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Series B: General, 1944-2009, undated.

Box
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MONDAY TO FRIDAY, EXCEPT HOLIDAYS							
Leave	Arrive			Leave	Arrive		
Great Neck	Flushing	Woodside	New York	Great Neck	Flushing	Woodside	New York
AM	AM	AM	AM	PM	PM	PM	PM
12:49	1:05	1:13	1:23	12:45	12:57	1:05	1:15
1:49	2:05	2:12	2:22	1:15	1:28	1:34	1:44
3:49	4:05	4:12	4:22	1:45	1:57	2:05	2:15
5:14	5:30	5:37	5:47	2:15	2:27	2:34	2:44
5:54	6:10	6:16	6:26	2:45	2:57	3:05	3:15
6:34	6:49	6:57	7:08	3:15	3:28	3:34	3:44
6:54	7:10	7:17	7:28	3:45	3:57	4:05	4:15
7:14	7:30	7:39	7:50	4:15	4:28	4:34	4:44
7:25	7:41		7:58	4:45		4:58	5:08
7:39			8:02	4:49	5:05	5:13	5:23
7:45			8:08	5:09	5:18	5:25	5:35
7:51			8:20	5:19	5:35	5:43	5:53
7:58	8:15	8:21	8:32	5:33		5:47	5:58
8:18	8:30		8:46	5:45	5:58	6:05	6:15
8:23			8:53	6:21	6:36	6:44	6:54
8:30	8:46	8:54	9:05	6:32	6:47	6:54	7:04
8:52			9:15	6:45	6:58	7:05	7:15
8:57	9:13		9:30	7:19		7:33	7:43
9:19			9:32	7:49	8:04	8:12	8:22
9:24	9:40	9:46	9:56	8:19	8:35	8:42	8:52
9:45	9:57	10:05	10:15	8:49	9:04	9:12	9:22
10:15	10:28	10:34	10:44	9:19	9:35	9:42	9:52
10:45	10:57	11:05	11:15	9:49	10:05	10:12	10:22
11:15	11:27	11:34	11:44	10:19	10:35	10:42	10:52
11:45	11:57	12:05	12:15	10:49	11:04	11:12	11:22
12:15	12:28	12:34	12:44	11:49	12:05	12:12	12:22
PM	PM	PM	PM	PM	AM	AM	AM
SATURDAY, SUNDAY & HOLIDAYS							
AM	AM	AM	AM	PM	PM	PM	PM
12:49	1:05	1:13	1:23	1:49	2:05	2:12	2:22
1:49	2:05	2:12	2:22	2:19	2:35	2:42	2:52
3:49	4:05	4:11	4:21	2:49	3:05	3:13	3:23
5:49	6:05	6:11	6:21	3:49	4:05	4:12	4:22
6:49	7:05	7:12	7:22	4:49	5:05	5:13	5:23
7:49	8:05	8:12	8:22	5:49	6:05	6:12	6:22
8:49	9:05	9:13	9:24	6:49	7:05	7:12	7:22
9:19	9:35	9:42	9:52	7:19	7:35	7:43	7:53
9:49	10:05	10:12	10:22	7:49	8:05	8:12	8:22
10:49	11:05	11:13	11:23	8:19	8:35	8:42	8:52
11:49	12:05	12:12	12:22	8:49	9:05	9:13	9:23
12:19	12:35	12:42	12:52	9:49	10:05	10:12	10:22
12:49	1:05	1:13	1:23	10:49	11:05	11:13	11:23
1:19	1:35	1:42	1:52	11:49	12:05	12:12	12:22
PM	PM	PM	PM	PM	AM	AM	AM

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REFERENCE NOTES

Shaded areas indicate trains **not** honoring **off-peak** tickets.

HOLIDAYS- New Year's Day, Washington's Birthday, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas.
Also Monday, Dec. 26, 1977;
and Monday, Jan. 2, 1978.

FROM NEW YORK AND WOODSIDE

MONDAY TO FRIDAY, EXCEPT HOLIDAYS

Leave				Arrive	Leave				Arrive
New York	Woodside	Flushing	Great Neck		New York	Woodside	Flushing	Great Neck	
AM	AM	AM	AM	PM	PM	PM	PM	PM	PM
12:20	12:30	12:37	12:53	4:22	4:27	4:37	4:44	5:03	5:11
1:20	1:30	1:37	1:53	4:27	4:37	4:44	5:03	5:11	5:11
3:20	3:30	3:37	3:53	4:47	5:07	5:17	5:26	5:35	5:42
5:30	5:40	5:47	6:03	5:04	5:14	5:25	5:49	6:03	6:07
6:43	6:53	6:59	7:14	5:04	5:14	5:25	5:49	6:03	6:07
7:04	7:14	7:21	7:34	5:14	5:25	5:49	6:03	6:07	6:17
7:53	8:03	8:10	8:26	5:25	5:38	5:45	6:03	6:07	6:17
8:20	8:30	8:37	8:53	5:27	5:38	5:45	6:03	6:07	6:17
8:50	9:00	9:06	9:19	5:42	5:54	6:04	6:11	6:28	6:34
9:20	9:30	9:37	9:51	5:48	6:04	6:11	6:28	6:34	6:43
9:50	10:00	10:06	10:19	5:54	6:04	6:11	6:28	6:34	6:43
10:20	10:30	10:37	10:51	6:10	6:20	6:30	6:37	6:53	7:02
10:50	11:00	11:06	11:19	6:20	6:30	6:37	6:53	7:02	7:11
11:20	11:30	11:37	11:51	6:50	7:00	7:06	7:22	7:31	7:40
11:50	12:00	12:06	12:19	7:20	7:30	7:37	7:53	8:02	8:11
12:20	12:30	12:37	12:51	7:50	8:00	8:06	8:22	8:31	8:40
12:50	1:00	1:06	1:19	8:20	8:30	8:36	8:53	9:02	9:11
1:20	1:30	1:37	1:51	8:50	9:00	9:06	9:22	9:31	9:40
1:50	2:00	2:06	2:19	9:20	9:30	9:37	9:53	10:02	10:11
2:20	2:30	2:37	2:51	9:50	10:00	10:06	10:22	10:31	10:40
2:50	3:00	3:06	3:19	10:20	10:30	10:37	10:53	11:02	11:11
3:20	3:30	3:37	3:51	10:50	11:00	11:06	11:22	11:31	11:40
3:50	4:00	4:06	4:19	11:20	11:30	11:37	11:53	12:02	12:11
4:03	4:13	4:19	4:36	11:50	12:00	12:06	12:22	12:31	12:40
PM	PM	PM	PM	PM	MID	AM	AM	AM	AM

SATURDAY, SUNDAY & HOLIDAYS

AM	AM	AM	AM	PM	PM	PM	PM
12:20	12:30	12:37	12:53	12:50	1:00	1:07	1:24
1:20	1:30	1:37	1:54	1:20	1:30	1:37	1:54
3:20	3:30	3:37	3:54	2:20	2:30	2:37	2:54
5:20	5:30	5:37	5:54	3:20	3:30	3:37	3:54
6:20	6:30	6:37	6:54	4:20	4:30	4:37	4:54
7:20	7:30	7:37	7:54	5:20	5:30	5:37	5:54
7:50	8:00	8:07	8:24	5:50	6:00	6:07	6:24
8:20	8:30	8:37	8:54	6:20	6:30	6:37	6:54
9:20	9:30	9:37	9:54	6:50	7:00	7:07	7:24
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10:50	11:00	11:07	11:24	8:20	8:30	8:37	8:54
11:20	11:30	11:37	11:54	9:20	9:30	9:37	9:54
11:50	12:00	12:07	12:24	10:20	10:30	10:37	10:54
12:20	12:30	12:37	12:54	11:20	11:30	11:37	11:54
PM	PM	PM	PM	PM	PM	PM	PM

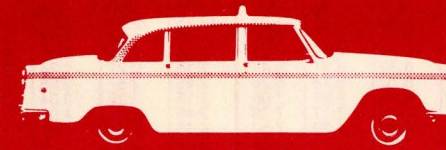
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Ladies' Suits <i>50% wool or more</i>	140	79	53
Ladies' Suits <i>Less than 50% wool</i>	140	79	64
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Ladies' Coats	380	199	137
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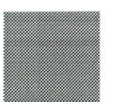
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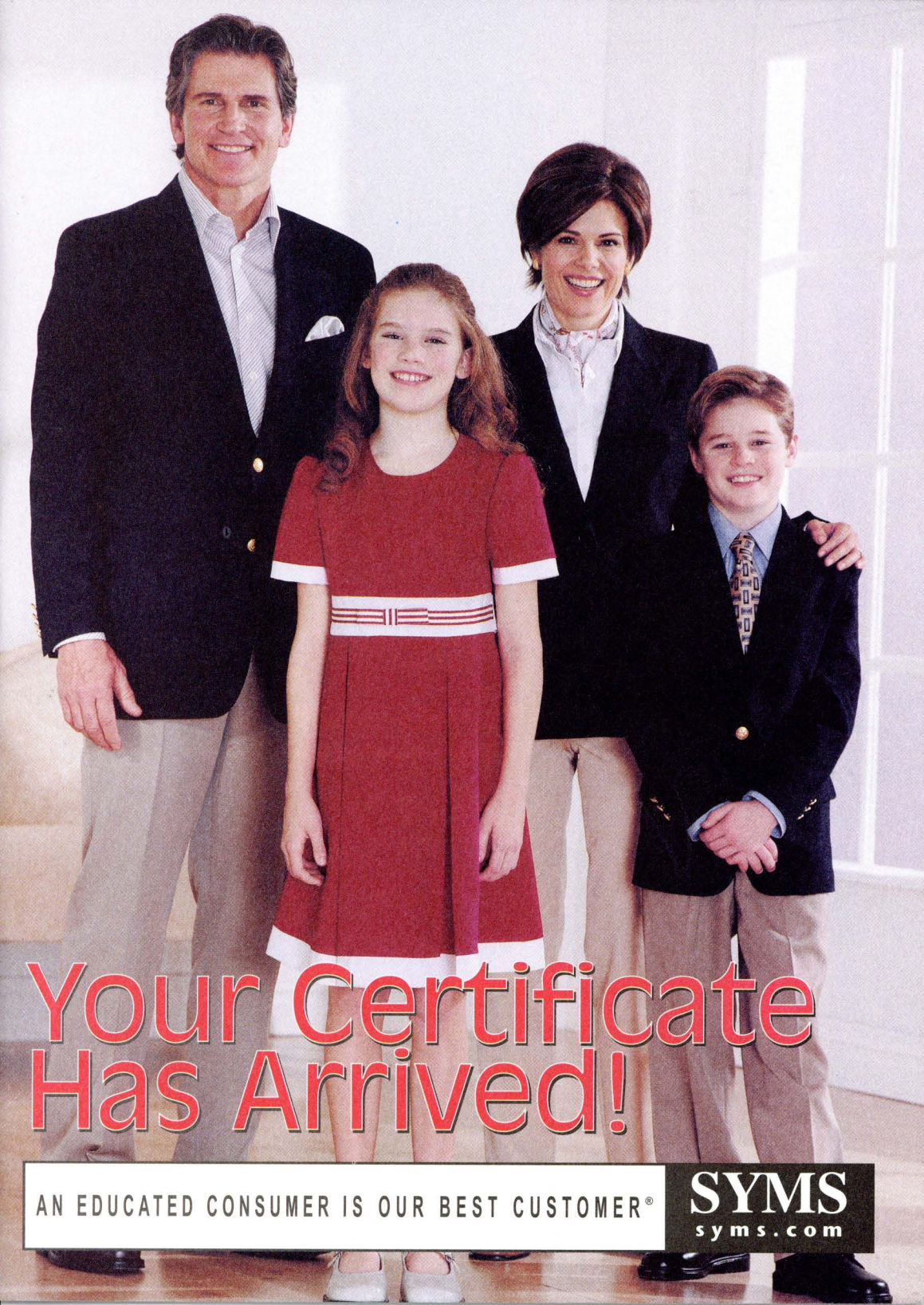
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February 3, 1995
Proof 1 2 3 4 5

Galley #1

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Line Screen: 85

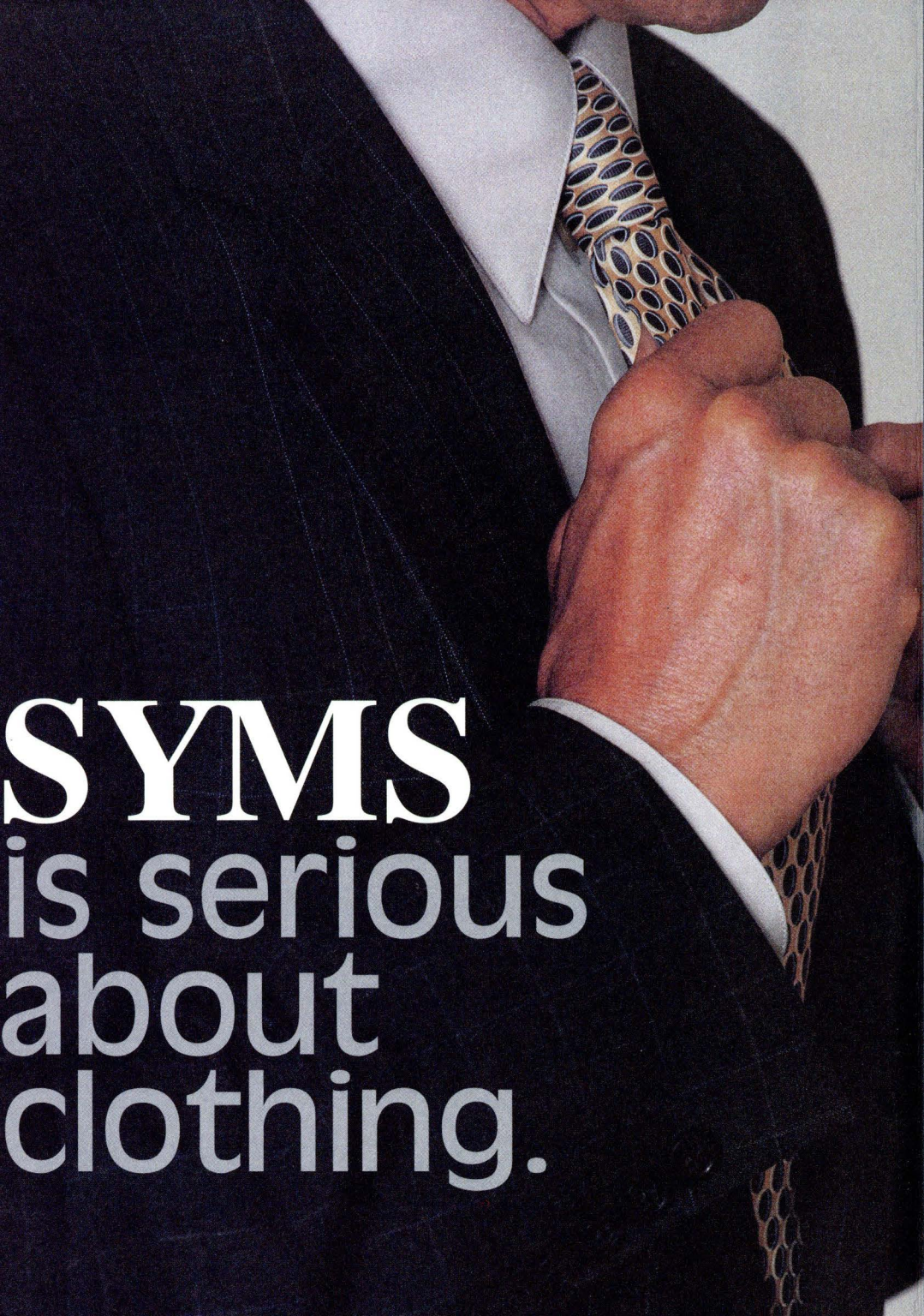




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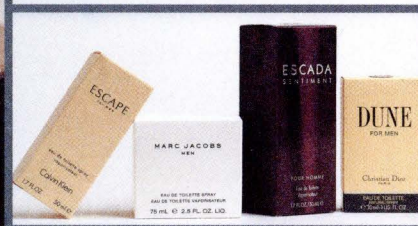
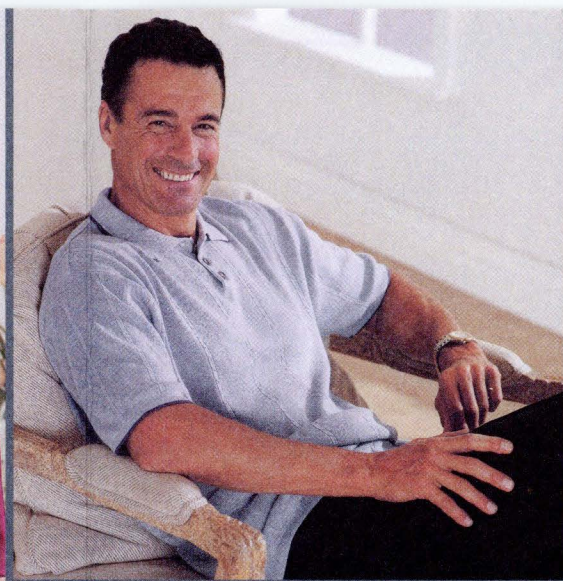
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A close-up photograph of a man's hand, which is clenched into a fist. He is wearing a dark pinstriped suit jacket, a light-colored dress shirt, and a tie with a brown and black oval pattern. The lighting is dramatic, highlighting the texture of the fabric and the skin.

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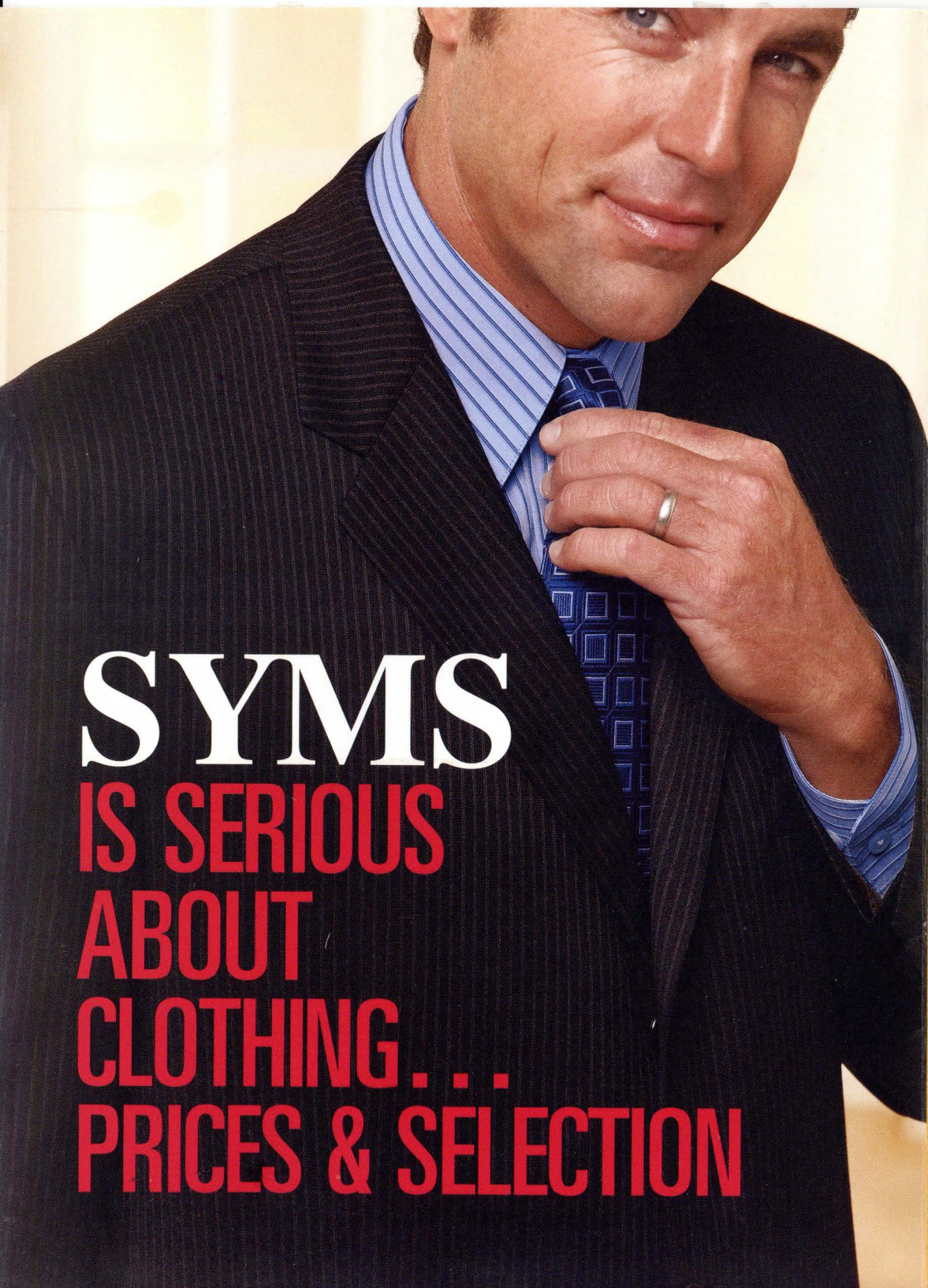
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SYMS Man

Suits	Nationally Advertised	SYMS
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CK/Calvin Klein	\$450	\$299
Bill Blass	\$350	\$199
Sportcoats/Blazers		
Jones New York	\$200	\$119
Oscar de la Renta	\$180	\$99
Haspel 100% Silk	\$150	\$79
Dress Slacks		
Givenchy	\$140	\$79
Missoni	\$100	\$59
Tommy Hilfiger	\$90	\$49.99
Dress Shirts		
Polo	\$55	\$29.99
DKNY	\$35	\$19.99
Van Heusen	\$27.50	\$14.99
Casual Pants/J Jeans		
Polo	\$55	\$29.99
CK Jeans	\$40	\$19.99
Shoes		
Kenneth Cole	\$180	\$99
Rockport	\$90	\$59
Sketchers	\$55	\$29.99

SYMS Woman

Suits	Nationally Advertised	SYMS
Anne Klein	\$240	\$139
Tahari	\$180	\$99
Kasper	\$140	\$79
Blazers		
Anne Klein Collection	\$180	\$99
Jones New York	\$110	\$59
Blassport	\$110	\$59
Slacks		
Eli Tahari	\$160	\$79
Liz Claiborne	\$75	\$39.99
Josephine Chaus	\$75	\$39.99
Skirts		
Lauren	\$110	\$59
AK	\$75	\$39.99
Perry Ellis	\$55	\$29.99
Dresses		
Anne Klein	\$140	\$79
Adrienne Papell	\$100	\$59
Shoes		
Lauren	\$90	\$49.99
Anne Klein 2	\$75	\$39.99
Nine West	\$55	\$29.99



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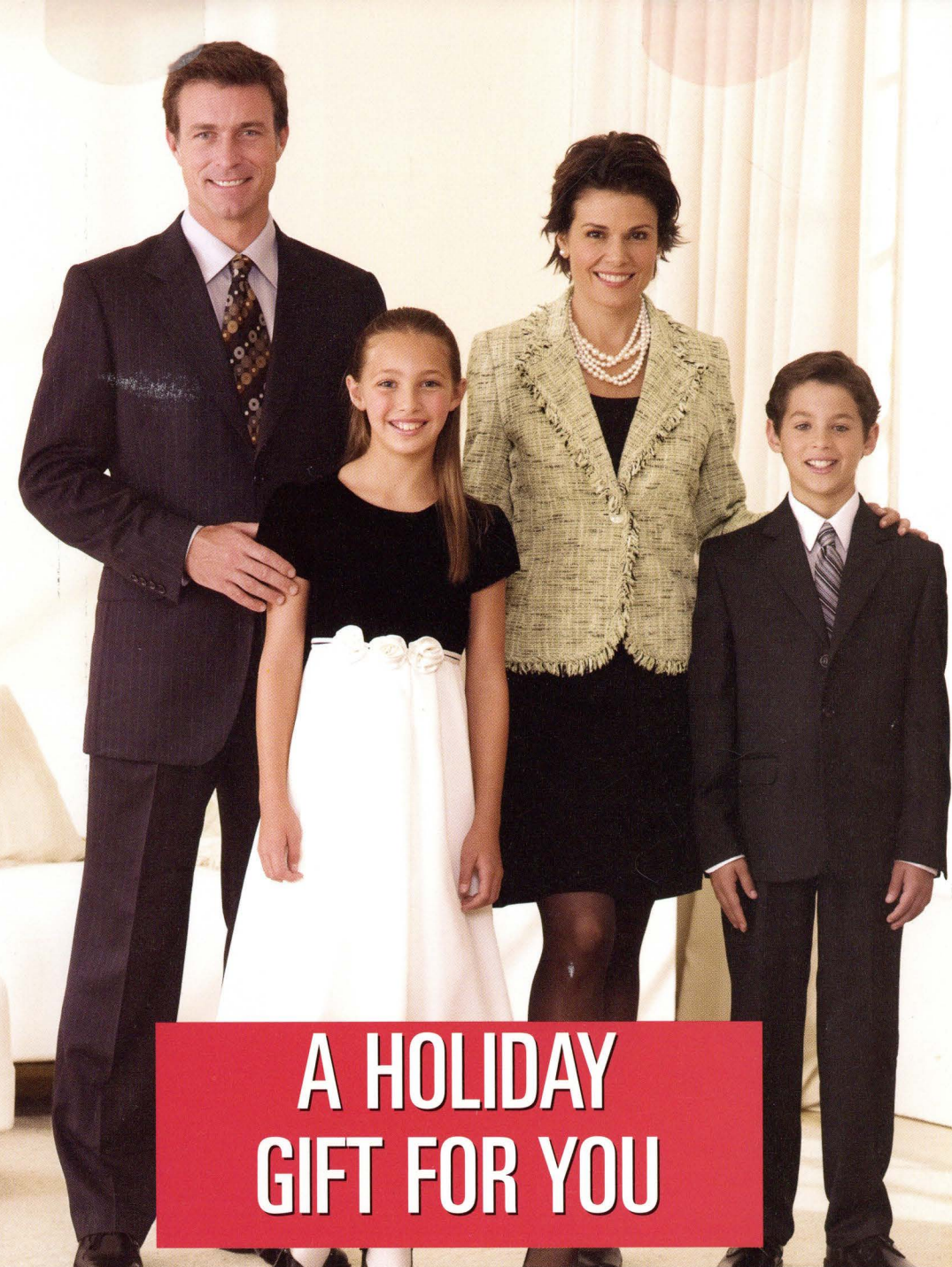


SYMS Man

	Nationally Advertised	SYMS
Suits		
Hugo Boss	\$650	\$399
CK/Calvin Klein	\$450	\$299
Jones New York	\$350	\$199
Sportcoats/Blazers		
Lauren/Ralph Lauren	\$240	\$139
Nautica	\$180	\$99
Oscar de la Renta	\$140	\$79
Dress Slacks		
Valentino	\$150	\$79
Calvin Klein	\$100	\$59
Bill Blass	\$90	\$49.99
Dress Shirts		
Polo	\$55	\$29.99
DKNY	\$35	\$19.99
Van Heusen	\$27.50	\$14.99
Casual Pants/J Jeans		
Polo	\$55	\$29.99
CK Jeans	\$40	\$19.99
Shoes		
Kenneth Cole	\$180	\$99
Rockport	\$90	\$59
Sketchers	\$55	\$29.99

SYMS Woman

	Nationally Advertised	SYMS
Suits		
Anne Klein	\$240	\$139
Tahari	\$180	\$99
Kasper	\$140	\$79
Blazers		
Lauren	\$180	\$99
Anne Klein	\$140	\$79
Jones New York	\$110	\$59
Slacks		
Eli Tahari	\$160	\$79
Lauren	\$110	\$59
Jones New York	\$75	\$39.99
Skirts		
Anne Klein	\$110	\$59
Liz Claiborne	\$75	\$39.99
Josephine Chaus	\$55	\$29.99
Dresses		
Anne Klein	\$140	\$79
Adrianna Papell	\$100	\$59
Shoes		
Lauren	\$90	\$49.99
Timberland	\$75	\$39.99
Nine West	\$55	\$29.99



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GIFT FOR YOU**

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Present this gift certificate at any SYMS for additional dollars off your next purchase.



HOLIDAY CERTIFICATE

\$15 OR **\$25** OR **\$50** OR **\$100**

Fifteen Dollars Off
a purchase of \$60 or more

Twenty Five Dollars Off
a purchase of \$100 or more

Fifty Dollars Off
a purchase of \$200 or more

One Hundred Dollars Off
a purchase of \$400 or more

This certificate is redeemable for purchase of merchandise at all SYMS locations. Dollars off purchase levels are before tax. Original only, no photo copies accepted. Certificate not redeemable for cash. Not transferable. Customer is responsible for all state and local taxes. Co-workers of SYMS and their families are not eligible. One certificate per customer. May not be combined with any other coupon or discount certificate. May not be used for credit on prior purchases or to pay SYMS charge. Not valid at SYMS Final Markdowns locations. Valid thru December 24, 2004.

Best Wishes From

Mary Syms
CEO

& *John Syms*
CHAIRMAN



021117819223

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YOUR HOLIDAY GIFT *from* SYMS

SPRING SAVINGS CERTIFICATE

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\$15 OR **\$25** OR **\$50** OR **\$100**

Fifteen Dollars Off
a purchase of \$60 or more

Twenty Five Dollars Off
a purchase of \$100 or more

Fifty Dollars Off
a purchase of \$200 or more

One Hundred Dollars Off
a purchase of \$400 or more

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Best Wishes From

Murray Syms & *William Syms*
CEO CHAIRMAN



PROMO 061130444344

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CURRENT STYLES FROM...TOMMY HILFGER • JOSEPH ABBOD • JONES NEW YORK • BILL BLASS
ANNE KLEIN • DKNY • HUGO BOSS • KENNETH COLE • CALVIN KLEIN • PERRY ELLIS • RALPH LAUREN
PIERRE CARDIN • ELLEN TRACY • DANA BUCHMAN • TAHARI • KASPER • EMMA JAMES
MICHAEL KORS • CLAIBORNE and more. ALL AT LOW OFF PRICES EVERY DAY!

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Newark, NJ



FORMAL WEAR FOR THE ENTIRE FAMILY







SYMS MEN

	NATIONALLY ADVERTISED	SYMS
SUITS		
JONES NEW YORK	\$350	\$199
CALVIN KLEIN	\$450	\$299
JOSEPH ABBOUD	\$450	\$299
SPORTCOATS/BLAZERS		
RALPH BY RALPH LAUREN	\$180	\$99
NAUTICA	\$200	\$119
LAUREN/RALPH LAUREN	\$240	\$139
DRESS SLACKS		
RALPH BY RALPH LAUREN	\$90	\$49.99
CALVIN KLEIN	\$100	\$59
JOSEPH ABBOUD	\$150	\$79
DRESS SHIRTS		
VAN HEUSEN	\$28	\$14.99
NAUTICA	\$35	\$19.99
IKE BEHAR	\$55	\$29.99
CASUAL PANTS/JEANS		
PIERRE CARDIN	\$35	\$19.99
POLO	\$55	\$29.99
SHOES		
SKECHERS	\$55	\$29.99
ROCKPORT	\$90	\$59
COLE HAAN	\$180	\$99



SYMS WOMEN

	NATIONALLY ADVERTISED	SYMS
SUITS		
KASPER	\$140	\$79
TAHARI	\$180	\$99
CALVIN KLEIN	\$200	\$119
ANNE KLEIN	\$240	\$139
BLAZERS		
KASPER	\$110	\$59
MICHAEL KORS	\$140	\$79
ELLEN TRACY	\$180	\$99
SLACKS		
CHAUS	\$50	\$29.99
MICHAEL KORS	\$70	\$39.99
TAHARI	\$100	\$59
SKIRTS		
JOSEPHINE CHAUS	\$50	\$29.99
MICHAEL KORS	\$70	\$39.99
ELLEN TRACY	\$100	\$59
DRESSES		
ADRIANNA PAPÉLL	\$100	\$59
LIZ CLAIBORNE	\$100	\$59
ANNE KLEIN	\$140	\$79
SHOES		
AEROSOLES	\$55	\$29.99
ANNE KLEIN 2	\$75	\$39.99
CIRCA JOAN & DAVID	\$100	\$59



SYMS

Off-price clothing for
the whole family

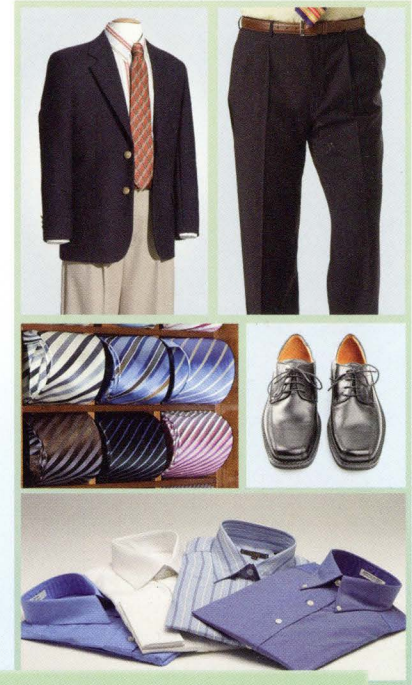


**YOUR HOLIDAY
GIFT FROM
SYMS**

For the price of two
Department Store suits



At **SYMS** you'll get
the same two suits plus:



The same Brand Name Suits at SYMS \$199. each, Men's Blazer \$99.,
Slacks \$59., 6 ties \$9.⁹⁹ each, 4 dress shirts \$14.⁹⁹ each, shoes \$59. = \$734.⁹⁰

With your
Spring Savings Certificate
 from now until April 19,
 you'll also get:

Men's polo
 and shorts \$14.⁹⁹ each,
 Ladies dress \$29.⁹⁹, Boys
 Polo \$9.⁹⁹, shorts \$14.⁹⁹,
 Little girls 2 pc outfit
 \$14.⁹⁹ = \$99.⁹⁴

Items pictured are representative of assortment available.

SYMS MEN

	Nat. Advertised	SYMS
SUITS		
STANLEY BLACKER	200.	\$119.
EMANUEL UNGARO	275.	\$159.
JONES NEW YORK	350.	\$199.
SPORTCOATS/BLAZERS		
RALPH BY RALPH LAUREN	180.	\$99.
MICHAEL KORS	200.	\$119.
LAUREN/RALPH LAUREN	240.	\$139.
DRESS SLACKS		
STANLEY BLACKER	70.	\$39.⁹⁹
LAUREN BY RALPH LAUREN	100.	\$59.
JOSEPH ABOUD	140.	\$79.
DRESS SHIRTS		
VAN HEUSEN	28.	\$14.⁹⁹
TOMMY HILFGER	59. ⁵⁰	\$24.⁹⁹
SAVILLE ROW	65.	\$29.⁹⁹
KNITS/SPORTSWEAR		
TOMMY HILFGER TEES	28.	\$14.⁹⁹
COMO SPORT-ITALY	85.	\$19.⁹⁹
TOMMY HILFGER POLOS	49.	\$24.⁹⁹
BURBERRY	95.	\$49.⁹⁹
CASUAL PANTS/JEANS		
GEOFFREY BEENE	35.	\$19.⁹⁹
CALVIN KLEIN JEANS	55.	\$29.⁹⁹
DKNY	55.	\$29.⁹⁹
SHOES		
DEER STAGS	55.	\$29.⁹⁹
KENNETH COLE UNLISTED	70.	\$39.⁹⁹
ROCKPORT	100.	\$59.
COLE HAAN	180.	\$99.
BOYS SUITS		
CLAIBORNE	120.	\$44.⁹⁹
CALVIN KLEIN	135.	\$59.
NAUTICA	135.	\$59.
ANDREW FEZZA	140.	\$79.

SYMS WOMEN

	Nat. Advertised	SYMS
SUITS		
LARRY LEVINE	100.	\$59.
ATELIER	140.	\$79.
TAHARI	180.	\$99.
CALVIN KLEIN	180.	\$99.
BLAZERS		
EMANUEL	55.	\$29.⁹⁹
ELLIOT LAUREN	55.	\$29.⁹⁹
FOCUS 2000	75.	\$39.⁹⁹
JONES NY SPORT	75.	\$39.⁹⁹
KASPER	90.	\$49.⁹⁹
SLACKS		
LARRY LEVINE	35.	\$19.⁹⁹
JOSEPHINE CHAUS	55.	\$29.⁹⁹
CALVIN KLEIN	75.	\$39.⁹⁹
SKIRTS		
GRACE ELEMENTS	35.	\$19.⁹⁹
CALVIN KLEIN	35.	\$19.⁹⁹
MAC & JAC	70.	\$39.⁹⁹
DRESSES		
ECI	90.	\$59.
CALVIN KLEIN	100.	\$59.
ADRIANNA PAPELL	140.	\$79.
SHOES		
POLO SPORT	35.	\$14.⁹⁹
ETIENNE AIGNER	55.	\$29.⁹⁹
NATURALIZER	55.	\$29.⁹⁹
GIRLS' DRESSES		
IZOD	25.	\$12.⁹⁹
RARE EDITIONS	35.	\$19.⁹⁹
MY MICHELLE	55.	\$29.⁹⁹
CHILDREN'S SHOES		
CROCS	24.	\$9.⁹⁹
RACHEL	32. ⁵⁰	\$17.⁹⁹
SKECHERS	35.	\$19.⁹⁹

SYMS HOLIDAY CERTIFICATE



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Use your Educated Consumer Card whenever you shop at SYMS.
The card keeps you active on our mailing list and qualifies you for special offers.



WHAT'S NEW AT SYMS?

www.SYMS.com

Check for Current Dividends, Designer and Brand Names, and Store Locations & Hours.



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Men

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SYMS Men

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Suits

	Nationally Advertised	SYMS
Stanley Blacker	\$275.	\$159.
Oscar de La Renta	325.	179.
Pierre Cardin	350.	199.
Hart Schaffner & Marx	450.	299.
Hugo Boss	750.	399.

Sportcoats/Blazers

	Nationally Advertised	SYMS
Geoffrey Beene	\$180.	\$99.
Bill Blass	240.	139.
Lauren by Ralph Lauren	250.	159.
Burberry	350.	199.

Trousers

	Nationally Advertised	SYMS
Bobby Jones	\$75.	\$39.99
Kenneth Cole	100.	59.
Givenchy	150.	79.
Hugo Boss	180.	99.

Dress Shirts

	Nationally Advertised	SYMS
Pierre Cardin	\$27.50	\$14.99
Bill Blass	35.	19.99
Polo by Ralph Lauren	55.	29.99
Dolce Gabbana	75.	39.99

Neckwear

	Nationally Advertised	SYMS
Pierre Cardin	\$18.	\$9.99
DKNY	27.50	13.99
Burberry	35.	19.99

Knit Shirts

	Nationally Advertised	SYMS
Alexander Julian	\$18.	\$9.99
DKNY	27.50	14.99
Calvin Klein	35.	19.99
Dolce Gabbana	55.	29.99

Spring Outerwear

	Nationally Advertised	SYMS
Fila	\$35.	\$19.99
Weather Proof	55.	29.99
Polo by Ralph Lauren	75.	39.99

Casual Pants/J Jeans

	Nationally Advertised	SYMS
Lee	\$27.50	\$14.99
Columbia	35.	19.99
Kenneth Cole	55.	29.99

Men's Shoes

	Nationally Advertised	SYMS
Timberland	\$75.	\$39.99
Rockport	90.	59.
Cole Hahn	180.	99.

Names You Must Know®



Brand Name Fashions



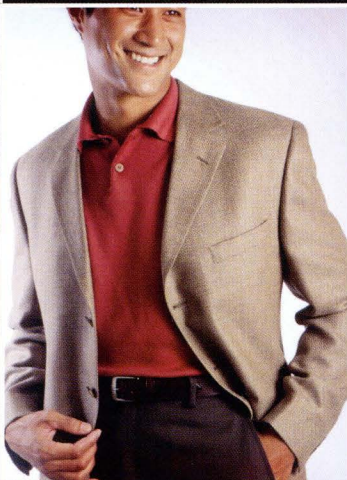
Top Designers



Selection and Sizes
36 to 54



Casual Looks



All at Everyday
Low Prices

*The Best in Designer Names
and Fashion. At SYMS, you'll
get the lowest price and largest
selection in your size of any
off-price store in America.
Come see our Father's Day
Designer Collection in all of
our Men's Departments.*

*See the back for listing of designers
and brand name prices.*

BOSS
HUGO BOSS

BURBERRY
LONDON

DKNY

DONNA KARAN
SIGNATURE

HART SCHAFFNER & MARX®

HICKEY-FREEMAN
COLLECTION

JONES NEW YORK

nautica

TOMMY HILFINGER

Stanley Blacker

RALPH
RALPH LAUREN

pierre cardin

SYMS

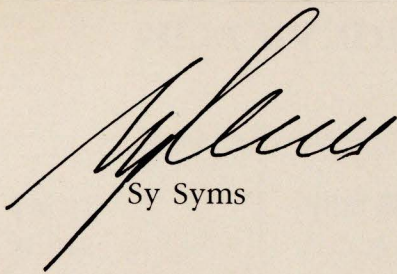
An Educated Consumer is Our Best Customer

Since you have taken the time to become a Syms Charge customer, we are pleased that you are, or soon will be a regular visitor to one of our stores. We'd like to remind you that we represent over 200 well-known names in brand and designer clothing for their off-price merchandise. Their label is on the garment when you make your purchase.

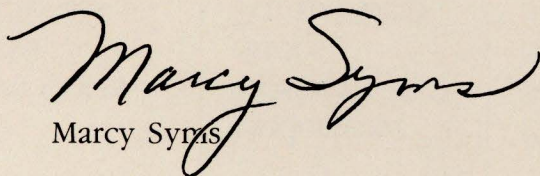
In order to remain truly off-price, there are a few things you won't see at Syms—fancy fixtures, gift wrapping, individual dressing rooms, national credit cards and cash refunds. If we started compromising, these hidden costs would ultimately mean higher prices to you. That is not what we're all about.

We hope you enjoy shopping at Syms and that you will find this listing of our merchandise departments helpful. If, for any reason, you are not pleased we would appreciate your letting either of us know so that we can improve.

Thank you.



Sy Syms



Marcy Syms

MEN'S Departments		WOMEN'S Departments		CHILDREN'S Departments
Suits Sport Coats Slacks Overcoats Casual Wear Shirts Ties	Underwear Hosiery Shoes Formal Wear Rainwear Accessories Luggage	Dresses Suits Sportswear Separates Coats Active Wear Rainwear	Lingerie Hosiery Shoes Accessories Pocketbooks Fragrances Luggage	Infant's Wear Toddler's Wear Children's Wear Accessories

MERCHANDISE DEPARTMENTS YOU'LL FIND AT SYMS

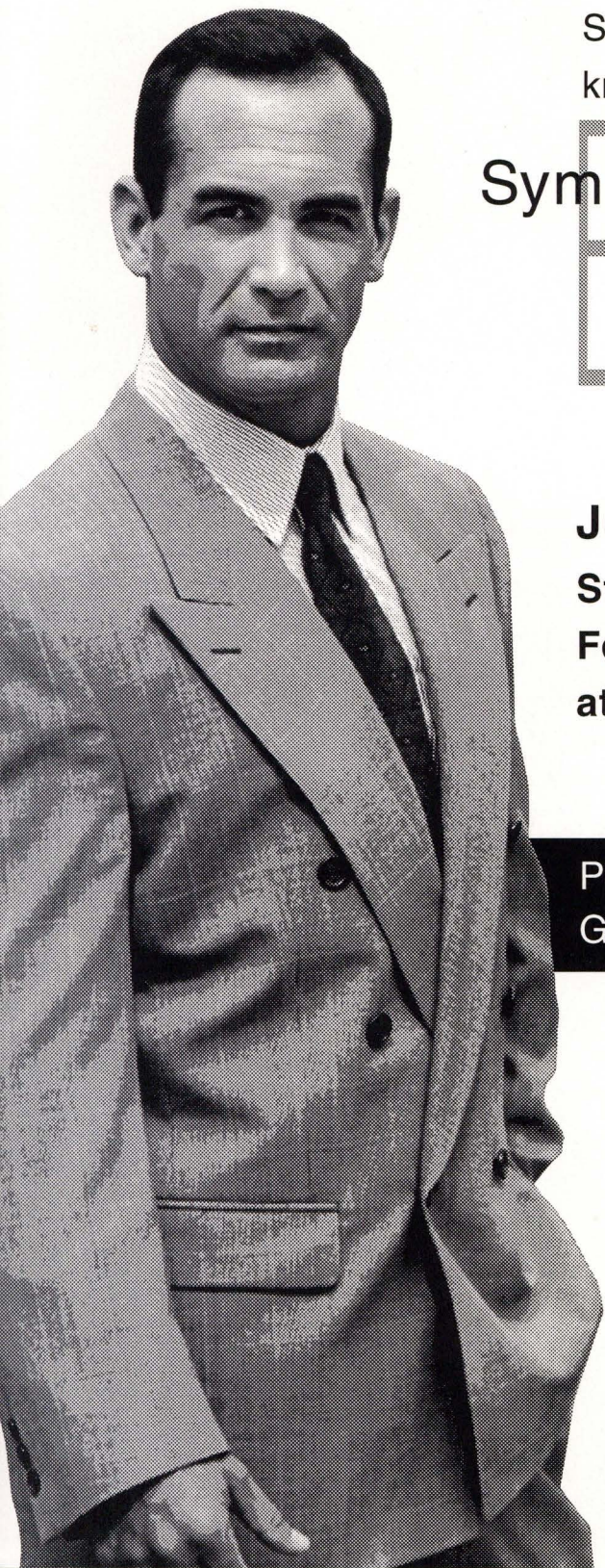


SY SYMS



MARCY SYMS

**Both my father and I are proud
to welcome you as a charge
customer to our family business**



Since you already
know all about

Syms

BASH

Just be there!
Starting Thursday,
February 9th
at all stores.

Promotion Copy
Goes Here.

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we know that

YOU KNOW

SYMS

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PLACE
STAMP
HERE

PLAY IT SAFE AND BUY BY BRAND

In these inflationary times, of course we're all interested in saving a dollar, but in buying clothes, you have to think of short-term and long-term savings. *The problem is that in today's market there are too few yardsticks.* A generation or so ago, when men's fashions were not a factor, there were essentially only one or two suits you could buy. Comparison shopping was easy, because you could go from store to store and see roughly the same suit in different fabrics and price ranges. Now, however, the whole market has broken wide open, and you find yourself trying to choose between apples and oranges. *One of the most important yardsticks we have is nationally branded merchandise.* If you see a suit advertised in a leading magazine or newspaper for \$200, then find the same *branded* suit in a store for \$125, you know you've got a bargain. But don't just settle for one that *looks* like the quality garment. It's too easy to get burned. *Next best is to rely on the name of the retailer, his reputation and his longevity in retailing.* If he has been doing business at the same stand for a number of years, there's a reason—repeat business. *Always, choose names you can trust.*

SYMS, INC., 45 Park Place, New York, New York

SYMS NEWSLETTER NO. 1

consumer tips from **sy syms**

Published in the Public Interest by Syms, Inc., 45 Park Place, New York City

FED FIBER CONTENT GOOD COST INDEX

The Federal Government requires that all suit manufacturers display the fiber content of a garment on the left sleeve. This information, as shown in the chart below, serves as a ready cost index for the alert consumer.



The retail price of a suit or sport coat directly relates to this fiber content and the amount of synthetic ma-

(Continued)

WOOL VS. SYNTHETIC A COST COMPARISON

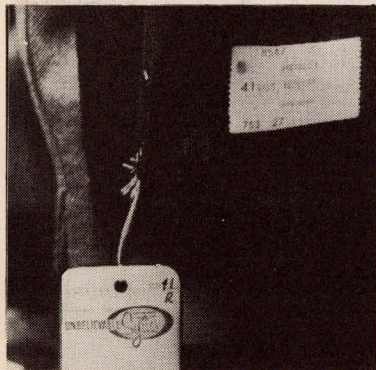
FIBER CONTENT		RETAIL PRICE
WOOL	SYNTHETIC	
100%	0%	IF \$150
75-85%	15-25%	THEN 125
60%	40%	THEN 115
0%	100%	THEN 100-110

FOLD AND KEEP IN WALLET

terial—nylon or polyester—it contains. The more synthetic, the lower the price should be, especially in this year of inflated wool prices.

By following the chart on page 1 (based on the same, medium-priced \$150 all-wool suit), you'll be able to tell what you should be paying for the identical cut from the same manufacturer with varying blends of synthetic.

Remember, that's *the identical suit from the same manufacturer*. The



only difference in the chart is in the synthetic content. This determines the price you should pay. Keep the chart in your wallet, and when you're comparison-shopping for a suit or sport coat, you'll be able to

compare for real! Just remember to look at the left sleeve first.

WATCH RISING WOOL PRICES IN TIME OF SHRINKING DOLLARS

For the next 12 months, you would be better off count-

ing sheep than wearing their wool. Wool prices will be stretching enormously despite our shrinking dollar. And it's more than simple inflation. The problem is that wool piece-goods makers, reeling from three years of the doubleknit polyester fad which left them with a poor profit structure, are going to try to make up for it as quickly as they can by excess profiteering. All-wool suits that sold for \$125 in fall, 1972, will be coming in at \$150 or more this fall. So *put off buying wool until 1974*. **YOU'LL SLEEP BETTER IF YOU DO.**

LEATHER, TOO, WILL BE OVERPRICED NEXT FALL

Another area of price inflation to be wary of next fall and winter is leather goods. Because of the current rage for boots and leather coats, both men's and women's, leather is in short supply, and prices are rising accordingly. It's not a shortage of hides, but of *well-tanned hides*. Spanish leather is usually considered best, because Spanish tanning is better. South America has plenty of hides, but their processing is poor, and you'll find South American leather only in cheaper goods. Be sure to check the tags for leather's country-of-origin. I look forward eagerly to this situation being remedied when the Mainland Chinese enter the marketplace, for from what I've heard, they will put out a competitive grade of leather. When this happens, we can look for prices to fall.

SYMS CARRIES...

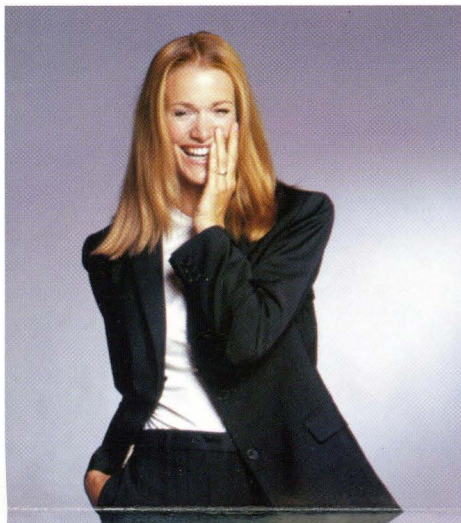
OVER 5,000 OTHER GREAT DESIGNER & BRANDNAME PRODUCTS
ALL AT THE LOW OFF-PRICES YOU NEED...

LADIES' DESIGNER AND BRANDNAME APPAREL

Shop a wide selection of ladies designer fashions in the latest styles.

Shown: Calvin Klein Designer Blazer

	Compare	SYMS
Blazers	\$150 to \$180	\$79 to \$99
Slacks	\$75 to \$110	\$29.99 to \$39.99



LADIES' SWEATERS

Outstanding assortment of 100% cashmere sweaters. Styles include V-necks, turtlenecks and a variety of others. And you'll get the latest style skirts at low, low prices. A-line, wool, wool blends and more.

Shown: 100% cashmere sweater

	Compare	SYMS
Sweaters	\$150	\$79
Skirts	\$55 to \$75	\$29.99 to \$39.99

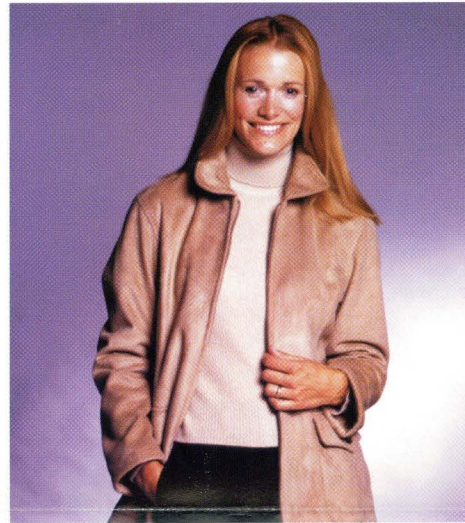


LADIES' OUTERWEAR

Shop a wide selection of designer and brandname outerwear, some Made in Italy, names like Liz Claiborne and Anne Klein.

Shown: High Fashion Microfiber Faux Suede Jacket, Blousant Style Length

	Compare	SYMS
Faux Suede	\$100	\$59



BOYS' AND GIRLS' BRANDNAME OUTERWEAR

Choose from the latest fashions in many brandname styles including wool, down stadium, polyfilled snowsuits. Brandnames like London Fog, Rothschild, Perry Ellis and U.S. Polo.

	Compare	SYMS
Girls' Stadium	\$70	\$39.99
Boys' Stadium	\$70	\$39.99



BOYS' SUITS, TUXEDOS AND BLAZERS

Top brandnames and fashions at everyday SYMS low off-prices. Names You Must Know®

Shown: Calvin Designer Suit

	Compare	SYMS
Calvin Suits	\$140	\$79
Blazers by Stanley Blacker	\$70	\$39.99



MEN'S, LADIES' FASHION SHOE DEPARTMENT

Choose from dress, casual and athletic footwear for the entire family.

Brandname and designers such as Johnston and Murphy, Skechers, Cole Hahn, Ralph Lauren, Allen Edmonds, Tommy Hilfiger, Nike, Reebok, Fila, New Balance and more.

Shown: Ladies' Rockport Dress Shoes, Men's Timberland Shoes

	Compare	SYMS
Men's Timberland Boots and Shoes	\$75	\$39.99
Ladies' Rockport Dress and Casual	\$55	\$29.99

Not Shown - Children:

	Compare	SYMS
Boys' and Girls' Stride Rite	\$30	\$14.99
Skechers	\$35	\$19.99



DESIGNER BATH TOWELS

Shop our home fashion area for brandnames like Martex, Wamsutta, Ralph Lauren, Joseph Abboud. You'll find towels, comforters, pillows, bed-in-a-bag sets, rugs, all at off-prices.

Shown: Ralph Lauren, Joseph Abboud

	Compare	SYMS
Bath Towels	\$14	\$7.99
Hand Towels	\$12	\$5.99
Wash Cloths	\$6	\$2.99





MEN'S DESIGNER AND BRANDNAME DRESS SHIRTS AND TIES

You'll find designer and brandnames such as Bill Blass, Pierre Cardin, DKNY, Polo by Ralph Lauren, Stanley Blacker.

	Compare	SYMS
Shirts	\$27.50 to \$55	\$14.99 to \$29.99
Ties	\$18 to \$35	\$9.99 to \$19.99

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BRANDNAME LUGGAGE AT LOW OFF-PRICES

Travel in style with compact, lightweight luggage with all the latest travel features at low off-prices. Gabbiano, Atlantic, Samsonite.

Shown: Gabbiano luggage

	Compare	SYMS
30"	\$120	\$69
25"	\$110	\$59
21"	\$90	\$49.99

**YOU KNOW US FOR
MEN'S DESIGNER AND
BRANDNAME
CLOTHING
ALL AT EVERYDAY
LOW PRICES...**

**BUT
DID
YOU
KNOW...**



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SYMS PRESIDENTS' BASH!

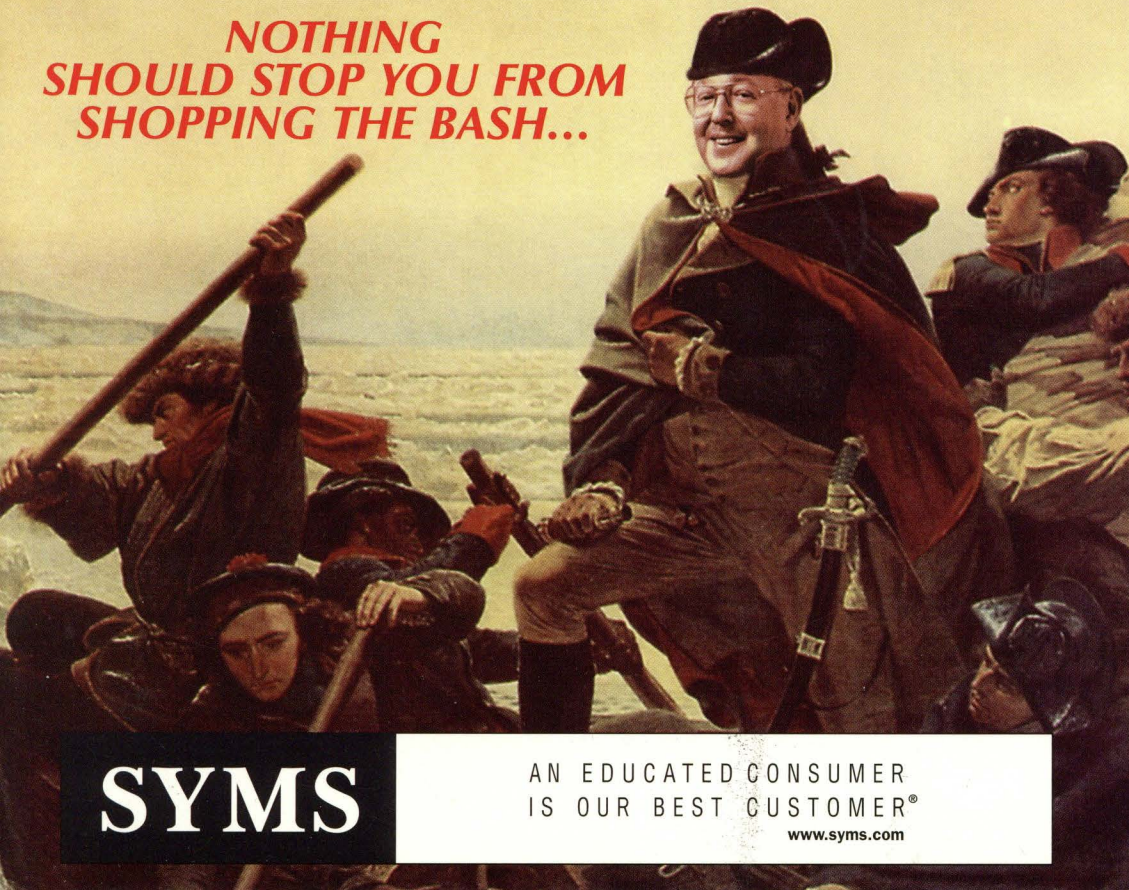
AND WE CELEBRATE WITH
MARKDOWNS
ON EVERYTHING IN THE STORE

SYMS Presidents' Day Bash is starting January 24th. With deep markdowns on everything in our store, it can only happen once a year. You'll find BASH Markdown Prices on Ladies' and Children's Apparel, all Shoes as well as all tailored Clothing and Men's Furnishings. All Designers and Brand Names You Must Know®, including new Spring Collections.

Example: Men's 100% Wool Suits

Nationally Advertised at \$350 – SYMS Price \$199 – BASH Price \$140

**NOTHING
SHOULD STOP YOU FROM
SHOPPING THE BASH...**



SYMS

AN EDUCATED CONSUMER
IS OUR BEST CUSTOMER®

www.syms.com

A Courtesy Call...

We Want You to Know Before We Tell the Public

SYMS ~~PRESIDENTS'~~ BASH!

**STARTS JANUARY 24th
THROUGH PRESIDENTS' DAY
MARKDOWNS ON EVERYTHING IN THE
STORE - EVEN NEW SPRING ARRIVALS**

EXAMPLE OF HOW IT WORKS:

Men's 100% Wool Suits
Nationally Advertised at \$350
SYMS Price \$199 - **BASH Price \$140**

MEN'S & WOMEN'S COATS

NATIONALLY ADVERTISED \$275
SYMS \$159 - **BASH \$105**

MEN'S WOOL SPORTCOATS

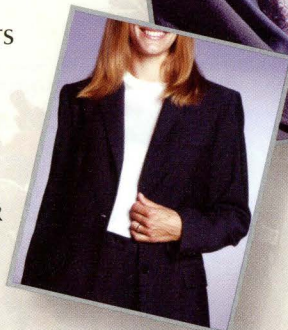
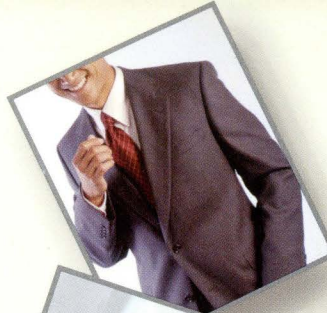
NATIONALLY ADVERTISED \$180
SYMS \$99 - **BASH \$65**

WOMEN'S SUITS

NATIONALLY ADVERTISED \$180
SYMS \$99 - **BASH \$65**

CHILDREN'S OUTERWEAR

NATIONALLY ADVERTISED \$70
SYMS \$39.99 - **BASH \$24**



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BASH

**MARKDOWNS
ON EVERYTHING IN THE STORE!**



SYMS Labor Day Bash is going on right now. With deep markdowns on everything in our store, it can only happen twice a year. You'll find BASH Markdown Prices on all Ladies' and Children's Apparel, all Shoes as well as all Tailored Clothing and Men's Furnishings. All Designers and Brandnames you must know®, including new fall collections. Example:

All Men's 50% (or more) Wool Suits

Nationally Advertised \$350 SYMS \$199 Bash \$140



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A COURTESY CALL...

We want you to know, before we tell the public:

BASH STARTS AUGUST 13th!

*You'll find markdown prices on
everything in the store including ladies' and
children's apparel and shoes, as well as
men's tailored clothing and furnishings.*

All designers and brandnames.

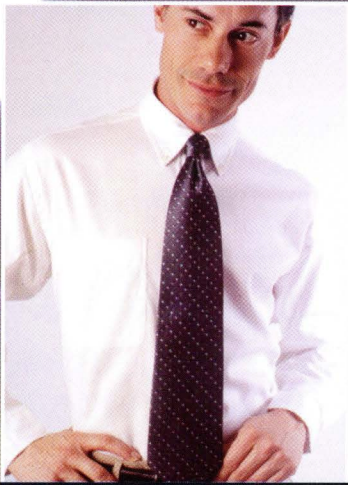
All current styles.

All names you must know®.

*Use or apply for a SYMS Courtesy
Card and receive a lifetime 5% OFF
your purchases. Also you'll get the
opportunity to receive other mailers.*



Names You Must Know®



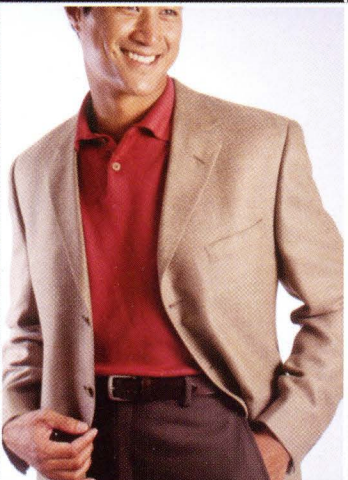
Brand Name Fashions



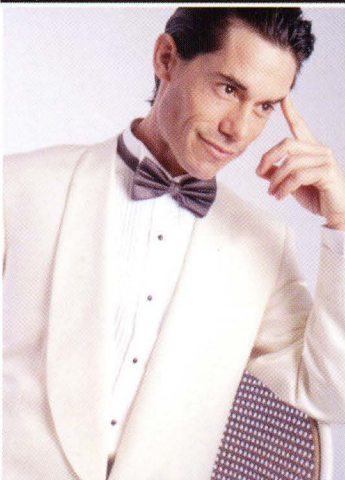
Top Designers



Selection and Sizes
36 to 54



Casual Looks



All at Everyday
Low Prices

*The Best in Designer Names
and Fashion. At SYMS, you'll
get the lowest price and largest
selection in your size of any
off-price store in America.
Come see our Father's Day
Designer Collection in all of
our Men's Departments.*

*See the back for listing of designers
and brand name prices.*

BOSS
HUGO BOSS

BURBERRY
LONDON

DKNY

DONNA KARAN
SIGNATURE



HART SCHAFFNER & MARX®

HICKEY-FREEMAN
COLLECTION

JONES NEW YORK

nautica

TOMMY HILFINGER

Stanley Blacker

RALPH
RALPH LAUREN

pierre cardin



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SYMS

Men

SYMS

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IS OUR BEST CUSTOMER®

SYMS

Men

SYMS

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Suits

	Nationally Advertised	SYMS
Stanley Blacker	\$275.	\$159.
Oscar de La Renta	325.	179.
Pierre Cardin	350.	199.
Hart Schaffner & Marx	450.	299.
Hugo Boss	750.	399.

Sportcoats/Blazers

	Nationally Advertised	SYMS
Geoffrey Beene	\$180.	\$99.
Bill Blass	240.	139.
Lauren by Ralph Lauren	250.	159.
Burberry	350.	199.

Trousers

	Nationally Advertised	SYMS
Bobby Jones	\$75.	\$39.99
Kenneth Cole	100.	59.
Givenchy	150.	79.
Hugo Boss	180.	99.

Dress Shirts

	Nationally Advertised	SYMS
Pierre Cardin	\$27.50	\$14.99
Bill Blass	35.	19.99
Polo by Ralph Lauren	55.	29.99
Dolce Gabbana	75.	39.99

Neckwear

	Nationally Advertised	SYMS
Pierre Cardin	\$18.	\$9.99
DKNY	27.50	13.99
Burberry	35.	19.99

Knit Shirts

	Nationally Advertised	SYMS
Alexander Julian	\$18.	\$9.99
DKNY	27.50	14.99
Calvin Klein	35.	19.99
Dolce Gabbana	55.	29.99

Spring Outerwear

	Nationally Advertised	SYMS
Fila	\$35.	\$19.99
Weather Proof	55.	29.99
Polo by Ralph Lauren	75.	39.99

Casual Pants/Jean

	Nationally Advertised	SYMS
Lee	\$27.50	\$14.99
Columbia	35.	19.99
Kenneth Cole	55.	29.99

Men's Shoes

	Nationally Advertised	SYMS
Timberland	\$75.	\$39.99
Rockport	90.	59.
Cole Hahn	180.	99.

UNBELIEVABLE

Highest Value in Apparel



Special Privilege Card

**WASHINGTON'S
BIRTHDAY BASH**

(Sat. Feb. 19, 1972 — 9 A.M. to 6 P.M.)



***ADMITTANCE
WITH THIS CARD
ONLY***



**STORE WILL BE CLOSED
TO GENERAL PUBLIC**

UNBELIEVABLE

Highest Value In Apparel

Syms

INVITES YOU TO A SPECTACULAR WASHINGTON'S BIRTHDAY BASH



Saturday February 19, 1972
9 A.M. to 6 P.M.
at our main store
45 PARK PLACE, N.Y.C.

COME SEE UNBELIEVABLE SYMS DO ITS
THING WITH DISTINCTIVE MEN'S AND
LADIES' FASHIONS, THANKS TO THE
HELP OF THESE FAMOUS MANUFACTURERS

After-Six	English Daks	Kay Windsor	Raleigh
Hardy Amies	Excello	Koret of Calif.	Resilio
Arrow	Fabrege	Lee	R & K Knit
Aquascutum	Fownes	Robert Lewis	Richguild
Baracuta	Foxhunt	Helen Liebert	Rivitz
Barron-Anderson	Fox Knapp	London Fog	Rodex
Stanley Blacker	Gant	Male	Russ Togs
Bleecker Street	Geoffrey Beene	Mandate	Sagner
Botany	Gordon of Phila.	McGregor	Sansabelt
Brut	Haggar	Medici	Schiaparelli
Butte Knit	Harbor Master	Mighty-Mac	Sportempo
Camp & McInnes	Hathaway	Monte Cristo	Sussex
Canterbury	Hickok	Mr. Pants	Suthby Wessex
Pierre Cardin	H.I.S.	Oleg Cassini	Swank
Catalina	Himalaya	Palm Beach	Topaz
Clubman	Hubbard	Peters	Totes
Cortefiel	Izod	Herman Phillips	Town & Country
Countess Mara	Jackfin	Phoenix	Trend
Delton	Jade East	Plymouth	Valor
Drummond	Jantzen	Prince Ferrari	Weatherogue
Duofold	Jonathan Logan	Prince Igor	White Stag
Eagle	Kayser	Puritan	

Because
you're one
of our
regular
customers

UNBELIEVABLE SYMS invites you to a Summer/Fall BASH

Monday, September 6th ... 9 A.M. to 6 P.M. at our main store only, 45 Park Place, N.Y.C.

Admittance with this invitation only. Store will be closed to the general public

YES, INDEED,

IF YOU THINK OUR EVERYDAY PRICES ARE LOW, WAIT TILL YOU SEE HOW LITTLE YOU
PAY DURING THIS EVENT FOR DISTINCTIVE FASHIONS BEARING THESE FAMOUS LABELS

After-Six
~~Alfred of N.Y.~~
~~Alice Stuart~~
Allison Roberts
Hardy Amies
Arrow
Aquascutum
Baracuta
Barron-Anderson
Stanley Blacker
Bleecker Street
~~Borgata~~
Botany
Brut
Butte Knit

Camp & McInnes
Canterbury
Pierre Cardin
Catalina
~~Cisco~~
Clubman
Cortefiel
Countess Mara
Delton
~~D'Orsay~~
Drummond
~~Dune Deck~~
Duofold
Eagle
English Daks

~~Enro~~
Excello
Fabrege
Fownes
Foxhunt
Fox Knapp
Gant
Geoffrey Beene
Gordon of Phila.
Haggar
Harbor Master
Hathaway
Hickok
H.I.S.
Himalaya
Hubbard

Impression
Izod
Jackfin
Jade East
Jantzen
Jayson
Jonathan Logan
Kayser
Kay Windsor
Koret of Calif.
Lee
~~Live-ins~~
Robert Lewis
Helen Liebert
London Fog
Male

Mandate
~~Match~~
McGregor
Medici
Mighty-Mac
Monte Cristo
Mr. Pants
~~Northcoat~~
Oleg Cassini
Palm Beach
~~Parade~~
Peters
Herman Phillips
Phoenix
Plymouth

Prince Ferrari
Prince Igor
Puritan
Raleigh
~~Rei~~
Resilio
R & K Knit
Richguild
Rivitz
Rodex
Russ Togs
Sagner
Sansabelt
Schiaparelli

Sportempo
Sussex
Suthby Wessex
Swank
~~Thomson~~
Topaz
Totes
Town & Country
Trend
Valor
~~Watsnu~~
Weatherogue
~~Wemby~~
White Stag

45 PARK PLACE, NEW YORK, N.Y.



SYMS • 45 PARK PLACE
NEW YORK, N.Y. 10007



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Jones
Washley
Oliver Street
Harris*

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11215*

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Return Postage Guaranteed*