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Events and philanthropy, 1981-2002, undated.

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The New York Inaugural Ball

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Music by Bob Standwick and His Orchestra

Masters of Ceremonies - - Tony Adams

In honor of

The President of the United States and Mrs. Reagan

and

The Vice President of the United States and Mrs. Bush

The New York Inaugural Committee

requests the honor of your company

at the

New York Inaugural Ball

Tuesday, the twentieth of January

One thousand nine hundred and eighty-one

in the

Grand Ballroom

of

The Waldorf Astoria

New York City

*6 to 7 p.m. Reception
7 to 9 p.m. Dinner*

*Black tie
R. S. V. P.*

THE NEW YORK INAUGURAL BALL COMMITTEE

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FOCUS
ON THE
FUTURE



International Council
of Shopping Centers

Retailing
IN SHOPPING CENTERS

JANUARY 25-26, 1983
FAIRMONT HOTEL
DALLAS, TEXAS

ABOUT THE PROGRAM

Change is sweeping the country!

Retail customers are shifting their loyalties from department stores to specialty stores and Brands-For-Less retailers. Off-price retailers are grabbing sales away from conventional department stores and discount stores. Non-store retailers are slicing away an increasing share of the consumer market. All this—and more—is going on right now in the biggest retail revolution since the 1950's.

Today, everyone wants to know—retail and shopping center executives *must* know—what to do about it!

What are the strategies for retailers in the new selling environment? How do they find the right position for their operations in the shifting marketplace? What are their choices? What will retailing be like 10 years from now? At the turn of the century? What will the impact be on shopping center operations? And development?

These and other questions will be probed and reviewed by top retail and center executives at this first-of-its kind ICSC National Conference on Retailing.

Be sure to attend. You'll be stimulated by innovative ideas and gain a wealth of knowledge to help you to success in your own operations.

PROGRAM

TUESDAY, JANUARY 25

7:00 a.m. **Registration**

8:00 a.m. **Breakfast and Opening Session**

Welcome

M.G. "Buddy" Herring, Jr.,

President,

Paul S. Broadhead & Associates, Inc., Dallas

ICSC President

The Background

■ *Strategies for success in today's shifting retail economy. What are the choices?*

Keynote address by:

Marty Sherman,

Conference Chairman

President,

Development Division

United States Shoe Corp.

Cincinnati

ICSC Trustee

9:30 a.m. **Focus on Tomorrow**

■ *Who will win the retail battle? What will retailing be like in the 90's.*

Chaired by:

Harry Newman, Jr.,

Chairman,

Newman-Brettin Properties, Inc.

Long Beach, Calif.

Past President, ICSC

Panelists

Melvin Schneck

Senior Vice President

U.S. Shoe Corp.

Specialty Retailing

Cincinnati

Walter Loeb

Senior Retail Analyst

Morgan Stanley & Co.

New York

Alvin Lubetkin

C.E.O. and Vice Chairman

Oshman's Sporting Goods

Houston

Stanley Marcus

Chairman Emeritus

Neiman-Marcus

Marketing Consultant

Dallas

Additional panelists to be announced

11:00 a.m. One Company's Strategy

■ *The Syms' success story*

Presentation by:

Sy Syms,
President,
Syms Clothing Inc.,
Lindhurst, N.J.

Noon Cocktail Reception—Dutch-treat

12:30 p.m. Luncheon

Changing Consumer Markets:

Life Styles, Buying Patterns, Consumer Expectations

Address by:

Shirley Young

Executive Vice President,
Marketing, Planning,
Development and Strategy
Grey Advertising Inc.

2:30 p.m. The Off-Price Retail Strategy: So Hot It Sizzles

■ *What is it? What isn't? How is it different from other forms of retailing? Where it works—where it doesn't work. How should conventional retailers react? How should center management deal with it?*

Chaired by:

Jerome S. McDermott,

Senior Vice President,
The Rouse Company
Columbia, Maryland
Past President, ICSC

Presentation by:

Bill Ress,

C.W. Ress & Associates,
Merchandising Consultants
Columbus, Ohio

Comments and Responses:

Retailers:

Louis Sabadie,

Vice President,
Real Estate
The Brown Group
St. Louis

David Pulver,

Chairman of the Board,
The Children's Place
Pine Brook, N.J.

Center Operators:

Herbert Miller,

President,
Western Development Corp.
Washington, D.C.

John Boorn,

President,
Federated Stores Realty, Inc., Cincinnati

5:30 p.m. Cocktail Reception

Hosted by ICSC

WEDNESDAY, JANUARY 26

8:00 a.m. Breakfast

Non-store and Non-Retailing Strategies: Slicing Away Pieces of the Consumer Market

■ *New developments in the on-going retail revolution*

Alfred Eisenpreiss,

Vice President,
Newspaper Advertising Bureau, New York

Electronic Retailing:

Frank Reed,

Regional Computer Marketing Manager,
Radio Shack,
Division of Tandy Corp., Dallas

Catalogue selling and direct marketing:

Walter Killough

Vice President of Merchandising
Spiegel, Inc.
Oakbrook, Ill.

Non-retail services in stores:

Carl W. Hulick,

Senior Vice President
and Director of Marketing,
Dean Witter Reynolds, Inc., a division of Sears
Roebuck & Co.

10:00 a.m. Another Strategy for Success:

The Acquisition Route

■ *When and how to buy another company. When and how to sell your company.*

Chaired by:

Marty Sherman,

Conference Chairman

Presentation by:

Gil Harrison,

Finanko, Inc., Philadelphia

Noon Cocktail Reception

Dutch-treat

12:30 p.m. Luncheon

■ *The Ongoing Search for the Elusive Retail Dollar*

Address by:

Dr. Paul Nadler

Professor of Finance
Rutgers University
New Brunswick, N.J.

2:00 p.m. Conference adjourns

TO REGISTER

If you register for the conference before Monday, Jan. 24, the registration fee is *\$142 per person*. The fee for registrations made after Jan. 24 will be *\$165 per person*.

The registration includes admission to all conference sessions, breakfasts and luncheons on Tuesday and Wednesday, and a get-together cocktail reception on Tuesday evening.

To register, fill in and return the accompanying registration form to ICSC together with a check made payable to ICSC.

TO RESERVE ACCOMMODATIONS

Headquarters for the Retail Conference will be Fairmont Hotel, renowned for the quality of its service and excellence of its conference facilities. The Fairmont is in downtown Dallas, close to all of Dallas' attractions.

To make hotel reservations, please complete the enclosed reservation form and mail it directly to the hotel. Confirmation of your reservation will be sent to you by the hotel.

REGISTRATION HOURS

Your conference credentials will be held in your name at the Conference Registration Desk, Fairmont Hotel.

Registration will be from 3 to 7 p.m. on Monday, Jan. 24, and starting at 7 a.m. on Tuesday, Jan. 25.

FOR YOUR CONVENIENCE

Air Travel: Special arrangements have been made with EGR International, a nationwide travel agency, to provide personalized travel service to ICSC members registering for the Retailing Conference.

EGR will assist you to obtain the lowest possible airfare to and from Dallas, including any special super-saver fares that are available at the time you make your reservations.

To avail yourself of this personalized service, call an EGR air agent at this special toll-free number—800/221-1072. In New York State call 212/685-5833.

Check EGR's quotations against those of your own travel agent and choose the one which is able to offer the best rates.

Car Rental: AVIS Rent-A-Car and Hertz will extend special courtesies to those attending the conference.

To rent a Hertz car, call this toll-free number—1/800-654-2240. Identify yourself as a member of ICSC and give this account number—93176—to receive a special discount.

AVIS' toll-free number is 1/800-331-1212. Identify yourself as an ICSC member and give them this account number—A/A 459800—to receive a special discount.

Special rates are available at Hertz and Avis only if you reserve a car in advance of your arrival.



International Council of Shopping Centers
665 Fifth Avenue
New York, N.Y. 10022
(212) 421-8181

LOUIS SABADIE -- Vice President and Director of Real Estate, The Brown Group, Inc., St. Louis, Missouri. Since 1938 has held various positions within the Wohl Shoe Company, the retail operating division of Brown Group. Served as a retail department manager, merchandise manager and head of Wohl plan division, and then Director of Real Estate of Wohl Shoe Co. Graduate of Tulane University, 1941. Served as Captain in the U.S. Air Force.

MELVIN SCHNECK -- Senior Vice President, United States Shoe Corporation and President U.S. Specialty Retailing, Inc. Responsible for eleven divisions, including such mall stores as Casual Corner, J. Riggings and off-price operations in men's, women's children's and home furnishings. Prior to joining U.S. Shoe, he was an executive vice president and general merchandise manager for Associated Merchandising Corp. Experienced in merchandising and buying for Lord & Taylor and other Associated Dry Goods stores. Holds a degree in accounting and a master's in retailing.

MARTIN SHERMAN -- President, Retailing Development & Services Division, and Group Vice President, United States Shoe Corporation, Cincinnati, Ohio. Extensive retail and merchandising background. Associated with U.S. Shoe since 1967. Trustee of ICSC and member of the ICSC Retail Committee. Co-author of "Retailing for the Developer" soon to be published by ICSC. Attended Temple University, School of Business Administration.

SY SYMS -- President, Syms Clothing, Inc. Seven years as a radio announcer in broadcasting. Worked with his brother, Geroge Merns in retailing in the 1950's. In 1960 decided to develop his own retail business. First Syms stores, oriented toward off-price men's wear, opened in Manhattan's lower west side in 1960. Now operates eleven large stores in eastern cities from Boston and Buffalo in the North to Fort Lauderdale in the South. Syms 1981 sales - \$115 million. Also C.E.O. of the U.S., London and Paris branches of A. Sulka & Co. Member of the board of directors of the New York Better Business Bureau. Graduate of New York University.

SHIRLEY YOUNG -- Executive Vice President, Marketing, Planning and Strategy Development, Grey Advertising, Inc., New York. Member of the board of directors, Dayton Hudson Corporation since 1975. In 1980, vice chairman of the nominating committee, New York Stock Exchange. Served as member of the board of directors of the United Way of Tri-State, board of directors of Catalyst, and the chair of the Women Directors' Roundtable. Among other honors, named Advertising Woman of the Year by the American Advertising Foundation and received the 1980 Woman of Achievement Award from the American Parkinson Disease Association. Graduate of Wellesley College, Phi Beta Kappa, 1955.

Off-price -

fail in shipping etc in 18 mos.

Intro. Sullwa (didn't use the name)

Clue & Retaining - your image - no magic

Explain commercials & how & why

Predictions re: off-price

Tenants - your image - can't change it -

Sales-help/double

Explain educated consumer

Mixed feeling about romance of off-price -

Recollection - Puritan story - Bernie Seaman

Closing Remarks -

THE GREAT SOUTH FLORIDA RETAIL RUSH

RETAILER	SHOPPING CENTER	SQ. FOOTAGE	OPENING DATE
Bloomingdale's	The Falls	225,000	2/1984
Burdines	Broward Mall	172,000	8/1978
	Coral Square	NA	NA
	Cutler Ridge	123,000	10/1980
	Dadeland	425,000	10/1962
	Galleria	210,000	10/1980
	Mall at 163 Street	253,000	1956
	Miami International Mall	100,000	9/1982
	Palm Beach Mall	182,000	11/1979
	Pompano Fashion Square	152,000	9/1969
	Town Center, Boca Raton	158,000	6/1979
Bonwit Teller	Bal Harbour Shops	60,300	11/1981
	Worth Ave., Palm Beach	13,000	1921/1971 *
Jordan Marsh	Broward Mall	144,000	10/1978
	Coral Ridge	NA	NA
	Cutler Ridge	145,000	8/1981
	Dadeland	215,000	11/1966
	Galleria	255,000	10/1960
	Mall at 163 Street	245,000	2/1971
	Miami International Mall	140,000	8/1982
	Omni (Biscayne Blvd.)	402,000	2/1956
	Palm Beach Mall	182,000	10/1967
	Pompano Fashion Square	82,000	1/1970
Lord & Taylor	Town Center, Boca Raton	154,000	8/1980
	Aventura	100,000	NA
	Coral Square	NA	NA
	Cutler Ridge	97,000	2/1982
	Dadeland	80,000	1984
	Galleria	90,000	10/1983
	Miami International Mall	97,000	1984
	Palm Beach Mall	118,000	2/1980
Macy's	Aventura	240,000	9/1982
Neiman-Marcus	Galleria	80,000	9/1982
	Bal Harbour Shops	92,500	1/1971
Saks Fifth Avenue	Bal Harbour Shops	75,000	1976
	Dadeland	75,000	1984
	Galleria	75,000	10/1979
	Palm Beach, Esplanade	30,000	11/1979
Jefferson-Ward	Midway Mall	141,000	1974
J. C. Penney	Aventura	137,000	3/1983
	Dadeland	172,000	1/1971
	Omni	209,000	1/1977
	Westland	170,000	10/1971
Sears, Roebuck	Aventura	200,000	NA
	Broward Mall	207,000	8/1978
	Pompano Fashion Square	188,000	8/1970
	Westland	184,000	8/1971

*Open for "the season only" until 1971; now open all year.

MALLS

CONTINUED FROM PAGE 55

right to pick the other anchors and to celebrate the union of potent retailer and sexy shopping center.

SAKS FIFTH AVENUE

Saks is the pioneer New York-based retailer in South Florida, having entered this market the very year the United States entered the Great Depression. Its Lincoln Road location survived until 1976 and reappeared at Bal Harbour Shops the same year. Another Saks operated as a satellite for 10 years in Surfside. Both closings make Saks (which has stores in the Esplanade in Palm Beach and in Galleria, in addition to Bal Harbour) a pioneer in another realm: the first and only New York-based firm to have closed down an established South Florida outpost.

Arnold Aronson, chairman and chief executive Officer of Saks, is upbeat and typically jargon-y in response to a question about closings. "We closed those stores in order to re-open in a more favorable context. The Lincoln Road store became the Bal Harbour store at twice the size. Our Galleria store is triple the space we had before. Moving the Worth Avenue store a half-block or so was a strategic relocation." In the wonderful world of shopping center marriages there are apparently no deaths or divorces, just relocations. How does Aronson feel about the impending competition from other New York stores that he lived so long without? "If the price of increased opportunity is increased competition, we're willing to pay the price. The synergism is healthy," Aronson maintains.

Leonard Farber, founder and president of Leonard L. Farber Co., is also a believer in synergism. He acquired what is now Galleria (he named it) and what had been the Sunrise Shopping Center until 1977. He did it, he says, because Saks and Jordan Marsh wanted to expand their stores there and he knew of the "expressed interest" of Burdines, Neiman-Marcus and Lord & Taylor in that location. Burdines opened 210,000 sq. ft. in Galleria in 1980; Neiman-Marcus, according to Farber, will open 80,000 sq. ft. this September and Lord & Taylor, another 90,000 sq. ft. in October, 1983. How can he fit all these major department stores plus another 100 stores in his increasingly urban East Sunrise Boulevard location? Farber goes up. He's doubled the height of his center, and is leasing air rights over the site and pad which he owns. Farber denies that there is a problem with access, given that only two bridges lead to Galleria, "the west bridge never raises, the east end opens up."

Farber claims that his merchant mix will increase the amount of time shoppers are willing to spend in driving to get to Galleria. "Optimum driving time is 20 minutes. When you add Lord & Taylor, Neiman-Marcus and Saks, you may expand the acceptable driving time to 45 minutes, even 100 minutes." In this



Dade Counties over the next decade.

BLOOMINGDALE'S

Bloomingtondale's is the latest of the New York majors to enter our tri-county market. A Federated department store (and brother of Burdines), Bloomie's could theoretically have chosen any entry point from Palm Beach Mall to Cutler Ridge. Instead, the retailer chose a shopping center not even considered in the running: The Falls, that potpourri of specialty stores for special (read: upscale) people. Everyone "knew" that Alec Courtelis, the Dade-based developer, broke all the rules, especially the big one, when he built The Falls without an "anchor."

"Not so," says Courtelis from his Brickell Avenue office, popping with pride at having landed such a groom. "The Falls always has had anchors: the restaurants, the movies, the waterscape and the theme itself." The California cum Florida ambiance produces a feeling of pure North Carolina, "an atmosphere for strolling and shopping with an emphasis on windows and displays," according to Courtelis. In this wonderful world, the whole is a lot bigger than the sum of the parts, even if the location of doors to several of the "anchor" restaurants doesn't require you to enter The Falls at all, negating the primary function of an anchor. But it is Courtelis' center and Bloomie's is Courtelis' triumph.

"Frankly, I couldn't get a traditional (department store) anchor, anyway," he says. "So we paid the price by putting up a site that was successful, that attracted a store of Bloomingtondale's caliber." According to a Bloomingtondale's vice president in New York, the South Florida area (and presumably The

Falls' location) "offers a projected excitement."

On a slightly more earthly plane, Federated's regional real estate manager in Cincinnati, Richard Flora, agrees that Courtelis' strategy paid off. "Developers all holler that we crack the whip and they jump. It's just not true. If you're the first or second department store to commit, they will treat you better than if you come in later." How did Courtelis treat Federated / Bloomingtondale's? "He had more leverage than he might have; he was operating and making money."

What about Dadeland, which has the reputation of being one of the most, if not the single most successful suburban shopping center in the US? Dadeland was full, "built out, it couldn't contain the 225,000 square feet that Bloomies plans to have open by February, 1984." And Cutler Ridge Mall? "Pretty well-committed (to other anchors)," answers Flora. The sleeper consideration seems to have been parking. The Falls offered 100 percent grade or surface parking. Currently those asphalted slots with the concrete headers and yellow painted lines come in at about \$60-\$100 per space (not including land costs). Deck parking was a certainty at Dadeland and Flora states that deck parking costs about \$4500 to \$7000 *per space*. Since The Falls had what the retailer wanted, what did Courtelis get besides a full-line Bloomingtondale's? Two entrances: one on 136 Street which Courtelis maintains is subsidiary and the main one that requires customers to enter through The Falls. Courtelis also reserved the

CONTINUED ON PAGE 56

BY MARY CHICHESTER DUNETZ

Bloomies could theoretically have chosen any entry point from Palm Beach Mall to Cutler Ridge. Instead, the retailer chose a shopping center not even in the running: The Falls....Everyone knew that Alec Courtelis...broke all the rules, especially the big one, when he built The Falls without an "anchor."

THE MARKETPLACE

PUBLISHED MONTHLY BY SALES & MARKETING EXECUTIVES OF WESTCHESTER

VOLUME III

NUMBER 17

FEBRUARY 1983

Sy Syms To Be February's Speaker

Sy Syms, a native of New York and a graduate of New York University, opened his first Syms store in 1960 in lower Manhattan. Today his company is synonymous with his slogan, "An Educated Consumer Is Our Best Customer."

The Syms Clothing chain now numbers 11 stores. They are located in New York, New Jersey, Long Island, Westchester, Buffalo, Florida, Washington, D.C., and Boston.

In addition to Syms, Sy is also the CEO of A. Sulka & Company of New York, London, Paris, and San Francisco.

Sy Syms makes time for his many philanthropic involvements and he is on the Board of Directors of the New York Better Business Bureau. He's an avid tennis player and classical music buff.

His TV commercials have established Syms as a leading consumer oriented retail chain.

From the President

To the Members:

The month of February is "National Sales Month." It is a time for giving official recognition to sales and marketing people generally for the contribution they make to the nation's prosperity. Salespeople keep the production of America's factories and fields flowing into the hands of consumers all over the world. In the process they create a lot of jobs, most of which are only remotely connected with selling or distribution. Salespeople set in motion the wheels of industry, create a demand for new and better products that result in a better standard of living for all of us. It is our sales men and women that are the creative organizers of the free market, and are vital to our nation's growth, prosperity and well-being.

Be proud of yourselves and your profession. For the hours you have spent in education, for the nights you have created your presentations, for the chances you have taken, for the rejections you have swallowed, for those too few shining moments, for all these things—you deserve applause. Whether it be a chariot, a combustion engine or a computerized system, you have helped America grow.

Judith Werbitt,
President



THE WHITE HOUSE
WASHINGTON

National Sales Month

February 1983

I am pleased to extend warmest greetings to the sales and marketing people celebrating February 1983 as National Sales Month.

One of the great strengths of the American economy is the dedication and skill of our sales and marketing people. Whether working over the counter at a local shop or planning marketing strategy for exports to every corner of the globe, sales and marketing people move the final product into the channels of commerce. Their efforts help turn the wheels of industry, create jobs, and add vitality to our system of free enterprise.

I welcome this opportunity to salute the members of the sales and marketing profession and to recognize their outstanding contribution to the nation's economic well-being. You have my best wishes for every success in the future.

The 48th International Marketing Congress

SME-W members are encouraged to participate in our SMEI annual convention this year to be held in Cleveland, May 21 through the 24th. The theme is *Leading the Way* to a renewed economy through efforts of profitable sales and marketing. More information will follow, but mark your calendars now so that you will not miss this most educational and inspirational event of the year.

**Make sure that you and your guests
make your reservations early!**

February Luncheon

Date:

February 25, 1983

Place:

Scarsdale Golf Club

Time:

11:30-12:30 Cocktails
12:30-2:00 Luncheon

Costs:

Members—\$12.00
Guests—\$15.00



Our Speakers Bureau was initiated this year as a new program and met with immediate success! Calls are still coming in from various groups asking for our speaking time. I believe that the wide variety of topics is in large part responsible for the popularity of the Bureau: twelve speakers on twelve very diversified topics. And we have had rave reviews on every speaker!

To give you an idea of where and when our members gave their time, the following is a partial list:

Date	Group (Club)	Speaker & Topic
9/82	Mamaroneck Rotary Club	Judy Werbit, "You and Your Money: Investment Strategies"
10/82	Lions Club of Mahopac	Paul Esposito, "Japanese Style of Management"
10/82	Exchange Club of White Plains	Paul Esposito, "Japanese Style of Management"
10/82	Ossining High School Business Class	Betty Hipp, "Job Opportunities in Word Processing"
11/82	Old Guard of White Plains	Paul Esposito, "Japanese Style of Management"
1/83	Association of Development Ofcs.	Marie Rossi, "Time Management Techniques"
1/83	Bnai Brith of Hartsdale	Judy Werbit, "You and Your Money: Investment Strategies"
4/83	White Plains Rotary Club	Dorothy Swegel "More Than Just a Secretary: The Secretarial Career Path"

In The Coming Months

March 25

Scarsdale Golf Club
Guest Speaker:
Jack McGowan
Vice President North America
Irish Distillers, International, Ltd.

April 29

Scarsdale Golf Club
Guest Speaker:
Nimslo Corporation
Manufacturers and Marketers
of 3D Camera

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SME Headquarters Central 946-7717 Officers 1982-1983

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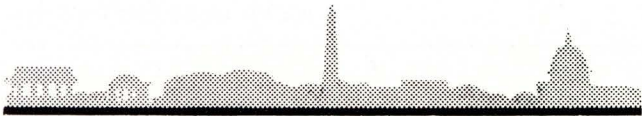
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Christmas Nancy Miller (946-7900)	SMEW PROMOTION PAMPHLET Robin Paige (961-8734)
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ROSTER Connie Kaiser (347-3770)	GIFT PROCUREMENT Ed Heller (694-9666)

National Conference on Care Labeling

Program

Mayflower Hotel
Washington, D.C.
May 25, 1983



9:00 am **Registration**

9:30 am **Introduction**

Dr. Salvatore Divita
Professor of Business Administration
School of Government and Business
Administration
The George Washington University
Coordinator National Conference on
Care Labeling

9:40 am **The Success Of Business-Consumer
Participation In The Regulatory
Process**

Arnold Havens, Esquire
Republican Staff Director
Committee on Energy and Commerce
U.S. House of Representatives

10:10 am **The History Of The Care Labeling
Trade Regulation Rule: How The
Commission Arrived At Where We
Are Today**

Robert Eliot Easton, Sr., Esquire
Assistant Director For Enforcement
Bureau Of Consumer Protection
Federal Trade Commission

10:30 am **Coffee**

11:00 am **Amendments To The Care Labeling
Trade Regulation Rule**

The Language of Care Labeling
• Explanation of the Glossary of Terms
• Essential Elements of Care Labels
• Appropriate Use of Terms to Comply
with Amended Rule
Questions and Answers
Earl Johnson, Esquire
Division of Enforcement
Bureau of Consumer Protection
Federal Trade Commission

12:00 noon **Reception and Lunch**

Luncheon Address
James C. Miller, III
Chairman
Federal Trade Commission

2:00 pm

**Amendments To The Care Labeling
Trade Regulation Rule (Continued)**

What Is A "Reasonable Basis"—How
Do You Substantiate Care Labeling
Information?

- Testing
- Fair Sample
- Reliable Evidence

Questions and Answers

Earl Johnson, Esquire
Division of Enforcement
Bureau of Consumer Protection
Federal Trade Commission

2:45 pm

**Panel Discussion #1
THE INCREDIBLE SHRUNKEN
GARMENT!**

**Who Should The Consumer Contact
When Things Go Wrong?**

The panelists will discuss (1) problems
in determining liability for damage
caused during the cleaning process
and (2) possible mechanisms for
providing redress to the consumer.

Panelists:

Ken Mills
Manager of Product Appraisal and
Advertising Support
Lever Brothers

Norman Oehlke
Director of Consumer Relations
International Fabricare Institute

Joy Schrage
Manager of Communications
Whirlpool Corporation

George S. Wham, Ph.D.
Vice President-Technical Director
Good Housekeeping Magazine and
Institute

Vivian White, Ph.D.
Associate Professor Cornell University
American Home Economics
Association

Moderator:

Erin Moriarity
Consumer Reporter
WMAQ-TV Chicago

3:30 pm

**Panel Discussion #2
COMPLIANCE WITH THE CARE
LABELING RULE**

How To Do It Right:

Problems and Solutions

The panelists will discuss common
industry problems and possible solu-
tions leading to uniformity and reli-
ability at minimal expense. Among the
issues to be discussed are:

- How does the labeler arrive at a
reasonable basis for the instruc-
tions included on the label?
- What does testing cost?
- How much information can be
placed on a care label?
- How much does it cost to add more
information to the label?
- How do labels perform over time?
- What manufacturing methods
assure that the proper labels are
attached to the proper garments?
- Will imports be a problem?

Panelists:

Michael S. Adelman
Director of Quality Control
Ship 'n Shore

Joseph S. Birch
Assistant Director of Quality Assurance
F.W. Woolworth

Ronald J. Pacheco
Vice President and Technical Director
Better Fabrics Testing Bureau

Victor M. Hershaft
President
VHY Sales and Marketing Corp.

Moderator:

Daniel Powderly
Secretary ASTM D-13 Committee on
Textiles
President Technical Advisory Group

5:00 pm

**Using Labels To Sell Your Product
Care Labeling As A Positive Sales Tool**

Sy Syms
Chairman
Syms Department Stores



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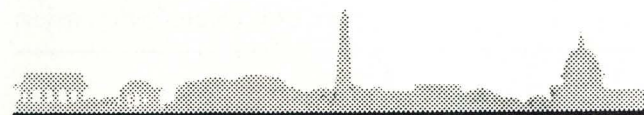
American Home Economics Association
Good Housekeeping Magazine and Institute
The Clorox Company
The Soap and Detergent Association
Whirlpool Corporation



National Conference on Care Labeling

Program

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May 25, 1983



Writing a Care Label

**How to Comply With
the Amended
Care Labeling Rule**



Contents

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Background

The Federal Trade Commission's Care Labeling Rule has been in existence since 1972. The rule requires that care labels be affixed to textile apparel and dispensed with piece goods prior to sale.

The instructions required by the rule are for regular care procedures that are necessary for the ordinary use of the product. The rule does not require instructions for special care treatment.

The amendment to the rule spells out what care instructions are required and includes a glossary of labeling terms to use in those instructions. Further, it requires a reasonable basis for the appropriateness of the particular care instructions used.

Who is covered

Manufacturers of textile wearing apparel.

Manufacturers of piece goods sold at retail to consumers for making wearing apparel.

Importers of textile wearing apparel.

Importers of piece goods sold at retail to consumers for making wearing apparel.

Any person or organization that directs or controls the manufacture or importation of textile wearing apparel or piece goods for making wearing apparel.

What is covered

All textile wearing apparel used to cover or protect the body, except shoes, gloves and hats.

All piece goods for home sewing into apparel, except marked manufacturers' remnants up to 10 yards long when the fiber content is not known and cannot easily be determined. Trim up to 5 inches wide also is excluded.

What has to be done

1. Provide care instructions to consumers.
2. Ensure that instructions and warnings, if followed, will cause no substantial harm to the product.
3. Warn consumers about procedures that they may assume are consistent with care instructions on the label, but that would harm the product.
4. Ensure that instructions and warnings remain legible throughout the useful life of the product.

Violations

Failure to provide reliable care instructions and warnings for the useful life of an item, as required, constitutes a violation of the Federal Trade Commission Act and could subject the violator to enforcement action and penalties.

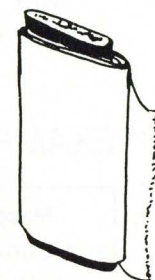
How to label textile wearing apparel



Manufacturers and importers must provide labels that:

- Are fastened so they can be seen or easily found by consumers at point of sale;
- If not seen or easily found at the point of sale, will be supplemented by care information that also appears on the outside of the package or on a hang tag fastened to the product;
- Remain fastened and legible during the useful life of the product;
- Say what regular care is needed for the ordinary use of the product;
- Warn consumers about procedures that they may assume are consistent with the care instructions on the label, but that would harm the product.

How to label piece goods for home sewing into apparel



Manufacturers and importers must provide care information clearly and conspicuously on the end of each roll or bolt.

Manufacturers and importers must say in the care information on the ends of rolls what regular care is needed. The information need only apply to the fabric on the roll or bolt and not to additional components that the consumer may add to the fabric, such as linings or buttons.

Words to use on care labels . . .

(See Appendix for definitions.)

If the product cannot be washed or drycleaned, the label must say "Do not wash — Do not dryclean."

The label for textile wearing apparel must have either a washing instruction or a drycleaning instruction. If the product can be washed or drycleaned, the label need have only one of these instructions.

1. **WASHING INSTRUCTIONS.** (Includes information on (i) washing, (ii) bleaching, (iii) drying, (iv) ironing, and (v) warnings.)



- (i) **Washing.** The label must say whether the product should be washed by hand or machine. The label must also state a water temperature setting if regular use of hot water will harm the product:

EXAMPLE

i.

Machine wash, Warm

.....
.....
.....

MEANING

- i. Use washing machine, warm setting. (Hot water should not be used.)

i.

Hand wash, Cold

.....
.....
.....

- i. Wash by hand in cold water. (Machine washing, warm or hot water should not be used.)

. . . and their meaning



- (ii) **Bleaching.** If all commercially available bleaches can be used on a regular basis, the label need not mention bleach, or the term "Bleach when needed" may be used.

If use of a chlorine bleach would harm the product when used on a regular basis, but regular use of non-chlorine bleach would not, the label must say, "Only non-chlorine bleach when needed."

If all commercially available bleaches would harm the product when used on a regular basis, the label must say "No bleach" or "Do not bleach."

EXAMPLE

ii.

Machine wash, Warm
Bleach when needed

.....
.....

MEANING

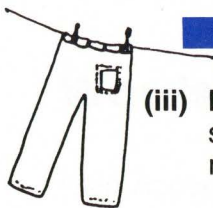
- ii. All commercially available bleaches can safely be used regularly.

ii.

Machine wash, Warm
Only non-chlorine bleach
when needed

.....
.....

- ii. Non-chlorine bleach can safely be used. (Regular use of chlorine bleach would harm the product.)



(iii) Drying. The label must say whether the product should be dried by machine or by some other method.

Unless regular use of high temperature will harm the product when machine dried, no temperature setting need be indicated.

EXAMPLE

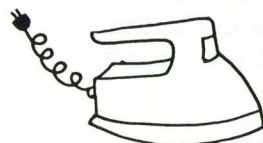
iii. Machine wash, Warm
Bleach when needed
Tumble dry
.....

iii. Machine wash, Warm
Bleach when needed
Tumble dry, Medium
.....

MEANING

iii. Hot, medium or low dryer temperature setting can safely be used.

iii. Medium or low dryer temperature settings can safely be used. (The hot setting should not be used.)



(iv) Ironing. Ironing information must be given on a care label if ironing will be needed on a regular basis. If regular use of a hot iron will not harm a product, no temperature setting need be mentioned.

EXAMPLE

iv. Machine wash, Warm
Bleach when needed
Tumble dry, Medium
Warm iron

MEANING

iv. Iron on a medium temperature setting. (The highest setting should not be used.)



(v) Warnings. If any part of a prescribed washing procedure which the consumer may be expected to use would harm the product, the label must contain a warning such as "Do not," "No," "Only," or other clear wording to warn against the harmful procedure. For example, even though ironing is not regularly needed, if the consumer can be expected to occasionally "touch up" the garment, but ironing should not be used, the label should state "Do not iron."

If a care procedure on one product could cause harm to another product being washed with it, a warning must be given. For example, if an item is not colorfast, the label must say "Wash with like colors" or "Wash separately."

Warnings are not necessary for alternate procedures which may be harmful. For example, if the instruction states "Dry flat," it is not necessary to give the warning "Do not tumble dry."



2. DRYCLEANING INSTRUCTIONS.

(i) If all commercially available types of solvent can be used, the label need not mention any type of solvent. If one or more solvents would harm the product, a solvent that is safe to use must be mentioned.

EXAMPLE

MEANING

Dryclean

Item can be drycleaned by any commercial method that uses any of the available drycleaning solvents (petroleum, perchlorethylene, fluorocarbon).

Professionally dryclean,
perchlorethylene

Item can be drycleaned by any commercial establishment using perchlorethylene. (Petroleum or fluorocarbon solvents should not be used.)



- (ii) **Warnings.** Any part of the drycleaning process that will harm the product must be warned against on the label. "Do not," "No," "Only," or other clear wording must be used. For example, if steam should not be used, the label must say "Professionally dryclean, No steam."

Terminology

It is recommended, but not required, that the terms as defined in the Appendix be used to the extent applicable. Any appropriate terms may be used. Symbols intended to communicate care procedures may be used in addition to words, but the words alone accompanying the symbols must fulfill the requirements of the rule.

Exemptions

1. From permanently affixing care labels (but instructions must be provided)

- Totally reversible clothing without pockets is automatically exempt from labeling, but the care information must appear on a temporary label and must be conspicuous at point of sale.
- Products that may be washed, bleached, dried, ironed and drycleaned by the harshest procedures available need not have a care label permanently affixed, but the instruction "Wash or dryclean, any normal method" must appear on a temporary label and must be conspicuous at point of sale.
- Products granted exemptions pursuant to petition under Section (c)(1) of the original rule, so long as they still meet the standards of the original exemption.
- Products granted exemptions in the future on grounds that care labels will harm their appearance or usefulness, pursuant to a petition under the amended rule.

2. From providing any instructions

- Products sold to institutional buyers for commercial use.
- Products made out of a component provided to the manufacturer by the consumer. (For example, when a consumer supplies fabric to a dressmaker.)
- Products granted exemptions pursuant to petition under Section (c)(2) of the original rule because they were completely washable and sold at retail for \$3.00 or less. If the product no longer meets the standard for the exemption, the exemption is automatically revoked.

Appendix

Glossary of Standard Terms

1. WASHING, MACHINE METHODS:

- a. **"Machine wash"**—a process by which soil may be removed from products or specimens through the use of water, detergent or soap, agitation and a machine designed for this purpose. When no temperature is given, e.g., "warm" or "cold," hot water up to 150°F (66°C) can be regularly used.
- b. **"Warm"**—initial water temperature setting 90° to 110°F (32° to 43°C) (hand comfortable).
- c. **"Cold"**—initial water temperature setting same as cold water tap up to 85°F (29°C).
- d. **"Do not have commercially laundered"**—do not employ a laundry which uses special formulations, sour rinses, extremely large loads or extremely high temperatures or which otherwise is employed for commercial, industrial or institutional use. Employ laundering methods designed for residential use or use in a self-service establishment.
- e. **"Small load"**—smaller than normal washing load.
- f. **"Delicate cycle"** or **"gentle cycle"**—slow agitation and reduced time.
- g. **"Durable press cycle"** or **"permanent press cycle"**—cool down rinse or cold rinse before reduced spinning.
- h. **"Separately"**—alone.
- i. **"With like colors"**—with colors of similar hue and intensity.
- j. **"Wash inside out"**—turn product inside out to protect face of fabric.
- k. **"Warm rinse"**—initial water temperature setting 90° to 110°F (32° to 43°C).
- l. **"Cold rinse"**—initial water temperature setting same as cold water tap up to 85°F (29°C).
- m. **"Rinse thoroughly"**—rinse several times to remove detergent, soap and bleach.
- n. **"No spin"** or **"Do not spin"**—remove material at start of final spin cycle.
- o. **"No wring"** or **"Do not wring"**—do not use roller wringer, nor wring by hand.

2. WASHING, HAND METHODS:

- a. **"Hand wash"**—a process by which soil may be manually removed from products or specimens through the use of water, detergent or soap, and gentle squeezing action. When no temperature is given, e.g., "warm" or "cold," hot water up to 150°F (66°C) can be regularly used.
- b. **"Warm"**—initial water temperature 90° to 110°F (32° to 43°C) (hand comfortable).
- c. **"Cold"**—initial water temperature same as cold water tap up to 85°F (29°C).
- d. **"Separately"**—alone.
- e. **"With like colors"**—with colors of similar hue and intensity.
- f. **"No wring or twist"**—handle to avoid wrinkles and distortion.
- g. **"Rinse thoroughly"**—rinse several times to remove detergent, soap and bleach.
- h. **"Damp wipe only"**—surface clean with damp cloth or sponge.

3. DRYING, ALL METHODS:

- a. **"Tumble dry"**—use machine dryer. When no temperature setting is given, machine drying at a hot setting may be regularly used.
- b. **"Medium"**—set dryer at medium heat.
- c. **"Low"**—set dryer at low heat.
- d. **"Durable press"** or **"Permanent press"**—set dryer at permanent press setting.
- e. **"No heat"**—set dryer to operate without heat.
- f. **"Remove promptly"**—when items are dry, remove immediately to prevent wrinkling.
- g. **"Drip dry"**—hang dripping wet with or without hand shaping and smoothing.
- h. **"Line dry"**—hang damp from line or bar in or out of doors.
- i. **"Line dry in shade"**—dry away from sun.
- j. **"Line dry away from heat"**—dry away from heat.
- k. **"Dry flat"**—lay out horizontally for drying.

- l. **"Block to dry"**—reshape to original dimensions while drying.
- m. **"Smooth by hand"**—by hand, while wet, remove wrinkles, straighten seams and facings.

4. *IRONING AND PRESSING:*

- a. **"Iron"**—Ironing is needed. When no temperature is given iron at the highest temperature setting may be regularly used.
- b. **"Warm iron"**—medium temperature setting.
- c. **"Cool iron"**—lowest temperature setting.
- d. **"Do not iron"**—item not to be smoothed or finished with an iron.
- e. **"Iron wrong side only"**—article turned inside out for ironing or pressing.
- f. **"No steam"** or **"Do not steam"**—steam in any form not to be used.
- g. **"Steam only"**—steaming without contact pressure.
- h. **"Steam press"** or **"Steam iron"**—use iron at steam setting.
- i. **"Iron damp"**—articles to be ironed should feel moist.
- j. **"Use press cloth"**—use a dry or a damp cloth between iron and fabric.

5. *BLEACHING:*

- a. **"Bleach when needed"**—all bleaches may be used when necessary.
- b. **"No bleach"** or **"Do not bleach"**—no bleaches may be used.
- c. **"Only non-chlorine bleach, when needed"**—only the bleach specified may be used when necessary. Chlorine bleach may not be used.

6. *WASHING OR DRYCLEANING:*

- a. **"Wash or dryclean, any normal method"**—can be machine washed in hot water, can be machine dried at a

high setting, can be ironed at a hot setting, can be bleached with all commercially available bleaches and can be drycleaned with all commercially available solvents.

7. *DRYCLEANING, ALL PROCEDURES:*

- a. **"Dryclean"**—a process by which soil may be removed from products or specimens in a machine which uses any common organic solvent (for example, petroleum, perchlorethylene, fluorocarbon) located in any commercial establishment. The process may include moisture addition to solvent up to 75% relative humidity, hot tumble drying up to 165°F (71°C) and restoration by steam press or steam-air finishing.
- b. **"Professionally dryclean"**—use the drycleaning process but modified to ensure optimum results either by a drycleaning attendant or through the use of a drycleaning machine which permits such modifications or both. Such modifications or special warnings must be included in the care instruction.
- c. **"Petroleum," "Fluorocarbon," or "Perchlorethylene"**—employ solvent(s) specified to dryclean the item.
- d. **"Short cycle"**—reduced or minimum cleaning time, depending upon solvent used.
- e. **"Minimum extraction"**—least possible extraction time.
- f. **"Reduced moisture"** or **"Low moisture"**—decreased relative humidity.
- g. **"No tumble"** or **"Do not tumble"**—do not tumble dry.
- h. **"Tumble warm"**—tumble dry up to 120°F (49°C).
- i. **"Tumble cool"**—tumble dry at room temperature.
- j. **"Cabinet dry warm"**—cabinet dry up to 120°F (49°C).
- k. **"Cabinet dry cool"**—cabinet dry at room temperature.
- l. **"Steam only"**—employ no contact pressure when steaming.
- m. **"No steam"** or **"Do not steam"**—do not use steam in pressing, finishing, steam cabinets or wands.

8. *LEATHER AND SUEDE CLEANING:*

- a. **"Leather clean"**—have cleaned only by a professional cleaner who uses special leather or suede care methods.



National Conference on Care Labeling

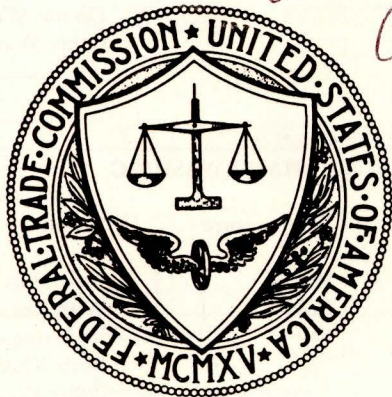
May 25, 1983
Washington, D.C.

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TRADE
COMMISSION

CARE LABEL

Part of our
Educated
Consumer



Campaign
to
Public

REASONABLE BASIS
of
care instructions established by:

[] (1) Reliable evidence that the product was not harmed when cleaned reasonably often according to the instructions on the label, including instructions when silence has a meaning. [For example, if a shirt is labeled "Machine wash. Tumble dry. Cool iron.," the manufacturer or importer must have reliable proof that the shirt is not harmed when cleaned by machine washing (in hot water), with any type of bleach, tumble dried (at a high setting), and ironed with a cool iron]; or

[] (2) Reliable evidence that the product or a fair sample of the product was harmed when cleaned by methods warned against on the label. However, the manufacturer or importer need not have proof of harm when silence does not constitute a warning. [For example, if a shirt is labeled "Machine wash warm. Tumble dry medium," the manufacturer need not have proof that the shirt would be harmed if washed in hot water or dried on high setting]; or

[] (3) Reliable evidence, like that described in (1) or (2) above, for each component part of the product; or

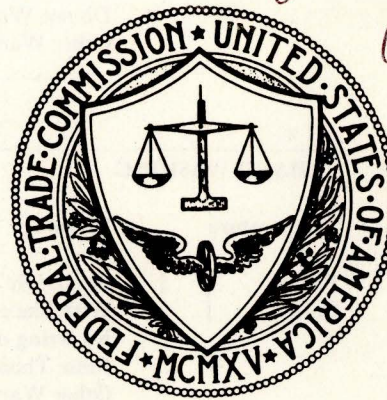
[] (4) Reliable evidence that the product or a fair sample of the product was successfully tested. The tests may simulate the care suggested or warned against on the label; or

[] (5) Reliable evidence of current technical literature, past experience, or the industry expertise supporting the care information on the label; or

[] (6) Other reliable evidence.

Location of evidence: _____

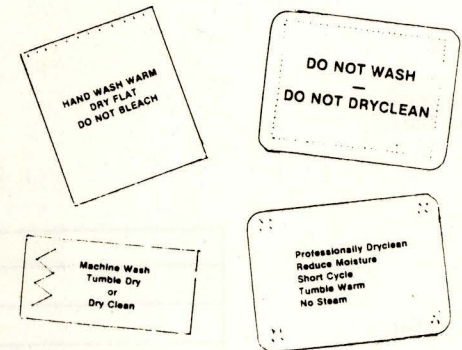
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to
Public



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TRADE
COMMISSION

3
Checks
for
Successful Care Labeling

- [✓] Check the major method(s) of care to be used. List on label.
- [✓] Check appropriate temperatures and/or warnings for each selected method. List on label.
- [✓] Check method(s) used to establish reasonable basis. Note location of any evidence.



REMEMBER:

1. The care label must have a *Washing* or *Drycleaning* instruction *OR* state "Do not wash — Do not dryclean".
2. It is safe to use any *Temperature* or setting (hot, warm or cold), if a temperature is not mentioned in connection with each care process.
3. If *Ironing* is not necessary on a regular basis to preserve the appearance of the product, no ironing instruction is needed.
4. Any type of *Bleach* (chlorine or non-chlorine) may be used, if bleach is not mentioned in the care instruction.
5. No adjustments are necessary for the care processes listed in the instruction, if no *Warnings* are mentioned.

MAJOR METHODS OF CARE

Do not wash — Do not dryclean []

or

[WASH]		[DRYCLEAN]	
Machine Wash	[]	Dryclean	[]
Hand Wash	[]	Professionally dryclean	[]
DRY			
Tumble dry	[]		
Line dry	[]		
Dry flat	[]		
IRON			
(No Instruction Required)	[]		
Iron	[]		
Do not iron	[]		

BLEACH

(No Warning Required)	[]
Only non-chlorine bleach when needed	[]
No bleach	[]

This Care Label Should Read:

TEMPERATURES AND WARNINGS

MACHINE WASHING

Action	Temperature		Warnings	
Machine Wash []	Warm	[]	Small Load	[]
		[]	Delicate cycle	[]
	Cold	[]	Permanent Press cycle	[]
		[]	With like colors	[]
		[]	Separately	[]
		[]	Wash inside out	[]
		[]	Warm Rinse	[]
		[]	Cold Rinse	[]
		[]	Rinse Thoroughly	[]
		[]	Do not Spin	[]
			Do not Wring	[]
			Other Warning(s)*	[]

HAND WASHING

Action	Temperature		Warnings	
Hand Wash []	Warm	[]	Separately	[]
		[]	With like colors	[]
	Cold	[]	No wring or twist	[]
		[]	Rinse Thoroughly	[]
		[]	Other Warning(s)*	[]

(*e.g. Remove Trim, Close Zippers, Remove Buttons, etc.)

DRYING

Action	Temperature		Warnings	
Tumble Dry []	Medium	[]	Permanent Press	[]
		[]	Remove promptly	[]
	Low	[]	Other Warning(s)	[]
		[]		
Line Dry []	No Heat	[]	Line Dry away from heat	[]
		[]	Line dry in shade	[]
Dry Flat []			Block to dry	[]
			Smooth by Hand	[]

IRONING

Action	Temperature		Warnings	
No Instruction Necessary []			(Ironing is not necessary and no warning is required)	
Do not Iron []				
Iron []	Warm []		Iron Wrong Side Only	[]
			No Steam	[]
			Iron Damp	[]
			Use Press Cloth	[]
			Other Warning	[]

BLEACHING

Action	Note	
Bleach, when needed* []	*This instruction is not required by regulation.	
Only non-chlorine bleach, when needed []		
Do not bleach []		

DRYCLEANING

Action	Part of Process	Warnings	
Dryclean []	(No warning is required if this instruction is used)		
Professionally dryclean []		Petroleum	[]
		Fluorocarbon	[]
		Perchloroethylene	[]
		Short cycle	[]
		Minimum Extraction	[]
		Reduce Moisture	[]
		Low Moisture	[]
		Tumble dry	[]
		Tumble dry Cool	[]
		Cabinet dry Warm	[]
		Cabinet dry Cool	[]
		Steam only	[]
		No steam	[]
		Other Warnings*	[]

(*e.g. Remove Buttons, Close Zippers, Remove Trim, etc.)

Federal Trade Commission

TRADE REGULATION RULE

**CARE LABELING
OF
TEXTILE WEARING APPAREL
AND
CERTAIN PIECE GOODS**

Effective Date: (See note inside)

2197-10
CARE LABELING
OF
TEXTILE WEARING APPAREL AND
CERTAIN FLEECE CLOTHES as amended

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Car this rule as 16 CFR 423.

Note: This pamphlet contains the final amendments to the Care Labeling Rule (16 CFR 423) that were approved by the Commission on April 12, 1983. The effective date of these amendments will be published in the Federal Register following review (1) by Congress in accordance with Section 21 of the Federal Trade Commission Improvement Act of 1980, 15 U.S.C. 57a1, and (2) by Office of Management and Budget under the Paperwork Reduction Act, of U.S.C. 3601 et seq.

**CARE LABELING
OF
TEXTILE WEARING APPAREL AND
CERTAIN PIECE GOODS as amended**

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Cite this rule as 16 CFR 423.

Note: This pamphlet contains the final amendments to the Care Labeling Rule (16 CFR 423) that were approved by the Commission on April 18, 1983. The effective date of these amendments will be published in the Federal Register following review (1) by Congress in accordance with Section 21 of the Federal Trade Commission Improvements Act of 1980, 15 U.S.C. 57a-1, and (2) by Office of Management and Budget under the Paperwork Reduction Act, 44 U.S.C. 3501 *et seq.*

CARE LABELING OF TEXTILE WEARING APPAREL

§ 423.1 Definitions.

(a) *Care label* means a permanent label or tag, containing regular care information and instructions, that is attached or affixed in such a manner that it will not become separated from the product and will remain legible during the useful life of the product.

(b) *Certain Piece Goods* means textile products sold by the piece from bolts or rolls for the purpose of making home sewn textile wearing apparel. This includes remnants, the fiber content of which is known, that are cut by or for a retailer but does not include manufacturers' remnants, up to ten yards long, that are clearly and conspicuously marked "pound goods" or "fabrics of undetermined origin" (i.e., fiber content is not known and cannot be easily ascertained) and trim, up to five inches wide.

(c) *Dryclean* means a commercial process by which soil is removed from products or specimens in a machine which uses common organic solvent (e.g. petroleum, perchlorethylene, fluorocarbon). The process may also include adding moisture to the solvent, up to 75% relative humidity, hot tumble drying up to 160 degrees F (71 degrees C) and restoration by steam press or steam-air finishing.

(d) *Machine Wash* means a process by which soil is removed from products in a specially designed machine using water, detergent or soap and agitation. When no temperature is given, e.g., "warm" or "cold," hot water up to 150 degrees F (66 degrees C) can be regularly used.

(e) *Regular Care* means customary and routine care, not spot care.

(f) *Textile Product* means any commodity, woven, knit or otherwise made primarily of fiber, yarn or fabric and intended for sale or resale, requiring care and maintenance to effectuate ordinary use and enjoyment.

(g) *Textile Wearing Apparel* means any finished garment or article of clothing made from a textile product that is customarily used to cover or protect any part of the body, including hosiery, excluding footwear, gloves, hats or other articles used exclusively to cover or protect the head or hands.

§ 423.2 Terminology.

(a) Any appropriate terms may be used on care labels or care instructions so long as they clearly and accurately describe regular care procedures and otherwise fulfill the requirements of this regulation.

(b) Any appropriate symbols may be used on care labels or care instructions, in addition to the required appropriate terms so long as the terms fulfill the requirements of this regulation.

(c) The terminology set forth in Appendix A may be used to fulfill the requirements of this regulation.

§ 423.3 What this regulation does.

This regulation requires manufacturers and importers of textile wearing apparel and certain piece goods, in or affecting commerce, as "commerce" is defined in the Federal Trade Commission Act, to provide regular care instructions at the time such products are sold to purchasers through the use of care labels or other methods described in this Rule.

§ 423.4 Who is covered

Manufacturers and importers of textile wearing apparel and certain piece goods are covered by this regulation. This includes any person or organization that directs or controls the manufacture or importation of covered products.

§ 423.5 Unfair or deceptive acts or practices.

(a) *Textile wearing apparel and certain piece goods.* In connection with the sale, in or affecting commerce, of textile wearing apparel and certain piece goods, it is an unfair or deceptive act or practice for a manufacturer or importer:

(1) to fail to disclose to a purchaser, prior to sale, instructions which prescribe a regular care procedure necessary for the ordinary use and enjoyment of the product;

(2) to fail to warn a purchaser, prior to sale, when the product cannot be cleaned by any cleaning procedure, without being harmed;

(3) to fail to warn a purchaser, prior to sale, when any part of the prescribed regular care procedure, which a consumer or professional

cleaner could reasonably be expected to use, would harm the product or others being cleaned with it;

(4) to fail to provide regular care instructions and warnings, except as to piece goods, in a form that can be referred to by the consumer throughout the useful life of the product;

(5) to fail to possess, prior to sale, a reasonable basis for all regular care information disclosed to the purchaser.

(b) *Violations of this regulation.* The Commission has adopted this regulation to prevent the unfair or deceptive acts or practices, defined in subsection (a) of this Section. Each manufacturer or importer covered by this regulation must comply with the requirements in §§ 423.2 and 423.6 through 423.8 of this regulation. Any manufacturer or importer who complies with the requirements of §§ 423.2 and 423.6 through 423.8 does not violate this regulation.

§ 423.6 Textile wearing apparel.

This section applies to textile wearing apparel.

(a) Manufacturers and importers must attach care labels so that they can be seen or easily found when the product is offered for sale to consumers. If the product is packaged, displayed, or folded so that customers cannot see or easily find the label, the care information must also appear on the outside of the package or on a hang tag fastened to the product.

(b) Care labels must state what regular care is needed for the ordinary use of the product. In general, labels for textile wearing apparel must have either a washing instruction or a drycleaning instruction. If a washing instruction is included, it must comply with the requirements set forth in Subsection (1) below. If a drycleaning instruction is included, it must comply with the requirements set forth in Subsection (2) below.

If either washing or drycleaning can be used on the product, the label need have only one of these instructions.

If the product cannot be cleaned by any available cleaning method without being harmed, the label must so state. [For example, if a product would be harmed both by washing and by drycleaning, the label might say "Do not wash — do not dryclean," or "Cannot be successfully cleaned."] The instructions for washing and drycleaning are as follows:

(1) *Washing, drying, ironing, bleaching and warning instructions must follow these requirements:*

(i) *Washing.* The label must state whether the product should be washed by hand or machine. The label must also state a water temperature that may be used. However, if the regular use of hot water will not harm the product, the label need not mention any water temperature. [For example, "Machine wash" means hot, warm or cold water can be used.]

(ii) *Drying.* The label must state whether the product should be dried by machine or by some other method. If machine drying is called for, the label must also state a drying temperature that may be used. However, if the regular use of a high temperature will not harm the product, the label need not mention any drying temperature. [For example, "Tumble dry" means that a high, medium, or low temperature setting can be used.]

(iii) *Ironing.* Ironing must be mentioned on a label only if it will be needed on a regular basis to preserve the appearance of the product, or if it is required under Subsection (v), Warnings. If ironing is mentioned, the label must also state an ironing temperature that may be used. However, if the regular use of a hot iron will not harm the product, the label need not mention any ironing temperature.

(iv) *Bleaching.* If all commercially available bleaches can safely be used on a regular basis, the label need not mention bleaching.

If all commercially available bleaches would harm the product when used on a regular basis, the label must say "No bleach" or "Do not bleach."

If regular use of chlorine bleach would harm the product, but regular use of a non-chlorine bleach would not, the label must say "Only non-chlorine bleach, when needed."

(v) *Warnings.* If there is any part of the prescribed washing procedure which consumers can reasonably be expected to use that would harm the product or others being washed with it in one or more washings, the label must contain a warning to this effect. The warning must use the words "Do not," "No," "Only," or some other clear wording. [For example, if a shirt is not colorfast, its label should state "Wash with like colors" or "Wash separately." If a pair of pants will be harmed by ironing, its label should state "Do not iron."]

Warnings are not necessary for any procedure that is an alternative to the procedure prescribed on the label. [For example, if an instruction states "Dry flat," it is not necessary to give the warning "Do not tumble dry."]

(2) *Drycleaning.*

(i) *General.* If a drycleaning instruction is included on the label, it must also state at least one type of solvent that may be used. However, if all commercially available types of solvent can be used, the label need not mention any types of solvent. The terms "Drycleanable" or "Commercially Dryclean" may not be used in an instruction. [For example, if drycleaning in perchlorethylene would harm a coat, the label might say "Professionally dryclean: fluorocarbon or petroleum."]

(ii) *Warnings.* If there is any part of the drycleaning procedure which consumers or drycleaners can reasonably be expected to use that would harm the product or others being cleaned with it, the label must contain a warning to this effect. The warning must use the words "Do not," "No," "Only," or some other clear wording. [For example, the drycleaning process normally includes moisture addition to solvent up to 75% relative humidity, hot tumble drying up to 160 degrees F and restoration by steam press or steam-air finish. If a product can be drycleaned in all solvents but steam should not be used, its label should state "Professionally dryclean. No steam."]

Warnings are not necessary for any procedure which is an alternative to the procedure prescribed on the label. [For example, if an instruction states "Professionally dryclean, fluorocarbon," it is not necessary to give the warning "Do not use perchlorethylene."]

(c) *A manufacturer or importer must establish a reasonable basis for care information by possessing prior to sale:*

(1) Reliable evidence that the product was not harmed when cleaned reasonably often according to the instructions on the label, including instructions when silence has a meaning. [For example, if a shirt is labeled "Machine wash. Tumble dry. Cool iron.," the manufacturer or importer must have reliable proof that the shirt is not harmed when cleaned by machine washing (in hot water), with any type of bleach, tumble dried (at a high setting), and ironed with a cool iron]; or

(2) Reliable evidence that the product or a fair sample of the product was harmed when cleaned by methods warned against on the label. However, the manufacturer or importer need not have proof of harm

when silence does not constitute a warning. [For example, if a shirt is labeled "Machine wash warm. Tumble dry medium", the manufacturer need not have proof that the shirt would be harmed if washed in hot water or dried on high setting.]; or

(3) Reliable evidence, like that described in (1) or (2) above, for each component part of the product; or

(4) Reliable evidence that the product or a fair sample of the product was successfully tested. The tests may simulate the care suggested or warned against on the label; or

(5) Reliable evidence of current technical literature, past experience, or the industry expertise supporting the care information on the label; or

(6) Other reliable evidence.

§ 423.7 Certain piece goods.

This section applies to certain piece goods.

(a) Manufacturers and importers of certain piece goods must provide care information clearly and conspicuously on the end of each bolt or roll.

(b) Care information must say what regular care is needed for the ordinary use of the product, pursuant to the instructions set forth in § 423.6 of this Rule. Care information on the end of the bolt need only address information applicable to the fabric.

§ 423.8 Exemptions.

(a) Any item of textile wearing apparel, without pockets, that is totally reversible (i.e., the product is designed to be used with either side as the outer part or face) is exempt from the care label requirement.

(b) Manufacturers or importers can ask for an exemption from the care label requirement for any other textile wearing apparel product or product line, if the label would harm the appearance or usefulness of the product. The request must be made in writing to the Secretary of the Commission. The request must be accompanied by a labeled sample of the product and a full statement explaining why the request should be granted.

(c) If an item is exempt from care labeling under (a) or (b), the consumers still must be given the required care information for the product. However, the care information can be put on a hang tag, on the

package, or in some other conspicuous place, so that consumers will be able to see the care information before buying the product.

(d) Manufacturers and importers of products covered by Section 423.5 are exempt from the requirement for a permanent care label if the product can be cleaned safely under the harshest procedures. This exemption is available only if there is reliable proof that all of the following washing and drycleaning procedures can safely be used on a product:

1. Machine washing in hot water;
2. Machine drying at a high setting;
3. Ironing at a hot setting;
4. Bleaching with all commercially available bleaches;
5. Drycleaning with all commercially available solvents.

In such case, the statement "wash or dry clean, any normal method" must appear on a hang tag, on the package, or in some other conspicuous place, so that consumers will be able to see the statement before buying the product.

If a product meets the requirements outlined above, it is automatically exempt from the care label requirement. It is not necessary to file a request for this exemption.

(e) Manufacturers and importers need not provide care information with products sold to institutional buyers for commercial use.

(f) All exemptions granted under Section 423.1(c)(1) or (2) of the Care Labeling Rule issued on December 9, 1971, will continue to be in effect if the product still meets the standards on which the original exemption was based. Otherwise, the exemption is automatically revoked.

§ 423.9 Conflict with flammability standards.

If there is a conflict between this regulation and any regulations issued under the Flammable Fabrics Act, the Flammable Fabrics regulation govern over this one.

§ 423.10 Stayed or invalid parts.

If any part of this regulation is stayed or held invalid, the rest of it will stay in force.

Appendix A

Glossary of Standard Terms

1. Washing, Machine Methods:

a. *Machine wash* — a process by which soil may be removed from products or specimens through the use of water, detergent or soap, agitation and a machine designed for this purpose. When no temperature is given, e.g., "warm" or "cold", hot water up to 150°F (66°C) can be regularly used.

b. *Warm* — initial water temperature setting 90° to 110°F (32° to 43°C) (hand comfortable).

c. *Cold* — initial water temperature setting same as cold water tap up to 85°F (29°C).

d. *Do not have commercially laundered* — do not employ a laundry which uses special formulations, sour rinses, extremely large loads or extremely high temperatures or which otherwise is employed for commercial, industrial or institutional use. Employ laundering methods designed for residential use or use in a self-service establishment.

e. *Small load* — smaller than normal washing load.

f. *Delicate cycle* or *gentle cycle* — slow agitation and reduced time.

g. *Durable press cycle* or *permanent press cycle* — cool down rinse or cold rinse before reduced spinning.

h. *Separately* — alone.

i. *With like colors* — with colors of similar hue and intensity.

j. *Wash inside out* — turn product inside out to protect face of fabric.

k. *Warm rinse* — initial water temperature setting 90° to 110°F (32° to 43°C).

l. *Cold rinse* — initial water temperature setting same as cold water tap up to 85°F (29°C).

m. *Rinse thoroughly* — rinse several times to remove detergent, soap and bleach.

n. *No spin* or *Do not spin* — remove material start of final spin cycle.

o. *No wring* or *Do not wring* — do not use roller wringer, nor wring by hand.

2. Washing, Hand Methods:

a. *Hand wash* — a process by which soil may be manually removed from products or specimens through the use of water, detergent or soap, and gentle squeezing action. When no temperature is given, e.g., *warm* or *cold*, hot water up to 150°F (66°C) can be regularly used.

b. *Warm* — initial water temperature 90° to 110°F (32° to 43°C) (hand comfortable).

c. *Cold* — initial water temperature same as cold water tap up to 85°F (29°C).

d. *Separately* — alone.

e. *With like colors* — with colors of similar hue and intensity.

f. *No wring* or *twist* — handle to avoid wrinkles and distortion.

g. *Rinse thoroughly* — rinse several times to remove detergent, soap, and bleach.

h. *Damp wipe only* — surface clean with damp cloth or sponge.

3. Drying, All Methods:

a. *Tumble dry* — use machine dryer. When no temperature setting is given, machine drying at a hot setting may be regularly used.

b. *Medium* — set dryer at medium heat.

c. *Low* — set dryer at low heat.

d. *Durable press* or *permanent press* — set dryer at permanent press setting.

e. *No heat* — set dryer to operate without heat.

f. *Remove promptly* — when items are dry, remove immediately to prevent wrinkling.

g. *Drip dry* — hang dripping wet with or without hand shaping and smoothing.

h. *Line dry* — hang damp from line or bar in or out of doors.

i. *Line dry in shade* — dry away from sun.

j. *Line dry away from heat* — dry away from heat.

k. *Dry flat* — lay out horizontally for drying.

l. *Block to dry* — reshape to original dimensions while drying.

m. *Smooth by hand* — by hand, while wet, remove wrinkles, straighten seams and facings.

4. Ironing and Pressing:

a. *Iron* — Ironing is needed. When no temperature is given iron at the highest temperature setting may be regularly used.

b. *Warm iron* — medium temperature setting.

c. *Cool iron* — lowest temperature setting.

d. *Do not iron* — item not to be smoothed or finished with an iron.

e. *Iron wrong side only* — article turned inside out for ironing or pressing.

f. *No steam* or *Do not steam* — steam in any form not to be used.

g. *Steam only* — steaming without contact pressure.

h. *Steam press* or *Steam iron* — use iron at steam setting.

i. *Iron damp* — articles to be ironed should feel moist.

j. *Use press cloth* — use a dry or a damp cloth between iron and fabric.

5. Bleaching:

a. *Bleach when needed* — all bleaches may be used when necessary.

b. *No bleach* or *Do not bleach* — no bleaches may be used.

c. *Only non-chlorine bleach, when needed* — only the bleach specified may be used when necessary. Chlorine bleach may not be used.

6. Washing or Drycleaning:

a. *Wash or dryclean, any normal method* — can be machine washed in hot water, can be machine dried at a high setting, can be ironed at a hot setting, can be bleached with all commercially available bleaches and can be drycleaned with all commercially available solvents.

7. Drycleaning, All Procedures:

a. *Dryclean* — a process by which soil may be removed from products or specimens in a machine which uses any common organic solvent (for example, petroleum, perchlorethylene, fluorocarbon) located in any commercial establishment. The process may include moisture addition to solvent up to 75% relative humidity, hot tumble drying up to 160°F (71°C) and restoration by steam press or steam-air finishing.

b. *Professionally dryclean* — use the drycleaning process but modified to ensure optimum results either by a drycleaning attendant or through the use of a drycleaning machine which permits such modifications or both. Such modifications or special warnings must be included in the care instruction.

c. *Petroleum, Fluorocarbon, or Perchlorethylene* — employ solvent(s) specified to dryclean the item.

d. *Short cycle* — reduced or minimum cleaning time, depending upon solvent used.

e. *Minimum extraction* — least possible extraction time.

f. *Reduced moisture* or *Low moisture* — decreased relative humidity.

g. *No tumble* or *Do not tumble* — do not tumble dry.

h. *Tumble warm* — tumble dry up to 120°F (49°C).

i. *Tumble cool* — tumble dry at room temperature.

j. *Cabinet dry warm* — cabinet dry up to 120°F (49°C).

k. *Cabinet dry cool* — cabinet dry at room temperature.

l. *Steam only* — employ no contact pressure when steaming.

m. *No steam* or *Do not steam* — do not use steam in pressing, finishing, steam cabinets or wands.

8. Leather and Suede Cleaning:

a. *Leather clean* — have cleaned only by a professional cleaner who uses special leather or suede care methods.

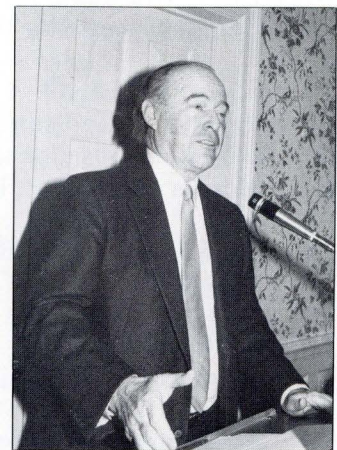
FEDERAL TRADE COMMISSION

6th ST. & PENNSYLVANIA AVE. N.W.

WASHINGTON, D.C. 20580

THE YMA/AMY EIGHTEENTH ANNUAL AWARDS AND SCHOLARSHIP ENDOWMENT FUND DINNER

January 7, 1984



**YOUNG MENSWEAR ASSOCIATION, INC.
AND
GENTLEMEN'S QUARTERLY**

YOUNG MENSWEAR ASSOCIATION EIGHTEENTH ANNUAL AWARDS AND SCHOLARSHIP ENDOWMENT FUND DINNER

PROGRAMME

7:00 P.M. Cocktail Reception
Imperial Ball Room B

**AMY AWARDS AND SCHOLARSHIP
DINNER COMMITTEE**

Robert M. Rosenblum—Chairman

Vice-Chairpersons
Helen Berkowitz
Jack Clark
Anthony J. Combias
Bruce Klatsky
Leonore Packman
Ted Sattler
Allyn St. George

8:30 P.M. AMY Presentations and Scholarship Dinner
Imperial Ball Room A

SY SYMS
Chairman, Sym's & A. Sulka
Career Counsellor to David Gill

DAVID TRACY
Vice Chairman, J.P. Stevens Co., Inc.
Career Counsellor to Mary Ann Buonomo

W. BARGER TYGART
National Menswear Merchandise Manager,
J.C. Penney Co., Inc.
Career Counsellor to Lisa Ann Ashley

SAL SCHILIRO
President, Madison Avenue Group Sales
Career Counsellor to Bert Bacharach
Memorial Student, Kim Wuest

ROBERT ROSENBLUM
President, YMA

NORMAN KARR
Master of Ceremonies

**A Memorial Scholarship Grant is being
made in honor of Bert Bacharach, First
AMY Honors, 1967, and Founding Member of YMA**



**9:30 P.M. Dancing to the Big Band Era Music
of Nick Paone—on and on and on...**



AMY HONORS LIST

1967

Bert Bacharach

1968

Barry T. Leithead

1969

John D. Gray

1970

Michael Daroff

1971

Robert L. Leeds

Robert L. Stultz

Henry C. Schwartz

1972

Mort Gordon

Lawrence Phillips

Frank Reilly

Norman Karr

1973

Edward Bacchi

Gordon W. Heaton

Chester Kessler

Jesse Seidenwurm

1974

William Hellman

Bruce F. Roberts

Arnold Raphael

Clara Hancox

1975

Richard L. Abbott

William R. Keegan

Abraham L. Malamut

Shepherd Brandfon

1976

Elmer L. Ward, Sr.

Lawrence C. Leeds

Ralph Lauren

Theodore M. Kaufman

1977

Stanley C. Gillette

William Protas

Melvin Weber

Jay Edelstein

1978

John Currier

Gomer Ward

John J. Schultz

Mona Gilberg

1979

Henry Grethel

Wayne Holsinger

John Weitz

Helen Berkowitz

1980

Gerald P. Elden

Robert Ward

Matthew D. Serra

Benett Breger

1981

James J. Ammeen

B.G. Cox

J. Stan Tucker

Daniel Fitzpatrick

1982

John A. Fennie

Robert M. Rosenblum

Gerard A. Sager

Charles J. Smith

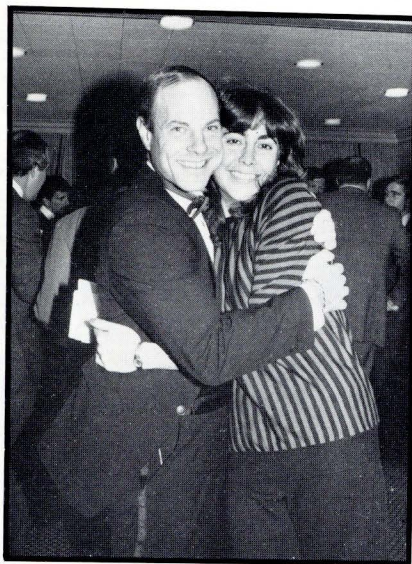
1983

Gordon E. Allen

William A. Klopman

Sylvan Landau

Marvin Lord



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Scheck-Rosenblum Textile Co.

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Leonard Wolfson
Holbrook Co.
Murray Yenig
Sierra Textiles Corp.



The Men's Wear Division

State of Israel Bonds

cordially invites you to attend a

Testimonial Dinner-Dance

in honor of

Leon Atkind

Chairman, NBO Stores, Inc.

Tuesday, December 4, 1984

Reception at 6:00 P.M.

Dinner at 7:00 P.M.

The New York Hilton

Avenue of the Americas at 53rd Street

New York City

R.S.V.P.

Dress Optional

Couvert:

\$100 per person

A Timely Tribute



The Men's Wear Division of State of Israel Bonds takes particular pride in according this public tribute to Leon Atkind, who has been selected for special honors in recognition of his preeminent role in our industry, his dedication to the economic upbuilding of the State of Israel, and his outstanding efforts on behalf of humanitarian causes at home and abroad.

Atkind is frequently seen on television by more viewers in the Greater New York area than Merv Griffin and Johnny Carson combined. His TV commercials as chairman and chief spokesman of NBO Stores Inc., a leading consumer-oriented retail chain on the East Coast, have made him a celebrity and his company one of the most successful off-price firms in the industry. His slogan is "everything but shoes," indicating that all of his stores sell everything in the men's wear field except shoes, and his red socks prove it.

Just as important to him as the success he has achieved in business, however, is the commitment he has made to the State of

Israel. During the past four years especially, he has been deeply involved in Israel Bond activities in the men's wear and retailing industries and his home community of Clifton, N.J.

Atkind has visited the State of Israel on many occasions during the past few years and has seen at first hand the progress being made in every facet of Israel's economy with the aid of Israel Bond dollars.

In addition to his close association with Israel Bonds, Atkind also is active in B'nai B'rith, Daughters of Miriam, the Lautenberg Center of the Hebrew University in Jerusalem, the Jewish Federation and the Jewish Community Center of Clifton-Passaic.

In all of his endeavors, Atkind enjoys the encouragement and support of his charming wife Belle. He has two children, David Atkind and Lois Harner, three grandchildren and three stepsons. One stepson, Aaron, lives on a moshav in Israel with his wife and seven children. The other two are Sandy and Todd Greenberg.

It is to men of the caliber of Leon Atkind, and to the men and women in every walk of life who share his concern for world peace, progress and brotherhood, that Israel looks with friendly hope for a sustained program of support in the months and years ahead. We are proud to offer this timely salute to him as a distinguished colleague, Jewish communal leader and staunch friend of Israel.

And because of Leon's dedication to Israel, we call upon his many friends and associates to join in honoring him in a manner he is certain to find most meaningful: by reaffirming their own commitment, through Israel Bonds, to strengthen Israel's economy—the key to the country's future development.

The Men's Wear Division Tribute Committee

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JAMES KAY
Dylex, Inc.

GENE KOSACK
NBO Stores, Inc.

WILFRED POSLUNS
Dylex, Inc.

ALEX RUIZ
NBO Stores, Inc.

Tribute Committee

DAVID ATKIND
NBO Stores, Inc.
LAWRENCE BOBER
Manufacturers Hanover
ARNOLD COHEN
Mahoney & Cohen
SEYMOUR EPSTEIN
Shelburne Shirt Co.
GERALD GENET
Gerald Genet Co.
BARRY GIMBELSTOB
Financial Benefit Res. Corp.
MOE GINSBURG
Moe Ginsburg
TODD GREENBERG
NBO Stores, Inc.
BEN GROSS
NBO Stores, Inc.
GILBERT HARRISON
Financo International
DR. SAMUEL JANUS
WILLIAM JILER
Commodities Research Co.
JACK KAPLOWITZ
Birch Lumber Co.

PAUL KELBER, ESQ.
FRED KNOFF
Delasco Food Co.
NORMAN KOCH
Harellick & Dresner
CHARLES KOOPERSMITH
Syms, Inc.
JOSEPH KRIEGER
Augustus Fashions
FRED LEIPSNER
NBO Stores, Inc.
MEL LEV
Mareh Shirt Co.
WILLIAM LIPKIN, ESQ.
FRANK MACRI
Cezar, Ltd.
JACK MARUT
Cezar, Ltd.
BARRY MILLER
NBO Stores, Inc.
ABE OLIVER
Syms, Inc.
ALAN PFEIFER
Calvin Klein Jeans

DAVID RAPPAPORT
Damon Creations
ANTHONY SCARPA
Manufacturers Hanover
CHRIS SCHWARTZ
Dylex, Inc.
WILLIAM SOFFER
Lanier Clothes
SEYMOUR SWERLIN
Teichner & Swerlin
FRED TELLER
B. Teller Corp.
JOSEPH THEISMAN
Washington Redskins
IRA WEISER
Syms, Inc.
ZIGGI WILDIG
Trust Co. of N.J.
GARY WATTENBERG
Adolfo/Leon of Paris
PAUL WATTENBERG
Adolfo/Leon of Paris
GEORGE WEINTRAUB
George Weintraub & Sons
PHILIP ZIMET, ESQ.

New York Commerce and Industry Division

State of Israel Bonds

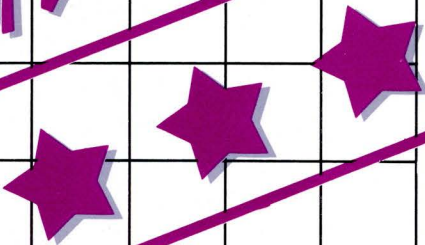
Chairman
FRED SCHWARTZ

Director
JOSEPH ZOBEL

LEUKEMIA SOCIETY OF AMERICA PRESENTS:

2nd Annual

Salute To The Corporate Stars

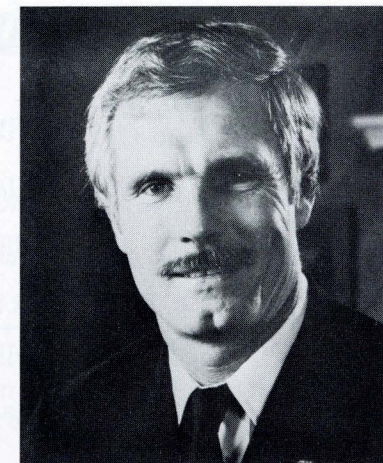


Honoring:
Ted Turner

THE GRAND BALLROOM WALDORF-ASTORIA

FRIDAY APRIL 12, 1985

Ted Turner ★



R.E. "Ted" Turner is Chairman of the Board and President of Turner Broadcasting System, Inc. (TBS). TBS owns and operates SuperStation WTBS, Cable News Network (CNN), CNN Headline News, Cable Music Channel, CNN Radio, Turner Program Services, the Atlanta Braves and the Atlanta Hawks.

Turner was born in Cincinnati, OH, on November 19, 1938. At age nine, his family moved to Savannah, GA. He attended Brown University, where he was Vice President of the Debating Union and Commodore of the Brown Yacht Club.

Turner began his business career as an Account Executive for Turner Advertising Company in Savannah. In 1960, he became General Manager of the company's Macon office. In 1963, he became President and Chief Executive Officer of the various Turner companies, with offices in Atlanta.

In 1970, Turner purchased Channel 17, an Atlanta independent/UHF television station. By merging Turner Communications Corporation with Rice Broadcasting, he gained control of the television outlet which became WTCG, flagship station of the Turner Communications Group. Originating the "SuperStation" concept on December 16, 1976, WTCG (now WTBS) began to beam its signal along the cable satellite system, making its programming available to millions of viewers across the country and beyond.

In January 1976, Turner diversified his corporation by purchasing Major League Baseball's Atlanta Braves. In January 1977 he bought the Atlanta Hawks of the National Basketball Association.

On June 1, 1980, Cable News Network began operation. Turner was again a pioneer, creating this unprecedented, live, in-depth, 24-hour-a-day, all news television network.

On January 5, 1981, Turner Program Services was formed as the TBS syndication arm.

December 31, 1981 marked the debut of CNN2 (now CNN Headline News), Turner Broadcasting's second, live, round-the-clock news service. CNN Headline News provides a continuously updated thirty-minute wheel of hard news, catering to those who desire a quick update of world and national events at a moment's notice.

Turner Broadcasting System was expanded to include CNN Radio in April 1982. CNN Radio is a 24-hour all news radio network and affiliates throughout the nation.

Cable Music Channel (CMC), launched on October 26, 1984, is Turner Broadcasting System's fourth 24-hour-a-day cable programming service, providing around-the-clock music video for a wide-ranging audience with a playlist encompassing songs from Pop, Rock, Dance, R&B and Country charts.

Throughout his professional life, Turner has received numerous awards for his business acumen and dedication to advancement. In sports he is known as a superior yachtsman, having won national and world sailing titles including a successful defense of the 1977 America's Cup, winner of the Fastnet Award and four-time recipient of the "Yachtsman of the Year" award.

Turner and his wife, the former Jane Shirley of Birmingham, AL, have five children: Laura Lee, R.E. Turner IV, Rhett, Beau and Jean.

★ Hosts ★

STEVE ALLEN ROBERT GOULET
MARVIN HAMLISCH
and
WILLIAM B. WILLIAMS
with
MARILYN MICHAELS
and
THE PETER DUCHIN ORCHESTRA

AMONG THE HONORED GUESTS

Rocky Aoki
Benihana of Tokyo
Leon Atkind
NBO
Page Morton Black
Chock Full O'Nuts
Oleg Cassini
Oleg Cassini, Inc.
Bernadette Castro
Castro Convertibles Corp.
Walter Finn
Bed City Sleep Center Corp.
Victor K. Kiam, II
Remington Products, Inc.
Pamela Laurence (Dombroff)
Personal Best Centers, Inc.
Nicholas Marcalus
Marcal Paper Mills, Inc.
Jean Nidetch
Weight Watchers International, Inc.
Stephen Pacca
Aalco Window Corp.
Frank Perdue
Perdue Farms
Mario Paul Perillo
Perillo Tours
Lucille Roberts
Lucille Roberts The Fitness Place, Inc.
Bill Roselli
Roselli Moving Corp.
Fred Schwartz
Fred the Furrier
Sy Sperling
Hair Club for Men
Leo Steiner
Carnegie Delicatessen & Restaurant
David Stern
Commissioner, National Basketball Association
Sy Syms
Syms, Inc.
John Weitz
John Weitz, Inc.
Robert Wussler
Executive Vice President
Turner Broadcasting System, Inc.

★ Program ★

INTRODUCTIONS

William B. Williams

DINNER

The Peter Duchin Orchestra will perform
for your dancing pleasure during dinner.

PROGRAM

MARVIN HAMLISCH
MARILYN MICHAELS
STEVE ALLEN
ROBERT GOULET

"INTRODUCING CAPTAIN OUTRAGEOUS. . ."
Audiovisual Presentation

INTRODUCTION OF SPECIAL GUESTS

Hank Aaron Jeff Blatnick
Jayne Meadows

AWARD PRESENTATION TO TED TURNER

by
Daniel L. Ritchie & Dr. Lawrence Ellis

CLOSING REMARKS

Bernard H. Garil

★ Dinner Menu ★

Pasta Primavera
(Tri-colored Pasta Shells in a White Cream Sauce)
Julienne of Fresh Vegetables
Parmesan Cheese (passed)

Roast Veal
Sauce au Naturelle with Chanterelles
Duchesse Potatoes
Zucchini Boat filled with Puree of Carrots

Spinach Salad with Chopped Egg and Croutons
Dijon Vinaigrette Dressing

Apple and Cranberry Streusel
Vanilla Rum Sauce

Chock Full O'Nuts Coffee — Tea

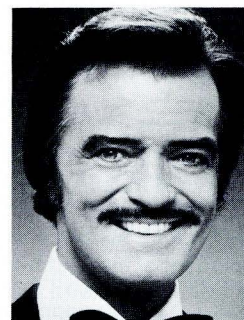
Andy Williams once said, "Steve Allen does so many things, he's the only man I know who's listed on every one of the Yellow Pages." It is, in fact, difficult to believe there is only one Steve Allen. Not only is he the only TV comedian from the Golden Age of Comedy of the 1950's still appearing regularly on TV — on his PBS series "Meeting of Minds" — but he has:

- .. Created the "Tonight" show, and starred in the award-winning "Steve Allen Show" for NBC.
- .. Authored 26 books, including two novels, two volumes of short stories and two of poetry, as well as humorous and political works.
- .. Starred on Broadway, in "The Pink Elephant."
- .. Starred in motion pictures, most notably Universal's "The Benny Goodman Story."
- .. Written over 4,000 songs, including "This Could Be The Start of Something Big", "Picnic", "Impossible", "Gravy Waltz", and "South Rampart Street Parade."
- .. Made some 40 record albums.
- .. Written music and lyrics for the Broadway musical "Sophie", won a Sylvania Award for his score for NBC-TV's "The Bachelor" and composed the score for the MGM film, "A Man Called Dagger."
- .. Written the stirring Irish drama, *The Wake*.
- .. Starred in the critically-acclaimed 1980 NBC series, "The Steve Allen Comedy hour."
- .. Created, wrote and hosted the Emmy award-winning PBS series, "Meeting of Minds."
- .. And, wrote words and music for producer Irwin Allen's two "Alice in Wonderland" specials.

Allen is married to actress-comedienne Jayne Meadows.



STEVE ALLEN



ROBERT GOULET

On December 3, 1960, Robert Goulet burst upon the Broadway stage with Richard Burton and Julie Andrews in Lerner and Loewe's immortal classic "Camelot". The audition for the role of Lancelot in "Camelot" occurred when Lerner and Loewe had practically given up hope of ever finding the right actor. Someone brought to their attention the young talented star in Canada. Robert auditioned, whereupon Messrs. Lerner and Loewe stood up and applauded.

He was awarded the Grammy for "Best New Artist" in 1962.

He followed that with starring roles in three ABC Television special presentations of great Broadway musicals. Lerner and Loewe's musical classic "Brigadoon" in 1966; in 1967 as "Billy Bigelow" in Rodgers' and Hammerstine's "Carousel"; in 1968 — Cole Porter's "Kiss Me Kate". "Brigadoon" received five Emmys, including one as the "Best Special" for the 1966-1967 season.

In 1967-1968 he returned to Broadway and was awarded the most precious and coveted theatre award: The Antoinette Perry Award — for his performance as Best Actor in "The Happy Time."

Robert has performed at the White House for three Presidents: Lyndon B. Johnson, Richard Nixon and Ronald Reagan.

In 1982 Robert returned to the Dunes Hotel in Las Vegas for twelve weeks. This engagement proved to be so successful that he was asked to remain for an unprecedented 39 weeks, playing to packed houses.

Robert has a daughter Nicolette, by his first marriage; and has two sons, Christopher Joseph and Michael John by his second marriage.

In 1982 he married Yugoslav-born writer/photographer Vera Novak.

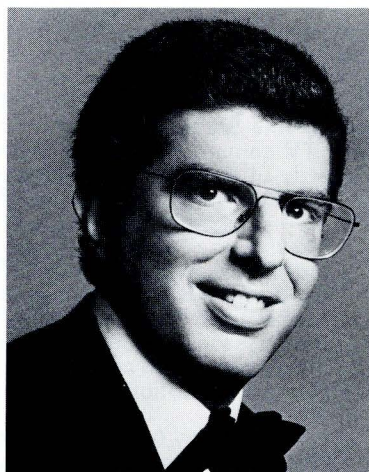
"A Chorus Line" . . . Pulitzer Prize . . . nine Tonys . . . "The Sting" . . . Academy Award. "The Way We Were" . . . two Academy Awards. Four Grammys. "Nobody Does It Better". "What I Did For Love". "They're Playing Our Song". Theme for ABC-TV's "Good Morning America". Motion picture scores. Pop contemporary songwriter. Musician. Conductor. Composer . . . Marvin Hamlisch.

His latest efforts include the Academy Award nominated score for "Sophie's Choice" and the music for "Shirley MacLaine on Broadway", as well as the TV movie score for "A Streetcar Named Desire". Marvin recently appeared as guest artist with the Los Angeles Symphony, the Cleveland Orchestra, and the Royal Philharmonic Orchestra in London.

At the age of eight, Marvin began to write songs — and at sixteen he had his first hit, "Sunshine, Lollipops and Rainbows", recorded by Lesley Gore. At the time, he was also composing for a high school student named Liza Minnelli.

One night in 1968, Hamlisch was asked by a friend to play the piano at a party given by Sam Spiegel. During the evening, he heard that the well-known producer needed a composer for his new Burt Lancaster movie, "The Swimmer". Three days later, Hamlisch handed Spiegel the theme song — a well-timed effort that led to scores for a number of films, including Woody Allen's "Take The Money and Run", "Bananas", "Save the Tiger", "Ice Castles", and most recently "Ordinary People".

On April 2, 1974, after receiving three Academy Awards, Marvin Hamlisch turned to the audience and said, "I think now we can talk to each other as friends".



MARVIN HAMLISCH



WILLIAM B. WILLIAMS

William B. Williams is one of the most well-loved and entertaining personalities in radio today (WNEW-AM 1130). With his opportunities for meeting and working with his favorite performers, Willie B.'s had a lot of memorable experiences. He's on first-name basis with the nation's top personalities in entertainment, sports, and the arts.

When The Make Believe Ballroom began in 1935, it was the unheard of idea of playing phonograph records from a make-believe sound stage, combined with smooth, casual chatter. It was the birth of the radio disc jockey in the United States. The Ballroom combines the great music from the 40's with the tasteful music of today.

When asked to explain his phenomenal success Willie B. replied, "Raw animal courage," but most people think he left a few things out. Like charm, wit, and vast knowledge of popular music.



MARILYN MICHAELS

In the entire world of show business there's only one illustrious comedienne / singer / impressionist / actress.

Marilyn Michaels started entertaining professionally at the age of seven. She was literally born in a trunk, owned by a truly musical family.

It came to one's surprise when, upon graduating from the High School of Music and Art in New York, Marilyn landed a recording contract with RCA Records. She was soon headlining every major TV variety show.

When all the world's not a stage, Marilyn still manages to stay in the spotlight with her "romantic expression" canvases. Marilyn's works have been seen on the network television as well as in such prestigious showcases as the Norval Gallery in New York City and The Gallery of Fine Arts in Palm Beach, Florida. All her own artwork plus sketches of some of the famous women she impersonates, (Garland, Monroe, Garbo, Dietrich, Streisand, Ross, West and Summer) — adorn the walls of her elegant, huge antique-laden apartment on Manhattan's upper west side.

Early in 1983, Marilyn married Dr. Peter Wilk, a surgeon with St. Vincent's Hospital in New York City. Marilyn has headlined successful audience and critically-acclaimed engagements at Caesar's Boardwalk Regency, Resorts International, and the Atlantis Casino in Atlantic City, and was recently nominated as Best Comedy Act by the prestigious *Atlantic City Magazine*. Just another illustrious credit to this super-talented, multi-faceted performer!

WHEN CORPORATE STARS SPEAK...CONSUMERS LISTEN

In recent years, more and more chief executive officers are taking to the television screen, sitting behind the microphone in a recording studio, or posing while photographers snap away. After all, who could sell a product better than the person who heads up the company.

The corporate stars represented here tonight are getting their messages across and consumers are responding. Today, there is a tremendous interest — in a highly competitive marketplace — in knowing the person behind the product. When a company head delivers the commercial message, there's believability. In a way, it's a return to a bygone era — the days when a customer knew the butcher, the owner of the hardware store, or the neighborhood businessman on a first name basis. "If you take it home and don't like it or find anything wrong, just bring it back."

For the most part, consumers are more skeptical than they were years ago. They're more aware of the products they're buying, and more knowledgeable about the services they need. Consumers are looking for value and quality and they respond to the convincing pitches made by the boss.

The Leukemia Society is delighted to have established the CORPORATE STAR AWARD. The group of individuals seated on the dais have the communication skills and talent that have given them celebrity status, and have produced tremendously effective advertising and public relations campaigns. They're to be saluted, not only for their achievements as successful pitchmen, but also for keeping their promises to consumers and standing behind the quality of their products and services.



When Rocky Aoki first stepped onto American soil as a member of the Japanese Olympic wrestling team, he never dreamed of the success that would follow.

Rocky began his American lifestyle by selling ice cream and parking cars. He saved \$10,000, receiving a matching loan from a Japanese bank, and opened his first BENIHANA restaurant in 1964.

Twenty years later, Rocky has been attributed with bringing Japanese food and culture to America. He now owns 50 BENIHANA restaurants in the U.S. and another 33 in Japan.

Rocky's life is diversified and exciting. A world-class balloonist, he crewed the balloon that set a world record by flying across the Pacific Ocean from Japan to California. He has raced power boats, earned the title of National Backgammon Champion, and most recently sponsored the USA vs USSR Olympic Wrestling match in the Felt Forum.



ROCKY AOKI

Leon Atkind is a chairman and founder of NBO (National Brands Outlet), a 14 store chain of off-price, designer men's clothing stores in New York, Connecticut and New Jersey. Atkind opened the first store in Yonkers in 1971. Now, only 13 years later, Atkind presides over a \$60 million a year clothing chain.

Prior to founding NBO, Mr. Atkind was president and owner of Leonardo Strassi, manufacturer and importer of knit sportswear.

Mr. Atkind appears in all of NBO's TV commercials and has gained widespread notoriety for the chain's highly successful "everything but shoes" campaign.

Atkind resides in Clifton, New Jersey with his wife Belle. He has two children.



**LEON
ATKIND**

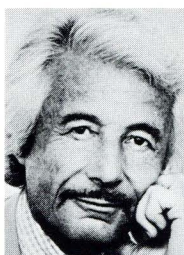
Page Morton Black, the honorary Board Chairman of Chock Full O'Nuts, sings the firm's famous coffee jingle on TV and radio. Her first record on the Atlantic label was "I Want to Know".

Mrs. Black, the widow of William Black, founder of Chock Full O'Nuts, has numerous recordings to her credit.

Mrs. Black is recognized by many who see her because of the tremendous exposure of the TV commercial. She is inundated with fan mail from all over the country and answers each letter personally.



**PAGE
MORTON
BLACK**



**OLEG
CASSINI**

Oleg Cassini doesn't just design fashion. . . he lives it. Not only is he one of the world's most prestigious labels, a winner of many awards, he is recognized both for his design thinking and his ideas on living today.

Born in Paris to the Count and Countess Loiewski Cassini, grandson of the Russian Ambassador to the United States, Oleg Cassini is a graduate of the Academia delle Belle Artis. He served his apprenticeship at Patou in Paris, before opening his atelier in Rome.

Basically the Cassini fashion philosophy is as follows: "There is only way of dressing — an international way. Simply dressing well. . . The man or woman in New York does not dress any differently than the man or woman in Paris or Rome. Fashion today is either good or bad, right or obsolescent."



**BERNADETTE
CASTRO**

Bernadette Castro, of Castro Convertibles Corporation, is the epitome of a successful business woman. She is Executive Vice President of the company engaged in all facets of its operation.

At the age of four, her parents Theresa and Bernard discovered their daughter could singlehandedly open a Castro Convertible. In 1948 they capitalized on this ability, with a commercial illustrating to the TV audience that Castro Convertibles were engineered so that even a four-year old could open one. Bernadette soon became the most televised child in America. Today, Bernadette is still the corporate spokesperson.

She is married to Dr. Peter M. Guida, and they have four children.



WALTER FINN

Walter Finn was born in New York City. His father was a fur trader in New York and Leningrad. He graduated from White Plains High School and went to New York University to study dentistry.

World War II was declared and Walter joined the 1st Marine Division. He was wounded twice and received a number of decorations including the U.S. Navy Medal for Military Merit. After the war, Walter joined his family business, Hub Vacuum Stores and helped build it to a 28 chain store.

In 1958, Finn started what would become Bed City. Today, it is a 24 store operation; the largest company owned bedding chain on the East coast.



When Victor K. Kiam II purchased Remington Products from conglomerate Sperry Rand in 1979, he faced the challenge of turning around an ailing consumer products company with a dwindling market share and declining sales.

Today, with 1985 sales expected to top \$160 million, the only American manufacturer of electric shavers is one of America's fastest growing international small consumer products companies. This year the company will spend over \$25 million for advertising worldwide. Kiam's now famous, "I liked the shaver so much, I bought the company" commercials are broadcast in fifteen foreign languages.

Victor K. Kiam II was born in New Orleans. He served briefly in the Navy after World War II, got a B.A. at Yale in 1948, enrolled in Harvard Business School, and in 1951 received an M.B.A.



**VICTOR K.
KIAM, II**

Pamela Laurence (Dombroff) is co-founder and Executive Vice President of Personal Best Centers, Inc., a network of cosmetic surgery centers she and her husband, Dr. Richard Dombroff, founded three years ago. She acts as its chief spokesperson taking a major role in the Centers' management and staffing.

Pamela Laurence is also director of the Personal Best Foundation, a non-profit endowment, dedicated to research in reconstructive surgery and acknowledgement of meritorious individuals performing at their personal best in all fields of humanitarian, scientific and artistic endeavor.

Born in Texas and brought up on Long Island, Pamela was graduated from Goucher College in Maryland. She and her husband make their home in Huntington, Long Island with their two children Nicole 8, and B.J. 5.



**PAMELA
LAURENCE
(DOMBROFF)**

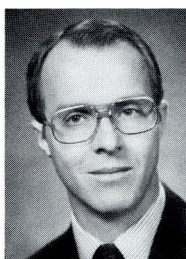
Nick Marcalus resides in Oakland, New Jersey with his wife, Emily, and their four children.

He is a graduate of Louisiana State University and holds a law degree from Tulane University. He is a member of the New Jersey Bar.

He is currently a member of the Bergen County Special Services School District Board of Education and the Ramapo-Indian Hills Board of Education. He was a past president of the Tissue Division of the American Paper Institute.

Mr. Marcalus is part of the third generation of Marcalus family ownership and management of Marcal Paper Mills, Inc. in Elmwood Park, New Jersey. Marcal is one of the largest and few remaining family owned and operated companies in its industry.

Nick Marcalus has done radio advertising for the company as well as all of the television commercials.



**NICHOLAS
MARCALUS**



**JEAN
NIDETCH**

Two decades after discovering a technique that helped her and millions of others to achieve a healthful weight and stay that way, Jean Nidetch, the founder of Weight Watchers International—now celebrating its 21st anniversary—continues to be the world's most charismatic crusader, helping the overweight to rejoin the human race.

Over the past twenty years, she has seen an international empire grow out of her conviction.

Her message has spread to every state in America and 23 countries.

Today, Weight Watchers International offers a highly successful and effective total program. It includes nutritious, flexible food plans, behavior modification techniques and optional exercises.

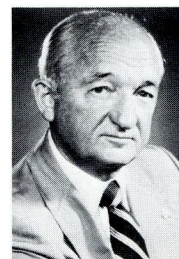


**STEVE
PACCA**

Stephen Pacca started in the construction industry at age 17 as a bricklayer. He rose to bricklayer foreman and eventually construction superintendent. At 24 he started a home remodeling company.

In 1970, he sold his remodeling company, and formed Aalco Window Corporation, as a one man operation. His friends were skeptical; no one had ever heard of replacement windows. However, Stephen forged ahead and step-by-step built Aalco into one of America's largest replacement window companies.

In 1984 he received the Job Developer of the Year award from the Equal Rights Council. He is also the President of Aalstate Investors Corporation.



**FRANK
PERDUE**

Frank Perdue was born in 1920 on the Delmarva Peninsula, a strip of land east of the Chesapeake Bay. It was also in 1920 that Arthur Perdue, Frank's father, built a chicken coop, bought 50 Leghorn chickens at a total cost of \$5, and entered the table egg business.

Today, the company employs more than 7,000 people and processes over five million chickens each week.

Despite the company's success, or more aptly because of it, Frank remains totally involved in its operation.

Frank's work schedule doesn't leave much time for non-business activities, but he does find a few leisure moments. He enjoys playing table tennis, at which he is quite accomplished, and is a great sports fan.



Sy Syms is Chairman of the Board and Chief Executive Officer of Syms Corporation. Syms opened his store in 1960 in lower Manhattan and revolutionized the concept of "off price" clothing stores.

Since then successfully adhering to the philosophy of "An Educated Consumer Is Our Best Customer", the chain has grown to 14 stores in four markets...New York/New Jersey, Buffalo, Florida, Washington, D.C. and Chicago.

Since 1974 Sy Syms has been the principal voice of Syms on all TV and radio commercials. Five years ago, daughter Marcy joined him, and son Robert recently became the third member of the company to share this duty.



SY SYMS

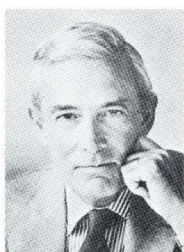
John Weitz is one of the world's leading designers of fashion and other objects. His products are widely distributed in many countries.

His war years were spent as an officer in U.S. Intelligence. He was an international amateur race driver until 1960. He was one of the first men on the International Best Dressed List and was voted to its permanent Hall of Fame.

Mr. Weitz has authored several best sellers — *THE VALUE OF NOTHING*, *MAN IN CHARGE* and *FRIENDS IN HIGH PLACES*.

In February 1984, Mr. Weitz previewed his first photography project, *MANHATTAN FACES*.

Mr. Weitz is married to the beautiful former actress Susan Kohner.



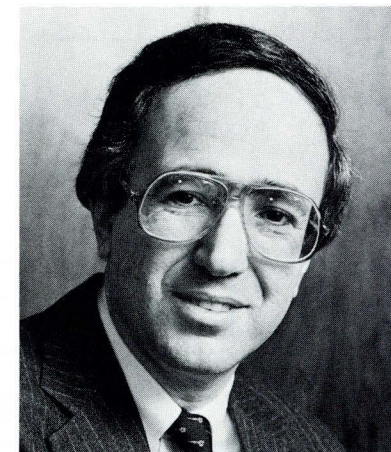
JOHN WEITZ

leukemia® research

**We're closing in
on a killer.**

Please support the **leukemia society of america, inc.**

For more information write:
Leukemia Society of America, New York City Chapter
205 Lexington Avenue, New York, N.Y. 10016



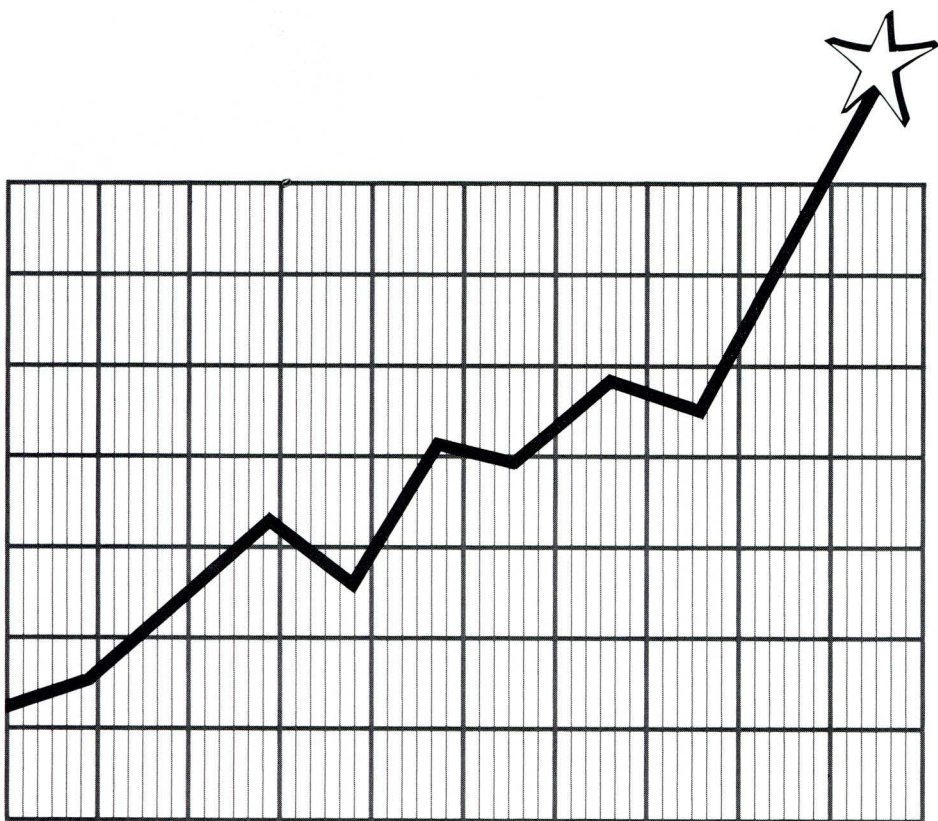
As President of the Leukemia Society's New York City Chapter, I am delighted to welcome you to this very special evening. *SALUTE TO THE CORPORATE STARS* brings together a group of wonderful people — corporate executives who appear in their company's advertising campaigns.

I wish to pay a special tribute to our good friend, R.E. "Ted" Turner, who has been selected to be the recipient of the second annual Corporate Star Award — in recognition of his commitment to excellency in broadcasting. I'd like to express our appreciation to Dan Ritchie and to the members of the committee for their wholehearted cooperation in making this gala event a success. This accomplishment would not have been possible without them. Also, sincere thanks to the corporations represented here tonight for their generosity and to all of our guests for being with us. I particularly want to thank Steve Allen, Robert Goulet, Marilyn Michaels, Marvin Hamlisch, Wm. B. Williams, the Peter Duchin Orchestra, and all the other celebrities for their immeasurable contributions of time and talent.

Your support tonight helps bring hope for ultimately winning the battle against leukemia. On behalf of the individuals we serve, I applaud and salute you.

Bernard H. Garil

BERNARD H. GARIL, President



SuperStation
WTBS



**TURNER
PROGRAM
SERVICES**



CNN

**Congratulations, Ted Turner.
America's Corporate Star.**

MCA TV

With Best Wishes

TED TURNER

AND

THE LEUKEMIA SOCIETY

**Price
Waterhouse**

1251 AVENUE OF THE AMERICAS
NEW YORK, NY 10020
212 489-8900

WINSTON NETWORK



OPEN THE WINDOW OF OPPORTUNITY

The poster is a saving grace for our cities. It is a "soft window" in an otherwise bleak environment. Amid the sheer faceless monoliths of our urban architecture, through the faceless crowds pushing along the sidewalks of our cities and breaking up the tedium of our sprawling highways, we come upon the transportation poster.

It is soft in so far as it changes easily while so much is static and fixed. It's merely a framed space

that can be filled with anything. It has always been available to any image the imagination can conjure. As we move through the corridors of transportation, through the dense jangle of appeals for our money and faith, our attention is invited to drift out.

What will it offer next? What excitement to break the spell? (Will it make me laugh or cry, take that trip or try that bottle?) We look at ourselves through this window. What do we see?

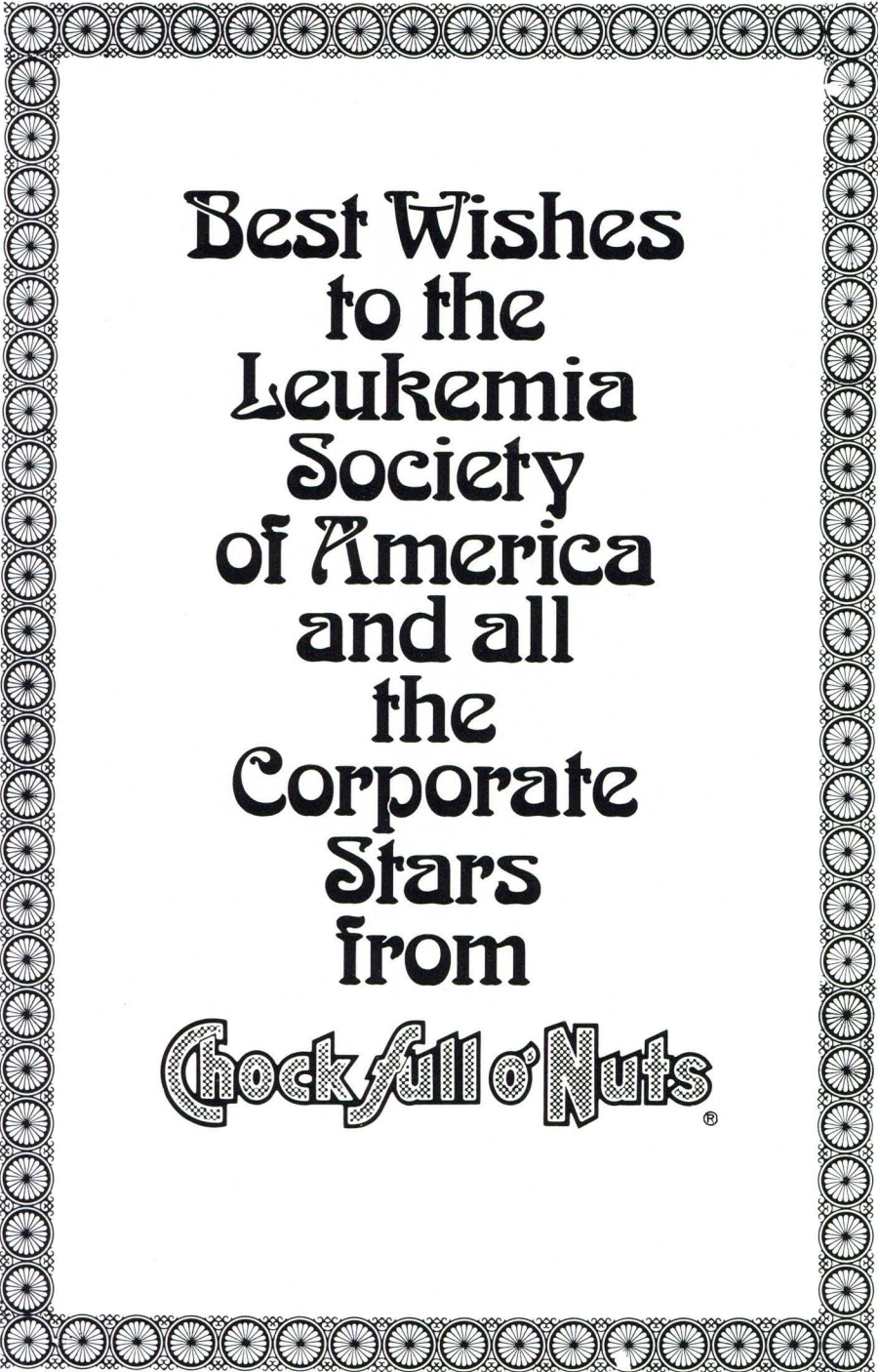
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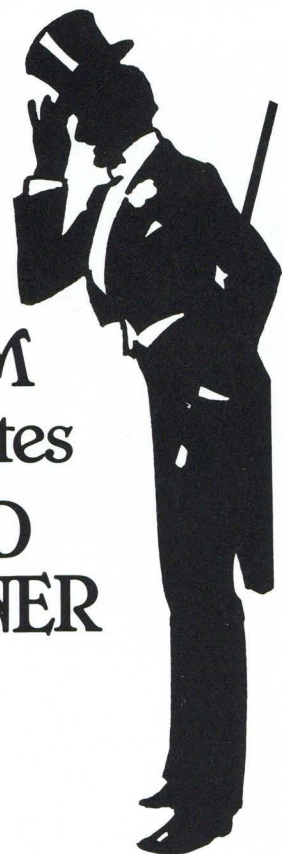

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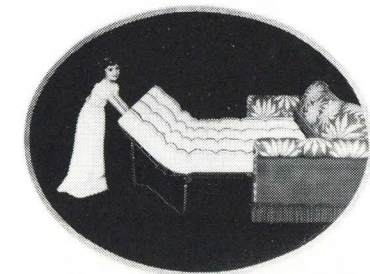
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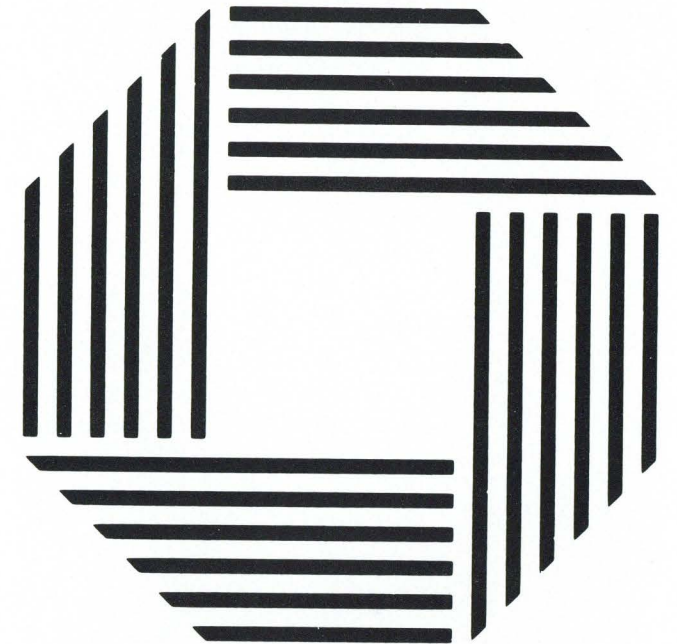
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ABOUT THE SOCIETY

The Leukemia Society of America, Inc. is a national voluntary health agency dedicated solely to seeking the cause and eventual cure of leukemia and related diseases. The Society was established in 1949 as the de Villiers Foundation, named in memory of Robert Roesler de Villiers, a young man who died of leukemia. Renamed the Leukemia Society in 1954, the organization became the Leukemia Society of America, Inc. in 1967 in recognition of the increasing national awareness of the danger of leukemia. The Society supports five major programs: research, patient-aid, public and professional education, and community service.

The Society, a single corporation licensed under New York State corporate laws, has 57 chapter offices located in 30 states and the District of Columbia. Close to one million volunteers from all walks of life give generously of their time and talents to implement the Society's programs. They provide professional guidance and help raise vitally needed funds. The Society's activities are supervised and directed by its Board of Trustees and standing committees.

All local and national programs are supported by contributions from individuals, commerce and industry, unions and foundations, clubs and organizations, and bequests and memorials. Contributions are tax-deductible under Section 501 (C) (3) of the Internal Revenue Code.

ABOUT LEUKEMIA AND RELATED DISEASES

Leukemia, lymphomas, and multiple myeloma are malignant diseases affecting the blood-forming and infection-fighting tissues and organs—mainly the bone marrow, lymph nodes and spleen. They are considered to be related diseases because they involve the uncontrolled growth of cells with similar functions and origins. It is estimated that leukemia and related diseases struck some 65,000 Americans last year—and killed 38,300.

When leukemia strikes the blood-forming tissues, millions of abnormal and useless white blood cells are formed and accumulate. They crowd out and slow production of normal red and white blood cells, and platelets. These abnormal white blood cells are ineffective in fighting infections, while the lack of red blood cells leads to anemia. The reduced production of platelets interferes with blood clotting and can result in hemorrhaging.

There are two main types of leukemia that are identified by the kind of white blood cell affected. Lymphocytic (also called lymphoblastic) leukemia involves immature lymphocytes which are produced in the lymph nodes and bone marrow. Myelocytic (also called myeloblastic or granulocytic) leukemia affects more mature granulocytes which are produced by the myeloid or bone marrow cells. Both types occur in acute fast-growing and chronic slow-growing forms.

Acute lymphocytic leukemia occurs most frequently in children. Until recently, its course was rapid and survival time often was a matter of months. Dramatic advances in chemotherapy for this type of leukemia have made the outlook much brighter for young victims. With the best treatment available today, over 60 percent of them are cured. At major treatment centers, adult survival rates are nearing those for children.

Almost all chronic cases of leukemia occur in adults. Survival time is sometimes as long as ten years or more. Acute leukemia of the myelocytic type also strikes adults. Due to progress in treatment, an increasing number of these adults are alive and free of the disease at least five years after diagnosis. Later reports are that 60 to 80 percent of patients have experienced remission of their disease for three years. Doctors believe that at least half of these remissions will extend to five year, or permanent, cures.

Although leukemia often is considered a childhood disease, it afflicts many more adults, particularly those over 60.

There is no known way to prevent leukemia at present. However, improved treatments are prolonging lives for increasingly longer periods of time. Within the past decade, specific drugs have been developed and used with marked success. At present, more than 30 drugs are being used, singly or in combinations, to treat leukemia and its related diseases—the lymphomas and multiple myeloma.

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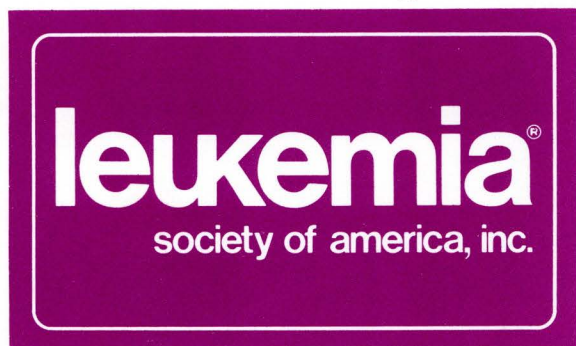
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The CORPORATE STAR AWARD will be presented annually by the Leukemia Society of America to a corporate executive for outstanding and effective use of the media as a spokesperson for his or her company in the marketing of a quality product or service.



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Floyd Abrams, 48, who wields power

because his clients include newspapers and TV networks.

Howard Baker, 59, the former U.S. senator from Tennessee, who, as soon as he retired on Jan. 1, picked up powerful clients and got on the boards of Gannett, AT&T, MCA, and other large companies to provide business and political counseling.

Roy M. Cohn, 58, whose "star has risen especially high during the Reagan administration" and who "has been credited with making or breaking a number of federal judgeship candidates from New York."

Sidney R. Korshak, 78, "got his start defending members of the Al Capone gang," and later became a powerful figure in Hollywood and Las Vegas,

where he "retains unusually broad influence especially in the entertainment and casino industries."

Steven J. Kumble, 51, runs the second-largest firm in the nation, with powerful partners like former Mayor Robert F. Wagner, who is a member of New York's judicial screening committee and vice chairman of the Port Authority.

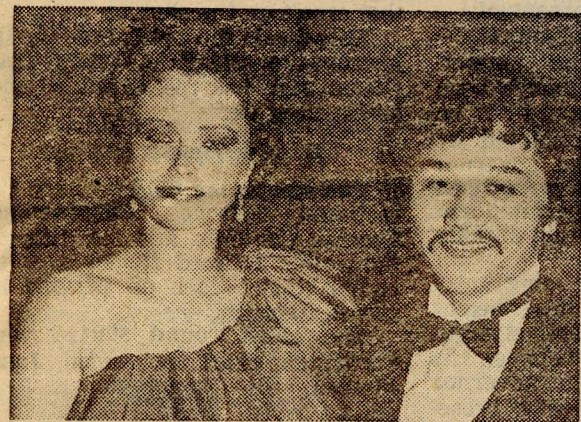
Arthur L. Liman, 42, who represented Geraldine Ferraro's husband, John Zaccaro, is the "ultimate lawyer as both a star litigator and rainmaker (a lawyer who brings in new business) for his firm."

Robert Morgenthau, 65, Manhattan district attorney, who "has developed enormous power in the city and state, in part through the network of alumni of

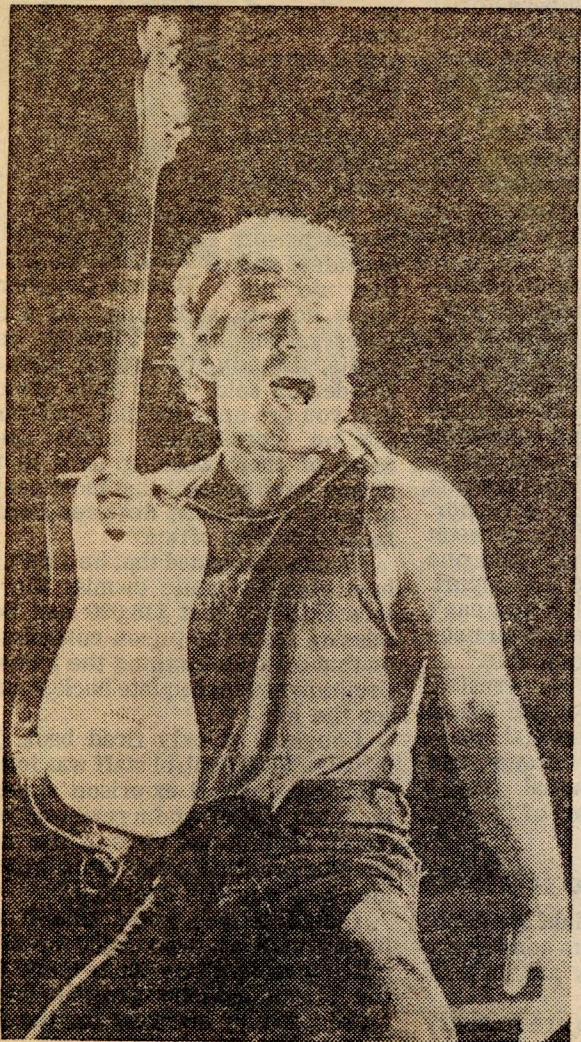
his two powerful criminal justice offices—many of whom are now federal and state judges, government officials and community leaders." He has been dubbed a "secret czar" in the selection of New York judges.

William Shea, 77, after whom Shea Stadium was named, represents big banks, oil companies, the Archdiocese of New York and a full roster of sports organizations. He shares the limelight with partner Milton Gould, 75, whose clients include CIA director William Casey and former Israeli Defense Minister Ariel Sharon.

Harold "Ace" Tyler, 62, a former federal judge who is "considered a can-do man in New York and Washington because of his ties in both places."



Aoki and wife, Vera, at Leukemia bash.



Bruce belts out "Born in the U.S.A." in Japan.

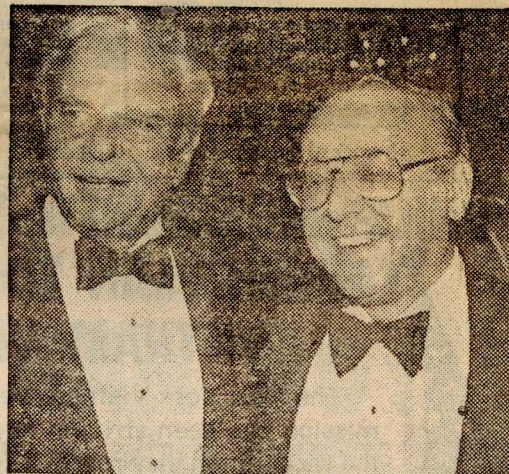
PEOPLE

By PHIL ROURA and TOM POSTER



RICHARD CORKERY DAILY NEWS PHOTOS

Castro, Turner & Black at banquet honoring Ted.



Kiam & Syms teamed up at Waldorf-Astoria.

Here and there

• Bruce Springsteen wowing 'em in Japan. Sold out, every night of his five night stand in Tokyo that ends tonight. Come home, Boss, we miss ya!

• Retired baseball great Hank Aaron, whose brother, Tommy, died of leukemia, was among stars who turned out to aid the Leukemia Society of America as it honored corporate stars who do their own TV commercials. The stars included Bernadette Castro, Sy Syms, Page Morton Black, Victor Kiam, Rocky Aoki, etc. Ted Turner, who does spots for the Atlanta Braves, was guest of honor at Waldorf-Astoria bash.

• Even the balcony gave Ben Vereen and cast a standing ovation last night at the Mark Hellinger Theater. Ben, whose second act dance is a showstopper, opens tomorrow night in "Grind" which will cause lots of fans of Mayor Koch to do a double-take. Actor Lee Wallace looks exactly like Hizzoner.

• Ever-young Kitty Carlisle Hart will be toasted in Manhattan next Monday. Names popping up on the planning committee include Harriman, Rockefeller, Schlesinger and Roosevelt. The exclusive fund-raiser for charity will have only 150 guests for an evening with Kitty called "My Life on the Wicked Stage." No, she says, she'd never write "My Wicked Life on the Stage."

• James Buckley, who ran for the U.S. Senate in New York while living in Sharon, Conn., is being eyed by President Reagan to take over the Board of International Broadcasting when he ends his stint as boss at Radio Free Europe. Buckley is scheduled to come home at the end of the year to assume his new post. The current broadcast chief, Frank Shakespeare, seems headed for the U.S. ambassador's chair in Portugal.



O'Toole & Jo McNamara on stage.

A secret role

Count on Peter O'Toole to do the unexpected. Like Saturday night, when he took the understudy role and filled in as the secret policeman in the Irish Arts Center production of "The Hostage." The audience flipped as he came on stage, wearing a gold earring. He did his lines easily and sang lustily, knowing the part by heart from his Dublin Theater days. Peter saw the Friday show, said producer Kevin Breslin, and offered to play a part if the chance came along. "I think I could fit you in," said Breslin, knowing he wanted to share the stage with daughter Kate, 24, who plays a prostitute. Peter and Kate glowed later but it's not known if he'll do it again. The play runs Thursday through Sunday at 553 W. 51st St.

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Confirm The Feeble Knees
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Rabbi Irving Spielman (left) of the Jewish Community Center of Fort Lee congratulates Cantor Meir Berger, who was honored for his 18 years of service at a testimonial dinner May 21 at the Tammy Brook Country Club, Cresskill. Among the more than 500 celebrants was the top leadership of the UJC's southeast Bergen community.

Teens perform musical revue

TENAFLY — *Broadway Melodies '86*, a historical review of the American musical theater performed by junior high school students, will premiere at the JCC on the Palisades at 8 p.m. June 5. A second performance will be given Saturday, June 7, at 9:30 p.m.

Ruth Steinberger is the director, and Karen Couf of Polygram Records designed the sets. Lighting is by John Piper, who has been associated with such theaters as the Cincinnati Playhouse in the Park and the Public Theater in New York City. Musical direction is by David Rosenthal.

Tickets, \$4 for members and \$5 for non-members, are available at the JCC's Teen Department or at the front lobby. For more information, call Steinberger or Richard Wiesensthal at 569-7900, extension 350 or 354.



Dafna Soltes, director of the Li-baynu Theatre Dance Co., Inc., in New York City, will perform "The Story of Hannah Senesh," an original "drama in motion," Monday June 2 at 7:45 p.m. at the Teaneck Jewish Center. The program is sponsored by the Center for Holocaust Studies of Bergen County, currently based at Ramapo College. General admission is \$5; senior citizens and young people pay half price. For more information, call 825-2800, extension 383.

JEWISH SINGLES

Friday, May 30

A Group of Jewish Singles, aged 35-55 — sponsored by over 40 congregations, Project Joseph of the United Synagogue and the Rabbinical Assembly, the Union of American Hebrew Congregations, the CCAR, the Jewish Community Foundation of MetroWest and the Jewish Federation of Central New Jersey — is having a Shabbat service and Oneg Shabbat at 8:15 p.m. at Temple Beth El, 221 Schraalenburgh Rd., Closter. Rabbi Fredric Pomerantz and Cantor Shlomo Bar-Nissim will officiate and the Oneg Shabbat will be an opportunity for socializing. Information: 353-7877; also information about any of the five age groups.

Saturday, May 31

Jewish singles dance, ages 21-39, 9 p.m. to 1 a.m. DJ, refreshments, drinks; \$7. Sponsored by Temple Israel, New Rochelle, N.Y. Call (914) 633-4931.

Sunday, June 1

Bagel Seminar, sponsored by the Singles Division of the United

Jewish Community of Bergen County, 11 a.m. at the JCC on the Palisades. Joel Kirschner, who heads the Eastern Europe Desk of the American Joint Distribution Committee, will speak on "Does Jewish Life in Eastern Europe Have a Future?" Admission is \$8. For more information call Sarah Groisser, director, 488-6800. No solicitations will be made.

Sunday, June 8

Jewish Singles Dance, ages 20s through 30s, 8 p.m. at the Turtle Brook Inn, Northfield Ave., West Orange. Sponsored by Norman Lewis Ent., Inc., 797-6877.

New Jewish Horizons (Y Singles, 20s and 30s) presents Health Club Night at 7 p.m. at the YM-YWHA, 760 Northfield Ave., West Orange. Play volleyball and racketball (bring your own equipment), use the facilities of health club, swim in pool. Socialize over refreshments. Y members: \$3.50; non-members, \$5.25. RSVP to Laurie Tobias at 736-3200, ext. 540.

BAR/BAT MITZVAHS

Emily Rubin, daughter of Dr. and Mrs. Mark Rubin, May 30 at the Jewish Community Center of Paramus.

Danielle Charney, Daughter of Dr. and Mrs. Samuel Schein, May 30 at Congregation Sons of Israel, Leonia.

Johanna Michelle Jacobs, daughter of Dr. and Mrs. Alvin Jacobs, May 31 at Temple Emanuel, Englewood.

Kenneth Schmier, son of Raquelle and Abram Schmier, May 31 at the Glen Rock Jewish Center.

Ian Chernichaw, son of Mr. and Mrs. Mark Chernichaw, May 31 at the Jewish Community Center of Paramus.

Deborah Ohayon, daughter of Stephen and Frances Ohayon, May 31 at Temple Beth Shalom of Pascack Valley, Park Ridge.

Aron Greenberg, son of Ronald and Minna Greenberg, May 31 at the Barnert Temple, Paterson.

Jonathan Schulman, son of Jerome and Fran Schulman, May 31 at Temple Emanuel of Pascack Valley, Woodcliff Lake.

Julie Taub, daughter of Arthur and Rita Taub, May 31 at Temple Avoda, Fair Lawn.

Jill Kamenetz, daughter of Mr. and Mrs. Sheldon Kamenetz, June 1 at the Jewish Community Center of Paramus.

Syms to lecture

HACKENSACK — Sy Syms will address the congregation of Temple Beth El May 30.

Syms, the chairman of the board of Syms Clothing, Inc., will be a special guest of the congregation, and will deliver a lecture during the Friday night service.

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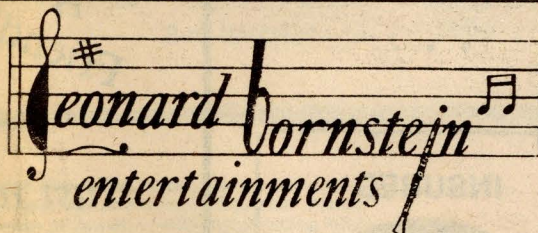
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I am privileged to be honored by Children's Blood Foundation at their 1987 major fundraising event. This festive gala, CELEBRATIONS, will take place on Thursday, November 5th, at the Starlight Roof of The Waldorf-Astoria. I am delighted that Thomas M. Macioce, a Partner of Shea & Gould, is the Corporate Dinner Chairman for this black tie dinner dance.

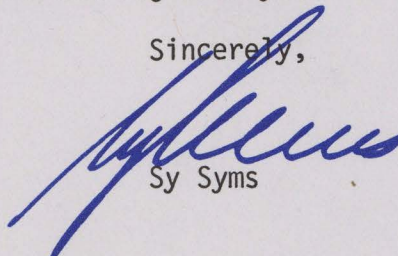
CELEBRATIONS will mark the 25th anniversary of Children's Blood Foundation's annual benefit and will salute outstanding medical achievements in the fight against blood diseases and cancers that afflict children.

For this special occasion, I am inviting a select group of my friends and associates to serve with me as a Vice Chairman, a Sponsor, or a Patron. A Vice Chairman subscription of \$10,000 will entitle you to a table for ten at the dinner dance, a two-color ad in the CELEBRATIONS' Journal, and a bronze disk inscribed in the Circle of Life displayed at The New York Hospital; a Sponsor subscription of \$5,000 will entitle you to a table for ten at the dinner dance and a one-color ad in the CELEBRATIONS' Journal; and a Patron subscription of \$2,500 will entitle you to a table for ten at the dinner dance and a black and white ad in the CELEBRATIONS' Journal. All categories of support will be recognized on the invitation and in the Journal.

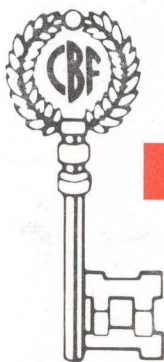
Proceeds from CELEBRATIONS will allow research and treatment programs to address new challenges, including AIDS, which threaten so many children cared for by Children's Blood Foundation at The New York Hospital's Division of Pediatric Hematology/Oncology.

Please return the enclosed card as soon as possible indicating that you will participate with me in CELEBRATIONS. Thank you for your consideration of my request and I look forward to hearing from you.

Sincerely,



Sy Syms



THE KEY

to life for a child



Harold Weill Professorship Established

Children's Blood Foundation is pleased to announce that Dr. Margaret W. Hilgartner, Medical Director of CBF and Director of the Division of Pediatric Hematology/Oncology at NYH has been named the first appointee of the Harold Weill Professorship of Pediatric Hematology at Cornell University Medical College. The establishment of this endowed Professorship has been made possible through the combined gifts of family, friends and associates of Harold Weill, who passed away in 1981. Efforts that contributed to the realization of this tribute were headed by Weill's close friends and law partners, Jerome Lipper, and Robert Friedman (CBF board member).

Harold Weill, sparked by the medical

vision and assistance of Dr. Carl H. Smith, founded Children's Blood Foundation in 1952. For almost 30 years Weill's brilliant leadership of CBF directed millions of dollars toward the advancement of treatment and cures for all aspects of blood diseases and cancers that afflict children; work carried out in The New York Hospital's Division of Pediatric Hematology/Oncology.

A founding partner in the law firm of Leon, Weill and Mahoney, Weill was elected to the Board of Governors of The New York Hospital in 1971 and became a Life Governor in 1978. In 1981, Children's Blood Foundation's Harold Weill Clinic—Cornelius H. Traeger Research Center opened its doors. What began as a one room, once weekly transfusion clinic is now a major outpatient resource covering two floors of The New York Hospital and processing over 6000 patient visits each year.

Dr. Hilgartner joined NYH-CMC in 1956 as a resident in pediatrics and received a fellowship in pediatric hematology/oncology 1958-60. She has been Director of the Division since 1978, as well as Professor of Pediatrics and Attending Pediatrician at NYH-CMC. Dr. Hilgartner is a world recognized authority on the complications of hemophilia. She is active in national and international organizations including the National Heart, Lung and Blood Institute's ad hoc AIDS advisory committee, the American Academy of Pediatrics (chair of the section on hematology/oncology), and chair of the World Federation of Hemophilia pediatric working group. Dr. Hilgartner is a newly elected member of the Board of Directors of CBF.



The Hamills Chair "88" Membership

Mark and Marilou Hamill and their children, Nathan and Griffin, divide their time between New York and California—between Broadway and the films. After starring in a successful run of *The Nerd* on Broadway, Mark is about to do a film called *Slipstream*, and will be on location in London and Turkey for the next few months. Mark's theatrical career has been remarkable. He made his Broadway debut in the title role of the *Elephant Man*; he has been the youthful Mozart in *Amadeus*; he received the Drama Desk nomination for Outstanding Actor in a Musical when he sang and danced the tragic life of comedian Tony Hart in *Harrigan n' Hart*. Mark Hamill is an extraordinarily versatile actor, acclaimed for his numerous Broadway

(continued on Page Two)

CELEBRATE!

On November 5th, friends of Children's Blood Foundation doubled their fun and doubled their pleasure at "Celebrations," marking CBF's 35th birthday party and 25th anniversary gala benefit. 450 guests were welcomed to the Foundation's major annual fund-raising event by the benefit's co-chairman and CBF President, Ivan Obolensky, in the Waldorf-Astoria's Starlight Roof.

Sy Syms, the evening's honoree, received the Foundation's KEY TO LIFE AWARD in recognition of his leadership and generous support of many charitable organizations. Thomas Macioce, a partner in the law firm of Shea & Gould and the benefit's corporate dinner chairman, presented Syms with the award, a unique Hoya crystal sculpture on an engraved black lacquer base.



Sy Syms, Thomas Macioce, Ivan Obolensky

CELEBRATE!

Syms, well-known as the man who revolutionized the concept of "off-price" clothing stores, began his decade-long involvement with CBF at an earlier gala when he was the lucky winner of a Trip for Two. Syms took this year's spotlight centerstage to acknowledge the award as he danced to the music of *A Chorus Line* with Le Masquerade. This 12-member troupe provided the evening's entertainment; performed bits of Broadway between courses creating an atmosphere of fantasy and nostalgia.

Mrs. Ivan Obolensky, benefit co-chairman, presented the evening's



"Celebrations" at the Waldorf Astoria

CELEBRATE!

door prizes which had been generously contributed by Lord & Taylor Travel, Avirex Ltd., Mrs. Irving X. Fabrikant, A. Sulka & Co., Inc., and Sports Illustrated Magazine. The evening's favors were donated by Parfums Stern.

The most rewarding cause for celebration of this wonderful evening is a record \$130,000 raised to benefit CBF sponsored research and treatment activities at the internationally renowned Pediatric Hematology/Oncology Division of The New York Hospital.

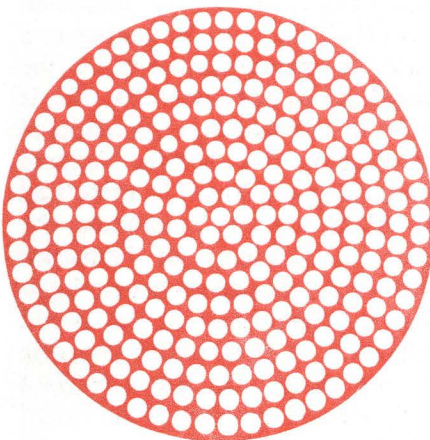
LET THE CIRCLE BE UNBROKEN

When Dr. Carl H. Smith, the founder of Children's Blood Foundation, met with children he cared for, he gave them not only love and hope, but shiny new pennies. This friendly, human gesture lives on through the Circle of Life.

Since 1980, the Circle of Life has been on display in CBF. Within the circle, bronze medallions are engraved with the names of contributors whose gifts of \$1,000 or more preserve the cycle of life-saving work pioneered by Dr. Smith.

Guest Writer of this issue of *The Key*—
Jana Jevnikar

If you would like to be part of this symbolic tradition, contact CBF at (212) 644-5790.



Hamills... (continued from Page One)

performances, television appearances and movie roles, including *Star Wars*' Luke Skywalker.

CBF is delighted to have Mark and Marilou as the Honorary Chairmen of the 1988 Membership Drive. The Hamills enthusiastically lent their support to this Drive when they learned that Children's Blood Foundation dedicates every effort to pursue research that seeks cures and treatment procedures that improve the lives of children who suffer from blood diseases, cancers and AIDS.

TODAY'S RESEARCH IS TOMORROW'S CURE. Please join our new members Mark and Marilou or renew your current membership for 1988. Return your membership gift to Children's Blood Foundation in the enclosed envelope.

Genet

Syracuse University
1987-88

Sy Syms

Chairman of the Board and
Chief Executive Officer
Syms

**SUBLIMINAL
ENTREPRENEURISM**

Thursday, April 7, 1988
4:30 p.m., 108 Slocum Hall
Sue Ann Genet Auditorium
Reception 5:30 p.m.
Slocum Hall Rotunda
Sponsored by the
College for Human Development
Syracuse University

Lecture Series

Genet Lecture Series

The Sue Ann Genet Lecture Series is offered by the College for Human Development in conjunction with the new Genet Gallery for costume, textiles and decorative arts. The series brings nationally prominent men and women from retailing, fashion and design to speak at Syracuse University throughout the academic year. Opened Fall 1984, the Genet Gallery showcases the college's prized American Costume Collection as well as special shows, and works by both faculty and students. The Gallery and lecture series are named after Sue Ann Genet, late wife of Syracuse alumnus Leon Genet, whose generous initial grant and continued support have made dreams of the Gallery come true. Sue Ann Genet was a talented artist and designer who worked in sculpture and textiles, and was particularly skilled in the subtleties of color in dyeing and embroidery. Throughout her life she encouraged everyone around her to look at each new vista with freshness and an appreciation of its beauty. She would have been one of the Genet Gallery's staunchest supporters.

Sy Syms

Sy Syms, Chairman of the Board and Chief Executive Officer of Syms Corp., opened his first Syms store in 1960 in lower Manhattan and revolutionized the concept of "off price" clothing stores.

Mr. Syms was born in Brooklyn, the son of a menswear retailer. After service in the army, he attended New York University majoring in broadcasting. He spent two years as a sportscaster in Maryland and West Virginia. In 1951, Mr. Syms returned to New York to join his brother in the family retail haberdashery business.

Since 1960, Sy Syms has successfully adhered to the philosophy of "An Educated Consumer is Our Best Customer." The Syms clothing chain has grown to 22 stores in 12 U.S. markets. Mr. Syms is the principal voice of Syms on all radio and TV commercials, and in recent years his daughter and son have joined him in the company's broadcast duties. In 1980, Syms purchased the prestigious, 85-year-old men's haberdashery firm of A. Sulka & Company with stores in New York, London, Paris, San Francisco, and Chicago.

Mr. Syms is deeply involved in philanthropies and education. The Sy Syms School of Business at Yeshiva was established under his aegis. He is deeply interested in and is a contributor to many civic and corporate organizations.



1987-88

Sue Ann Genet
Lecture Series

October 1

Phillip T. Davidson
Co-Chairman
D&L Venture Corp.

November 12

Robin Burns
President
Calvin Klein Cosmetics Corp.

December 10

Earl Kramer
President
Concord Fabrics, Inc.

February 25

James E. Preston
President
The Beauty Group
Avon Products Corp.

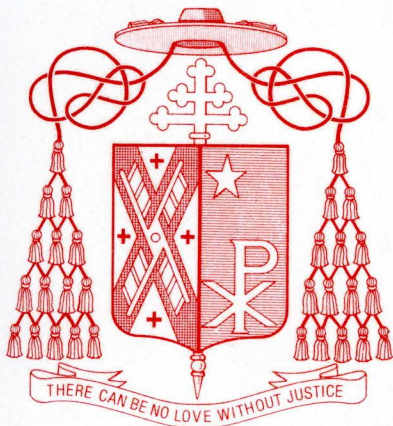
March 31

Inger McCabe Elliott
President
China Seas

April 7

Sy Syms
Chairman of the Board and
Chief Executive Officer
Syms

Special thanks to the Department of Human Nutrition for their kind cooperation and talented workmanship in hosting the Genet Lecture receptions.



CARDINAL'S OFFICE
1011 FIRST AVENUE
NEW YORK, NY 10022

February 27, 1989

Dear Sy,

How deeply we appreciate your most generous checks of \$25,000.00 from Sy Syms Foundation and \$25,000.00 from Syms Corp. to Inner-City Scholarship Fund.

You must be very happy with the knowledge that your outstanding support is so instrumental in making quality education a reality for thousands of Inner-City students. Fund-supported schools have an extraordinary record in overcoming the obstacles of the inner city and sustaining progress. Your generous contributions assure that their work will continue.

May I also take this opportunity, Sy, to tell you again how deeply I appreciate your important leadership role as Honoree for this year's Inner-City campaign. Your commitment and dynamic drive on behalf of the Inner-City students are key to their chance for successful futures.

May God bless you and all your loved ones abundantly.

Faithfully,

John Cardinal O'Connor
Archbishop of New York

Mr. Sy Syms
Chairman and Chief Executive Officer
Syms Corp.
Syms Way
Secaucus, New Jersey 07094

Marsh &
McLennan

December 28, 1989

Mr. Sy Syms
Chairman and Chief Executive Officer
Syms Corp.
Syms Way
Secaucus, New Jersey 07094

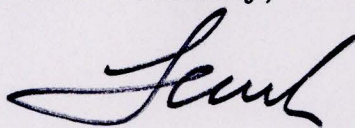
Dear Sy,

Frank J. Tasco
Chairman of the Board

Please accept my congratulations and deep gratitude on the wonderful success of the 1989 Annual Inner-City Scholarship Fund Award Dinner.

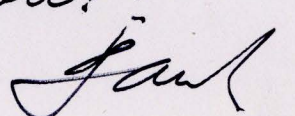
Your continued commitment and leadership have been a blessing to the Fund and to the many thousands of disadvantaged students who have benefited from the results of your work. You and your Executive Committee colleagues provided the impetus which enabled the Fund to extend the dinner campaign's record as the most successful event of this kind in New York City. Through your efforts, valued supporters were reminded of the vital work of the Fund, and many other public-spirited New Yorkers became aware of our shared mission for the first time. Thus, your contribution has been truly invaluable.

Yours sincerely,



Frank J. Tasco
General Chairman

FJT:gf

P.S. You were a great
"Honoree"—a tough
act to follow!!


MILFORD BROOK PTA

**Milford Brook School
Global Terrace
Englishtown, NJ 07726-3899**

August 16, 1995

**Mr. Sy Syms
Syms Way
Secaucus, New Jersey 07094**

Dear Mr. Sy Syms:

On behalf of the children and the PTA of Milford Brook School I would like to once again thank you for your generous donation towards our bicycle helmet safety program. Because of your kindness, twenty-five children are able to enjoy bike riding in safety. These children would not have had this opportunity if it weren't for you.

Enclosed please find a newspaper clipping letting everyone in the Monmouth County area know how much it was appreciated.

Thanks again.

Sincerely,

Theresa Gerlando

**Theresa Gerlando
PTA President**

Enclosure

JUST RAMBLING

RUACH, a senior adult social group, will hold its monthly meeting at 7:30 p.m. tomorrow at Temple Beth Shalom, Route 522, Manalapan. Guest speaker will be Alan Eisenberg, professor at Rutgers University. Coffee and cake will be served. For more information, call (908) 431-0761.

The Monmouth County Park System will present *Brigadoon* at 8 p.m., Thursday through Sunday, now through Aug. 13 at Thompson Park, Newman Springs Road, Lincroft. Cost is \$9 per person on Thursday and Sunday, \$10 on Friday and Saturday. To reserve tickets, call (908) 842-4000, or TDD machine, (908) 219-9484.

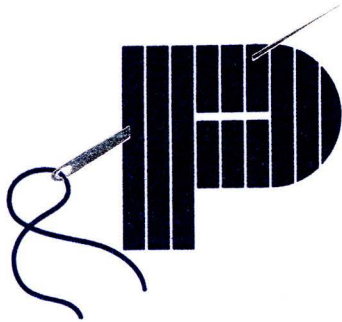
The Meadow Theater will present *The Lion*, *The Witch* and *The Wardrobe* at 7 p.m. Aug. 12 at the Kateri Environmental Center, 160 Conover Road, Marlboro. Admission is \$8. Family rate for five or more is \$6. For more information, call (908) 946-9694.

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RONALD J. WURTZBURGER
PRESIDENT

May 28, 2002

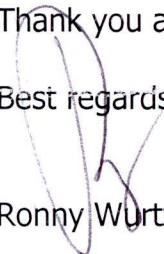
Sy Syms
Syms
1 Syms Way
Secaucus, NJ 07094

Dear Sy,

One of the highlights for me at UJA luncheon on April 17, 2002 was that you were personally there to support this worthy cause with me. I've looked up to you and watched you over the years and you've been so generous to all the charitable events. If I could only be one- tenth the man you are I would be really satisfied.

Thank you again for your attendance and contribution.

Best regards,


Ronny Wurtzburger

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FRIDAY, JULY 15th

A NEW FIRST FOR THE ADVERTISING CLUB OF WESTCHESTER

Yes, another first! We are holding summer meetings this year. And the first one is on Friday, July 15th, at the White Plains Hotel.

Sy Syms, the famous clothier who does his own radio and television commercials, will be the featured speaker. He'll tell the story of the clothing retailer who never spent a dime on advertising for the first several years he was in business. And then one day he decided to do his own commercials--and you know the rest.

Mark it on your calendar now. That's Friday, July 15th. The White Plains Hotel. Bar opens 11:30 (cash bar). Luncheon starts at 12:30. \$7.50 per person.

Mail your reply card now! Or call Ad Club President Art Lewis at (914) 779-6900 or Karna Castillo at (203) 775-4041.

While you're thinking Ad Club, mark your calendar for Friday, August 19th, as well.

Gina -

mail to Sy Syms

006

FRIDAY, JULY 1981

A NEW FIRST FOR THE ADVERTISING CLUB OF WESTCHESTER

Yes, another first. We are holding summer meetings this year. And the

first one is on Friday, July 18th, at the White Plains Hotel.

Sy Syms, the famous chairman who does the main talking and listening

conversations, will be the featured speaker. He'll tell the story of the

club and how it has grown over a 100-year history. For the first several

years he was the subject. And then one day he decided to do his own

conversations, and now the first

club is on your calendar now. I hope to see you there. The White Plains

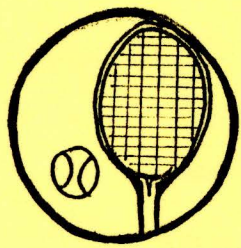
Hotel. Bar opens 11:30 (cash bar). Reception starts at 12:30. \$25.00 per

club year with cash bar. Or call Ad Club President Art Lewis at (914)

775-4441 or 775-4442.

When you're looking for a first, look for a first. August 1st.

as well.



JOHN & MARY
LINDSAY

Invite you to a TENNIS EXHIBITION
given by
four young Israeli champions
✦ ages 9-12 ✦
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of the first free public tennis
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SEE four young champions trained
at the Israel Tennis Centers.

MEET Dr. Ian Froman, Exec. Dir.,
The Israel Tennis Centers

Chairmen:

SY SYMS

DOROTHY & JOHN KORNBLITH

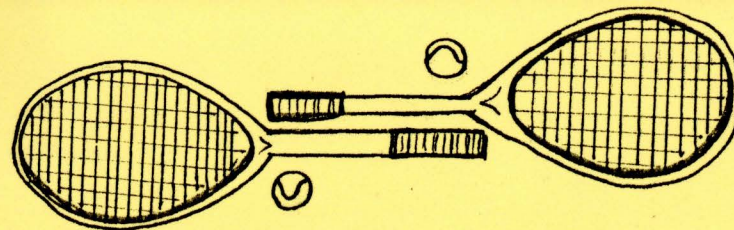
Dick Savitt Bob Belfer

Ed Jacobson Gerry Stern

Gerald Cohen Berte & Alan Hirschfield

Bunny Shestak Ed & Marion Saltzman

Valerie T. Diker
NY Regional Chairman
The Israel Tennis Centers, Assoc.



TUESDAY, JUNE 26

5:30 - 7:00 PM *

LINCOLN PLAZA RACQUET CLUB

2 Lincoln Square - 6th floor

66th and Columbus (SE corner)

212-724-1982

JOIN US!

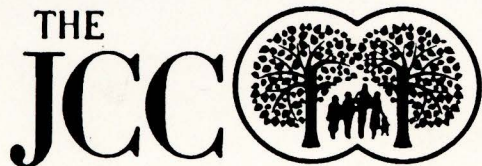
The Advantage will be yours.

RSVP: Val Diker 628-7573

or

ITC office - 212-594-5250

* The exhibition will begin at 6:00 PM.
Please be prompt



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**Chairman of the Board
& Chief Executive
Officer of
SYMS CORPORATION**



THE POWER HOUR

Keys to Entrepreneurial Success



Cash Bar Code

SYMS

An Educated Consumer Is Our Best Customer
Meet the man who revolutionized the concept of
off-price retailing!

SY SYMS

**Chairman of the Board and Chief Executive Officer
SYMS CORPORATION**

Sy Syms opened his first Syms store in Manhattan in 1960.
Meet Mr. Syms and learn how he expanded his men's, ladies
and children's clothing chain to national prominence.



Cash Bar Code

SYMS

An Educated Consumer Is Our Best Customer

Wednesday, November 28

5:30 - 7:30 p.m.

Treuhart Conference Center, Mandel JCC

Moderated by Bob Gries

Gries Investment Company



Cash Bar Code

SYMS

An Educated Consumer Is Our Best Customer

SYMS low, low price

JCC Members \$6.50

Non-Members \$8.50

Cash Bar & Appetizers

Greg Marcus, Chairman

*Reservations encouraged. Call 831-0700, Ext. 322
or mail/drop off your payment to Mandel JCC,
26001 South Woodland, Beachwood 44122*

Sy:

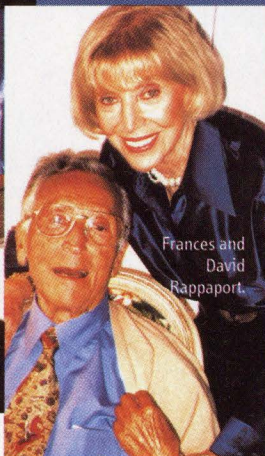
Talking about taking over a
page.

as seen in MR magazine Sept
issue

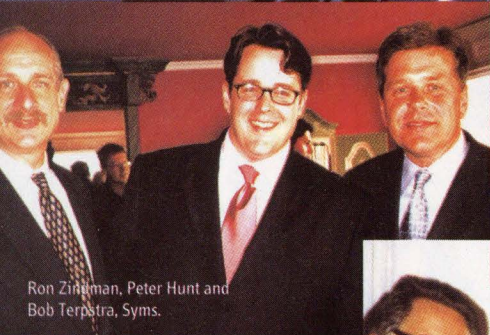
Jeffrey Loring



Frances Rappaport and Sonya Caproni.



Frances and David Rappaport.



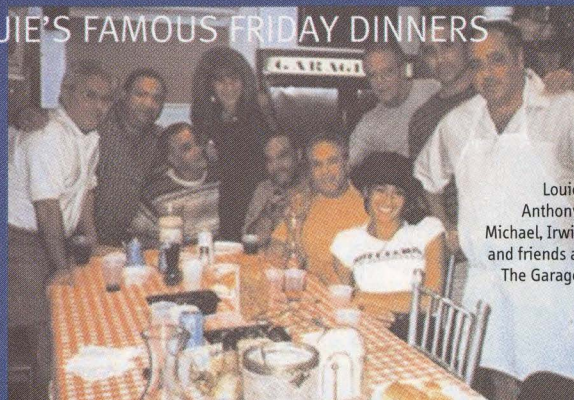
Ron Zinkman, Peter Hunt and Bob Terpestra, Syms.



Errol, David, Frances and Michael Rappaport.

DAVID RAPPAPORT'S 88TH BIRTHDAY PARTY IN NYC

LOUIE'S FAMOUS FRIDAY DINNERS



Louie, Anthony, Michael, Irwin and friends at The Garage.

SCHMOOZING



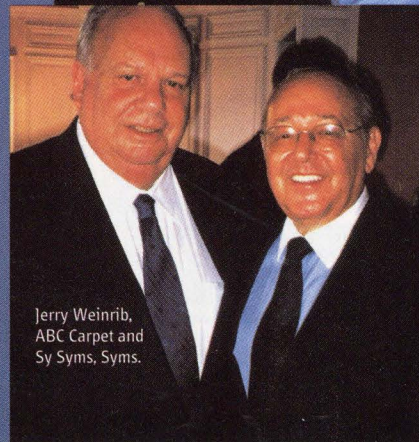
Andrew Rappaport, Dr. Paul Steinberg; Sy Syms.



Dr. Fuester; Frances Rappaport; Sy Syms, Syms.

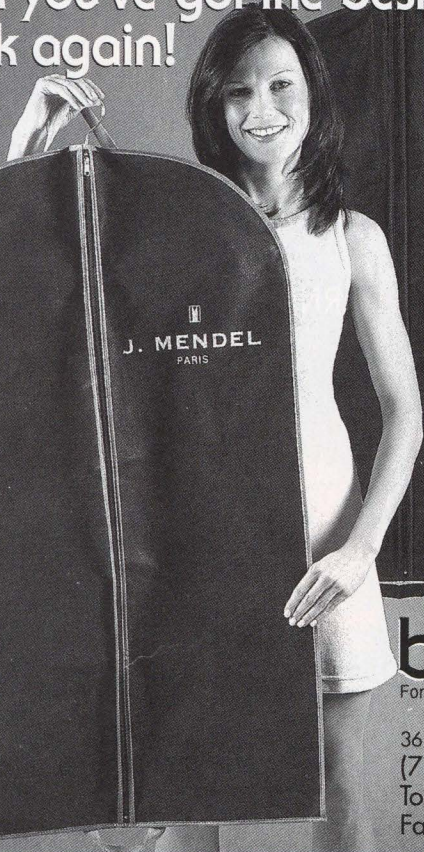


Loni Kazan, Errol Rappaport and Connie Bregman.



Jerry Weinrib, ABC Carpet and Sy Syms, Syms.

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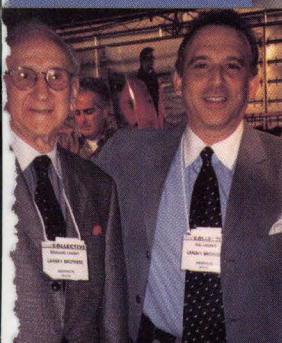
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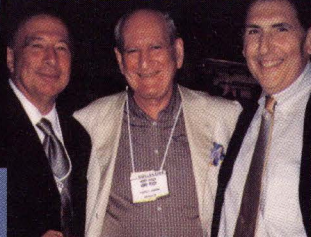


THE NY COLLECTIVE

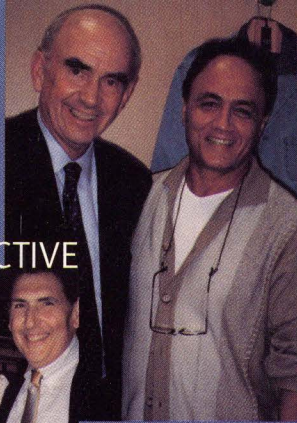


Bernard and Hal Lansky, Lansky Brothers in Memphis.

Steve Sockolov, Rochester Big & Tall and Jeanella Vandenberg, Lubium.



Ron Wurtzburger, Peerless; Harry Rosen; David Wolpin, Peerless.

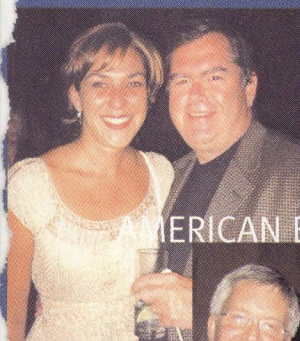


Jack Mitchell, Mitchells/Richards and Raffi Shaya.

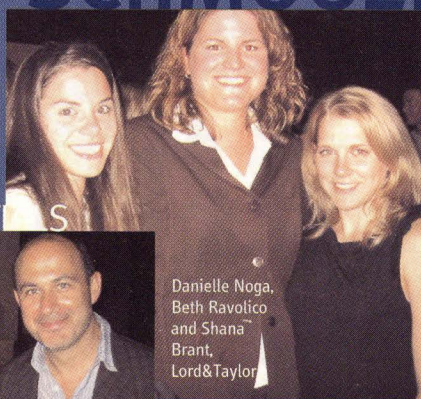


Barry Morgan of Peerless with Serena Crisan, Donald Ross and Zachary Crisan of Van Dyke's Clothiers.

SCHMOOZING



Kristina Rujak, American Essentials and Bob Boughton, Rogers Department Store.



Danielle Noga, Beth Ravolico and Shana Brant, Lord & Taylor.



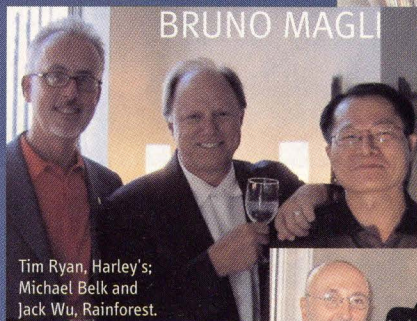
Jordan Lipson, American Essentials; Joyce Zylberberg; designer John Varvatos.



Ronni Coaches, Irving Berlin and Ali Taghi, Taghi's.



Steve Sockolov, Rochester Big & Tall and Jon Kapelson, Kaps.

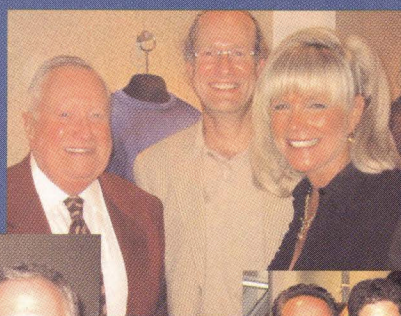


Tim Ryan, Harley's; Michael Belk and Jack Wu, Rainforest.

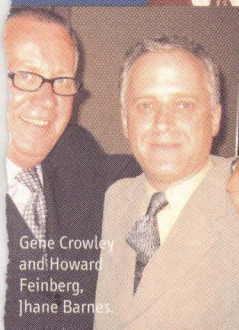
BRUNO MAGLI



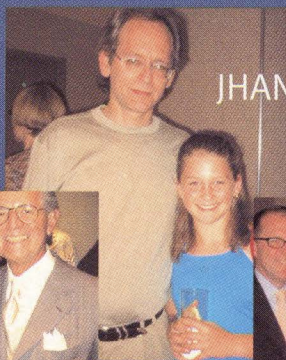
Doug Duckworth, Pockets and Scott Prentiss, Bruno Magli.



Henry Berlin, Berlin's; Bruce Julian, Julian's; Sheila Brower, Jhane Barnes.



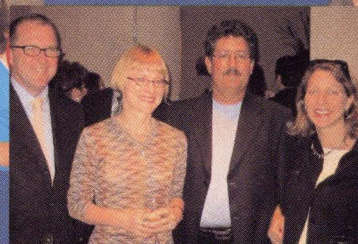
Gene Crowley and Howard Feinberg, Jhane Barnes.



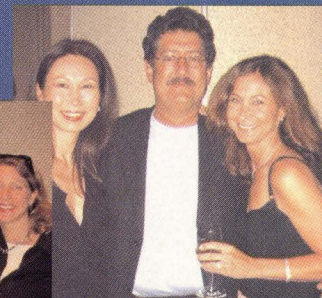
David Rubin with his niece Heather, Josephs.



Gary Lowy, Jhane Barnes with Scott and Syd Shapiro of Syd Jerome.



Dan McCampbell, Saks Fifth Avenue; designer Jhane Barnes; Steve Kurzman and Andrea Albanese, Jhane Barnes.



Hyela Sablosky, Steve Kurzman and Bonnie Roston, Jhane Barnes.

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