMS. IN SOME CATEGORIES OF CONSUMER PRODUCTS, SUCH AS ASPIRINS, A BRAND NAME IS NOT VERY IMPORTANT. AS WE ALL KNOW ASPIRIN IS ASPIRIN.

IN THE CLOTHING FIELD IT IS MUCH DIFFERENT. THE BRAND NAME IS YOUR ONLY INDICATION AS TO WHAT YOU SHOULD PAY. IN CLOTHING AN EDUCATED CONSUMER WOULD NOT ONLY KNOW THE BRAND NAME, BUT WOULD ALSO KNOW WHAT EACH NAME REPRESENTS.

IT'S NOT ADVISABLE TO BUY A GARMENT THAT HAS NO BRAND LABEL.

IT'S NOT ADVISABLE TO BUY A GARMENT IF YOU NEVER HEARD OF THE NAME.

YOUR KNOWLEDGE OF BRAND NAMES IN CLOTHING WILL KEEP YOU FROM OVERPAYING.

SYMS WANT YOU TO LOOK AT BRAND NAME LABELS, FOR AT SYMS AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

SYMS 30 SECOND TV AD

BRAND NAME LABELS '87

AT SYMS WE WANT YOU TO LOOK AT BRAND NAME LABELS.

BRAND NAMES ARE YOUR GUIDE TO JUDGING THE QUALITY AND
THE PRICE.

A CLOTHING MANUFACTURER'S NAME IS THEIR MAIN ASSET.

ONLY BY CONTINUALLY SATISFYING YOU, CAN THE BRAND FIRST
GAIN, AND THEN HOLD YOUR TRUST. YOU KNOW WHAT THE PRODUCT
REPRESENTS WHEN YOU BUY A BRAND NAME.

THAT'S WHY WE WANT YOU TO LOOK AT BRAND NAME LABELS

~~AT SYMS WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.~~

THE MORE YOU KNOW ABOUT CLOTHING THE
BETTER IT IS FOR SYMS

4/87

1

THREE LABELS '79

BE AWARE OF

AT SYMS WE WANT YOU TO ~~LOOK AT~~ THE THREE IMPORTANT
LABELS REQUIRED ON ALL GARMENTS:

THE CARE LABEL, ~~THE~~ FIBER CONTENT, AND THE ~~MANUFACTURERS~~ *BRAND NAME*
LABEL.

THE CARE LABEL EXPLAINS HOW TO ACHIEVE LONG WEAR.

THE FIBER CONTENT LABEL TELLS ~~YOU~~ WHAT THE GARMENT
IS MADE OF.

BRAND NAME
THE ~~MANUFACTURERS~~ LABEL DEPICTS THE QUALITY, AND
THEREBY THE PRICE.

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS

FOR SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

THREE LABELS '79

AT SYMS WE WANT YOU TO BE AWARE OF THE THREE

IMPORTANT LABELS REQUIRED ON ALL GARMENTS:

THE CARE LABEL, FIBER CONTENT, AND THE BRAND NAME.

THE CARE LABEL EXPLAINS HOW TO ACHIEVE LONG WEAR.

THE FIBER CONTENT LABEL TELLS WHAT THE GARMENT

IS MADE OF.

THE BRAND NAME LABEL DEPICTS THE QUALITY, AND

THEREBY THE PRICE.

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS

FOR SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST

CUSTOMER.

THREE LABELS '81

AT SYMS WE WANT YOU TO BE AWARE OF THE THREE IMPORTANT LABELS
REQUIRED ON ALL GARMENTS: THE CARE LABEL, FIBER CONTENT, AND
THE BRAND NAME.

THE CARE LABEL EXPLAINS HOW TO ACHIEVE LONG WEAR. IT INDICATES
WHETHER TO DRY CLEAN OR WASH AND IF SO JUST HOW TO WASH.

THE FIBER CONTENT LABEL TELLS WHAT THE GARMENT IS MADE OF. THE
CONTENTS ON THESE FIBER LABELS ARE BROKEN DOWN TO EXACT PERCENTAGES,
SUCH AS 55% WOOL 45% POLYESTER.

THE BRAND NAME LABEL DEPICTS THE QUALITY AND THEREBY THE PRICE.

IN PURCHASING AN AUTOMOBILE, WE'RE ALL FAMILIAR WITH BRAND NAMES
AND THE QUALITY THEY REPRESENT, THEREBY WHAT WE SHOULD PAY. IN
CLOTHING ITS'S THE SAME; IF YOU KNOW THE BRAND NAME YOU KNOW WHAT
TO PAY.

SYMS IS ON I-95 AT PEMBROKE ROAD. THE MORE YOU KNOW ABOUT
CLOTHING THE BETTER IT IS FOR SYMS, WHERE AN EDUCATED CONSUMER
IS OUR BEST CUSTOMER.

THREE LABELS '81

AT SYMS WE WANT YOU TO BE AWARE OF THE THREE

IMPORTANT LABELS REQUIRED ON ALL GARMENTS: THE

CARE LABEL, FIBER CONTENT, AND THE BRAND NAME.

THE CARE LABEL EXPLAINS HOW TO ACHIEVE LONG WEAR.

IT INDICATES WHETHER TO DRY CLEAN OR WASH AND IF SO

JUST HOW TO WASH.

THE FIBER CONTENT LABEL TELLS WHAT THE GARMENT IS

MADE OF.

THE BRAND NAME LABEL DEPICTS THE QUALITY, AND THEREBY

THE PRICE.

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR

SYMS.



THREE LABELS '81

Buffalo

111

AT SYMS WE WANT YOU TO BE AWARE OF THE THREE IMPORTANT LABELS
REQUIRED ON ALL GARMENTS: THE CARE LABEL, FIBER CONTENT, AND
THE BRAND NAME. *This is Robert Syms*

THE CARE LABEL EXPLAINS HOW TO ACHIEVE LONG WEAR. IT INDICATES
WHETHER TO DRY CLEAN OR WASH AND IF SO JUST HOW TO WASH.

THE FIBER CONTENT LABEL TELLS WHAT THE GARMENT IS MADE OF. THE
CONTENTS ON THESE FIBER LABELS ARE BROKEN DOWN TO EXACT PERCENTAGES,
SUCH AS 55% WOOL 45% POLYESTER.

THE BRAND NAME LABEL DEPICTS THE QUALITY AND THEREBY THE PRICE.

FOR INSTANCE, IN PURCHASING AN AUTOMOBILE, WE KNOW THE BRAND NAMES
AND THE QUALITY THEY REPRESENT, THEREFORE WE KNOW HOW MUCH TO PAY.

IN CLOTHING IT'S THE SAME; IF YOU KNOW THE BRAND NAME YOU'LL
KNOW WHAT TO PAY.

SYMS IS ON TRANSIT ROAD JUST NORTH OF SHERIDAN. THE MORE YOU KNOW
ABOUT CLOTHING THE BETTER IT IS FOR SYMS, WHERE AN EDUCATED
CONSUMER IS OUR BEST CUSTOMER.

THREE LABELS '81

AT SYMS WE WANT YOU TO BE AWARE OF THE THREE IMPORTANT LABELS REQUIRED ON ALL GARMENTS: THE CARE LABEL, FIBER CONTENT, AND THE BRAND NAME.

THE CARE LABEL EXPLAINS HOW TO ACHIEVE LONG WEAR. IT INDICATES WHETHER TO DRY CLEAN OR WASH AND IF SO JUST HOW TO WASH.

THE FIBER CONTENT LABEL TELLS WHAT THE GARMENT IS MADE OF. THE CONTENTS ON THESE FIBER LABELS ARE BROKEN DOWN TO EXACT PERCENTAGES, SUCH AS 55% WOOL 45% POLYESTER.

THE BRAND NAME LABEL DEPICTS THE QUALITY AND THEREBY THE PRICE.

IN PURCHASING AN AUTOMOBILE, WE'RE ALL FAMILIAR WITH BRAND NAMES AND THE QUALITY THEY REPRESENT, THEREBY WHAT WE SHOULD PAY. IN CLOTHING ITS'S THE SAME; IF YOU KNOW THE BRAND NAME YOU KNOW WHAT TO PAY.

SYMS IS WITHIN THIRTY MINUTES NO MATTER WHERE YOU LIVE IN MANHATTAN, LONG ISLAND, WESTCHESTER, BERGEN COUNTY AND WOODBRIDGE. THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

THREE LABELS '83 - ROBERT

AT SYMS WE WANT YOU TO BE AWARE OF THE THREE

IMPORTANT LABELS REQUIRED ON ALL GARMENTS: THE

CARE LABEL, FIBER CONTENT, AND THE BRAND NAME.

THE CARE LABEL EXPLAINS HOW TO ACHIEVE LONG WEAR.

IT INDICATES WHETHER TO DRY CLEAN OR WASH AND IF SO

JUST HOW TO WASH.

THE FIBER CONTENT LABEL TELLS WHAT THE GARMENT IS

MADE OF.

THE BRAND NAME LABEL DEPICTS THE QUALITY, AND THEREBY

THE PRICE.

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR

SYMS.

"AN EDUCATED CONSUMER IS OUR BEST CUSTOMER".

THAT SIMPLE SENTENCE SUMS UP OUR BUSINESS

WHILE AT THE SAME TIME IDENTIFIES OUR CUSTOMER.

IT WAS MANY YEARS AGO IN MY FATHERS CLOSEOUT

STORE THAT I LEARNED THIS SYMS MESSAGE. HOW

MANY TIMES I HEARD THE SALESMAN SAY . . . THIS

IS THE ARROW 35¢ DETACHABLE COLLAR --- WE SELL

IT FOR 15¢.

OF COURSE HE MADE SALES --- LOTS OF THEM . . .

BUT MORE IMPORTANT HE MADE CUSTOMERS.

YEARS LATER, IN 1960 THE FIRST SYMS STORE MAIN-

TAINED THE SAME MESSAGE. INHERENTLY WE RESPECTED

OUR CUSTOMERS AND WE BEGAN TO EDUCATE THEM ABOUT

THE PRODUCTS WE WERE SELLING. THEN AND NOW ALL

OUR EMPLOYEES DELIVER THE SAME MESSAGE. THEY

INFORM THE CUSTOMER OF THE MANUFACTURERS
NAME . . . THE NATIONALLY ADVERTISED PRICE
AND THE SYMS PRICE. THATS THE SYMS MESSAGE.

WE HAVE LEARNED FROM THE SUCCESS OF THIS
MERCHANDISING PHILOSOPHY THAT THE STRENGTH
OF OUR BUSINESS LAY IN BECOMING AN ASSET TO
OUR SUPPLIERS, OUR ABILITY TO DO THIS IS A
A CORNERSTONE OF SYMS PHILOSOPHY.

IN 1971 OUR COMPANY MADE ITS FIRST MOVE TO
THE SUBURBS --- INTO A 20,000 SQUARE FOOT
FREE STANDING BUILDING WITH SEPARATE PARKING
IN BERGEN COUNTY NEW JERSEY.

UNTIL THEN, OUR COMPANY SOLD ONLY MENS
CLOTHING. IN ORDER TO CAPTURE THE DAYTIME
FEMALE SHOPPERS WE ADDED THE LADIES APPAREL
BUSINESS AND I'M PROUD TO SAY THAT TODAY IT

REPRESENTS 30% OF OUR VOLUME.

THE SUCCESS OF THIS MERCHANDISING FORMAT
NECESSITATED A MOVE IN 1976 TO A 32,000
SQUARE FOOT UNIT IN THE SAME MARKET.

IN 1978 WE DEVELOPED A PROTOTYPE FOR THE
FUTURE WITH OUR WESTCHESTER STORE. A TWO
LEVEL, 60,000 SQUARE FOOT BUILDING WHICH
PRESENTS PERFECTLY THE BASIC SYMS MERCHAN-
DISING CONCEPTS.

ON ONE LEVEL THE SYMS MENS DEPARTMENT
SEPARATED TO GIVE OUR CUSTOMERS THE FEELING
OF BEING IN A MENS STORE . . . WHILE ON
ANOTHER LEVEL COMPLETELY, WOMEN CAN SHOP FOR
A FULL RANGE OF PRODUCTS AND STILL HAVE THE
FEELING THAT THEY ARE IN A SHOP CATERING TO
THEM.

WE HAD THE RIGHT PHILOSOPHY TO ATTRACT AND HOLD
CUSTOMERS. NOW WE HAD TO BRING IT TO THEIR
ATTENTION. AND IN 1974 WE FOUND THE METHOD.

USING A CONSUMER ORIENTED APPROACH AND A STRONG
PERSONAL IDENTIFICATION WITH THE SYMS FAMILY,
WE ENTERED INTO TV AND RADIO CAMPAIGNS. WE
FIND TODAY THAT THIS METHOD OF ADVERTISING ALLOWS
US TO PENETRATE A NEW MARKET AND FACILITATE
GROWTH.

THIS PHOTOGRAPH IS TAKEN FROM THE SYMS SEASON
GREETINGS COMMERCIAL WHICH WAS SEEN ON TV IN
DECEMBER 1982.

THIS MAP HIGHLIGHTS SYMS EXISTING STORES AND
MARKETS. AT PRESENT WE ARE IN 5 TRADING AREAS.

WE HAVE 5 STORES IN THE NEW YORK AREA.

TWO STORES IN WASHINGTON

TWO STORES IN BOSTON

ONE IN BUFFALO

ONE IN FLORIDA

TO SERVICE THESE STORES, WE BUILT IN 1981
OUR LYNTHURST, NEW JERSEY DISTRIBUTION CENTER
AND EXECUTIVE HEADQUARTERS.

IT WAS A MOVE THAT ALLOWED US TO GAIN 25,000
SQUARE FEET OF SELLING SPACE IN EXISTING UNITS
THAT PREVIOUSLY WERE USED FOR DISTRIBUTION
PURPOSES, AND NOW PROVIDES US WITH AN EFFICIENT
AREA FOR FUTURE GROWTH.

FROM THIS FACILITY, WE NOW DISTRIBUTE IN OUR OWN
TRUCKS AND WITH OUR OWN SPECIALLY DESIGNED
MERCHANDISE CONTAINERS TO ALL THE STORES EXCEPT
FORT LAUDERDALE.

THE KEYS OF SYMS SUCCESS --- NOW FULLY
DEVELOPED AND UNDERSTOOD BY ALL EMPLOYEES
ARE REFLECTED IN EACH OF OUR STORES.

- 1) LOW OVERHEAD OUTLETS.
- 2) DISTANCE FROM TRADITIONAL RETAILERS:
- 3) A MERCHANDISE CONCEPT OF SELLING FIRST
QUALITY GOODS AT PRICES WELL BELOW
TRADITIONAL RETAILS . . . IN SPOTLESSLY
CLEAN STORES. STRONG SUPPLIER
RELATIONSHIPS. SYMS ALWAYS HAS MAIN-
TAINED THAT IT MUST BE AN ASSET TO ITS
SUPPLIERS, AND TODAY, MANY SUPPLIERS
CONSIDER SYMS AN IMPORTANT ARM OF THEIR
COMPANIES.

PERHAPS THE EASIEST WAY TO UNDERSTAND THE SYMS
CONCEPT IS TO EXAMINE THE DIFFERENCES THAT EXIST
IN RETAIL PRICE STRUCTURES.

HERE IS THE PRICE STRUCTURE OF THE TRADITIONAL
RETAILER.

A GARMENT THAT SELLS AT \$40 HAS A WHOLESALE
COST OF \$20 WITH AN ORIGINAL GROSS MARGIN OF
\$20 OR 50%.

THEN THERE IS THE DISCOUNTER, WHO HAS A SELLING
PRICE OF \$29.99. WHOLESALE COST OF \$20 WITH AN
ORIGINAL GROSS MARGIN OF \$9.99 OR 33.3%.

AT SYMS, WE HAVE A SELLING PRICE OF \$19.99. DUE
TO OUR OFF-PRICE RELATIONSHIPS WITH MANUFACTURERS
WE REPRESENT --- OUR WHOLESALE COST IS \$12.50
WITH AN ORIGINAL GROSS MARGIN OF \$7.49 OR 37.5%.

IN ADDITION TO THE SYMS RETAILING PRICE STRUCTURE
WE ARE KNOWN FOR A MOST DYNAMIC 10 DAY AUTOMATIC
MARKDOWN PRICE TAG. THIS IS USED ON APPROXIMATELY

1/2 OF OUR LADIES DEPARTMENT GARMENTS. THE
AUTOMATIC MARKDOWN PRICING SYSTEM, PLUS TWICE
YEARLY BASHES, AND MERCHANDISING DIVIDENDS
GIVE SYMS AN ACTUAL GROSS MARGIN OF 28 - 29%.

IN CONTRAST, SYMS NOW OWNS A TRADITIONAL
RETAILER WITH PERHAPS THE MOST HALLOWED NAME
IN MENS HABERDASHERY . . . A. SULKA & COMPANY
WITH STORES IN NEW YORK, LONDON, PARIS AND SAN
FRANCISCO. THIS PURCHASE ALSO INCLUDED THE
WORLD WIDE TRADEMARK RIGHTS TO THE SULKA NAME.

THIS IS OUR LONDON STORE EXTERIOR AND INTERIOR.
ALTHOUGH SULKA NOW REPRESENTS ONLY 2% OF OUR
VOLUME WE HAVE STRONG INDICATIONS OF ITS WORLD
WIDE GROWTH POTENTIAL.

NOW LET US LOOK AT THE FINANCIAL HISTORY OVER
THE PAST 5 YEARS OF SYMS CORP.

NET SALES IN 1978 WERE 57 MILLION . . . IN
1982 THEY WERE 147 MILLION. NET INCOME IN
1978 WAS 3.3 MILLION, NET INCOME IN 1982 WAS 7.5
MILLION.

IN 1978 WE ACHIEVED 17¢ EARNINGS PER SHARE.

NOW LET US LOOK AT THE FINANCIAL HISTORY OVER
THE PAST FIVE YEARS OF SYMS CORP.

NET SALES IN 1978 WERE 57 MILLION, IN 1982 ---
147 MILLION, NET INCOME IN 1978, 3 MILLION
NET INCOME IN 1982 WAS 7.5 MILLION.

IN 1978 WE HAD 17¢ EARNINGS PER SHARE. IN
1982 OUR EARNINGS PER SHARE TOTALED 42¢.
OUR GROWTH FROM 1980 TO 1981, OF ONLY 10%
OF EARNINGS PER SHARE IS PRIMARILY A REFLECTION
OF THE COSTS INCURRED, BY OUR CORP, IN OPENING
OUR DISTRIBUTION CENTER AND THE REFURBISHING
OF EXISTING STORES. THESE INVESTMENTS IMPROVED
OUR RESULTS IN 1982 AND ARE REFLECTED IN THE
FIRST SIX MONTHS OF 1983.

AS YOU CAN SEE NET SALES IN 1982 WERE 61 MILLION
AND IN 1983 --- 81 MILLION. NET INCOME IN 1982

WAS 2.3 MILLION AND IN 1983 OUR NET INCOME IS
4 MILLION. AS A RESULT OUR EARNINGS PER SHARE
IN 1982 WERE 13¢ AND 23¢ IN 1983.

THE RESULTS YOU HAVE JUST SEEN CAN BE MORE
COMPLETELY UNDERSTOOD BY THIS SQUARE
FOOTAGE CHART.

THE FIVE STORES OPENED FROM 1968 TO 1972
CURRENTLY HAVE AVERAGE NET SALES PER SQUARE
FOOT OF SELLING SPACE OF \$528.00.

THE THREE STORES OPENED BETWEEN 1974 AND
1978 ARE CURRENTLY AVERAGING \$400.00 PER
SQUARE FOOT OF SELLING SPACE.

THE THREE STORES OPENED IN 1982, BECAUSE THEY
ARE SO NEW, ARE AT AN AVERAGE OF \$262 PER
SQUARE FOOT OF SELLING SPACE.

TWO OF THE STORES OPENED FROM 1968 TO 1978
ARE CURRENTLY OVER \$700. PER SQUARE FOOT OF
SELLING SPACE.

TWO OF THE STORES OPENED IN 1982 WERE IN NEW
MARKET AREAS AND WE ARE PLEASED TO REPORT
THAT THESE STORES EXPERIENCED A 38% INCREASE
IN SALES IN THE MOST RECENT QUARTER.

IN ADDITION TO THE INCOME STATEMENT LET US
SPEND A MOMENT HIGHLIGHTING OUR JUNE 30th
BALANCE SHEET.

CASH OF 13.5 MILLION EXCEEDS CURRENT LIABILITIES.

WE HAVE ALWAYS BEEN A NON-BORROWING CO.

OUR CURRENT RATIO IS 2.85 TO 1.

OUR DEBT EQUITY RATIO IS 19.8%.

OUR INVENTORY TURNOVER WAS 6.9 TIMES IN 1982.

OUR RETURN ON EQUITY IN THE LATEST 12 MONTHS IS 30.6%.

WE ARE TOLD THAT THESE CHARTS ARE UNIQUE FOR THE
RETAIL INDUSTRY AND THEREFORE WE ARE PROUD OF OUR
GROSS PROFIT MARGINS, AND THE CONSISTANT ACHIEVEMENT

OF 5% NET INCOME AS A PERCENTAGE OF SALES.

TO A RETAILER GROWTH IS EXPRESSED IN
PROFITS AND SELLING AREA. WE'VE SEEN THE
EARNINGS GROWTH --- HERE IS THE OTHER SIDE -
A CONSISTANT, STEADY PATTERN OF INCREASING
SELLING AREA. FROM 1971 TO 1982 WE'VE
GONE FROM 35,000 SQUARE FEET TO 421,000
SQUARE FEET WITH AVERAGE SALES OF \$420.
PER SQUARE FOOT IN 1982.

WE'VE TRIED TO RECAP FOR YOU OVER 20 YEARS
OF DEVELOPING A DREAM INTO AN ECONOMIC
REALITY.

BELIEVING AS WE DO IN AN EDUCATED CONSUMER
BEING OUR BEST CUSTOMER, AND REALIZING THE
LIMITATIONS OF THIS SHORT PRESENTATION, WE
WOULD SINCERELY INVITE ANY QUESTIONS.

CERTAINLY WHAT IS TRUE ABOUT AN EDUCATED
CONSUMER MUST ALSO BE TRUE OF AN EDUCATED
INVESTOR.

OUR PLANS ARE FOR THE EXPANSION OF THREE
EXISTING STORES ENABLING US TO INCREASE
CURRENT SELLING SPACE BY 70,000 SQUARE FEET.
FOR NEW MARKETS ALL OUR EXPANSION PLANS
HAVE TO FOLLOW A WELL THOUGHT OUT AND
TESTED FORMULA FOR SUCCESS, WHICH REQUIRES:

- 1) TRADING MARKET AREAS WITH POPULATIONS
OF AT LEAST 3 MILLION.
- 2) ALL EXISTING STORES ARE HEALTHY.
- 3) NEW MARKETS ARE TARGETTED FOR PHILADELPHIA
AND CHICAGO, WHERE WE WILL OPEN TWO STORES
IN EACH MARKET.

NEW PRODUCT LINES OF LADIES COUTURE AND FURS.

NEW SULKA OUTLETS, 3 IN LEASED DEPARTMENTS IN
MAJOR CITIES --- THIS YEAR.

RADIO

LADIES '78 SEVEN CORNERS

AT SYMS SEVEN CORNERS WE WANT YOU LADIES TO KNOW ABOUT OUR
UNIQUE AUTOMATIC MARK DOWN SYSTEM ON ALL DRESSES, PANT SUITS,
AND ENSEMBLES. THIS IS SY SYMS.

WHEN WE RECEIVE A NATIONALLY ADVERTISED \$60.00 DRESS, PANT
SUIT, OR ENSEMBLE WE PRICE IT AT \$39.00. IF IT REMAINS
ON THE SELLING FLOOR FOR MORE THAN 10 DAYS WE MARK IT \$32.00;
MORE THAN 20 DAYS \$25.00; AND AFTER 30 DAYS IT BECOMES FINAL.
THAT'S WHEN YOU CAN BUY THAT \$60.00 DRESS, PANT SUIT OR
ENSEMBLE FOR \$19.00.

IT ENABLES OUR INVENTORY TO STAY CURRENT -- SHIPMENTS ARRIVE
DAILY.

SYMS SEVEN CORNERS BUILDING STANDS BY ITSELF ON ROUTE #7
AT ROUTE #50.

At syms an educated consumer is our best customer.

JULY 4TH DIVIDENDS RADIO

:50/:10

REVISED: 6/23/98

Recorded

MARCY:

AT SYMS, DIVIDENDS WILL BE THE REAL FIREWORKS NOW THRU ~~THIS~~ JULY 4TH WEEKEND. THAT MEANS DOLLARS OFF ALREADY LOW OFF-PRICES ON DESIGNER AND NAME BRAND CLOTHING - ALL NAMES YOU MUST KNOW.

SY:

AND SYMS HAS MORE NAMES YOU MUST KNOW THAN ANY OTHER OFF-PRICE STORE IN AMERICA. WHY SHOP ~~STORES THAT HAVE SALES ON THE THINGS~~ *items* THEY WANT YOU TO BUY, WHEN EVERYTHING AT SYMS HAS A LOW ~~OFF-PRICE~~ *DOLLARS* PLUS ~~DIVIDENDS~~ OFF THAT LOW PRICE NOW THRU ~~THIS~~ JULY 4TH WEEKEND?

MARCY:

NOW THRU ~~THIS~~ *July* JULY 4TH, HAVE A PICNIC AT SYMS SELECTING FROM OUR IMPRESSIVE COLLECTION OF CURRENT STYLES IN ALL SIZES FOR EVERYONE IN THE FAMILY. DOLLARS OFF ALL THE CLOTHES YOU WANT TO WEAR RIGHT NOW LIKE SWIMWEAR, SHORT SLEEVE KNITS, KHAKIS, DENIM AND MORE.

SY:

SO, PUT SYMS ON YOUR LIST OF FAMILY OUTINGS. BUT ABOVE ALL, HAVE A SAFE AND HAPPY HOLIDAY.

MARCY:

SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER®.

ANNCR: STORE LOCATION(S)

RADIO

50% OFF 1986

IT APPEARS EASY TODAY TO BUY ALMOST ANY PRODUCT AT 50% OFF. EVERY DAY WE SEE ADS ANNOUNCING A SALE AT 50% OFF . . . BUT THE REAL QUESTION IS 50% OFF WHAT?

UNLESS YOU KNOW THE BRAND NAME AND THE TRUE REGULAR PRICE, HOW DO YOU KNOW YOU'RE GETTING 50% OFF? THIS IS SY SYMS. AS AN EXAMPLE, IF SOMEONE OFFERED YOU A NEW CADILLAC CAR FULLY EQUIPPED FOR \$9,000., YOU'D KNOW IT WAS 50% OFF, BECAUSE YOU KNOW THE NAME AND THEREBY THE APPROXIMATE REGULAR PRICE.

IT'S THE VERY SAME, IF YOU'RE BUYING A MANS SUIT OR A LADIES DRESS. IF YOU NEVER HEARD OF THE NAME OR DIDN'T KNOW THE TRUE REGULAR PRICE --- 50% OFF MEANS NOTHING. YOU MAY BE PAYING THE FULL PRICE EVEN THOUGH YOU WERE TOLD IT WAS 50% OFF.

A KNOWLEDGE OF THE BRAND NAME AND THE REGULAR PRICE OF THAT NAME IS WHAT CONSUMER EDUCATION IS ALL ABOUT.

THE MORE YOU KNOW ABOUT CLOTHING, THE BETTER IT IS FOR SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.



45 PARK PLACE
150 FULTON ST.
30 CHURCH ST. • WO 2-6488-9
BRONX • 136 E. FORDHAM RD. • CY 5-3131

SOLD BY

DATE

19

CUSTOMER

QTY.	DESCRIPTION	AMOUNT
------	-------------	--------

EDUCATED

CONSUMER

6 36



56-1180

EDUCATED CONSUMER

AT SYMS WE'VE REFERRED TO THE EDUCATED CONSUMER FOR FIVE YEARS. BEING AN EDUCATED CONSUMER HAS NOTHING TO DO WITH FORMAL EDUCATION; IT HAS NOTHING TO DO WITH JUST SHOPPING AT SYMS.

THIS IS SY SYMS. JUST 25 YEARS AGO SUPERMARKET SHOPPERS WERE NOT EDUCATED CONSUMERS; TODAY THEY ARE. TODAY MORE LABELS AND CONTENTS ARE READ IN SUPERMARKETS THAN IN ANY OTHER TYPE OF STORE. IN CLOTHING STORES THE LABEL READING HABIT IS GRADUALLY BECOMING COMMON PRACTICE. IT REALLY IS IMPORTANT FOR EVERY CONSUMER TO UNDERSTAND WHAT THEY'RE BUYING REGARDLESS OF THE PRODUCT.

AN EDUCATED CONSUMER KNOWS EACH BRAND NAME AND THE QUALITY IT REPRESENTS. IF YOU KNOW THE QUALITY A BRAND NAME REPRESENTS, YOU'LL NEVER OVERPAY. THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

Live tag

EDUCATED CONSUMER

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EDUCATED CONSUMER - '83 - SY

AT SYMS YOU'VE HEARD US REFER TO THE EDUCATED
CONSUMER. BEING AN EDUCATED CONSUMER HAS NOTHING
TO DO WITH FORMAL EDUCATION; IT HAS NOTHING TO
DO WITH ~~JUST~~ SHOPPING AT SYMS. AN EDUCATED
CONSUMER KNOWS EACH BRAND NAME AND THE QUALITY IT
REPRESENTS. IF YOU KNOW THE QUALITY A BRAND NAME
REPRESENTS, YOU'LL NEVER OVERPAY. THE MORE YOU
KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS,
WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

OUTSIZES 82

AT SYMS WE'D LIKE YOU TO KNOW WE CARRY ALL SIZES IN
MENS AND LADIES CLOTHING.

THIS IS SY SYMS. IN MENS SUITS AND SPORTCOATS OUR
REGULARS AND LONGS GO TO SIZE 54, EXTRA LONGS TO SIZE 54,
AND PORTLEYS AS WELL TO SIZE 54. IN OUR EXTENSIVE MENS SHOE
DEPARTMENT WE HAVE ALL SIZES; AND WIDTHS FROM VERY NARROW
TO TRIPLE E'S.

IN OUR LADIES DEPARTMENT WE HAVE SEPARATES IN QUEEN SIZES
TO 46 AND UNDER OUR PRE-DATED AUTOMATIC MARKDOWN SYSTEM,
LADIES SUITS, DRESSES AND OUTFITS IN HALF SIZES TO 24½.

AT SYMS WE FEEL CONSUMERS SHOULD NOT BE CHARGED MORE BECAUSE
OF THEIR SIZE REQUIREMENTS.

AT SYMS, REGARDLESS OF YOUR SIZE, THERE IS NO PREMIUM PRICE.

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR
SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

radio 60

OUTSIZES 82

AT SYMS WE'D LIKE YOU MEN TO KNOW WE CARRY ALL SIZES
IN MENS SUITS AND CLOTHING.

THIS IS SY SYMS. IN MENS SUITS AND SPORTCOATS ~~OUR~~ LONGS

we go to size 54 in

AND REGULARS GO TO SIZE 54, EXTRA LONGS TO SIZE 54, AND

PORTLEYS AS WELL TO SIZE 54. IN OUR EXTENSIVE MENS

SHOW DEPARTMENT WE HAVE ALL SIZES; AND WIDTHS FROM

VERY NARROW TO TRIPLE E'S.

IN OUR LADIES DEPARTMENT WE HAVE SEPARATES IN QUEEN

SIZES TO ^{*size*} 46 AND UNDER OUR PRE-DATED AUTOMATIC MARKDOWN

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AT SYMS WE FEEL CONSUMERS SHOULD NOT BE CHARGED MORE
BECAUSE OF THEIR SIZE REQUIREMENTS.

AT SYMS, REGARDLESS OF YOUR SIZE, THERE IS NO PREMIUM
FOR SPECIAL SIZES.

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS

FOR SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

OUTSIZES

AT SYMS WE'D LIKE YOU MEN TO KNOW WE CARRY

ALL SIZES IN MENS SUITS AND CLOTHING.

WHETHER YOU'RE AN EXTRA-LONG, EXTRA-SHORT,

OR PORTLY TO 56, WE HAVE YOUR SIZE.

AT SYMS REGARDLESS OF YOUR SPECIAL SIZE

YOU PAY THE SAME PRICE AS A REGULAR.

THERE IS NO PREMIUM PRICE FOR SPECIAL SIZES.

THE MORE YOU KNOW ABOUT CLOTHING THE

BETTER IT IS FOR SYMS.

OUTSIZES - ROBERT

AT SYMS WE'D LIKE YOU MEN TO KNOW WE CARRY
ALL SIZES IN MENS SUITS AND CLOTHING.

WHETHER YOU'RE AN EXTRA-LONG, EXTRA-SHORT,
PORTLY OR PORTLY-SHORT, WE HAVE YOUR SIZE.

AT SYMS REGARDLESS OF YOUR SPECIAL SIZE YOU
PAY THE SAME PRICE AS A REGULAR. THERE IS
NO PREMIUM PRICE FOR SPECIAL SIZES.

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS
FOR SYMS.

SYMS

An Educated Consumer is Our Best Customer

1977 MENS' TV SPOT

HALLANDALE & BUFFALO

AT SYMS YOU'LL NEVER SEE THIS WORD.

THANKS TO YOU, SYMS NOW REPRESENTS, AT
OFF-PRICE, OVER 200 WORLD FAMOUS BRAND
NAMES IN LADIES AND MENS CLOTHING.

AT ALL TIMES YOU CAN BUY MENS' CURRENT
NATIONALLY ADVERTISED \$160. SUITS, WITH
THE LABEL, FOR \$88.

THERE IS NEVER A REASON FOR A SALE.

AT SYMS AN EDUCATED CONSUMER IS OUR BEST
CUSTOMER.

NO SALE 79

AT SYMS YOU'LL NEVER SEE THIS WORD...BECAUSE SYMS
REPRESENTS, AT OFF-PRICE, OVER 200 WORLD FAMOUS
BRAND NAMES IN LADIES AND MENS CLOTHING.

AT ALL TIMES YOU CAN BUY MENS CURRENT NATIONALLY
ADVERTISED \$175 SUITS FOR \$98; LADIES CURRENT \$100
DESIGNER DRESSES FOR \$59.

THERE'S NEVER A REASON FOR A SALE.

AT SYMS, AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

NO SALE '80

Sy

AT SYMS YOU'LL NEVER SEE THE WORD SALE. BECAUSE SYMS REPRESENTS, AT OFF-PRICE, OVER 200 WORLD FAMOUS BRAND NAMES IN LADIES AND MENS CLOTHING. THIS IS SY SYMS. IN CLOTHING, BRAND NAMES ARE OUR ONLY YARDSTICK TO DETERMINE QUALITY AND PRICE. WE PROTECT THE MANUFACTURERS WE REPRESENT AT OFF-PRICE BY NEVER USING THEIR NAMES IN ADVERTISING. IN OUR STORES THEIR LABEL IS ON THE GARMENT WHEN YOU MAKE YOUR PURCHASE.

Marcy

THIS MEANS YOU CAN ALWAYS ^{FIND} ~~BUY~~ MENS CURRENT, NATIONALLY ADVERTISED \$175 SUITS, WITH THE LABEL ~~ON~~ WHEN YOU MAKE YOUR PURCHASE, FOR \$98; \$100 CURRENT, DESIGNER DRESSES WITH THE LABEL FOR \$59; THERE'S REALLY NEVER A REASON FOR A SALE.

SYMS IS IN MANHATTAN, LONG ISLAND, WESTCHESTER,

BERGEN COUNTY, AND WOODBRIDGE.

*There's a Syms within 30 minutes
no matter where you live.*

Sy

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

LIVE TAG:

ALL SYMS SUBURBAN STORES OPEN WEEKDAY EVENINGS TILL 9 P.M.

NO SALE '80

Sy

AT SYMS YOU'LL NEVER SEE THE WORD SALE. BECAUSE SYMS REPRESENTS, AT OFF-PRICE, OVER 200 WORLD FAMOUS BRAND NAMES IN LADIES AND MENS CLOTHING. THIS IS SY SYMS. IN CLOTHING, BRAND NAMES ARE ^{YOUR} ~~OUR~~ ONLY YARDSTICK TO DETERMINE QUALITY AND PRICE. WE PROTECT THE MANUFACTURERS WE REPRESENT AT OFF-PRICE BY NEVER USING THEIR NAMES IN ADVERTISING. ^{THE MANUFACTURERS} ~~THEIR~~ LABEL ^{IS} ON THE GARMENT WHEN YOU MAKE YOUR PURCHASE. ^{Designer} ^{PRP}

Marcy

THIS MEANS YOU CAN ALWAYS ^{FIND} ~~BUY~~ MENS CURRENT, NATIONALLY ADVERTISED \$175 SUITS, WITH THE LABEL ~~WHEN~~ WHEN YOU MAKE YOUR PURCHASE, FOR \$98; \$100 CURRENT, DESIGNER DRESSES WITH THE LABEL FOR \$59; ^{pause} THERE'S REALLY NEVER A REASON FOR A SALE. ^{pause} SYMS IS ON I-95 AT PEMBROKE ROAD.

Sy

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

LIVE TAG:

SYMS AT PEMBROKE ROAD IS OPEN THURSDAY & FRIDAY EVENINGS TILL 9 P.M.

NO SALE '80

Sy

AT SYMS YOU'LL NEVER SEE THE WORD SALE. BECAUSE SYMS REPRESENTS, AT OFF-PRICE, OVER 200 WORLD FAMOUS BRAND NAMES IN LADIES AND MENS CLOTHING. THIS IS SY SYMS. IN CLOTHING, BRAND NAMES ARE OUR ONLY YARDSTICK TO DETERMINE QUALITY AND PRICE. WE PROTECT THE MANUFACTURERS WE REPRESENT AT OFF-PRICE BY NEVER USING THEIR NAMES IN ADVERTISING. IN OUR STORES THEIR LABEL IS ON THE GARMENT WHEN YOU MAKE YOUR PURCHASE.

Marcy

THIS MEANS YOU CAN ALWAYS BUY MENS CURRENT, NATIONALLY ADVERTISED \$175 SUITS, WITH THE LABEL ON WHEN YOU MAKE YOUR PURCHASE, FOR \$98; \$100 CURRENT, DESIGNER DRESSES WITH THE LABEL FOR \$59; THERE'S REALLY NEVER A REASON FOR A SALE.

SYMS STANDS BY ITSELF ON RT. 7 AT RT. 50.

Sy

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

LIVE TAG:

SYMS AT SEVEN CORNERS IS OPEN EVERY WEEKDAY EVENING TILL 9 P.M.

MARCY

AT SYMS YOU'LL NEVER SEE THE WORD SALE. BECAUSE SYMS HAS DESIGNER AND BRAND NAME CLOTHING AT "OFF-PRICE" ALL YEAR ROUND, THERE'S NEVER A REASON FOR A SALE.

THIS IS MARCY SYMS. SYMS NOW REPRESENTS, AT OFF-PRICE, OVER 200 WORLD FAMOUS DESIGNER AND BRAND NAMES IN MENS, WOMENS, AND CHILDRENS CLOTHING. WE PROTECT THE MANUFACTURERS WE REPRESENT AT OFF-PRICE BY NEVER USING THEIR NAMES IN ADVERTISING. IN OUR STORES THEIR LABEL IS ON THE GARMENT WHEN YOU MAKE YOUR PURCHASE.

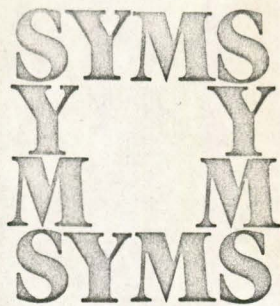
ROBERT

I'M ROBERT SYMS AND THIS IS WHY THERE'S NEVER A REASON FOR A SALE. YOU CAN ALWAYS BUY MENS VESTED CURRENT NATIONALLY ADVERTISED \$225 SUITS FOR \$138; DESIGNER \$100 DRESSES FOR \$59; AND IN OUR NEW CHILDRENS DEPARTMENT, DESIGNER \$25 JEANS FOR \$12.99.

THE MORE YOU KNOW ABOUT CLOTHING THE BETTER IT IS FOR SYMS, WHERE AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.

AT SYMS YOU'LL NEVER SEE THE WORD SALE. THERE'S NO REASON FOR A SALE. ALL YEAR ROUND YOU CAN BUY CURRENT NATIONALLY ADVERTISED MENS' \$160. VESTED SUITS FOR \$88., OR WORLD FAMOUS \$20. DESIGNER SHIRTS FOR \$9.99. WE PROTECT THE MANUFACTURERS WE REPRESENT, AT OFF PRICE, BY NEVER USING THEIR NAME IN OUR ADVERTISING. THEIR LABEL IS ON THE GARMENT WHEN YOU SELECT YOUR PURCHASE.

IN OUR LADIES' DEPARTMENT ALL DRESSES, PANT SUITS AND ENSEMBLES ARE ON AN AUTOMATIC MARKDOWN SYSTEM ASSURING CURRENT FASHIONS, SHIPMENTS ARRIVE DAILY. LABELS ARE ON GARMENT WHEN YOU MAKE YOUR PURCHASE.



45 PARK PLACE, NEW YORK, N.Y. 10007 • (212) WO 2-6488

AT SYMS YOU'LL NEVER SEE THE WORD "SALE".

THANKS TO YOU, SYMS NOW REPRESENTS, AT OFF PRICE,

OVER 200 WORLD FAMOUS BRAND NAMES IN LADIES' AND MEN'S

FASHIONS WHICH MEANS ALL YEAR ROUND YOU CAN ALWAYS BUY

FAMOUS BRAND CURRENT \$160.00 MEN'S VESTED SUITS, WITH

THE LABEL, FOR \$88.00.

IN OUR LADIES' DEPARTMENT ALL DRESSES, PANT SUITS

AND ENSEMBLES ARE ON AN AUTOMATIC MARKDOWN SYSTEM,

WHICH MEANS FASHIONS STAY CURRENT, SHIPMENTS ARRIVE

DAILY. LABELS ARE ON GARMENT WHEN YOU MAKE YOUR PURCHASE.

AT SYMS WE WANT YOU TO KNOW WE'RE THE EASIEST STORE TO SHOP
FOR CLOTHING. IF YOU ARE A WOMAN WHO WEARS SIZE 10 EVERY ITEM
THAT IS SIZE 10 IS A GREEN PRICE TAG. YOU CAN SEE YOUR SIZE FROM 20
FEET. REGARDLESS OF THE ITEM ALL SIZE 10 ARE A GREEN TAG.

WE ALWAYS KEEP A CATEGORY TOGETHER BE IT A SKIRT, SUIT OR PANT
WE KEEP THEM ALL TOGETHER EVERYTHING WE OWN IN YOUR SIZE
SKIRTS, SUITS, PANTS, ONE CATEGORY. EVERYTHING IS IN ONE PLACE
WITH A DIVERSIFIED, EXTENSIVE SELECTION OF NAMES YOU MUST KNOW.

OH AND PRICE YEA, THAT'S IMPORTANT, WE ARE ALWAYS THE LOWEST
IN PRICE.



45 PARK PLACE
150 FULTON ST.
30 CHURCH ST. • WO 2-6488-9
BRONX • 136 E. FORDHAM RD. • CY 5-3131

SOLD BY

DATE

19

CUSTOMER

QTY.	DESCRIPTION	AMOUNT
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NO-SALE

6 33

