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**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.

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12

Advertisements. Holiday gift postcard, 2007, undated.

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## SYMS Gift Ideas For Educated Consumers

Nationally Advertised at \$18 to \$650. - **SYMS** Priced \$7.99-\$399.

Available while supplies last.

### For Her:

|                                   |                |                     |
|-----------------------------------|----------------|---------------------|
| Jones NY Sport Knit Tees          | Nat. Adv. 18.  | <b>SYMS \$9.99</b>  |
| Davco Swivel & Lighted Frames     | Nat. Adv. 29.  | <b>SYMS \$9.99</b>  |
| Nine West Croco Patent Bag        | Nat. Adv. 28.  | <b>SYMS \$14.99</b> |
| CK Sunglasses                     | Nat. Adv. 55.  | <b>SYMS \$14.99</b> |
| 3pc. Liz Claiborne Cosmetics Bags | Nat. Adv. 34.  | <b>SYMS \$17.99</b> |
| Jones NY Pashmina Wrap            | Nat. Adv. 35.  | <b>SYMS \$19.99</b> |
| Paris Hilton Fragrance w/bonus    | Nat. Adv. 50.  | <b>SYMS \$24.99</b> |
| Tommy Hilfiger Robe               | Nat. Adv. 45.  | <b>SYMS \$24.99</b> |
| 100% Cashmere Sweaters            | Nat. Adv. 90.  | <b>SYMS \$49.99</b> |
| Missoni Sweaters                  | Nat. Adv. 140. | <b>SYMS \$79.</b>   |
| Ralph Lauren Leather Handbags     | Nat. Adv. 180. | <b>SYMS \$99.</b>   |

### For Him:

|                                       |                |                     |
|---------------------------------------|----------------|---------------------|
| 3pk Gold Toe Socks                    | Nat. Adv. 21.  | <b>SYMS \$7.99</b>  |
| Bill Blass/Izod/Eagle Ties            | Nat. Adv. 50.  | <b>SYMS \$9.99</b>  |
| Levis Signature Jeans                 | Nat. Adv. 25.  | <b>SYMS \$14.99</b> |
| Haggar Twill Pants                    | Nat. Adv. 28.  | <b>SYMS \$14.99</b> |
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| Nautica Sweaters                      | Nat. Adv. 69.  | <b>SYMS \$24.99</b> |
| Burberry Weekend Fragrance            | Nat. Adv. 62.  | <b>SYMS \$34.99</b> |
| Capital by Rockport Dress Shoes       | Nat. Adv. 90.  | <b>SYMS \$49.99</b> |
| Bill Blass Velvet Sportcoats          | Nat. Adv. 140. | <b>SYMS \$79.</b>   |
| Made In Italy 100% Cashmere Overcoats | Nat. Adv. 650. | <b>SYMS \$399.</b>  |



Undecided?

## The SYMS Gift Card

It never expires, and it never goes out of style.

*Christmas*  
All **SYMS** stores have expanded holiday hours beginning Friday, Nov. 23rd.

Sundays 10am-6:30pm (Secaucus 10am-6pm, Paramus Closed Sundays)

**OPEN** Christmas Eve (Monday, Dec 24th) 9am-5:30pm

New Year's Day 10am-6:30pm

For a complete list of SYMS locations and hours, please visit [syms.com](http://syms.com), or call 1-800-322-7967

POSTMASTER: Please Deliver Before Tue., November 20<sup>th</sup>

Presorted  
Standard Mail  
U.S. Postage  
**PAID**  
Permit No. 460  
Newark, NJ

Poster

## **SYMS Gift Ideas For Educated Consumers**

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### ***For Her:***

|                                          |                |                     |
|------------------------------------------|----------------|---------------------|
| <b>Davco Swivel &amp; Lighted Frames</b> | Nat. Adv. 29.  | <b>SYMS \$9.99</b>  |
| <b>Nine West Croco Patent Bag</b>        | Nat. Adv. 28.  | <b>SYMS \$14.99</b> |
| <b>CK Sunglasses</b>                     | Nat. Adv. 55.  | <b>SYMS \$14.99</b> |
| <b>3pc. Liz Claiborne Cosmetics Bags</b> | Nat. Adv. 34.  | <b>SYMS \$17.99</b> |
| <b>Jones NY Pashmina Wrap</b>            | Nat. Adv. 35.  | <b>SYMS \$19.99</b> |
| <b>Paris Hilton Fragrance w/bonus</b>    | Nat. Adv. 50.  | <b>SYMS \$24.99</b> |
| <b>Tommy Hilfiger Robe</b>               | Nat. Adv. 45.  | <b>SYMS \$24.99</b> |
| <b>100% Cashmere Sweaters</b>            | Nat. Adv. 90.  | <b>SYMS \$49.99</b> |
| <b>Missoni Sweaters</b>                  | Nat. Adv. 140. | <b>SYMS \$79.</b>   |
| <b>Ralph Lauren Leather Handbags</b>     | Nat. Adv. 180. | <b>SYMS \$99.</b>   |

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|                                              |                |                     |
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| <b>Haggar Twill Pants</b>                    | Nat. Adv. 28.  | <b>SYMS \$14.99</b> |
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*Undecided?*

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*Remember*  
**SYMIS**  
*for*  
**Holiday**  
**Gifts**

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| Haggar Twill Pants                                                | Nat. Adv. 28.  | SYMS \$14.99  |
| 100% Cashmere Scarves                                             | Nat. Adv. 50.  | SYMS \$14.99  |
| Nautica Polar Fleece                                              | Nat. Adv. 79.  | SYMS \$19.99  |
| Nautica Sweaters                                                  | Nat. Adv. 69.  | SYMS \$24.99  |
| Burberry Weekend Fragrance                                        | Nat. Adv. 62.  | SYMS \$34.99  |
| Capital by Rockport Dress Shoes                                   | Nat. Adv. 90.  | SYMS \$49.99  |
| Bill Blass Velvet Sportcoats                                      | Nat. Adv. 140. | SYMS \$79.    |
| Made In Italy Cashmere Coats <sup>over</sup> <del>over 100%</del> | Nat. Adv. 650. | SYMS \$399.   |



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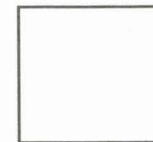
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Mary Smith  
123 main Street  
Anytown, US 12345

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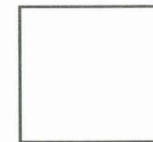
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POSTMASTER: Please Deliver by Tue. November 20<sup>th</sup>



Mary Smith  
123 main Street  
Anytown, US 12345

Please check items  
+ Prices - sign off  
Today (11/5)  
Shirley  
Margaret

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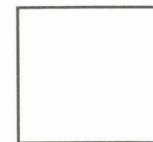
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Mary Smith  
123 main Street  
Anytown, US 12345

Please check items/prices  
& sign off today 11/5

Shirley  
Margaret.

Back in town

**SYMS is Kicking Off The  
Holiday Season with Special  
Purchases on Gift Items.**

These items are available beginning  
November 23rd - while supplies last.

|                                  |               |                     |
|----------------------------------|---------------|---------------------|
| <b>Velvet Sportcoats</b>         | Nat. Adv. 50. | <b>SYMS \$24.99</b> |
| <b>Nautica Sweaters</b>          | Nat. Adv. 50. | <b>SYMS \$24.99</b> |
| <b>Nautica Polar Fleece</b>      | Nat. Adv. 40. | <b>SYMS \$19.99</b> |
| <b>Levis Signature Jeans</b>     | Nat. Adv. 30. | <b>SYMS \$14.99</b> |
| <b>Alfani Ties</b>               | Nat. Adv. 50. | <b>SYMS \$9.99</b>  |
| <b>Davco Swivel Frame</b>        |               |                     |
| <b>Davco Lighted Frame</b>       |               |                     |
| <b>Capital by Rockport Shoes</b> |               |                     |
| <b>3pk Gold Toes Socks</b>       |               |                     |

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Mary Smith  
123 main Street  
Anytown, US 12345

*Remember*  
**SYMS**  
*for*  
**Holiday**  
**Gifts**





*Remember*  
**SYMS**  
*for*  
**Holiday**  
**Gifts**

# SYMS is Kicking Off The Holiday Season with Special Purchases on Gift Items.

*check of contents*

These items are available beginning  
November 23rd - while supplies last.

Velvet Sportcoats

Nat. Adv. 50. <sup>140</sup>

SYMS <sup>79</sup> \$24.99

Nautica Sweaters

Nat. Adv. 50. <sup>69.50</sup>

SYMS \$24.99 ✓

Nautica Polar Fleece

Nat. Adv. 40. <sup>73.50</sup>

SYMS \$19.99 ✓

Levi's Signature Jeans

Nat. Adv. 30. <sup>24.95</sup>

SYMS \$14.99

Alfani Ties

Nat. Adv. 50. <sup>Te</sup>

SYMS \$9.99

Davco Swivel Frame

<sup>29.50</sup>

<sup>9.99</sup>

Davco Lighted Frame

<sup>90</sup>

→ 49.99

Capital by Rockport Shoes

<sup>21.</sup>

<sup>7.99</sup>

3pk Gold Toes Socks

<sup>weekender</sup>  
Burberry Fragrance 3.3oz

(70?)

34.99

~~Sunglasses~~

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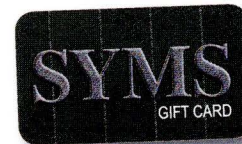
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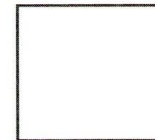
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123 main Street  
Anytown, US 12345



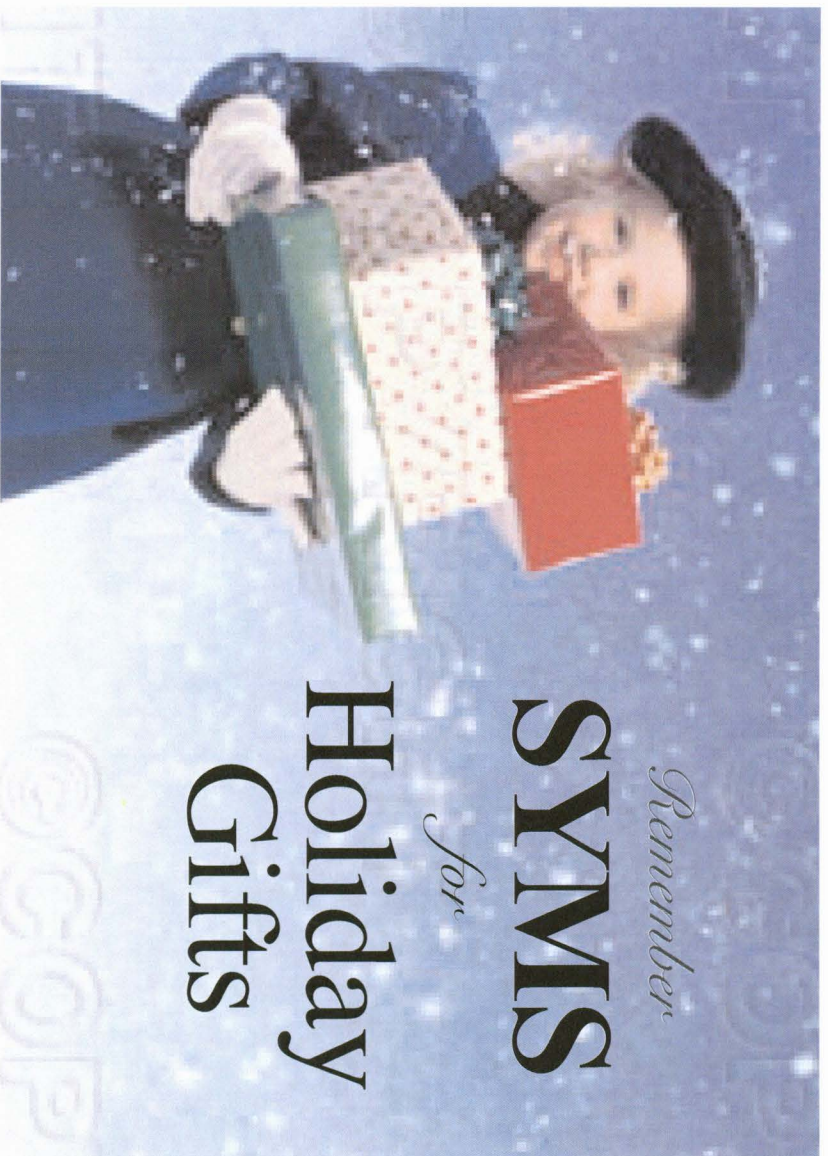
*Remember*  
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*for*  
**Holiday**  
**Gifts**





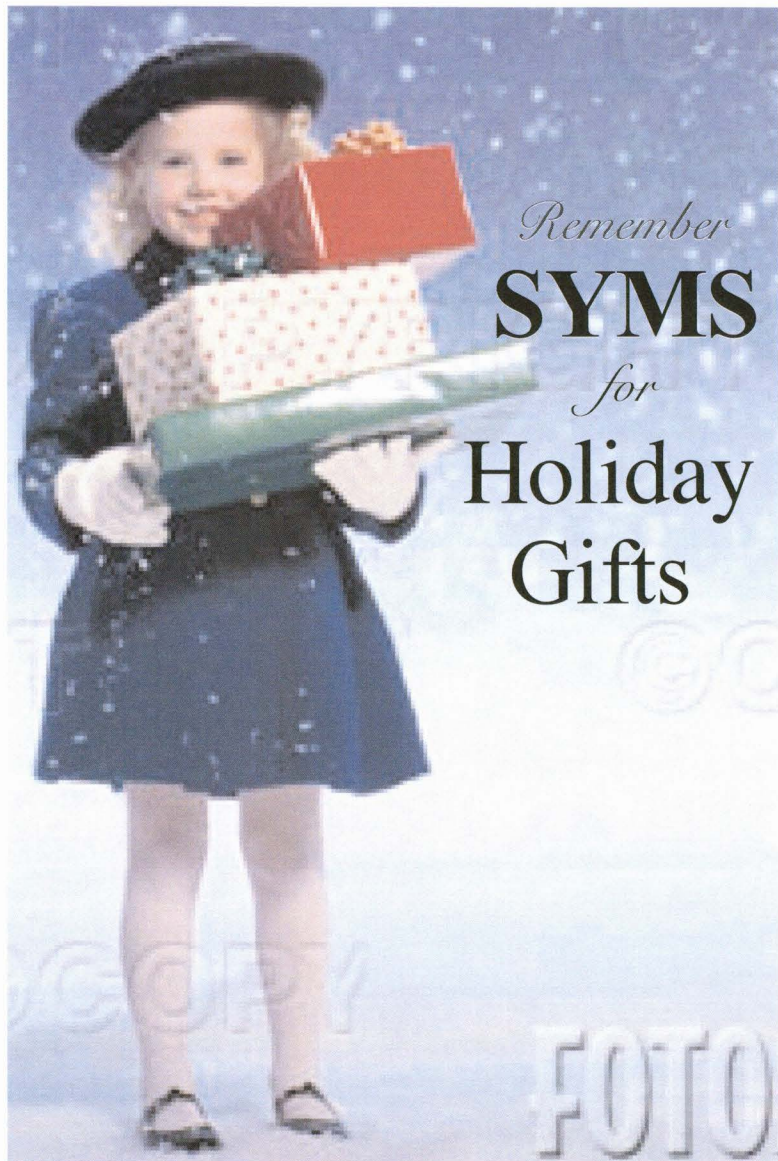
*Remember*  
**SYMS**  
*for*  
**Holiday**  
**Gifts**



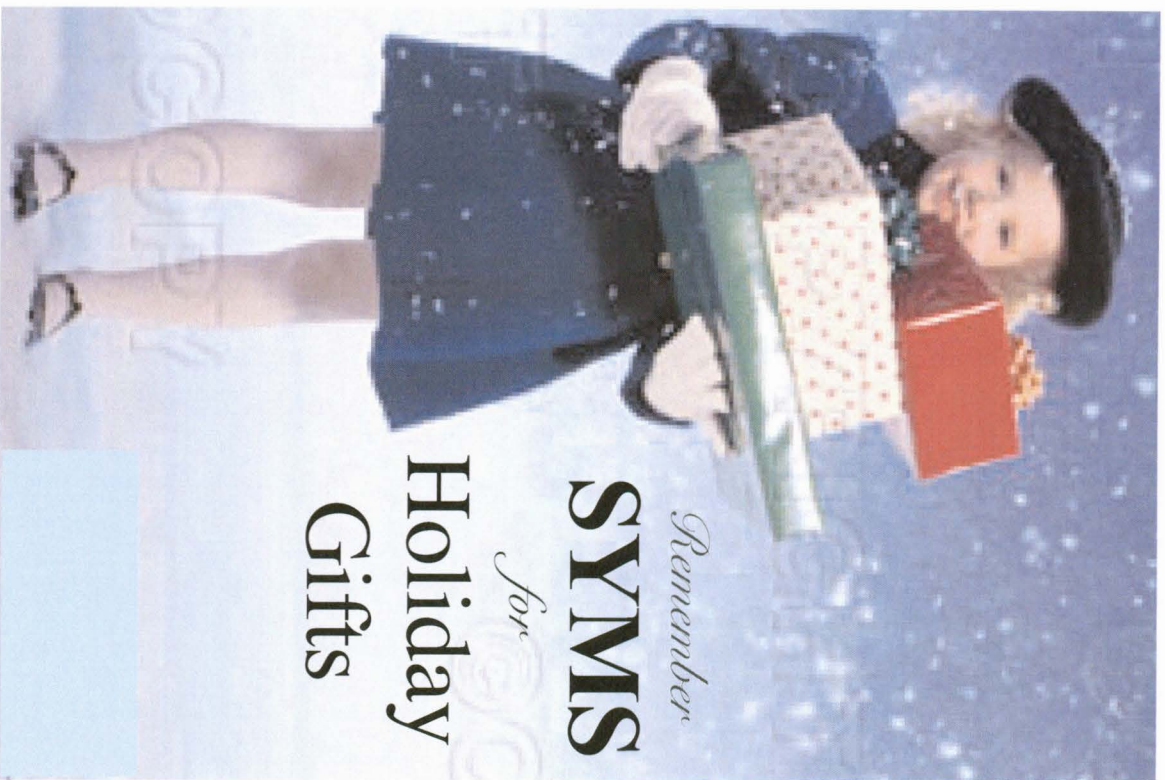


*Remember*  
**SYMIS**  
*for*  
**Holiday  
Gifts**





*Remember*  
**SYMS**  
*for*  
**Holiday**  
**Gifts**



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– Marcy Syms

LAUREN

ETIENNE AIGNER

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## SYMS MEN

| SUITS                       | Nat. Advertised   | SYMS                |
|-----------------------------|-------------------|---------------------|
| PERRY ELLIS                 | 275.              | \$159.              |
| JONES NEW YORK              | 350.              | \$199.              |
| JOSEPH ABBODD               | 450.              | \$299.              |
| <b>SPORTCOATS/BLAZERS</b>   |                   |                     |
| RALPH BY RALPH LAUREN       | 180.              | \$99.               |
| MICHAEL KORS                | 200.              | \$119.              |
| LAUREN BY RALPH LAUREN      | 240.              | \$139.              |
| <b>DRESS SLACKS</b>         |                   |                     |
| BILL BLASS/MICHAEL KORS     | 90.               | \$49. <sup>99</sup> |
| LAUREN BY RALPH LAUREN      | 100.              | \$59.               |
| JOSEPH ABBODD               | 150.              | \$79.               |
| <b>DRESS SHIRTS</b>         |                   |                     |
| VAN HEUSEN                  | 28.               | \$14. <sup>99</sup> |
| TOMMY HILFIGER              | 59. <sup>50</sup> | \$24. <sup>99</sup> |
| BEN SHERMAN                 | 75.               | \$39. <sup>99</sup> |
| <b>CASUAL PANTS/JEANS</b>   |                   |                     |
| DOCKERS                     | 35.               | \$19. <sup>99</sup> |
| GEOFFREY BEENE              | 35.               | \$19. <sup>99</sup> |
| CALVIN KLEIN JEANS          | 55.               | \$29. <sup>99</sup> |
| DKNY JEANS                  | 75.               | \$39. <sup>99</sup> |
| <b>COATS</b>                |                   |                     |
| RALPH BY RALPH LAUREN       | 275.              | \$159.              |
| CALVIN KLEIN                | 350.              | \$199.              |
| MADE IN ITALY 100% CASHMERE | 650.              | \$399.              |
| <b>SHOES</b>                |                   |                     |
| CLARKS                      | 100.              | \$59.               |
| ROCKPORT                    | 100.-140.         | \$59.               |
| COLE HAAN                   | 180.              | \$99.               |
| <b>BOYS SUITS</b>           |                   |                     |
| CLAIBORNE                   | 120.              | \$44. <sup>99</sup> |
| CALVIN KLEIN                | 135.              | \$59.               |
| NAUTICA                     | 135.              | \$59.               |
| ANDREW FEZZA                | 140.              | \$79.               |

## SYMS WOMEN

| SUITS                   | Nat. Advertised | SYMS                |
|-------------------------|-----------------|---------------------|
| KASPER                  | 140.            | \$79.               |
| TAHARI                  | 180.            | \$99.               |
| CALVIN KLEIN            | 200.            | \$119.              |
| ANNE KLEIN              | 240.            | \$139.              |
| <b>BLAZERS</b>          |                 |                     |
| ADRIENNE VITTADINI      | 110.            | \$59.               |
| AK ANNE KLEIN           | 140.            | \$79.               |
| ELLEN TRACY             | 200.            | \$119.              |
| <b>SLACKS</b>           |                 |                     |
| LARRY LEVINE            | 35.             | \$19. <sup>99</sup> |
| CALVIN KLEIN            | 85.             | \$49. <sup>99</sup> |
| ANNE KLEIN NY           | 140.            | \$79.               |
| <b>SKIRTS</b>           |                 |                     |
| JOSEPH A                | 55.             | \$29. <sup>99</sup> |
| MAC & JAC               | 70.             | \$39. <sup>99</sup> |
| JONES NY                | 85.             | \$49. <sup>99</sup> |
| <b>DRESSES</b>          |                 |                     |
| ADRIANNA PAPÉLL         | 100.            | \$59.               |
| LIZ CLAIBORNE           | 100.            | \$59.               |
| ELLEN TRACY             | 140.            | \$79.               |
| <b>COATS</b>            |                 |                     |
| LARRY LEVINE            | 180.            | \$99.               |
| OSCAR DE LA RETA        | 350.            | \$199.              |
| JONES NEW YORK CASHMERE | 650.            | \$399.              |
| <b>SHOES</b>            |                 |                     |
| ETIENNE AIGNER          | 55.             | \$29. <sup>99</sup> |
| SKECHERS                | 55.             | \$29. <sup>99</sup> |
| NATURALIZER             | 65.             | \$34. <sup>99</sup> |
| <b>GIRLS' DRESSES</b>   |                 |                     |
| HYPE                    | 35.             | \$19. <sup>99</sup> |
| MY MICHELLE             | 55.             | \$29. <sup>99</sup> |
| RARE EDITIONS           | 55.             | \$29. <sup>99</sup> |