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General, 1982, undated.

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Syms

RETAILING

# The Man Who Makes Millions on Mistakes

One of the fastest-growing off-price merchants, Sy Syms converts excess inventories of brand-name apparel into bargains for the consumer.

by WALTER McQUADE

Packed with merchandise, the enormous new distribution center for the Syms chain of clothing stores stands in the middle of the New Jersey Meadowlands. A visitor there a few weeks ago departed from the second-story office of master apparel merchant Sy Syms only to realize on reaching ground level that he had left behind his own decidedly battered old raincoat. He climbed the stairs once more and opened the hall closet: no coat. Syms and an assistant came out to help search, but at first they too were unsuccessful.

"Sy," the assistant suggested jovially, "maybe we *sold* it already!"

The coat finally turned up in another closet, but the quip hit close to the spirit of storekeepers like Syms, who are known as off-pricers. They differ from ordinary discounters who buy at regular wholesale prices and simply accept a lower than usual markup. The off-pricers keep their selling expenses down to the discounters' level, but they also pick their way through the apparel industry maze to buy brand-name and designer-label merchandise at lower than normal wholesale. Some manufacturers call off-pricers undertakers. Whatever you call them, these pipe-rack boys in drab, windowless stores offer the same goods for roughly half the price at which they are sold by hushed specialty shops.

This is a nervous time for most of the clothing business, but unlike their more conventional competitors, the off-pricers

Research associate: Katharena Leanne Zanders

have been selling just about everything they can lay their hands on—and making excellent money at it. Off-pricers are proliferating; they moved an estimated 6% of the \$85 billion of clothing sold to Americans last year.

Syms, one of the fastest growing in the business, has ten large stores in eastern cities from Boston and Buffalo in the North to Fort Lauderdale in the South. (For the other leading off-price chains, see page 110.) FORTUNE estimates that Syms stores last year sold \$115 million in merchandise (not counting sales taxes) for an after-tax profit of about \$10 million. Perhaps more remarkable, in a business that is usually in hock to the hilt, Sy Syms, the proprietor, asserts that he borrowed not one cent to acquire his inventory; purchases were all paid for, and promptly, out of cash flow, without even short-term loans.

At 56, Syms is an ebullient man of medium height who talks like the radio announcer he once was, but with a residual Brooklyn accent. He has off-price selling in his blood. His father, the late Morris Merns, was for years Cluett Peabody's independent distributor of discontinued styles of the old, stiff Arrow collars. (Syms's bright daughter Marcy, the oldest of his six children and today a key business assistant, was named after the Arrow Marcy collar worn by Herbert Hoover.) Syms's older brother, George Merns, is in the more conventional discount clothing business in Manhattan, where he owns two Merns Mart stores, operated by his son. Following seven years in broadcast-

ing, Sy worked with his brother in retailing during the 1950s; in 1960 he broke away to try a few ideas of his own, and changed his business name to Syms by combining Sy with the first and last letters of Merns.

## Scissoring the labels

Off-price retailing got its start in the U.S. in 1920, when Loehmann's set up a cut-rate back-door outlet in Brooklyn for "better" women's wear that had been stitched in the Manhattan garment district and hitherto sold only through dignified department stores like Saks Fifth Avenue, Best's, and Lord & Taylor. Disturbed at being undersold, these stores put pressure on the manufacturers, who in turn persuaded Loehmann's to scissor all manufacturers' labels from their merchandise so customers could not be sure what they were getting. This practice persists today in the 56 Loehmann's branches scattered across the country, although astute shoppers have long since broken the price-tag code identifying the manufacturers.

Two essentials distinguish the way Sy Syms runs his off-price enterprise. The first is bargain prices; the second is selling brand-name merchandise recognizable to the buying public. The first Syms stores went into business on Manhattan's Lower West Side in 1960 and then, as now, were oriented mainly toward men's wear. A shopper at Syms who likes the cut of a certain suit will note from the label on the sleeve and the initialed lining that it is, say, a Pierre Cardin. The price tag will





tell him something like, "Nationally advertised at \$240, Syms price \$158." If he has any doubt that this is true, he can check out the price of a Cardin at Bloomingdale's in Manhattan or the Wallachs branch in his suburban shopping center, then listen back to Syms and make his purchase, confident that he is getting a bargain. Some days a sign on the Syms wall will knock another \$20 or more off the Cardin price.

Some brands of men's suits never go off price, including the \$550 Hickey-Freeman, the Southwick, and Oxxford. But Hart Schaffner & Marx, which owns Hickey, often provides Syms with top-grade merchandise under other brand names, and Grieco Bros., maker of Southwick, sells Southwick-type suits at Syms under the Grieco label. There is probably no better ready-made men's suit in the world today than a Brioni from Italy, and Syms stocks them regularly in small quantities. They are not identical with the Brionis sold for \$1,095 to \$1,150 uptown on East 55th Street between Fifth Avenue and Madison, differing in a few details imperceptible to the unprofessional eye. They have the same Roman cut and are put together by the same scrupulous hand tailors, out of the same beautiful Italian wools. Currently Brioni price tags at Syms read "Nationally advertised at \$650, Syms price \$298."

This labeling is part of Sy Syms's campaign to produce what he calls "the educated consumer"; to the same end he has also gone back to the airwaves, each year spending 1 1/2% of his previous year's gross

Identical Adolfo tuxedos were recently selling at elegant Saks and inelegant Syms for poles-apart prices.



What Sy Syms is telling the public in this TV spot is that there is never a sale at Syms. His prices are low all the time.



on strategic TV and radio spots. Facing the TV camera, he intones messages such as, "At Syms an educated consumer is our best customer. I'm Sy Syms, and if a garment doesn't have a recognizable name on it, it's not advisable to buy it." Marcy Syms recites the women's ads, and one of the three sons in the business also appears. Syms writes the copy, which is simple and plainspoken (he says he doesn't want "any cutesy kickers") and 100% institutional rather than item oriented. Syms has promised his suppliers he will never use their brand names or quote specific prices outside his stores. Were he to do so, the suppliers' other customers—department stores and other straight-price outlets—would howl.

### Shooting dice twice a year

In the off-price business, getting merchandise is as important as selling it, so Syms is good to his suppliers. He is constantly on the phone to them in his New Jersey office. Marcy says, "I tell Sy, 'Why don't you have someone else answer the phone?' He says, 'Naw, naw, it's all right.' He answers every call; it's wonderful—and he demands that every one of his ten buyers do too. He says, 'I don't care if that guy's been bothering you and you never made a deal with him. Every time he calls, you should answer his call because you never know when it's just the thing we want, we need, at the right price.'"

Syms has been courting manufacturers for more than 20 years, but the affair has become mutual; they recognize he is important to them because the clothing business can be very risky, especially since it congenitally overproduces. A suitmaker, for example, must decide which piece goods (fabrics) to order from the mills and in what quantity 18 months before the final product is to appear in stores. In the words of one manufacturer, "We're shooting dice twice a year."

If the market sours, the manufacturer may not book enough orders from his regular outlets to use more than half the fabric; he is then faced with unloading the remainder of the piece goods. He can sell

them to a jobber for about 20% of what he paid for them, or he can call an off-pricer. The off-pricer will often pay full price for the piece goods on the condition that the manufacturer agree to "chop up" the goods—in trade jargon, cut to pattern—and make them into garments at cost. Besides letting the manufacturer off the hook of insolvency, this kind of deal permits him to keep his plant operating and retain his labor force.

As for the off-pricer, he gets his merchandise for less than what the usual retailers pay and can mark it up less because of low overhead. Most retailers have to mark a \$75 garment up to \$150. The off-pricer may pay only \$50 for the same garment and mark it up to only \$75.

Today much of the clothing sold in the U.S., particularly what the trade calls furnishings or haberdashery, is manufactured in the Far East under circumstances that provide still further opportunities for the astute off-pricer. First the importer—usually an American manufacturer—must place mass orders, say for 10,000 dozen shirts or blouses, thinking he has them presold to retailers. But maybe the shipment comes in a little late and the stores refuse to take all the shirts or, if business has been sluggish, any of them. The sparring between suppliers and stores is rough in a tough economy. "They're cruel out there," says one maker of trousers.

So the importer is stuck with the goods. One shirt manufacturer, who declines to be identified in print, recalls that some 16 years ago Syms had been soliciting his

company for overruns. "I fended him off," says the manufacturer. "You couldn't help liking the guy, but you can't get to seeming promiscuous in where you put your product. Then I suddenly had 5,000 dozen shirts on my hands, and no orders. So now I'm hurting."

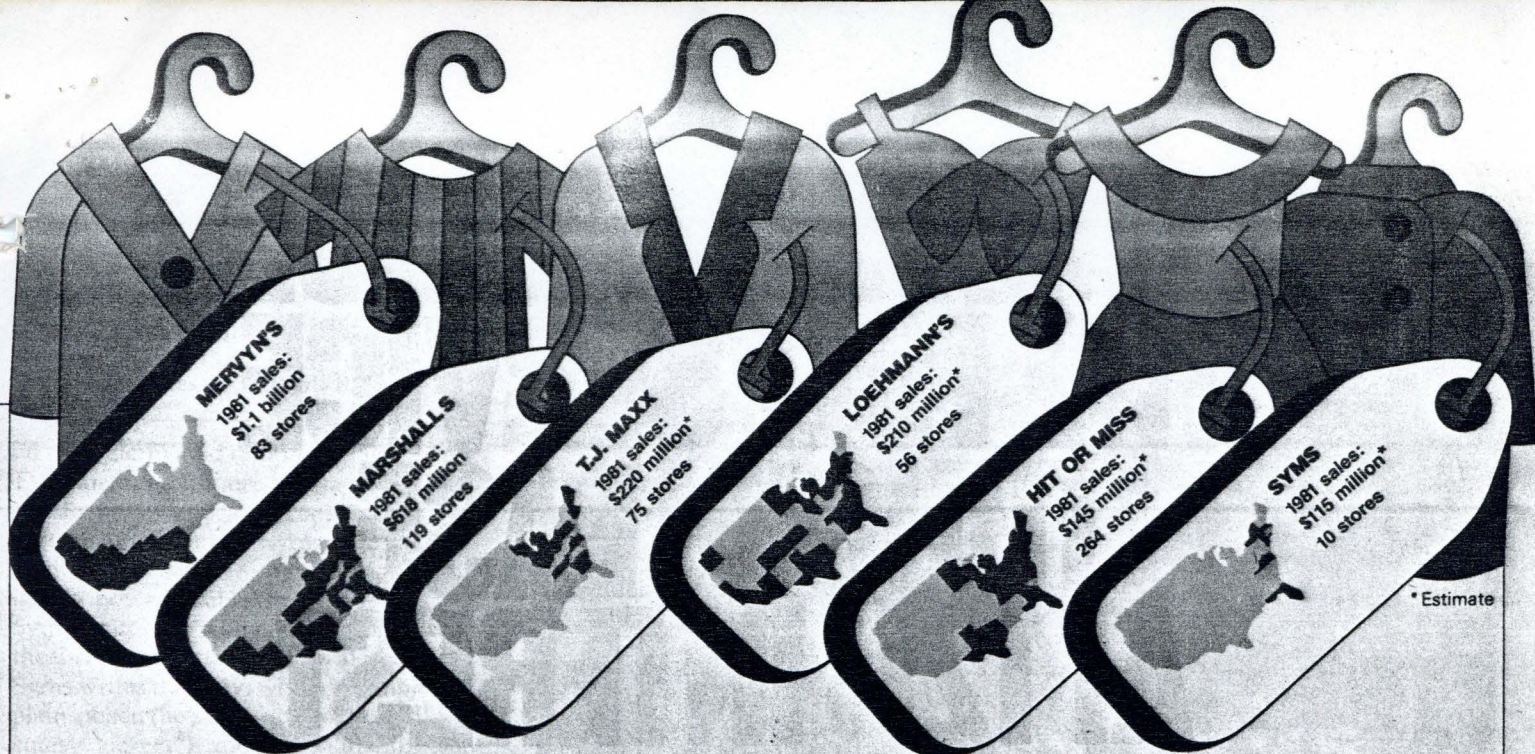
He goes on: "You have to bite the bullet and get rid of mistakes. I called Sy and dickered." He has been selling Syms many of his miscalculations ever since. This manufacturer says Syms is the best off-price company to do business with. "A soft touch he's not," he says, "but he doesn't gouge. He keeps his commitments."

Perhaps best of all, Syms is swiftly available and will move fast, paying within ten days when one of his old manufacturing friends is in a bind. "If I closed my doors," says Syms, "the customers would find somewhere else to shop, but many of my dear suppliers would be hard pressed to replace my company."

The long professional bonds have become personal. Syms plays tennis five or six mornings a week with a group of executives who sit in 1290 Avenue of the Americas, headquarters for most of the men's-wear manufacturers in the country. He shares their fetes as well as their failures, and their charities, which is important. The men's-wear manufacturing industry is largely Jewish and is proud of its charities, which range from helping educate underprivileged children in Catholic schools to supporting Boys Town of Jerusalem. At a luncheon in New York in June honoring Prime Minister Menachem Be-

*continued*





## The Big Six Off-Price Chains

Not only are agile small companies doing well in the off-price apparel business, so are adroit large corporations. The giant in the field is Mervyn's, a division of Dayton Hudson, whose 83 off-price stores racked up \$1.1 billion in sales last year. Next largest is Marshall's, owned by Melville Corp., and then comes Zayre Corp.'s two off-price chains, T.J. Maxx and Hit or Miss, whose 339 stores combined to gross \$365 million. The small U.S. maps indicate the geographic concentration of each chain.

Beyond the leaders is a constellation of off-pricers, both individual stores and

multiples. F.W. Woolworth has an entry in the off-price stakes: J. Brannam stores. In the past two years 36 Brannams have opened, and although they have not yet broken the \$100-million sales mark, they are successful enough that Woolworth has decided to open 90 to 100 more in the next four years.

Some big discount chains—K mart, Caldor—have apparel departments in their stores, but these seldom qualify as true off-pricers. Most of their apparel is not famous brands and is bought at regular wholesale prices and simply sold at low markup. In addition, many manu-

facturers own outlet stores that offer only their own products, ranging from Cole-Haan shoes to the Izod alligator shirt.

As the off-price business grows, competition is rising among stores seeking to supply themselves with manufacturers' overproduction and returns. Because the clothing business has been hit hard by recession, a lot of overproduction is available. But when the regular retail outlets begin to spin happily again, some off-pricers without strong established ties to manufacturers may find their pipe racks bare.

gin of Israel, the State of Israel Bond Organization asked the audience for pledges to purchase Israeli bonds. The Bronfman distilling family led the response by pledging \$250,000. It gave Sy Syms a lot of pleasure to be able to throw in \$100,000. That secretive shirt manufacturer sums up his feelings about his customer: "He's an honorable, decent person, a responsible member of the community."

Syms himself, despite worldly success, is just a little restive with his role. He chafes at sitting behind his desk in New Jersey dealing with lawyers and real estate people, plotting the company's further expansion. He is happiest when he gets out into the aisles of his stores, merchandising. Almost as a hobby, he bought A. Sulka & Co., one of the poshest retailers in the country, and he drops in on one of the

Manhattan stores almost daily (see page 116). At least once a week a limousine—with a telephone to keep him accessible—carries him on inspection tours of Syms.

The Syms stores resemble the usual roadside discount house in several ways. They are anything but luxurious, with dimly lit communal dressing rooms (no separate stalls), long lines at checkout counters, and few amenities of any kind. The sparse help is paid straight salary, no commissions. There is no investment in mannequins to show off the merchandise, nor are there free alterations, gift wrapping, or deliveries. Customers are as often as not handed their purchases in paper bags. Only one credit card is accepted: Syms's own. Syms economizes still further by situating stores in out-of-the-way places, trying to stay away from shopping

centers, which generally demand a percentage of the tenant's gross in addition to rent. Yet the Syms parking lots have more than their share of Mercedeses and Cadillacs. Affluent people like bargains too, especially stylish bargains.

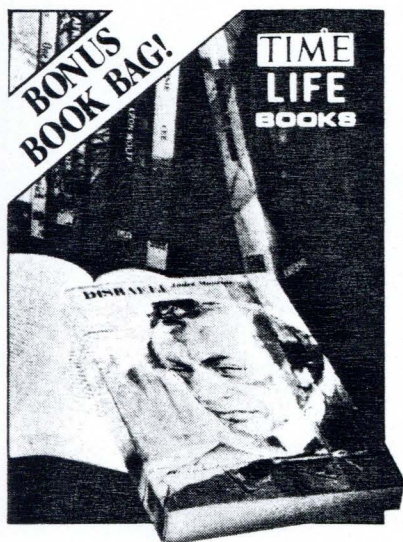
When his driver deposits Sy at a Syms, the owner takes to the floor of the store with obvious pleasure, rearranging the garments on their racks, sometimes instinctively changing prices, pleading with managers to have the corners swept. Syms finds his greatest pleasure is much more in the process than the bottom-line results, as long as those are in the black. Says one of his divisional managers, "Financially, we fly by the seat of our pants."

The off-pricers are having a strong impact on the brand-name clothing market. A generation ago the names of renowned

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*The designers are wagging the industry.*

department stores—Lord & Taylor, Marshall Field, Neiman-Marcus—were what gave clothes cachet. But today the designers are wagging this dogged old industry. The change began in the male clothing business when women's-wear designers such as Pierre Cardin, Yves Saint Laurent, Bill Blass, and John Weitz moved in.

Perhaps the most potent of all has been Ralph Lauren, born Ralph Lifshitz. Less than 20 years ago he left a job selling haberdashery at New York City's Brooks Brothers to become an on-the-road salesman for a necktie maker. Before long he was selling his own brand, manufactured on contract by his former employers, and soon added a line of expensive men's sportswear. A genius at styling, stubborn at maintaining quality, he then plunged into designing women's clothes. In due course came Lauren perfumes for both women and men, Lauren cosmetics, Lauren suitcases and shoes; he is currently moving into housewares. Using newspaper and magazine advertising, he has made the Lauren name, and his flamboyant visage, familiar throughout the republic. Lauren's success has been emulated by other designers: Adolfo, Oscar de la Renta, Halston, Geoffrey Beene, and particularly Calvin Klein. Klein is reported to be drawing, personally, \$15 million this year; Lauren, \$12 million.

#### Good goods, but late

Except for Lauren, who makes his top tailored clothing line, Polo, in his own factory, these designers do not turn out their own merchandise. They license their names and designs to manufacturers. Yet so powerful have the designers become with the public that they can and do deny exclusivity to any single store. One can buy a Calvin Klein at Bloomingdale's, at Saks Fifth Avenue, at Macy's—and at Syms too, only for a lot less money. The prestige of the designer lends credibility to the off-price customers know they're getting good goods for less.

Off-price merchandise does tend to reach the store somewhat out of season. For example, Bloomingdale's will put

Ralph Lauren's Polo suits for spring and summer on the floor in November of the previous year and have through mid-June to sell them, at \$400 to \$620 each. Sy Syms probably doesn't even get the Polo line until June 1. Moreover, if the manufacturer offers him 2,000 suits, they may not come in all sizes, and he cannot choose exact fabrics. Nevertheless, he can sell a Polo suit for half the Bloomingdale's price and still make a profit. Last year all the Syms stores together sold more than 150,000 men's suits bearing more than 200 well-known brand names.

The fastest turnover at Syms, however, is in a rather different item. Syms recently chortled at a question: "Quantities? Baby, you want to know quantities? Panty hose!—it's mind-boggling, unbelievable!" Last year he sold 1.4 million brand-name pairs: wholesale price, \$1; Syms's price, \$1.25.

#### He missed the pipe racks

Some eight years ago Syms hired Ira Weiser, long famous inside the men's-wear business and a 30-year employee of the Manhattan emporium Barney's, which started as a concrete-floor, pipe-rack, off-price operation, but later, to Weiser's vague unease, became one of the city's more stylish and expensive specialty shops. Since coming to Syms, Weiser has worked out new, more sophisticated arrangements with suppliers to ensure that the voracious appetite of the Syms stores will be fed regular meals of prime merchandise. Weiser, whose title is divisional merchandise manager, will, for example, commission a manufacturer during an off-season lull to turn out 5,000 sports coats, a deal considerably sweetened for the manufacturer by Weiser's willingness to pay for them up front. Syms, with its enormous new warehouse, can also store clothing until the right season.

The whole clothing business is in much more than its usual turmoil this year. Small men's-wear shops are suffering particularly. A survey by the *Daily News Record*, Fairchild Publication's male twin to *Women's Wear Daily*, revealed last month

*continued*





## Sulka Undersells No One

Sy Syms has startled his colleagues in the off-price apparel trade by purchasing one of the world's most vaunted purveyors of exquisite men's furnishings. He bought the U.S. and London branches of A. Sulka & Co. in 1980; this month he agreed to add Sulka's remaining unit, in Paris. Sulka products have been famous in small circles since 1895, when a tailor named Amos Sulka founded the company in London. New York has two branches, San Francisco one. Perhaps the only embarrassment Sulka has suffered was the penchant big-time racketeers showed for Sulka silk shirts in the Gatsby 1920s.

Today Sulka's shop on Manhattan's East 55th Street is Sy Syms's own little store, the one he can oversee daily on the way from his Sutton Place apart-

ment to the warehouse in New Jersey. The silver limousine waits across the street under the St. Regis Hotel canopy with the other big cars while Sy hones his merchandising skills by rearranging the window displays and seeing to other details. Sulka stocks such items as a \$2,500 dressing gown of English cashmere lined with the purest silk. A smoking jacket of Italian silk brocade goes for \$1,500. When Syms bought it, the store had run down just a little and the whole chain was unprofitable. Syms is determined to renew the image, lifting quality higher than ever and perhaps even pulling Sulka into the black. "You can be sure he'll do it," says Ira Weiser, one of Syms's important aides. "But there'll never be anything from Sulka in Syms but Sy's own necktie."

that more manufacturers and retailers are hovering on the bankruptcy brink than ever before in memory, including the clothing business's terrible mid-1970s and the even worse 1930s. The retailing score is being kept not just by seasons, but by months. "March and April were flat," says one men's wear maker, "May was great; I thought business had turned around. But June was a disaster."

How much this can be attributed to the rise of off-pricers is debated in the trade. "It's a whole new ball game in men's wear: top level, no middle, then Syms," says one prominent importer. "The little specialty shop is being ground between the big powerful department store chains on the

top and the off-price stores underneath. The middle-range standard markup is disappearing."

Another testimonial to off-pricing's success is that almost all stores are getting to be a little more like the off-price ones. Buying agents have formed networks of isolated clothing stores around the country and stalk off-price merchandise in wholesale markets for these scattered clients. Department stores daily advertise a smashing surf of special sales. Some are fakes. Manufacturers complain that women's merchandise managers, even in prestigious stores, too often will buy a dress for \$50 wholesale, mark it up to \$195, then ballyhoo a big sale by marking it down to \$100,

the price at which it should have been offered the first time around. These cynical tactics drive away trade, the manufacturers complain. Says one, "You can fool shoppers individually but never collectively. They're going to get you every time. You can bullshit them to death, one by one, but collectively they know."

Syms stores maintain they have no sales, but "dividends" are announced frequently over the stores' public address systems, especially on rainy and snowy days. "We think we owe the customers a little favor for coming out in bad weather," says Syms. "Maybe they'll all be at home wondering what to do and someone will say, 'Hey, it's raining. Let's go over to Syms and see what the dividend is.'"

### A distasteful prospect

Syms is still expanding. In September another big store will be opened in Maryland, and some people in the clothing industry expect the chain to spread into the Southwest before long. Whether Sy will be able to continue financing his own momentum is a question. He has had numerous offers from larger companies to sell out but is reluctant. It is a family business first, and Sy knows a buyer would insist that he go on running Syms, and he doesn't relish the prospect of doing it under higher authority. "If I was working for a conglomerate," he says, "would they let me buy panty hose for a buck and sell them for a buck and a quarter? Never."

He could conceivably raise capital for expansion by going public. There is lively interest in the off-price business in the financial markets. Last October the brokerage house of Smith Barney Harris Upham & Co. held a conference on off-price in New York. One conferee, C. William Ress, a prominent consultant on marketing for manufacturers and retailers, predicted that before long off-pricers would be selling 25% to 30% of all name-brand soft goods in the U.S. "They operate under the umbrella of credibility offered by the department stores," Ress said. "How do they do it? Buy low, sell fair." Not, as he added, bad advice for anyone. F



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# CHEAPEST CHIC

Smart consumers know that it's possible to build a wardrobe at minimal cost by shopping at discount stores. Why pay \$300 for a designer dress when you can, with luck, pick it up at Loehmann's or a similar store for \$79.98?

## BY MARGARET PITON

**L**ike other areas of retailing, apparel sales have been weak over the last two to three years because of the economic slump. Despite this poor environment, though, sales by the discount retailers have more than doubled in the last five years. They now run about \$6 billion a year but still are only 5 or 6 percent of the total market for apparel and shoes.

Retailers and analysts distinguish between different kinds of fashion discount stores. Discount stores are large stores offering a wide selection of merchandise bought at regular wholesale prices and sold with a lower than usual markup. Off-price stores buy brand-name and designer-label apparel at lower than normal wholesale and also sell it with a low markup. They are considered to be specialty stores, stocked mostly with high-quality merchandise in a few areas, often women's, men's or children's apparel and shoes. Factory-outlet stores fall into a third category, since they sell only the overruns from one manufacturer.

The off-price retailers regularly offer name-brand and designer clothes at one-half to one-third less than the price in a department store, and the savings can be far greater.

There is no one answer to how these stores manage to prosper in bad times as well as good, to sell merchandise for less than other retailers and still make a profit. However, one key to their success is sharp buying.

"Our buyers are true merchants. They pound the pavement looking for bargains that they can pass on to our customers," says Herbert Minkin, personnel director for Schottenstein Stores Corp. of Columbus, Ohio. Schottenstein operates 35 discount and off-price stores in ten states and last year had sales of over \$200 million. The chain acquires the majority of its wares directly from manufac-

turers, but it also buys a lot of bankrupt stock and engages in buy-outs of end-of-season merchandise (buying an entire line of stock that a retailer wants to unload) from such stores as Saks Fifth Avenue. Large, fashion-conscious retailers often are willing to sell to discounters in order to get rid of slow-moving merchandise and make room for new stock.

Clever buying, always for cash, is also a factor at Loehmann's, the best known of the off-price stores. Loehmann's is based in the Bronx, New York, and operates 56 stores in 24 states. Opened in 1921, Loehmann's has become a legend among fashion- and dollar-conscious women across the country. Whenever Loehmann's opens a store in a new city, women line up outside to be among the first customers. The stores carry a lot of marked-down designer garments, almost always with the labels removed. High-quality manufacturers often don't want the better department stores to know that they are selling to off-price stores. Loehmann's has its own code for indicating the designer on the price tag, however, and frequent shoppers soon crack the code. They learn, for example, that CAC is Cacharel, CD is Christian Dior and DVF is Diane von Furstenburg. Not all the abbreviations are this straightforward, but quality-conscious shoppers usually can spot a true designer garment among many ready-to-wear copies.

## HAUNTING THE FACTORIES

Loehmann's is a successful family business with estimated 1981 sales of \$210 million. It was publicly held for a time but has been acquired by AEA Investors and once again gone private. The firm's founder, Frieda Loehmann, was a middle-class housewife with three children when her husband, a flutist with the

**Bargain- and fashion-conscious shoppers systematically hunt through racks of off-price clothing at Loehmann's in Paramus, New Jersey. Although the store cuts out the labels, most veteran shoppers easily can crack Loehmann's code.**

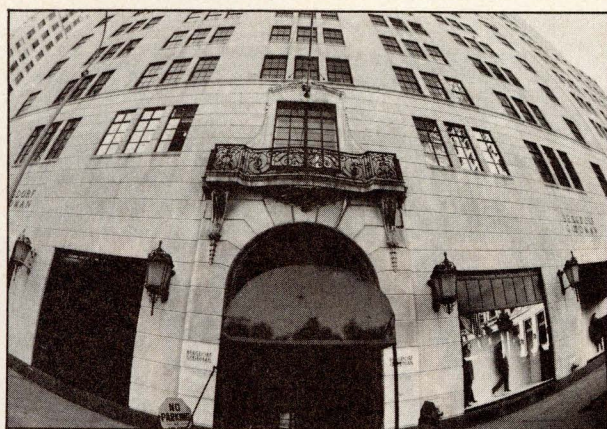


JOYCE RAVID

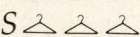
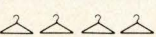
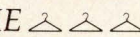


## BERGDORF-GOODMAN

OVERALL RATING 

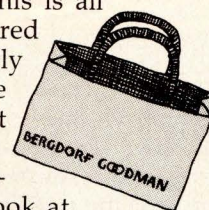


Fifth Ave. and 57th St.

COURTESY   
 KNOWLEDGE   
 HELPFULNESS   
 GROOMING OF SALESPERSON   
 WAITING TIME 

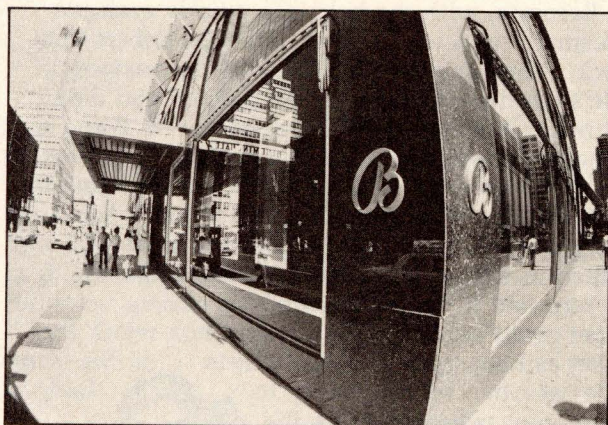
Shopping is serious business at **Bergdorf-Goodman** and not for the fainthearted. On the second floor we were scrutinized, obviously found wanting, but nevertheless approached by a relentlessly chic saleslady (she could never be called a saleswoman) who, although appearing somewhat surprised at our presence, was thorough, if not particularly charming. But she certainly knew her merchandise.

We tried on a Ferre sweater (retailing for \$1,300) and she admitted that the sweater would no doubt last a lifetime, although her manner suggested that if it *needed* to, we shouldn't be buying it in the first place. When asked about Ferre, she described him as "a new designer whose clothing is just wonderful . . . we can't get enough of his things. We had six pieces (of the sweater) and this is all that is left." The sweater appeared to be too big and she immediately offered to remove a smaller size from the display, assuring us that it would be "no trouble." She then showed us other Ferre creations and then suggested we look at the Calvin Klein sweaters nearby. After we decided not to buy, she offered us her name, in case we decided we needed anything.

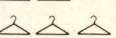
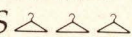


## BLOOMINGDALE'S

OVERALL RATING 



59th St. and Third Ave.

COURTESY   
 KNOWLEDGE   
 HELPFULNESS   
 GROOMING OF SALESPERSON   
 WAITING TIME 

Our saleswoman in **Bloomingdale's** reached us in a remarkably short time, considering the understaffing of her department. She appeared to be alone, coping with the cash register, new merchandise and information-seeking customers. However, she gave us a friendly smile as we indicated a Jean-Paul Germain shirt-jacket. After discussing sizes, she replied to MW's question about Germain with, "He's been around about five or six years. I used to work in the jeans department and he made wonderful jeans that were asked for a lot." Her ability to handle all the conflicting demands was amazing, particularly since she was very good-natured about it all. And her suggestions as to the proper way to wear the selected garment were helpful. As we returned the garment, she gave us another smile as we left.





10/11/82  
menswear

# FOR SERVICE

uncooperative salesperson could have been having a really bad day. However, a patron who has had a bad dinner at a restaurant will generally not return in the hope that the chef is feeling better. And a discriminating shopper, faced with the country's economic morass and the profusion of department stores and specialty shops alike, may decide, solely on the basis of his one-time experience, whether to return or simply try down the street.

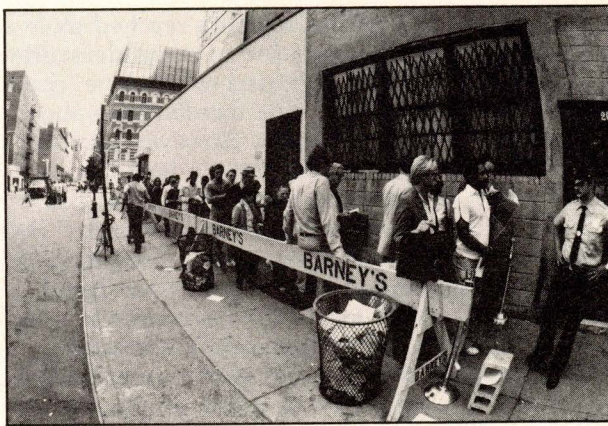
On the basis then, of a "first impression," the

following is the table of merit that MW has chosen for its criteria. A weighted "overall" rating is also included for each store, listed alphabetically.

|           |             |
|-----------|-------------|
| 0 hangers | = terrible  |
| △         | = poor      |
| △ △       | = average   |
| △ △ △     | = good      |
| △ △ △ △   | = excellent |

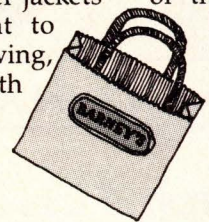
## BARNEY'S

OVERALL RATING △ △



Seventh Ave. and 17th St.

At **Barney's**, with the help of a quickly available salesman, we found a down jacket by Robert Comstock. When asked about the label, he answered, "He's the man who makes the jacket," and didn't volunteer any additional information. We then asked if the jacket was any good. He nodded. Our next question concerned the fit, and when we asked to try it on, this elicited some surprise (i.e., "You want to try it on?"). However, he unlocked the jacket and helped us adjust the snaps and fastenings. Then, as we returned it, he enumerated the various ways the jacket could be worn. We watched him relock the jacket as he suggested other jackets of the same type nearby, so we went to look at them, our salesman following, until suddenly he wasn't with us any longer and we left.

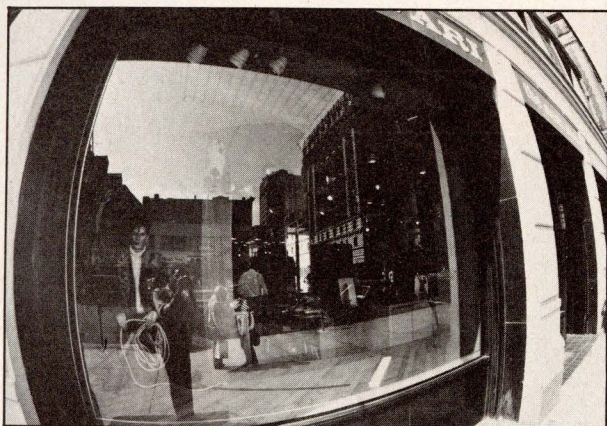


COURTESY △ △  
KNOWLEDGE  
HELPLESSNESS △ △  
GROOMING OF SALESPERSON △ △ △  
WAITING TIME △ △ △ △



## CHARIVARI

OVERALL RATING  



2339 Broadway

COURTESY  

KNOWLEDGE  

HELPFULNESS  

GROOMING OF SALESPERSON  

WAITING TIME 

The men's store of **Charivari** gives a somewhat bold appearance with its modern exterior and large windows in an otherwise traditional New York neighborhood. During our visit, the sales staff seemed more interested in getting a new shipment of merchandise marked and displayed than they did in selling. After a rather lengthy wait, during which all of the personnel looked us over, a salesman came up and asked if we needed any help. We had selected a Claude Montana leather jacket in the interim as our test garment and after asking who Claude Montana was, were told that, "He is one of the most important new French designers . . . already well established." The salesperson then volunteered the information that he loved the jacket. After a brief search for the key to unlock the jackets, we tried one on and it appeared a bit large. The salesman said that he liked the garment big but admitted that in this instance, it might be a bit much. Trying on a smaller size, of course, necessitated unlocking or unwiring another jacket. When we indicated that we probably would not buy it "today" he suggested looking at the Calvin Klein jackets that were nearby, but after seeing our reluctance to buy these either, didn't make any other suggestions.



## CONSTANTINE AND KNIGHT

OVERALL RATING   



353 Bleeker St.

COURTESY   

KNOWLEDGE 

HELPFULNESS  

GROOMING OF SALESPERSON   

WAITING TIME    

In the quietly opulent **Constantine and Knight** we received rapid and friendly attention. The salesman smiled and asked if he could help as we came into the shop. Pointing at an M. Julian distressed leather jacket, we indicated interest. The salesman obviously liked the garment since, while he helped us into it, he discussed the wearability of the jacket and other uses of distressed leather that he had seen. When asked about the origin of M. Julian, we were told, "I don't know, I will have to ask Connie."



However, he commented on the quality and durability of the jacket. After removing the garment, we wandered around for a minute until the salesman, who had been replacing the jacket on the rack, thanked us for coming in and told us to have a nice day,

thus effectively dismissing us from the shop before we could hang around waiting for him to make another suggestion.





## Bill Blass Casual Slacks

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Bill Blass Casual Slacks, a Division of BTK Industries, Inc.: New York Office, 1411 Broadway, on the 32nd Floor—(212) 921-8170  
Also offices in Chicago, Dallas, Los Angeles, Minneapolis & Philadelphia.





## CROW'S NEST

OVERALL RATING  



409 Bleeker St.

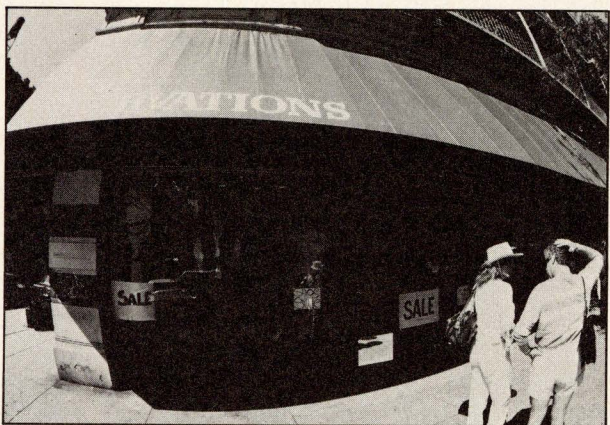
It didn't take long to be noticed in the **Crow's Nest**. Soon after we arrived in this handsome shop, a salesman joined us from behind the counter. Unfortunately, we never felt that we had captured his interest. We chose a jacket from Flying King and asked about the label: "It's the company that makes the jacket. They also distribute Armani, but this isn't an (smile) Armani jacket." He then moved back to the counter, rested his chin on his hands and entered a state of benign indifference. We tried to pique his curiosity by trying on the jacket, but to no avail. Then, after some looking around, we left without hearing another word.



COURTESY   
 KNOWLEDGE    
 HELPFULNESS   
 GROOMING OF SALESPERSON     
 WAITING TIME    

## DESIGN OBSERVATIONS

OVERALL RATING  



282 Columbus Ave.

After the erroneous, but charming experience in the women's section of **Design Observations** (see lead page), we were looking forward to the men's section, confident that the same level of hospitality and graciousness would be maintained. However, when we entered, we found one of the staff behind the counter and the other resting in a chair, eating ice cream. Neither looked particularly happy about, or acknowledged, our presence.

After looking around downstairs for awhile, we went upstairs and found no salespeople at all. Returning to the main floor, we still had not caught anyone's attention, although we were the only customer, and taking the bit between our teeth, chose a sweater by Boston Traders and went up to the counter. The salesperson described the company as one that "used to be in army supplies . . . grew big, now it's in all the stores. . . . It's all cotton." He then lapsed into silence and we returned the sweater to its place, nosed around the store a little longer and finally left without further verbal contact.



COURTESY   
 KNOWLEDGE    
 HELPFULNESS   
 GROOMING OF SALESPERSON    
 WAITING TIME



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## HIGH GEAR

OVERALL RATING 



133 Eighth Ave.

COURTESY  
KNOWLEDGE   
HELPLESSNESS   
GROOMING OF SALESPERSON   
WAITING TIME 

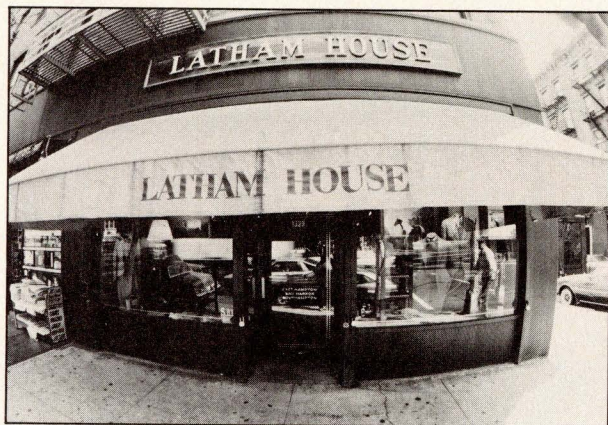
For the unhardened shopper, **High Gear** can be intimidating. The salesman (who was alone in the shop) actually scowled at us as we came in. When we selected a rain jacket by Bear Parts, he appeared unhappily surprised that we should ask about the manufacturer of the product, but answered, "It's an American firm."



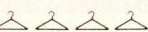
He did suggest pants that went with the jacket, but after offering these to us, went back to the counter and contented himself with occasionally calling out a suggestion regarding sizes when we were brave enough to ask. Replacing the jacket, we quietly exited, as our salesman looked up from the counter long enough to buzz us out.

## LATHAM HOUSE

OVERALL RATING 



1329 Third Ave.

COURTESY   
KNOWLEDGE   
HELPLESSNESS   
GROOMING OF SALESPERSON   
WAITING TIME 

**Latham House** is a quiet shop. We were greeted quietly and attended to, quietly. In fact, more than any other store visited, Latham House displayed the type of carefully conceived and controlled atmosphere that was part of retail shops 100 years ago. We chose an Atlantis rain jacket in a particularly vibrant shade of yellow as our test garment. And to our question about Atlantis, were told it was, "a company that makes outerwear exclusively. They have a shop in the Hamptons." To question the quality of the garment in such austere premises seemed rather presumptuous, so we contented ourselves with discussing size and use. The salesman knew the jacket thoroughly, commented on all of its perfections with a practiced, but certainly not glib, tongue and even conceded that the color might be a drawback. Although when we had finished looking at the jacket, handing it back, no suggestions for other garments was forthcoming. The salesman, nevertheless, was gently polite and unhurried through the entire procedure, exhibiting courtesy and manners to a marked degree. And as we left, he thanked us for coming in.







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## THE LOFT

OVERALL RATING  



313 Amsterdam Ave.

COURTESY   
 KNOWLEDGE   
 HELPFULNESS   
 GROOMING OF SALESPERSON     
 WAITING TIME  

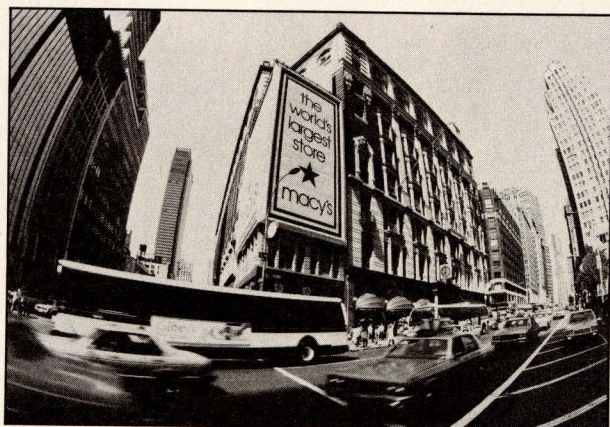
The Loft is a spacious, airy shop with sunlight flooding the area. But the sun didn't appear to lighten our salesman's lot as, leaning over the counter, he checked our attache case as we came in, nodded hello, but did not offer to help us. After we had walked around looking lost for a while, he called out an offer of assistance. Grethel then picked out a Henry sweater and asked who Grethel was. "He's just a designer." When we asked if the designer was any good, he answered, "Yeah, we carry a lot of his stuff."



The sweater we selected appeared to be the right size, but when we asked about fit, our salesman answered that it looked OK, but would probably shrink; he didn't suggest we try it on or look at anything else. In fact, he never left the counter. Our conversation was carried on across the room until we boldly took the sweater to him. After deciding against buying, our salesman watched as we folded and replaced the garment, then handed the attache back and nodded as we left.

## MACY'S

OVERALL RATING  

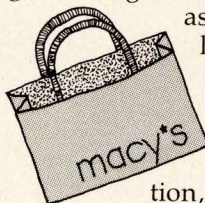


Herald Square

COURTESY   
 KNOWLEDGE   
 HELPFULNESS   
 GROOMING OF SALESPERSON    
 WAITING TIME

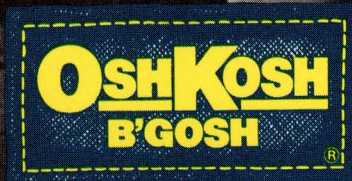
After looking around for some time in Macy's we realized that the salesman was alone in the department we visited. We eventually decided that if we were going to have any service at all, we would have to join the line at the cash register. When our turn finally came, we pointed toward a jacket display and expressed interest. The salesman asked if our size were there and, when we told him we were not sure, he closed up the register and joined us.

In answer to our question about Nino Cerruti, the designer of the jacket, he answered, "He is a good designer . . . does nice things." And when asked about durability (i.e., will it last?) he said, "Oh, yes." During our conversation, the salesman had been busy unlocking the jackets and looking at us to determine size. After a hit and miss operation, the correct size was found and we tried on the jacket, while the salesman stood by quietly. Finally, we removed the jacket and handed it back. He then asked, "Do you want this?" And upon receiving a negative answer, he locked the garment back up and returned to the cash register.





Back-to-Basics? We Never Left.



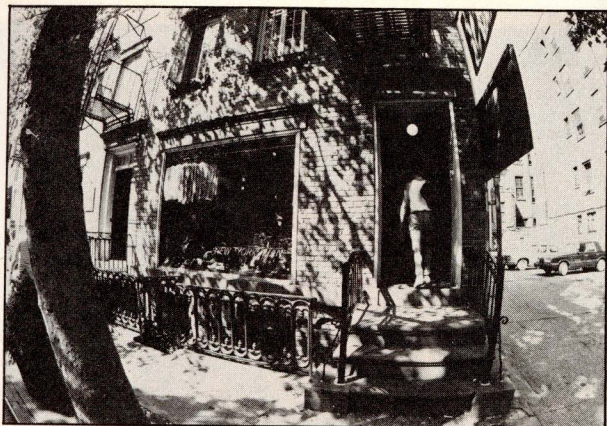
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## NEW YORK MAN

OVERALL RATING 



13 Christopher St.

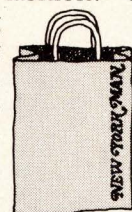
COURTESY   
 KNOWLEDGE  
 HELPFULNESS   
 GROOMING OF SALESPERSON    
 WAITING TIME

New York Man is quite a small shop and, consequently, one would not think that one could be missed or ignored. However, upon entering, we found the two salespeople deep in conversation with a guest, to the total exclusion of the customer. As a matter of fact, if we had waited to be helped, we might still be there.

Being adventurous, however, we indicated a sweater made by Boathouse Row and asked about it. One of the salesmen came over and pulled out the sweater and handed it to us. To our question about Boathouse Row, we heard, "It's a label."

Seeing our confusion to this literally accurate, but completely unenlightening statement, he turned to the other member of the staff for guidance. His response was, "I don't know; Bob bought those."

Leaving the origins of the sweater sealed in darkness, we asked about durability. Our answer: "It's all cotton; you can wear it into the fall. It's a fashion statement . . . do you like fashion?" This left us with the uneasy feeling the quality of the garment didn't as long as it was in style. When indicated our reluctance to buy, the man didn't make any other suggestions and appeared eager to re-the discussion, so we left.



that matter, we in sales- ges - turn to

## SAKS

OVERALL RATING  



Fifth Ave. and 50th St.

COURTESY     
 KNOWLEDGE  
 HELPFULNESS    
 GROOMING OF SALESPERSON     
 WAITING TIME 

On the sixth floor of Saks, it was a rather lengthy wait before we were discovered by a saleswoman who asked if she could help. In fairness, it must be noted that part of the wait could be attributed to the labyrinth design of the men's department, which does not allow quick visibility. However, once we found each other, she was anxious, motherly, and eager to make sure we were happy with what we bought.

We selected a Daniel Hechter jacket, and after the saleswoman completed a lesson in the correct pronunciation of the designer's name (which we were made to repeat), she offered, "He's an American designer . . . does fine things." She suggested that we would get a lot of wear from the jacket, but also felt that we should look around and take our time before deciding. She didn't "believe in high-pressure sales." After returning the jacket to its place she left without making any other suggestions, telling us to look around and let her know if we needed any help.





# **"Hey, Spring Active!"**



## **Pebble Beach Sportswear of California**

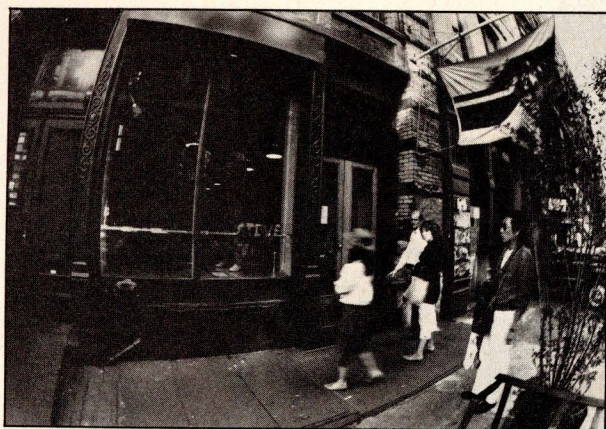
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NY New York 10104 (212) 765-8337 110 East Ninth Street, Suite A404, Los Angeles, CA 90079 (213) 622-5528

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## STEVE'S

OVERALL RATING   



172 Spring St.

COURTESY   

KNOWLEDGE  

HELPFULNESS  

GROOMING OF SALESPERSON   

WAITING TIME    

Our salesman in **Steve's** grinned and said hello as we went in. Then followed us to the back of the store where we found a down jacket with built-in vest made by Authentic. He told us that Authentic was an "American company." Then, noticing the foreign label on the jacket, admitted that, "it's made in Japan, but it's American material." The jacket had a wide variety of wearing possibilities and he seemed to know them all, commenting and adjusting the jacket and discussing the size and fit. Through all of the experience, our salesman was pleasant, ebullient, if not. We returned the jacket and discussed his vacation for a few minutes before, without making any further suggestions, he said goodbye and smiled again.



## STONE FREE

OVERALL RATING   



105 West 72nd St.

COURTESY   

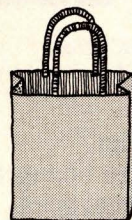
KNOWLEDGE  

HELPFULNESS  

GROOMING OF SALESPERSON  

WAITING TIME    

**Stone Free** is a tiny shop with a huge welcome. In fact, they were positively delighted to see us. Smiling, the salesman welcomed us to the store and helped us into the Avirex jacket that we selected. His answer to our query about Avirex: "Avirex is a company that does 1950s'-style things." As we tried on the jacket and looked in the mirror, another salesman came over and commented on how well it looked . . . while balancing three other customers. When we showed reluctance to buy, our salesman made some suggestions on fall colors that would be



perfect with the jacket. When we finally decided to wait before purchasing, he immediately suggested we look at a new shipment of corduroys that had just come in.

The only difficult moment in the otherwise pleasant experience came as we began to leave the store without buying the jacket. Without becoming obnoxious, the salesman made it quite clear that if we were smart we would buy the jacket then and there, since it might not be available at a later date. Despite this high-pressure summation, when we were finally able to leave empty-handed, he wished us a good day and even went so far as to pat us on the back and suggest we come back.





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# TOPS SALESMEN OF THE YEAR.

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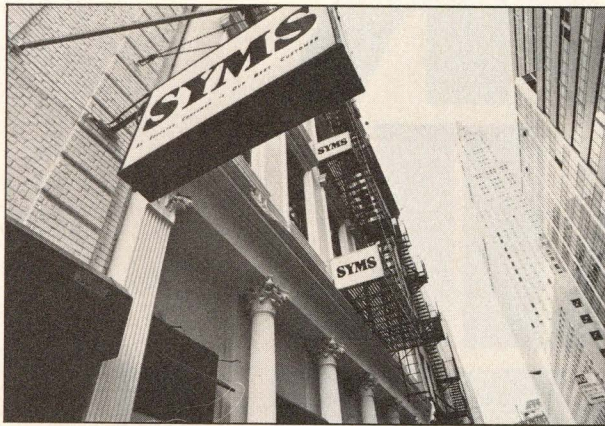
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## SYMS

OVERALL RATING   



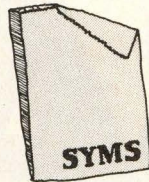
45 Park Place

COURTESY    
 KNOWLEDGE   
 HELPFULNESS   
 GROOMING OF SALESPERSON    
 WAITING TIME

We wandered amid the chaos of **Syms** for some time, inspecting jackets before approaching a salesman with one we had selected. The garment had a William Barry label, and, in answer to our question as to who William Barry was, we were told, "He's one of our designers . . . a reflection of our culture. He's what is happening in the state of the art . . . along with people such as Bill Blass. The jacket will come in handy because we get a north wind in this area. Any

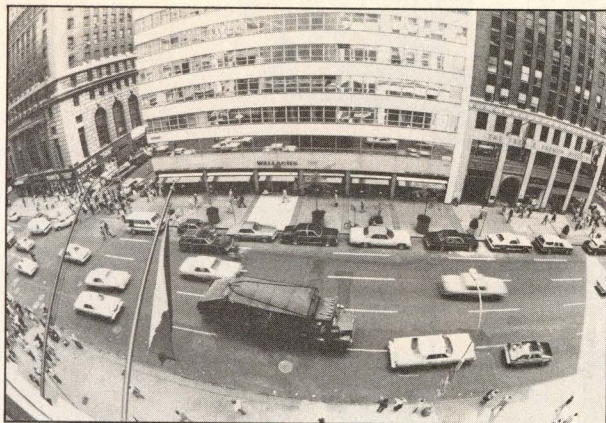
down product (the jacket was synthetic) is good with a nylon cover. Also if you go out on a week-end." He then walked away, leaving us somewhat confused and convinced that if we were to become an "educated consumer," we would have to get our basic training elsewhere.

The guards at the door, however, were very friendly.



## WALLACHS

OVERALL RATING   

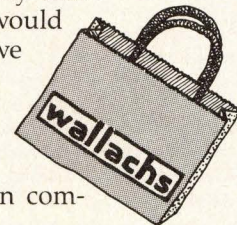


550 Fifth Ave.

COURTESY     
 KNOWLEDGE  
 HELPFULNESS     
 GROOMING OF SALESPERSON    
 WAITING TIME    

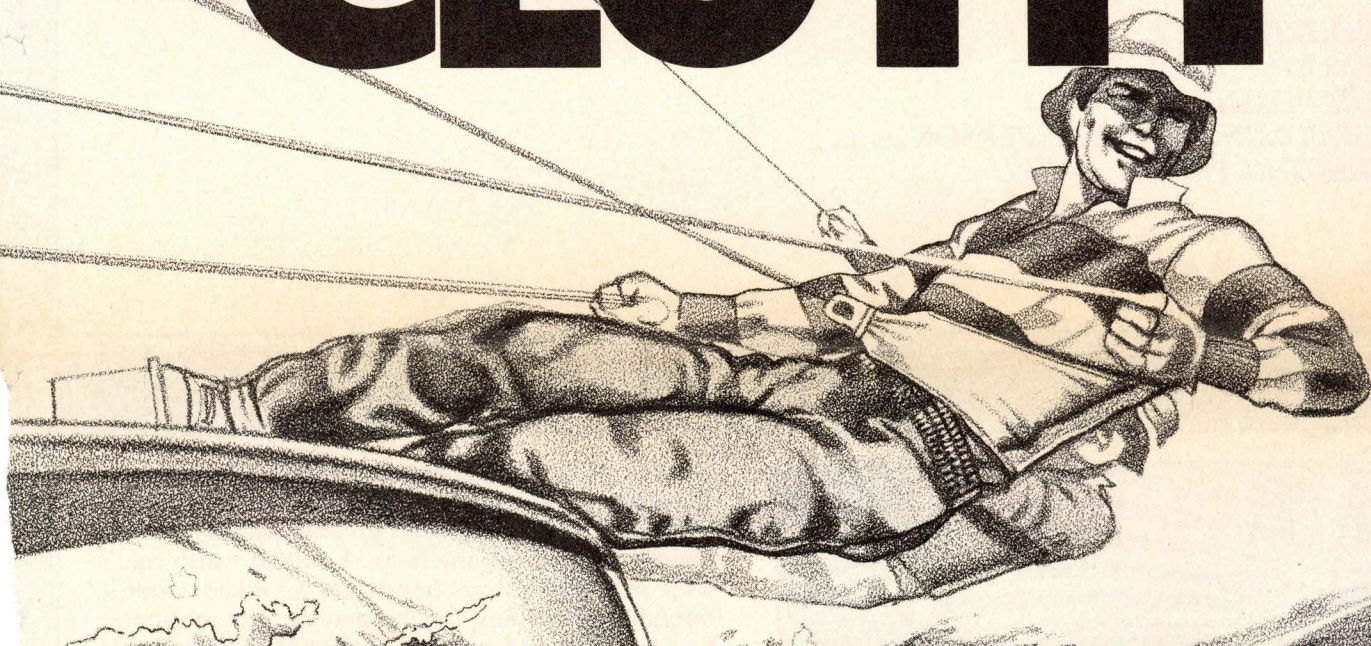
A warm smile and a good morning greeted us at **Wallachs** as we went in to look around. On the second floor we were again greeted promptly and asked if we needed any help. A British warm coat made by Gloverall was handy, so we asked about it. Immediately helping try the coat on, the salesperson stressed the durability and good quality of the coat. But when asked who Gloverall was, he responded, "You got me. It's made out there in England." The coat appeared to be somewhat large and the salesman suggested that we would probably wear a sport coat under it and quickly went off to find one for us to try on under the coat.

As an interesting sidelight, he showed us a forthcoming catalog that featured the British coat, perhaps with an eye to the possibility that if we saw the coat in print, we would be encouraged to buy it. As we left, our salesman didn't make any other suggestions, but he did give his name and ask us to call on him if we needed anything because he "worked on commission."





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drill collar. A warm, comfortable shirt, cut for action in bold stripes and bright solids. Our sail cloth is cut for all your customers, from serious sailors to landlubbers. So the next time you're charting out the best sail cloth, one that's rugged and good looking, come about to Canterbury of New Zealand. Canterbury will put the wind back in your sales.



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# Good Housekeeping

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Where to buy for

# TALL MEN

Things are looking up for men who are six feet tall and over. In the savvy New York stores listed here they can buy everything from tasteful tall-size apparel to extra-long beds. By James van Maanen

Let's talk tall.

And when I say "tall," I don't mean a measly six feet. Not even a typical six feet two. We're talking six feet six and up. We're talking about the kind of fellow who, if he buys his clothes in any normal department store, comes out looking like Little Lord Fauntleroy—with six inches of wrist sticking out below the sleeves, and pants that resemble knickers.

This is the fellow that you want to ask to remove not his hat, but his *head*, when he sits in front of you in the movie theater. (He probably *won't* sit in front of you, though. He'll never be able to wedge his legs in that minuscule amount of room between the rows.)

Ah, the tall man. Almost everybody looks up to him—literally and figuratively. But would you really want to be in his shoes? Maybe—if you could find a pair that fit.

There was a time not long ago—even in New York City—when dressing the tall man wasn't easy. Or much fun. Today, it's a different story—maybe because there are more tall men. Whatever the reason, it's possible now to find stores that carry everything from tall-size apparel to extra-long beds—if you know where to look.

IMPERIAL WEAR, 48 West 48th St., New York, N.Y. 10036, (212) 541-8220; and 1500 Northern Blvd., Manhasset, N.Y. 11030, (516) 627-4011.

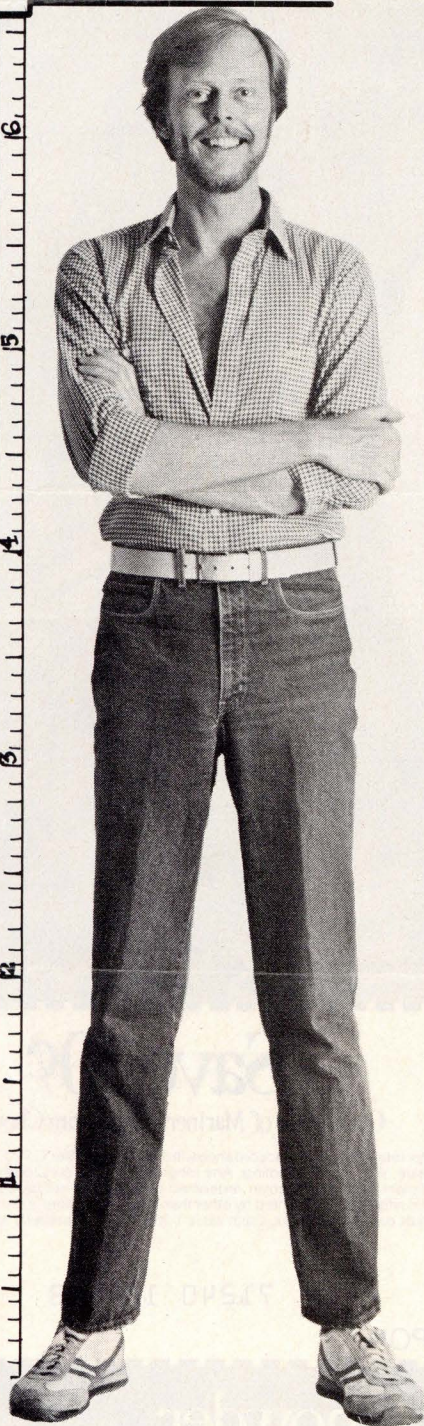
For more than 30 years Imperial Wear has been the name of note in the big and tall men's market. And if it wasn't always fashionable, at least it was there. When I first came to New York, 20 years ago, it was the store most recommended. Although the clothes looked like something out of the *Summer of '62* (and this was '62), they fit. Now,

the store boasts designer labels in everything from suits to blue jeans, and today's tall man can buy his entire wardrobe—underwear, sleepwear, sportswear and dress attire—at prices that are "in the ballpark," as one of the sales staff put it. Dress suits retail between \$200 and \$400; overcoats from \$225 to \$425; jeans from \$25 to \$45; and shoes (to size 15EEE) from \$59.95. Sneakers are available to size 16 from \$32.50. Imperial Wear's clothes sizes range from 40 to 54 extra-long.

LONDON MAJESTY, 1211 Avenue of the Americas, New York, N.Y. 10036, (212) 221-1860.

For years Imperial Wear had the corner on the tall market; now there's a new kid on the block! London Majesty, located on the southwest corner of 48th Street and Avenue of the Americas, is only four years old, but has already made a surprising inroad into New York's tall market; it's easy to see why. London Majesty looks like a million dollars. And if its clothes seem priced that way, too, well—their quality is indisputably tops. The emphasis here is on dresswear. The store features some staggeringly beautiful imported cotton shirts from \$40 to \$75 each ("We do have ordinary dress shirts from \$20," the salesman assured me). And the selection of elegant leather and suede jackets (\$145 to \$600) is equally impressive. Aquascutum coats in tall sizes range from \$200 to \$500, and the store offers other classy items, such as pure silk sports jackets, the famous Atkinson Irish poplin ties, and a vast assortment of top quality knitwear. As part of Europe's "High & Mighty" group of menswear stores, London Majesty offers European fashions that are both longer and trimmer than many of their American counterparts.

Both Imperial Wear and London Majesty offer a service of particular benefit to wives and friends of tall



*Free-lance writer James van Maanen (left) obviously knows his subject; as you can see, he stands six feet, eight inches tall in his sneakers.*



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Steaming hot. The wonderful aroma  
of clams. Taste and almost hear the sea.

Delicious. Mariners Cove, authentic  
New England style clam  
chowder.



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STORE COUPON



Mariners Cove Clam Chowder.



# Are you burning money or fuel?

If the burner in your heating system is over 15 years old, you may be paying more for heat than you should. Improve your heating system by installing a fuel-efficient Beckett burner and save up to 35%. Plus you can receive a 15% energy tax credit for its installation. In fact, a new Beckett burner might pay for itself during the first heating season. Save fuel dollars with a new Beckett burner. Contact your fuel dealer or heating contractor today!

## Beckett

Elyria, Ohio • 44036



Over 2 million  
in service

men. Both stores keep up-to-date and accurate records of their customers' sizes and orders, so anyone shopping for a gift can consult the store salesmen to find out the size (and in fact the particular taste) of the customer in question. ("We are discreet, of course; we don't give out just *any* information!" says a spokesman for London Majesty.) This service, almost like a bridal registry, can save the harried shopper time, energy, and disappointment.

**JOSEPH M. KLEIN, INC.**, 118 Stanton St., New York, N.Y. 10002, (212) 228-1166. Klein also has branches in Brooklyn, (212) 375-9170; Hempstead, N.Y., (516) 486-6200; and Newark, N.J., (201) 623-5090.

From the elegant accoutrements of London Majesty to the Lower East Side of Manhattan is a big jump—and a money-saving one, too. Either the "F" train

or the 1st Avenue bus will take you to Joseph M. Klein, Inc. Big and Tall store, where the dress suits and sports coats are a good deal less expensive than in the uptown stores. Manager Harold Adler says that customers come down to the Lower East Side for a pickle or a knish—"but they stay to buy a suit." Jackets go to 56 extra long; pants to 46 extra long. Dress suits here are \$150 to \$295; sports coats are \$105 to \$250; and other clothes—from underwear to jogging outfits to jeans—sell for pretty much the same price as anywhere else in Manhattan.

**MOE GINSBURG**, 162 Fifth Ave., seventh floor, New York, N.Y. 10010, (212) 242-3482.

Although Joseph Klein is more affordable than his uptown competition, even cheaper yet is Moe Ginsburg. While not exclusively a "tall" store, it

offers a fine selection of suits (to size 50 extra-long), sports coats, overcoats, and topcoats at prices in the \$100 and up range. The second floor carries tall men's shirts starting from \$20.

**GORSART**, 122 Duane Street, New York, N.Y. 10007, (212) 962-0024.

For men looking for a very conservative style, a store that comes highly recommended by those whitest of white-collar workers, the Wall Street crowd, is Gorsart on the corner of Church, two blocks north of Chambers in Manhattan. Gorsart has been around since 1921, and if you haven't heard of the store, it's because it doesn't advertise. It's all word-of-mouth, and the word is excellent. Gorsart features sizes 41 to 50 extra-long suits priced from \$165 to \$250 (normally retailed at \$250 to \$400), sport coats from \$75 to \$180, overcoats from \$180 to \$235, and dress shirts from \$21 to \$35. These clothes are first quality; no seconds or clothes with labels ripped out. Another money-saving feature of the store is its free alterations done by a staff of 24 tailors. The Gorsart look is ultraconservative; "We 'out-Brooks' Brooks Brothers," is the way owner Moe Davidson puts it.

In addition to the one-of-a-kind stores, there are also two tall-men chains worth noting: the He-Man Shops, a regular retail store chain; and the Syms Outlets, a discount operation.

**HE-MAN SHOPS**: In Brooklyn, 318 Livingston St., N.Y., 11217, (212) 875-0848; Yonkers, N.Y., (914) 779-7600; Paramus, N.J., (201) 843-9629; Huntington, N.Y., (516) 423-9337; East Brunswick, N.J., (201) 257-7744; Norwalk, Conn., (203) 847-4006; and Queens, N.Y., (212) 263-6064.

He-Man Shops carry everything for the tall and big man. Sizes range from 40 to 54 extra long in suits (\$195 and up) and sport coats (\$95 and up). Levi jeans are \$31, and dress shirts come in sizes 15½ to 18½ (necks) and 35" to 38" sleeves.

**SYMS OUTLETS**: 45 Park Place, N.Y. 10007, (212) 791-1199; Paramus, N.J., (201) 791-7422; Woodbridge, N.J., (201) 826-4400; Elmsford, N.Y., (914) 793-0770; Roslyn, N.Y., (516) 621-3030.

Syms has a large selection of tall men's clothes too and as advertising director Marcia Carron says, "Why should tall guys have to pay more for their clothes? That's a rip-off, right?" Right. So Syms offers sizes 38 to 48 extra-long suits from \$88 to \$188; sport coats from \$48 to \$78; dress shirts at \$13 and sports shirts from \$10 to \$12. All prices are approximately 50% off regular retail prices. The stores also feature assorted extra-long outerwear, as well.

Beyond clothes, the most important thing to a tall man is probably a good





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It keeps happening. People come to  
Thomas' Protein Bread for good nutrition and diet,  
then they come back for good taste. Of course,  
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**No sugar, no shortening,  
and only 45 calories per slice.**



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**How can anything so nutritious taste so delicious.**

Thomas' Protogen® Protein Bread. © 1982 S. B. Thomas, Inc.





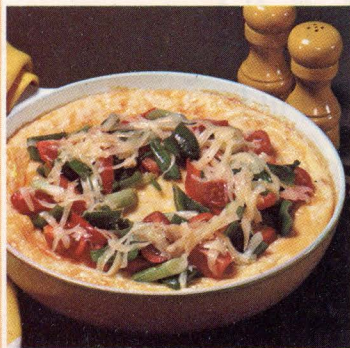
Norway's super natural cheese

# JARLSBERG®

Mild, uniquely delicious Jarlsberg cheese is ideal with wine, fantastic with fruit and great for snacking. It's made the natural, Norwegian way. Slice it, chunk it, grate it, or melt it into your favorite cheese recipes. Jarlsberg blends beautifully into breakfast omelets, luncheon salads, and an array of delectable dinner dishes. Try this enticing easy-to-make recipe.

*Now you're cooking*

## Jarlsberg Omelet



Combine 8 eggs slightly beaten, 1/4 c. milk, 1 tsp. salt, 1/4 tsp. dry mustard, 1/8 tsp. pepper. Beat well and cook in buttered skillet (with oven-proof handle) at medium heat until eggs begin to set. Lift eggs to allow liquid to run under. Sprinkle on 1 c. shredded Jarlsberg, 1 c. cubed cherry tomatoes, 1/3 c. cubed green peppers, 1/3 c. red pepper strips, 1/4 c. sliced green onions. Cook until almost set and bake at 400° for 5 minutes or until done. Sprinkle on 1/2 c. shredded Jarlsberg. Serves 4-6.

**Ask for Jarlsberg wherever you buy cheese.**

© 1982 Norseland Foods, Inc., Stamford, Connecticut 06901

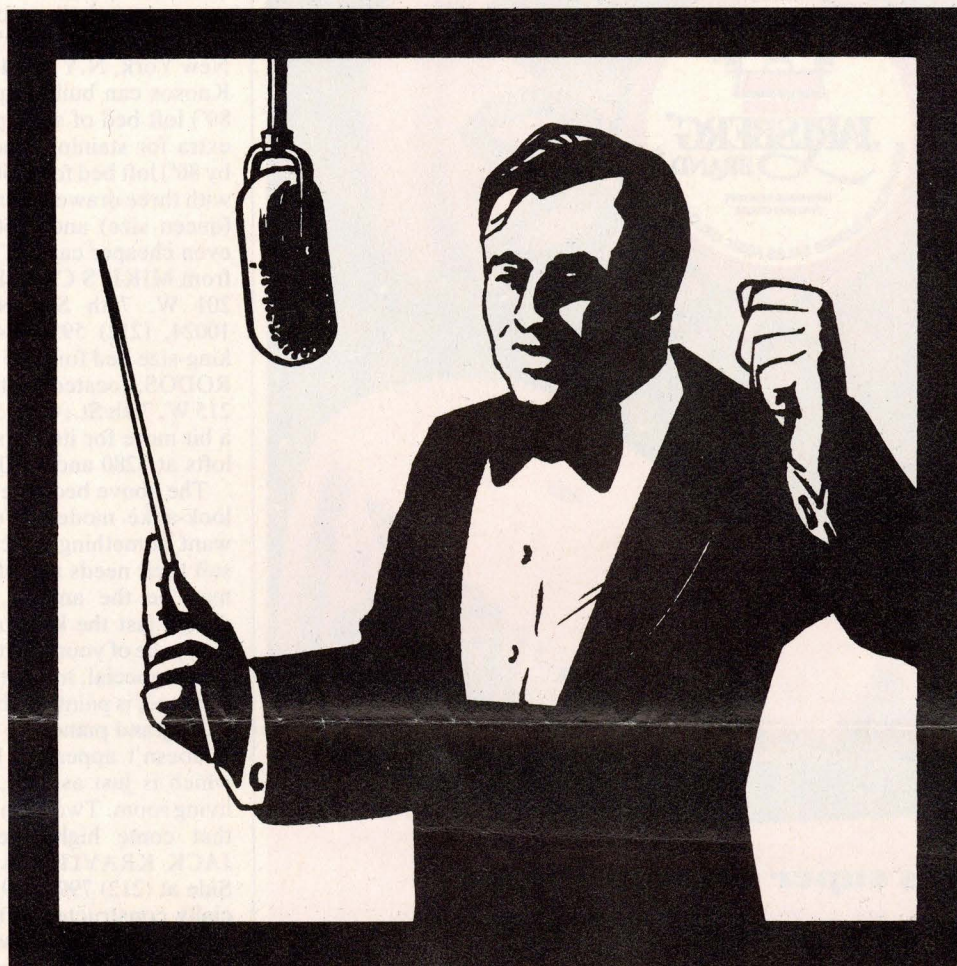
night's sleep. And while a king-size bed is not hard to come by in this day and age, finding a place to put it in a small Manhattan apartment is another matter. That's why the extra-long loft bed or king-size platform/captain's bed is such a boon to a tall body.

Among carpentry shops that specialize in custom-made unfinished furniture, one of the most reasonable is KNOSOS INC. at 538 6th Avenue, New York, N.Y. 10011, (212) 242-0966. Knosos can build a queen-size (60" by 80") loft bed of solid pine for \$200 (\$50 extra for staining) and a king-size (78" by 80") loft bed for \$350. A captain's bed with three drawers beneath it costs \$145 (queen size) and \$250 (king size). An even cheaper captain's bed is available from MIKE'S CARPENTRY SHOP at 201 W. 79th St., New York, N.Y. 10024, (212) 595-8884. Mike builds a king-size bed for \$205 (2 drawers only). RODOS, located on the same block at 215 W. 79th St., (212) 362-0328, charges a bit more for its beds: queen and king lofts at \$280 and \$380 respectively.

The above beds are all standard size/look-alike models. For tall folks who want something specially designed to suit their needs an individual carpenter may be the answer. He'll help you design just the kind of bed that will fit the space of your apartment—and make it look special, to boot. Our loft bed, for instance, is painted white and sits over a baby grand piano like a kind of gazebo. It doesn't appear to be a bed at all—which is just as well, since it's in our living room. Two Manhattan carpenters that come highly recommended are JACK KRAVITZ on the Upper West Side at (212) 799-7339, who says a specially constructed loft bed of king-size or better proportions would cost around \$1,200. On the Lower East Side, carpenter PETER ESPOSITO, (212) 477-4541, can build a specially sized platform or captain's bed for \$350-\$400. Esposito mentions another money-saving idea: Supply the construction materials yourself, if you have a connection in the industry or feel you can get a better price. Esposito charges only \$15-\$18 per hour, plus materials. Carpenters, by the way, usually expect one third of their pay up front; another third along the way, and the final third upon completion of the job.

Now that your new bed is constructed, what about that extra-length mattress? Tall men are notoriously prone to back pains, so the right kind of material with the correct firmness is vital. This writer, as well as some of Manhattan's best-known orthopedists, recommends DIXIE FOAM at 20 E. 20th Street, (212) 777-3626. Dixie Foam has been around a long time; the store has no particular "class," but then, low overhead helps keep prices down. The





# WRTN

RETURNRADIO • (93.5 FM)

MUSIC FOR THE FOLKS WHO LIVE ON THE HILL



# Too Hot?



# Not.



THE HOT SAUCE WITH FLAVOR.



**They could practice medicine anywhere. They'd rather work for the Navy.**

At U.S. Navy hospitals around the world, or on ships at sea, some of the most dedicated men and women in the medical profession have chosen to put their experience to work in the Navy.

Working in virtually every specialty, from general practice to medical research, the excellent quality of Navy medicine is a result of the highly qualified physicians and nurses who have found a career with today's Navy.

In fact, some of the best people in a broad range of highly skilled fields are working in the Navy. In medicine or communications, in electronics or engineering, you'll find Navy men and women who not only believe in being the best at what they do, they believe it means a little bit more when it's done for their country.

**Navy know-how.**  
**It's working for America.**

mattress that many orthopedists recommend is made of high-resilience carbamate and comes with a 15-year guarantee. Ask for it in "superfirm." A queen-size mattress runs \$209; king size is \$275; and any special-order size is just \$10 additional. Dixie Foam manager Monty Bram says that the store has had so few complaints over the years, it has upped the mattress guarantee from 5 years to 10, to the present 15.

Okay, your tall man looks spiffy and is sleeping like a log. What else can you do for him? A quick poll of some tall Manhattan men resulted in these "tips." When he's hailing a taxi, let him "wait it out" until a Checker cab comes by. Checkers are almost the *only* cabs with enough room to accommodate his long legs. Try to accordion-fold him into one of those mini-cabs, and you're guaranteed to ruin a nice evening. Another thing: When he asks where you want to sit in a movie theater, consider his legs first. Certain theaters such as the Loew's Astor Plaza have an aisle that empties onto an exit door and provides plenty of leg room. Others, such as the Lincoln Plaza Cinemas stagger their rows so that the end seat in every other row has no seat in front of it. That's a prime location for long legs.

Legitimate theaters can be more of a problem. I know a few men who won't go see a play or musical no matter how good the reviews, simply because they can't bear being boxed in for two or three hours and having their legs fall asleep. When you go to the legitimate theater be sure you get two on the aisle.

Over lunch with a group of tall men, I thought perhaps one final question might be appropriate regarding what women could do to make their tall men's lives a bit easier. "What do you think, guys—does it help if the woman is also tall?" The answers, not unexpectedly, were as varied as the men themselves.

"God, no—" one exclaimed. "I prefer them short!"

"You know," said another quietly, "I would never have said so before. But recently I started dating a tall woman. And I never want to go back to any other kind. She *understands* me. And I can't tell you how terrific it is to be eye-to-eye *all* the time."

"Tall?" asked a third, surprised. "That doesn't even enter into it. She just has to be . . . well, a woman!" ★

## SHOPPING SYNDROME

*On a rack of "clearance" dresses,  
It happens, without fail,  
The dress I always want to buy  
Is the one that's not on sale!*

—Freda Jacobs



# THE CLASSICAL STATION FOR PEOPLE WHO NEVER TOUCH THE STUFF.



If you're one of those people who remain fairly indifferent about classical music, we'd like to suggest a few things that might change your mind.

First, don't judge all classical music by the classical stations you've tried. At WNCN, we play classical without the clichés. No stuffed shirt announcers. No snobby attitude. No trivial tidbits of information about composer or work. Instead of talk you'll hear the most comprehensive schedule of classical music on the air. Presented by down-to-earth announcers who share the same love of fine music as our listeners.

Second, try not to think of classical music as just old music. Most kinds of popular music have their roots in classical. Think of it as very early rock. Or the blueprint for everything from punk to funk, if you like.

Third, give WNCN a try. Tune in 104.3 FM. Turn up the volume. Then sit back and let our unbelievably precise signal simply blow all your misconceptions away.



**WNCN CLASSICAL**  
**104.3 FM**

THE ONLY CLASSICAL STATION WORTHY OF THE MUSIC.



# Off-price stores have a treasure-hunt atmosphere. If you see something you like, you can take a chance that you can buy it for less if you wait a week or so. On the other hand, it may be gone by then

Cincinnati symphony, became ill. It fell to her to support the family, and she packed them off to New York. There she worked as a fashion buyer for a few years before striking out on her own. She soon shifted from a women's specialty shop to a discount-clothing operation, buying up surplus stock from manufacturers and passing the savings on to her customers.

Loehmann became a legend on Seventh Avenue, haunting the clothing factories in a shapeless black coat and dress. She capitalized on her frail, impecunious appearance to get the best prices, but she always paid cash for the merchandise, hauling thousands of dollars out of her bloomers. Although of German Protestant origin, she learned enough Yiddish to seem at home in the largely Jewish "rag trade."

Loehmann's business prospered, and although she clung to her poor-as-a-church-mouse image while working, she would blossom out in couturier gowns and furs on her buying trips to Europe. She continued to do her own buying until two weeks before her death in 1962. Her older son, Charles, who had worked with her almost from the beginning, continued and expanded the business until his death in 1977.

Loehmann's has chosen primarily suburban locations to save on overhead costs, and the stores are distinctly "no frills." Dressing rooms are communal, and sales staff is minimal. Only cash and personal checks are accepted, not credit cards, and no returns are allowed. But Loehmann's customers gladly put up with these inconveniences for the bargains that usually are available.

At a meeting of consumer analysts in Chicago, Loehmann's president, George L. Greenberg, explained the company's policy. "Loehmann's never runs a sale. We have constant merchandise reevaluation and a cycled markdown policy whereby garments are periodically reduced in price, depending on when they were purchased and placed in the stores. Slower-moving garments can and do end up being sold for small fractions of the original Loehmann's price tag." As a result of these policies, the stores turn over merchandise between 11 and 13 times a year, compared to five or six times for conventional retailers. This means maximum use of cash resources and minimal exposure to merchandise loss.

Mary-Jean Rainnie, vice-president for advertising and public relations at Loehmann's, says there is no typical Loehmann's customer. "She is any woman between 18 and 80 who loves clothes and bargains." A substantial proportion are working women, and celebrities such as Betty Ford and Barbra Streisand have been Loehmann's customers.

The economic downturn doesn't hurt Loehmann's as much as it hurts normal retailers, Rainnie continues. "We find that in good

times our customers buy two garments but in bad times they still will buy one."

In the Boston area, Filene's Basement is the most famous off-price store. It now has seven offshoots in New England (the newest store opened in October at the Methuen Mall), and three on Long Island in New York. Filene's is part of Federated Stores, which also owns Bloomingdale's and many other department stores. Filene's communications director, Pat Patricelli, says the secret of the basement operation, which is run separately from the main store, is its "down and out policy. If merchandise doesn't move, we mark it down 25 percent. We continue marking it down 25 percent until finally we give it away."

## A TREASURE HUNT

Filene's Basement handles household goods and men's wear as well as women's clothing. Some merchandise comes from Filene's regular stock, some is manufacturer's overruns or distressed merchandise, for example, items that have suffered smoke or water damage. In addition, Filene's Basement buys out seasonal merchandise, including designer wear, from major retailers. "Our automatic markdown policy gives the store a treasure-hunt atmosphere. If you see something you like, you can take a chance that you can buy it for less if you wait a week or so. On the other hand, it may be gone by then," says Patricelli.

The three new Basements opened simultaneously in Huntington, Manhasset and Levittown on Long Island. They carry the same range of men's, women's and children's clothing and home furnishings as the Massachusetts stores and follow Filene's traditional 25 percent markdown policy. The Manhasset store differs slightly from the other two because it has a fur shop—discount furs.

Patricelli attributes Filene's favorable reception on Long Island to the presence of many long-time fans. "We are the original bargain-basement operation, and we do it better than anyone else," she says. "People know us in Boston, and our reputation just blossomed. Months before we opened the stores, we got calls from Long Island shoppers: 'I bought a cashmere sweater at Filene's 25 years ago for \$20, and I can't wait until you come here.' " Filene's moved several store managers to the new sites because they were familiar with the merchandise and the store's philosophy, but all other employees are local.

Although Cohoes Specialty Stores Limited does not want to be called an off-price or discount store, it does offer low prices and top quality that attract customers from far and wide to the small town of Cohoes, in upstate New York north of Albany. Cohoes's owner, Sanford Zimmerman, is a former chair-

man of Abraham & Straus, a subsidiary of Federated Stores. Cohoes mainly sells designer women's wear and imported leather shoes and handbags that often cost 25 percent less than in major department stores. Sales have reached \$30 million annually, and the store recently opened a branch in East Windsor, Connecticut, near Hartford.

Cohoes's public-relations director, Margery Lapp, says the high turnover rates and low overhead costs make the low prices possible. With 300 salespeople, though, the store doesn't stint on service. "While our prices attract customers, it's the better service that brings them back. Our salespeople cultivate personal accounts and call customers when specific merchandise comes in."

What all the off-price and discount stores have in common is a policy of buying low and selling fair. "Essentially, they're able to buy quite a bit below market because they [often] are buying distressed goods. They tend to have secondary locations. They have reduced operating costs. The rent is lower, and generally the fixtures are simple. They have minimal sales help, if any," according to C. William Rees of C.W. Rees and Associates retail consultants. In addition to the stores discussed above, major off-price retailers are Melville Corporation's Marshalls stores (estimated 1981 sales \$618 million), Zayre's T.J. Maxx and Hit or Miss stores (estimated 1981 sales \$220 million and \$145 million), Syms (estimated 1981 sales \$115 million) and F.W. Woolworth's affiliate J. Brannam (sales under \$100 million but growing fast). The biggest of all is Mervyn's, a division of Dayton Hudson, which in 1981 topped \$1.1 billion with its 83 West Coast stores. Most of the latter companies are publicly traded and may provide profitable investment opportunities.

## THERE'S PROFIT IN DISCOUNT

The future for discount retailers looks very bright. "Total off-price retailers' sales could double over the next five years," says Jerome Buff, retail analyst with Smith Barney, Harris Upham & Co. Inc. Rees agrees that "off-price retailing will be a major force in the market, depending on the commodity and the competitive situation." Off-price retailing is best developed in the Northeast and Southeast and has a long way to go in the West.

The market segment to which off-price retailers potentially appeal most strongly is what Rees calls "the cosmopolitan. These people are terribly sophisticated and fashion conscious. They want quality, and they tend to buy upscale products but not at upscale prices. They like sales, they want variety, they like to shop,







# Heightened consumer awareness and inflation have played parts in the growth of off-price retailers. And psychologically, being able to buy brand names at half-price offers the shopper a way to beat the system

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and they like specialty stores." This segment typically accounts for about one-quarter of the market, he says.

Off-price retailers also appeal to what Rees terms the meticulous shopper. "This shopper shepherds the funds of the family, is very careful how the money is spent and is very often a working woman." This segment includes a further 25 to 30 percent of the off-price market. Given that off-price retailers currently account for only about 6 percent of the total market, they clearly have room to expand.

Heightened consumer awareness (brought about partly by Ralph Nader and the consumer movement) has played a big part in the growth of off-price retailers, according to Iris Ellis, publisher of *S.O.S.: Save on Shopping*, a national directory of factory-outlet and off-price stores. Inflation also has made people more conscious of price and quality, more determined to get value for their money. But Ellis points to a psychological factor that may account for the appeal of bargain hunting to women in particular: "Many women who are not actually pressed economically have very few possibilities to beat the system or to win or to bring

home a trophy. Brand-name clothes at half-price offer consumers a way to win."

Ellis's successful directory, which no major publisher wanted to take on, is based on information submitted voluntarily by women in different parts of the country. "This inflow of information came from women, not from the men in charge of stores. They were willing to share this information, and all we had to do was organize it."

## CONSUMER TIPS

One veteran bargain hunter claims to have made the following purchases in off-price and discount stores in recent years: a wool Cacharel shirtwaist dress for \$40; two wool Cacharel skirts for \$4 apiece; a Valentino linen skirt for \$40, reduced from \$710; an Yves St. Laurent long velvet skirt for \$32; a Ralph Lauren linen blazer for \$40; six pairs of Bruno Magli shoes at \$24 a pair; a Ralph Lauren wool skirt for \$20. This is just a sampling of the savings available to the persistent shopper.

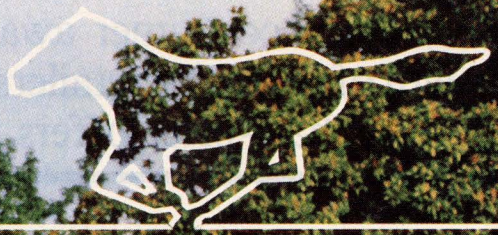
Discount and off-price stores sometimes carry mediocre merchandise right along with

the designer ready-to-wear. But someone who follows fashion can tell a quality garment even without its label. Some designers have an identifiable style on most of their garments, but even when they don't, it is easy to spot a well-constructed garment. Check for careful tailoring—fine stitching, linings that fit, wide seams and hems, inside pockets. Also look for pure fabrics such as wool, cotton, linen and heavy silk. Check garments carefully for missing buttons, spots, stains, tears or pulled seams, since many discounters have a no-returns policy. Be sure to try on a garment before buying.

Don't shop the off-price stores if you are looking for a particular garment in a specific color—chances are you won't find exactly what you are looking for. If you are willing to be flexible, you often can find something you like. In coordinating a wardrobe for work, you may be better off buying major pieces at a full-price store that caters specifically to working women, and filling in with discount purchases. Off-price stores usually have a good selection of evening and casual wear, but you may not be able to find a "dress for success" suit with all the trimmings. ■



# 1983 FORD MUSTANG



**IT'S MORE THAN A CONVERTIBLE.  
IT'S A MUSTANG.**

Mustang Convertible. It comes complete with an electric convertible top, a real glass rear window, and room for four. And, that makes it a complete convertible.



# **Retail**

WABC-TV

RETAIL MARKETING REVIEW

WINTER 1983  
Vol. III, No. 1





## Editorial

**1**982 has been a year of change. Shifts in the economy have caused traditional consumer patterns to change considerably. This in turn has forced considerable reexamination on the part of retailers as to how they can best reach out and motivate this

You will hear from established television advertisers like Gimbels, as well as some retailers like Syms and A&P who have recently increased their use of television to support expanded marketing plans. You will see some old and some new faces—one whom we



# See What Sy Says...Syms Loves Television

One day back in 1974 a customer suggested to Sy Syms, President of the off-price retail stores of the same name, that he ought to be on television. Sy had met him on the selling floor, where he spends a great deal of his time chatting with customers and finding out what they are thinking. Sy said to the man "but I have nothing to say on television, and besides I'm doing nicely word-of-mouth."

But Sy gave the customer a gift certificate for \$100 to be given to the guest sports star on a pre-sports program. "Only because he bought three suits," he says. In return, the man gave Sy a 30 second TV spot. So just for fun—and because he used to be a radio sports announcer—Sy wrote his own copy, made the spot, and instructed all his relatives to watch it and comment. "He got a great rating from us," said Marcy Syms, his daughter and Syms' Director of Advertising. "We knew right away there was something happening here that was very different and personal and effective."

Syms at that point was doing only a small amount of print advertising. Started by Sy in 1960, by 1974 Syms had three stores in the greater New York area, plus two in Florida and Buffalo. Today it has five stores in this market—Paramus, Woodbridge, Roslyn, Park Place and Elmsford—as well as five others in Boston, Buffalo, Washington, DC and Fort Lauderdale. Today its sales are estimated at about \$115 million annually, for an after-tax profit of about \$10 million.\* And today Sy is on television regularly, but avoiding holidays, along with Marcy and his son Robert. Their message is still basically just what it was when Sy wrote his first 30 second spot—"an educated consumer is our best customer."

"Sy was before his time in this highly personalized and informative method of selling," Marcy pointed out. "He has always had a great respect for the intelligence of every person who walks through our doors. We know they have to be careful about how they spend their money, and we want to help them be careful. We're not a 'sell' company. Our employees 'help'; they don't 'sell'. The more intelligent our customers are, the more often they'll check us out, and the more aware they'll be of what they are seeing."

\*As estimated in an article in Fortune magazine's 9/6/82 issue.





# Gottlieb Named "Marketer of the Year"

**"T**here's no question about it. We're facing a whole new world in consumer attitudes these days. Our customers are a lot smarter and more selective than they were five years ago. The smarter they get, the smarter we have to get to stay ahead of them." Bob Gottlieb, Gimbels' Senior Vice President and Director of Marketing, was sharing his very well informed insights into retailing with WABC-TV's sales department recently.

Bob's visit to the station marked a gala occasion. He was chosen to be honored as WABC-TV's Marketer of the Year. He had come that morning to accept the award for Advertising and Marketing Leadership from General Sales Manager John Watkins, and to report on action out on the retail floor. As both John and Arlene Kekalos, Retail Marketing Manager, remarked, Gimbels has always been an innovator in its use of television advertising, and Bob's imagination has had a lot to do with it. Its current campaign, Gimbels Fashion Report, will run again in 1983 to continue to build on its success in 1981 and 1982.

Fashion Report, which Bob developed for Gimbels, is an infomercial, a creative format which brings the sponsor, Gimbels, together with a number of its manufacturers in a series of commercials which give customers editorial information as well as tell them where to shop. Fashion Report's editorial segment is narrated by Francine Coffey, a popular fashion spokesperson, who gives 30-second tips on all aspects of fashion. "For us, Fashion

Report has been very positive in all respects," said Bob. "It has positioned us in prestige programming segments, such as Good Morning America. It has given middle priced ready-to-wear manufacturers, who get little or no visibility in New York, a chance to get their names and products out in front of the public in their most important market at an affordable rate. It has helped us develop a store-wide philosophy in all areas of promotion—a consistent theme that carries Fashion Report into every corner. And our customers love getting solid information about fashion. They even write thanking us. Francine has used some of their letters on the air, in fact.

"We can't afford not to try to intrigue everyone we can reach," Bob went on, "and television gives that opportunity better than anyone else. For us, I foresee our television advertising as an ever-increasing part of our promotional effort. We've gone from zero to \$3.5 million in television advertising in the last five or six years. For us, it really works. We think it can only get better.

"Today's customers are not only smarter and more sophisticated," Bob continued, "but also totally attuned to buying off price. They wait for sales. The effect is that there really are no prestige stores any more—everyone promotes continually. Their shopping patterns are shifting too. Sunday is now our best day of the week on a per hour basis—and it's seeing the greatest growth of any day. As it becomes more acceptable for families to shop on Sunday, we're seeing a lot of big ticket purchases made then.

"But we think the consumer is still confused by the mixed signals the economy is sending out. Yes, we see interest rates falling, for example, but if you try to borrow money they're still way up there. And let's face it, people think twice about making a purchase when their next door neighbor is out of a job."

So Gimbels is doing everything it can to stay in the forefront of the consumers' minds, and Bob Gottlieb's marketing direction and innovative marketing ability are helping get them there.



Bob Gottlieb expresses his pleasure in doing business with WABC-TV. The feeling is mutual. Gimbels Fashion Report has been a big success for all concerned. Sharing his enthusiasm are Bob Bochroch (left), WABC-TV Account Executive, and John Watkins.



Bob Gottlieb, Senior Vice President and Director of Marketing for Gimbels, was awarded the station's 1982 Advertising and Marketing Leadership Award. With him are three of his friends at WABC-TV; (left to right) Arlene Kekalos, Retail Marketing Manager; John Watkins, General Sales Manager; and Bill Fyffe, Vice President and General Manager.



# METROPOLITAN WASHINGTON CHAPTER



Washington, D.C.  
(202) 659-5322

C/O Westat  
1650 Research Blvd.  
Rockville, MD 20850

Contact: Don A. Grigg  
(202) 466-6366  
(301) 656-6698 evenings

May 25, 1982

FOR IMMEDIATE RELEASE

## Lucky Seven to be Roasted

### At AMA's Second "Great Washington Roast"

Seven Washington notables head this year's list of honorees for the American Marketing Association's Second Annual Great Washington Roast. Set for June 8, at the downtown Washington Marriott Hotel, the Roast will take a light-hearted look at the achievements (and mis-achievements) of those who have contributed to marketing excellence in the past year.

Bill REGARDIE, daring publisher of the business magazine that bears his name, will represent the publishing industry. Bill's single-minded devotion to the notion that 'good business news' doesn't have to be dull has helped REGARDIE's Business and Real Estate Washington carve out a solid niche (and a few holes) in the competitive business publishing market.

Larry KING, Mutual Broadcasting all-night talk show host, has helped to firmly establish that network as the leader in over-night radio. KING, who once hosted a radio interview show from a Miami restaurant, blends eclectic opinion with a willing ear to please fans from Boise to Biscayne Bay. Radio "a-la-king" is truly a treat for the ear.

-MORE-

Dedicated to Scientific Marketing in the Washington Community for 50 Years



Bernie Smilovitz, WTTG and WASH sportscaster, looks like the all-American guy from the Bronx. Actually, he hails from Silver Spring, Md., and his home-grown understanding of the Washington sports fan has helped WTTG rise from a distant cellar position in sports reporting to a respectable showing that has the big guys looking over their shoulders. Smilovitz' wit has been called Sahara-dry with a lemon twist. But a thirst for the 'real story' has made many converts for Bernie among sports fans and more than a few believers in sports circles.

WDVM's Glenn Brenner has come a long way from the 5,000-watt New Jersey meadowlands radio station where he got his start. "Broadway Glenn," as he has been called, is the first local sportscaster in years to climb to Warner Wolf heights and stake a lasting claim on that rarified territory. Brenner, who has also been called a cross between Mark Fidrych and Groucho Marx, has made enjoying sports reporting street-legal again. Brenner topped all local television sportscasters in a 1979 Washington Star reader poll.

Don Davis must carry his American Express Card everywhere he goes. You see, he is DC-101's Howard Stern's boss. He actually does tell Howard what to do. Davis would be the first to recognize his charge's early-morning style as something more than piquant and just short of outrageous. But Davis has helped DC-101 climb in the ratings in the all-important morning-drive slot. Friends say that if you want to know how to recognize Don at a cocktail party, just look for the guy with the "stern" expression while all those around him are laughing.



Marcy Syms, daughter of successful discount-designer clothier Sy Syms, will represent her namesake at this year's Roast. To say that Syms has done one of the best jobs of 'positioning' ever seen in the Washington market would still be an understatement. "An educated consumer" is something that most Washingtonians now at least consider themselves to be. Marcy is best known for her explanation of the Syms' well-known system which, translated into ad-talk, might read, "We will 'sale' no designer clothing before its time."

Gary Nordheimer is a partner in a realty development firm, Cathedral Corporation. The company is best known for its development of River Place, an Arlington condominium complex. River Place is best known for its TV ads showing at least half of Washington under the age of 35 marching en masse across Memorial Bridge. All are distinguished by apparently curious lifestyles that have allowed them to live in their former abodes with only the accompaniment of a few plants and table lamps. These same persons are shown in subsequent commercials, so filled with gratitude at finding River Place that they are donating thousands of dollars to their favorite charity, the Potomac Greening Fund.

Each Roast honoree will receive his or her own "Gobby" award, a specially designed trophy resembling the Emmy and Clio awards, but looking like neither. Additional awards will be donated by the following sponsors: The Bureau of National Affairs, Fahrney's Pens, Inc., Harry's Liquor, Wine and Cheese, Forte, Inc., The Washington Marriott Hotel, and Business Writer Publications.



By the time the evening festivities are over, AMA members hope to be able to say with pride, "The Roast is Done."

-30-

Ticket/Reservations Information:

For reservations, call the American Marketing Association at 659-5322.

Tickets are \$25.00 each. Deadline for reservations is Friday, June 4.

Limited tickets available at Roast time for \$32.00. Press interested in attending, please call Don Grigg, Roast Chairman, at 466-6366.

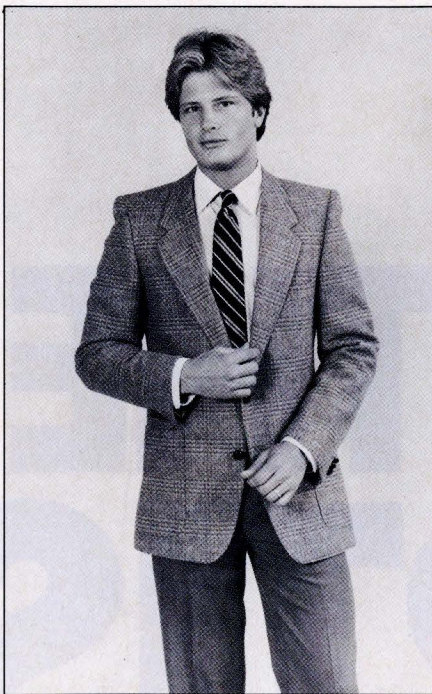


of merchandise and it moves out quickly." At a recent fur sale a \$60,000 chinchilla coat sold for \$25,000. Obviously, \$25,000 is a bit steep for most, but the mark-down of over 50 percent also applied to mink and lamb, with coats starting at around \$400. During last June's graduation gift rush, fine cultured pearl necklaces were offered in a variety of lengths from \$129 to \$189. Another leading Boston retailer advertised similar merchandise for twice as much.

Since it is difficult for the store to advertise specific brand names, Filene's created seasonal sales. Buyers are given an item and a price and are sent out to scour the market to fill the racks. Popular with shoppers are the \$8 dress sale, the \$28 fall raincoat sale and the \$60 spring suit extravaganza. "During these sales, people shop in two's and three's," says Schear. "They go to a desired section, scoop up armloads of merchandise and exchange with each other for sizes." Considering the amount of people these sales attract, it's probably the only way to guarantee getting anything. Schear advises holding onto an item until you are certain you don't want it. "If you put it down while you are debating over something, it disappears."

The major difference between Filene's and other discount stores is its remarkable variety. There are clothes for every member of the family and just about every budget. There is even a maternity shop and a uniform shop, plus household goods, records and books. Although designer clothes are plentiful, "we aim for the entire market," says Division Merchandise Manager Paul Baratz. "We have three different levels of merchandise which we feel will attract all Long Island consumers: budget, moderate and updated clothing. These areas are all showing growth." Maintaining and stocking three different levels of products is not easy but it is based on a sound business theory.

"In a retail market you look to attract as many types of consumers as possible," says Ruchalski. "Each



*Filene's recently offered this designer grey glen plaid wool sport jacket for \$50, originally \$185.*

merchandise orientation provides the store with a steady business. The updated shopper who is more fashion conscious is the most profitable. She is the most trendy and buys again when the styles change. If she gets what she wants for a better price, she comes back often."

Despite Filene's many good qualities, today's tight economy makes saturating Long Island with a retail chain somewhat questionable. Clearly, the master-minds behind this venture feel the time is right despite the closing of Korvette's, Two Guys and Mays.

But those stores only offered low-end merchandise at rock bottom prices, while Filene's offers a wide range of merchandise at bargain prices. Therein lies the difference and presumably the key to the store's success, particularly since affluent consumers are more discount conscious than ever before.

"In this economy, off-price retailing is even more viable because people are more aware of the price they are paying. This theory has been supported by research," says Ruchalski.

"Demographic studies and assessments also show that the number of people on Long Island, their income and the amount they spend on clothing makes the three Long Island locations a good prospect." Studies also indicate that Long Islanders' buying habits are similar to those of Bostonians'.

Many customers in Massachusetts say that the Boston store is far superior to the branches in the suburbs. The calibre of the Long Island stores remains to be seen.

The Manhasset branch, located on the Miracle Mile in the Bloomingdale's building, will undoubtedly attract large crowds. Half of the building is Filene's, and the other half is Bloomingdale's Home Clearance Center. The Huntington branch is in part of the old Korvette's building on Rte. 110, and the Levittown store is in the Nassau Mall.

"While we haven't changed the exteriors," says Senior Vice President of Basement Administration Mel Johan, "we have upscaled the interiors a little. This is being done mainly to help introduce ourselves. We can be plainer in Boston because our reputation brings in the customers."

"The obvious choices for competition will be Syms and Loehmann's," Ruchalski adds, "but we will also be competing with traditional retailers since consumer dollars are limited." He is confident that the company will be able to meet the challenge of entering an already tight market. "I believe the economy has dictated change in America's buying habits. There is less disposable income today so people look to save money wherever they can. This makes the off-price business even more attractive to the consumers."

"We want to be introduced outside of the Boston area in a major way. We are confident because although we'll be new to Long Island, we're old-timers in the off-price business," concludes Ruchalski. And New Yorkers are old-timers at bargain hunting. Chances are Filene's and the Island will be a good match.



# THE ARTISTS

Produced by ALLEN ELLENZWEIG

**I**n the late 19th Century, artist Paul Gauguin gave up the hubbub of Paris for the primitive joys of the South Pacific. Today's New York artist follows a similar course by setting up house in The Hamptons. But civilization follows. The art world caravan, the sun worshippers, the disco singles and the frantic young families all invade the turf. Is there trouble in Paradise? Here are five art world luminaries, talking about work, play and their connection to *everybody's* favorite summer hideaway.

Photographs by ANN CHWATSKY



## Deaths

**ANDERSON**—Lars R. of Summit, New Jersey. Died August 2nd. Husband of Corda Beth and father of Lars, Eric and Lori. Memorial service Friday, August 6th at Central Presbyterian Church, Summit, New Jersey.

**BENNETT**—Paula Pogany. Formerly of N.Y.C. Died today at her home in Alexandria, Va. She was the sister of the late Willy Pogany and widow of Martin Toscan Bennett.

**BOBIER**—Tillie. Beloved wife of the late Gustave. Devoted mother of Shirley and Hy Block and Edyth and Ivan Bobier. Cherished grandmother and great-grandmother. Services were held Tuesday, August 3rd at "Guterman's", Rockville Centre, L.I.

**BRADY**—Veronica (Babe). Former editor of Paper Mill News, N.Y.C., of Bronxville, N.Y., on Aug. 3, 1982. Beloved aunt of Miriam, Agnes and William Kelleher; dear sister of the late Agnes Kelleher. Calling hours at the Fred H. McGrath & Son Funeral Home, Bronxville, between the hours of 2-4 and 7-9 PM. Wed. Mass of Christian Burial, St. Joseph's Church, Bronxville, on Thurs. Aug 5 at 10 AM.

**CARDOZO**—Judith Lopes on August 2, 1982. Beloved wife of the late Jacques L. Loving mother of Rosita. Cherished grandmother of Jacques, Carolyn and Larry and great-grandmother of Alexandra. Dear sister of Frederika. Service Wednesday 11:45 AM at Frank E. Campbell, 1076 Madison Ave at 81 St. In lieu of flowers contributions to the ASPCA would be appreciated.

**CHODOS**—Rose. Beloved sister of Judith and Sol. Cherished aunt. Services at Boulevard-Park West, 115 West 79 Street, Wednesday, August 4, 2 PM.

**COHEN**—Nathaniel. The Fiars Club regrets to announce the passing of its fellow member. Private services were held yesterday.

**CRAWFORD**—Carol A. Wife of the late John R. Crawford. Beloved mother of Jeffrey Ross and Jodi Veilleffe. Beloved daughter of Paula Cohen. Sister of Richard Conn. Grandmother of Lindsey Ross. Private services for family only.

**CRONBACH**—Rose Hentel on Aug 3, 1982 wife of the late Rabbi Abraham Cronbach, mother of Marion C. Davis, grandmother of Jay Robert, Iana Kade and Michael Alan Davis, great-grandmother of Talia Hava Davis. Memorial service Hillside Chapel, Cinn. Ohio, Sun Aug 8, 1982 1 PM. Rabbi Maurice Davis and family will be at home thru Fri.

**CROSS**—Harold Jr. Of East Dennis, Mass. formerly of Concord, Mass. July 29, 1982. Husband of Patricia (Crockett). Memorial service will be held Friday Aug. 6, at 2 P.M. in the Trinity Episcopal Church, Elm Street, Concord, Mass.

**DARNALL**—Frank. August 2, 1982. Chappaqua, N.Y. Husband of Katharine Whipple Darnall. Father of Edward C., brother of Margaret Ritchie and Linda Darnall. Grandfather of Kimberly and Gregory Darnall. Past Associate general counsel for Alvo Inc. Memorial service Friday 11 AM at St. John Episcopal Church, Pleasantville, N.Y. Interment private.

**DIAMOND**—Gertrude Rosow. Adored mother of Lynn Diamond, beloved sister of Lea R. Horne, Judith R. Schoenberg, Anne R. Bakst. Services are private.

**EDELSCHICK**—Minnie, of Miami Beach, Florida and Newark, New Jersey passed away on August 1, 1982 after a long illness. For many years associated with Newark Beth Israel Hospital in Newark, N.J. Survived by her beloved sister Daisy Pastor, nieces Myrna Berkelheimer, Arlene Citron, Adele Demerit Rawlison, Carole Rubin and Harriet Witten and 11 great nieces and nephews. Sister of the late Ida Rubin, Mox and Herman Edelschick. Sister-in-law of Martha and Seymour Rubin and many friends and people she helped during her professional life.

## Deaths

Anderson, Lars  
Bennett, Paula  
Bobier, Tillie  
Brady, Veronica  
Cardozo, Judith  
Chodos, Rose  
Cohen, Nathaniel  
Crawford, Carol  
Cronbach, Rose  
Cross, Harold  
Darnall, Frank  
Diamond, Gertrude  
Edelschick, Minnie  
Ehrenberg, Ray  
Freitag, Lucille

Gaines, Leonard  
Garretson, Baldwin  
Genzwuerker, Gustov  
Goldsmith, Sarah  
Gourd, Louis  
Grabow, George  
Halsey, Janet  
Ikelleimer, Fanny  
Landmann, Lucile  
Laurens, Stephen  
Longstaff, Florence  
Mandelcorn, E.  
Novick, Natalie  
Payne, George

Richmond, Peter  
Rosenblatt, Michael  
Ruffolo, Victoria  
Schwartz, Louis  
Schwartz, William  
Sierck, Herbert  
Silberman, Val  
Spitz, Lester  
Strauss, Ray  
Taylor, Ethel  
Tonegatti, Anea  
Wallace, Natalie  
Weinstein, Etta  
Weiss, Morris

**EHRENBURG**—Ray (nee Dannenberg), on Aug 2, at age 93. Widow of Berthold, mother of Edna Sieff of Vegnor, N.J. and Norman of North Hollywood, Calif. sister of Harry Dannenberg of Bradenton, Fla.; also survived by four grandchildren and four great grandchildren. Services private.

**FREITAG**—Lucille. Beloved wife of Samuel. Loving mother of Linda Mandelbaum and Michael. Cherished grandmother of Jason and Daniel. Dear sister of Mimi Cohen. Services Thursday, 1 PM at "Guterman's" Rockville Centre, L.I.

**GAINES**—Leonard. Beloved husband of the late Evelyn, devoted father of Richard and Pamela, dear brother-in-law of Barbara and Maurice Wasserman, dear nephew of Jeanne Loewenthal. Services Thursday August 5, 11:30 AM at Frank E. Campbell, 1076 Madison Ave. at 81 St. In lieu of flowers contributions may be made to the Chemotherapy Foundation, 2 East 86 St. New York, N.Y. 10028

**GAINES**—Leonard. Rolling Hills Country Club mourns the untimely passing of Leonard Gaines on August 1, 1982. We extend our deepest sympathy to his son, Richard. Services will be held at Campbell Funeral Home, 81st and Madison, N.Y.C., Thursday 11:30 A.M. Calling hours at Chapel 7-9, Tuesday and Wednesday evening.

Board of Governors  
Rolling Hills Country Club  
Wilton, Conn

**GARRETSON**—S. Baldwin. Died suddenly on July 31 in Los Angeles, Calif. Beloved husband of Virginia Holland, father of James II, Julia Strand, John and Louise. Son of the late Dorothy Baldwin and James Garrettson of N.Y.C. Brother of Juliet Hollister and G.J. Garrettson II. Memorial service will be held at the Princeton Club of N.Y., 15 W. 43 St., on Thursday, August 5, at 11 A.M. Contributions to the Loft Film & Theater Centre, 84 Kraft Ave., Bronxville, N.Y., will be appreciated.

**GENZWUERKER**—Gustav on August 3, 1982. Associated with Syms Clothing, Inc. as Chief Engineer for twelve years. Beloved husband of Annemarie. Friends may call at Frank E. Campbell 1076 Madison Ave. at 81 St. Wednesday 8-10 PM with the services on Thursday 7 PM. Interment private. In lieu of flowers please make contributions to The Frederick A. Rapoport, MD Research Fund/Presbyterian Hospital, 622 West 168 St. New York, N.Y. 10032 Attention: Mr. Charles Orlando, Assistant Treasurer.

**GENZWUERKER**—Gustav. 8/3/82. Beloved husband of Anna Marie. Associated with Syms Clothing Inc. as Chief Engineer for 12 years. Friends may call at Frank E. Campbell, Madison Ave and 81 St, today, Wednesday, 8-10 PM. Services Thursday 7 PM. Interment is private. In lieu of flowers please make gifts to the Frederick Rapoport M.D. Research Fund/Presbyterian Hospital, 622 W. 168 St. N.Y. 10032 Att: Charles Orlando.

**GENZWUERKER**—Gustav. 8/3/82. Everyone of Syms Clothing, Inc., mourns the loss of a dynamic, creative genius. Mr. Genzwuerker created the unique store fixturing and displays for Syms. For twelve years, his warmth, talent and good humor were greatly appreciated. We will all miss him.  
The Syms Family

**GOLDSMITH**—Sara. The entire Yeshiva University family expresses great sorrow upon the passing of the beloved wife of A. Phillip Goldsmith. Together with her husband, she was a dear friend, devoted supporter, Master Builder, and Founder of the Albert Einstein College of Medicine. We extend heartfelt condolences to all members of the bereaved family. May they be comforted among the mourners of Zion and Jerusalem.  
Dr. Norman Lamm, President  
Yeshiva University  
Hon. Herbert Tenzer, Chairman  
Board of Trustees  
Stanley E. Stern, Vice Chairman  
Burton P. Resnick, Chairman  
Albert Einstein  
College of Medicine  
Board of Overseers

**GOLDSMITH**—Sara. The Ramaz School Family mourns the passing of the beloved wife of its esteemed Honorary Chairman of the Board of Trustees and co-chairman of the Ramaz Building Committee, A. Phillip Goldsmith. May his life of commitment to Torah and Jewish education bring him comfort and consolation in this hour of deep sorrow. We extend our heartfelt sympathy to all the members of the bereaved family.  
Rabbi Haskel Lookstein,  
Principal  
Lawrence A. Kobrin, Chairman,  
Board of Trustees  
Mrs. Seymour Fang,  
President Parents' Council

**GOLDSMITH**—Sara. Congregation Kehilath Jeshurun mourns the passing of the beloved wife of its esteemed former Vice President and current trustee, A. Phillip Goldsmith, and the loving mother of its dear member, Elynn Radel, and of Lynda Strulovic. We extend our heartfelt sympathy and condolences to all the members of the bereaved family.  
Joseph Lorch, Vice President  
Mrs. Alfred Tanz,  
President, Sisterhood  
Dr. Gilbert N. Kahn,  
President, Men's Club

**GOLDSMITH** — Sarah. Devoted and beloved wife of A. Phillip. Loving mother of Elynn Radel and Lynda Strulovic of Caracas, Venezuela. Dear mother-in-law of Alexander Strulovic and adoring grandmother of Deborah and Liane Radel, Alberto and Tomy Strulovic. Dear sister of Hannah Rosner, Gloria Sten, and Robert Posernsky. Services Wednesday, 11:45 AM at "The Riverside", 76th St and Amsterdam Ave.

**GOURD**—Louis M. Born August 21, 1905. Died in Southampton, N.Y. on August 2, 1982. Mr. Gourd graduated from Middlesex School and attended Harvard University. He was a Commander in the U.S. Navy in WW II. Mr. Gourd was married to the late Katherine Brown Pynchon of N.Y.C. and Southampton and is survived by his son James Haggin Gourd of Delray Beach, Fla. and 7 grandchildren. The family requests no flowers and any contributions may be made to the Southampton Hospital. Services will be at Our Lady of Poland Church, Southampton at 11 AM Thursday, August 5, 1982.

## Deaths

**GRABOW**—George A. Died at home at the age of 88 after a long illness. He was the dearly beloved and devoted husband of Bertha, loving father of Richard, cherished father-in-law of Nancy and loving grandfather of Jennifer, Peter and Geoffrey. He showed remarkable courage when loss of sight and hearing forced him to retire from the practice of the law, which he loved; only his love of music gave him solace. He was a noble human being and his love and devotion will never fade. Services are private.

**HALSEY** — Janet McPherson. Wife of the late Cabell Halsey. Daughter of the late Mr. and Mrs. William L. McPherson. Sister of the late Jessie Ogain. Funeral service at Frank E. Campbell, 1076 Madison Avenue at 81 Street, Thursday, 11 A.M. Interment Woodlawn Cemetery.

**IKELLEIMER**—Fanny B. Congregation Emmanu-El of the City of New York expresses to the family of our devoted member, Fanny B. Ikelleimer, our deepest sympathies on the occasion of her passing. It is our hope and prayer that beautiful memories will linger as a legacy to her life. May all who loved her be comforted.  
Edwin A. Malloy, Pres.  
Herbert C. Bernard, Secretary

**IKELLEIMER** — Nan (Fanny B.). On August 3, 1982. Beloved wife of the late Irwin. Dear mother of Louise I. Ernst and Gerald S. Loving grandmother and great grandmother. Services private.

**LANDSMANN**—Lucile. Beloved sister of Ruth and Hyman Geland, devoted aunt of Michael, Harriet and Diana and grand aunt of Elizabeth, John and Katie. Services Wednesday 2:15 PM at "The Riverside", 76 St and Amsterdam Ave.

**LAURENS**—Stephen, M.D. On August 3, 1982. Beloved husband of Grace, loving father of Peter and Yvonne Helweg, dear brother of Mrs. Rose Cohen. Service at Frank E. Campbell 1076 Madison Ave. at 81st St. Thursday, 12:30 P.M. Interment Maple Grove Cemetery. In lieu of flowers please contribute to the Heart Fund.

**LONGSTAFF**—Florence I. on August 2, 1982. Beloved sister of Janet V. Fisk, Mrs. Irene Hall, and the late Marie Jermon. Reposing at Hillside Funeral Home, 63-17 Woodhaven Blvd, Rego Park, N.Y. Mass of Christian Burial Thursday, 9:45 AM, at Resurrection Ascension R.C. Church. Interment, Holy Sepulcher Cemetery.

**MANDELCORN**—Rabbi Ephraim F. We record with sorrow the passing of our beloved colleague and extend our heartfelt condolences to his family and to all who were blessed by his fellowship and ministry.  
Rabbi Arnold M. Goodman,  
President  
The Rabbinical Assembly

**NOVICK**—Natalie. The Officers, Staff, and Member Agencies of The Jewish Community Relations Council of New York join in expressing sympathy to Ivan Novick, the distinguished president of the Zionist Organization of America, on the passing of his beloved wife Natalie. We pray that he will be comforted among the mourners of Zion and Jerusalem.  
Laurence A. Tisch, President  
Malcolm Hoenlein,  
Executive Director

## Deaths

**PAYNE**—George. Beloved husband of the late Sarah. Devoted father of Gladys Lerner and Arthur. And father-in-law of Dr. David Lerner and Dinah. Adored grandfather and great grandfather, dear brother of Belle Rapkin, Fannie Sandler, Allan and Max. Services Thursday, 9:45 AM, Schwartz Brothers "Forest Park Chapels," Queens Blvd. and 76th Rd., Forest Hills.

**RICHMOND**—Peter, suddenly in Stamford, Ct, Nov 9, 1981. Peter Richmond, beloved husband of Pamela Grabber Richmond of Delray Beach, Fla. Father of George Richmond, Chicago, Ill, Sally Weigmann, NYC, Betty Hayford, Chicago Ill, brother of Miss Jean Richmond of Wakefield, R.I., and three grandchildren. Private services will be held at the Cody-White Funeral Home, 107 Broad St, Milford, Ct, at the convenience of the family. Cremation at Evergreen Cemetery, New Haven, Ct.

**ROSENBLATT**—Michael, 82, of Miami, passed away on August 2, 1982. He was a member of the Masons, the US Power Squadron, the Miami Beach Fisherman's Association and Temple Emanu-El. He is survived by his wife, Rose; son, Aaron (Gloria) of Teaneck, N.J.; daughter, Bess Susman, of N.B.V., Fla.; 4 grandchildren; sister, Molly (Harry) Weinrib, of Spring Valley, NY and Sylvia Brand, of Houston, Tex. Services will be graveside at 2 PM on Thursday at Mt. Lebanon Cemetery, Brooklyn.

**RUFFOLO**—Victoria, of Bronxville, N.Y. At Tampa, Florida, on Aug 2, 1982. Wife of the late Eugene; mother of Elmo, Dr. Eugene and Hercules Ruffolo; sister of Alexandra Ungaro. Also surviving are 7 grandchildren and 1 great grandchild. Calling hours at the Fred H. McGrath & Son Funeral Home, Bronxville, between the hours of 7-9 PM Wed and 2-4 and 7-9 PM Thurs. Mass of Christian Burial, Immaculate Conception Church, Tuckahoe, on Fri, Aug 6 at 10 AM.

**SIERCK**—Herbert Wentworth, 68, of 11 Farmington Dr., Charlottesville, Va. Died August 3, 1982. He was born in New York City. Son of Mrs. Marjorie Noles Hamilton Sierck of Charlottesville, Va. and the late Herbert C. Sierck. He was the husband of the late Phoebe Steers Sierck. He was a prominent member of the New York Stock Exchange for over 40 years. For the past 25 years he was a specialist and partner in the firm of Spear, Leeds and Kellogg on Wall St. He remained a limited partner and retired to Charlottesville in 1978. He attended the Bove and St. George schools in New York City. He graduated from the Storm King School in 1933. He was a graduate of the University of Virginia Class of 1937 with a BS in Geology. He was a member of St. Elmo Social Fraternity, Eli Banana, IMP Society and managed the boxing team. He was also a member of the Knickerbocker Grays in New York City, the Buttonwood Club, a former member of The Turf and Field. He served on the U.V.A. Board of Managers, past President New York Chapter of U.V.A. Alumni Assoc., was a member of Farmington Country Club and St. Paul's Episcopal Church at Ivy, Va. He was a W.W. II army veteran, fought at the Battle of the Bulge as a member of the 77th Lightning Div. In addition to his mother, he is survived by 1 son, Alexander W. Sierck of Washington, D.C., 1 daughter, Mrs. Charles T. (Andrea) Vest of Charlottesville, and 5 grandchildren. Memorial services will be held 11 AM Thursday, at St. Paul's Episcopal Church, Ivy, Va. Interment will be private. In lieu of flowers donations may be made to The Renal Transplant Research Fund c/o Dept. of Surgery, U.V.A. Hospital, Charlottesville, Va. or U.V.A.'s Students Aid Foundation. Memorial services will be held at a later date at Trinity Church on Wall Street

**WALLACE**—Natalie French on August 2, 1982. Survived by the family Latty Roberts, Mary Watkins, and Dr. C. Foustano. Reposing Walter B. Cooke Funeral Home 85th St. and 3rd Ave. Funeral Wed 1 PM.

**WEINSTEIN** — Etta. Beloved mother of Betsy. Cherished grandmother of Sydney and Anthony. Remembered by her brother Sam Leo, sister Mae Cohen.

**WEISS**—Morris. Bayswater Jewish Center sorrowfully mourns the passing of our esteemed Board Member, Morris Weiss. We extend heartfelt sympathy to the family.

## Deaths

**SCHWARTZ**—Louis G. Cherished and devoted husband of Sarah; beloved father of Doris Bergman, Joan Jakubovitz and Dr. Howard S. Schwartz; adored grandfather, great grandfather, and brother of Edward. Services will be held 10 AM Wed, Aug 4, 1982, at Parkwest Memorial Chapel, 79th Street and Columbus Ave, New York City.

**SCHWARTZ**—Louis G. Courland Centennial Lodge Number 763 F & AM record with profound sorrow the passing of esteemed 60 year Veteran Brother Louis G. Schwartz. Funeral Wednesday Aug. 4 at 10 A.M. at Park West Chapel, 79th Street and Columbus Ave.  
Theodore B. Portis, Master  
Joel A. Risch, Secretary

**SCHWARTZ**—William, Dr. The Faculty and Staff of the Adelphi University School of Social Work mourns the loss of Professor Emeritus William Schwartz of the faculty of Columbia University School of Social Work. Dr. Schwartz was a consultant and a friend to us. He will be missed by this faculty and by the profession.  
Joseph L. Vigilante, Dean  
For the Faculty and Staff

**SILBERMAN**—Val. Passed away in California August 2, 1982. Beloved wife of Morton, loving mother of Adria Rasken and Marjorie Stone. Grandmother of Adam and Andrew Rasken. Devoted sister of Beatrice Fernbok. Funeral services will be held Wednesday August 4 at 2:30 PM at "The Riverside" Chapel, 1920 Alton Road, Miami Beach with interment to follow at Mount Nebo Cemetery, Miami.

**SPITZ**—Lester J. Beloved brother of David and Henry. Devoted uncle of Michael, Ramah, Jane and Leslie. Services Thursday, 12:15 PM at "Guterman's", Rockville Centre, L.I.

**STRAUSS**—Ray. Beloved father of Lori on August 1, 1982. Services will be private. In lieu of flowers memorial contributions to the Gracie Society, Evanston, Ill. would be gratefully appreciated.

**TAYLOR**—Ethel Lynch on August 1, 1982, of Narberth, Pa. Wife of the late Joseph Leroy Taylor and mother of Alan Lee and Barbara Ann Taylor. Aunt of Joanne Lynch. Relatives and friends are invited to memorial services 2 P.M. Saturday, August 7, 1982 from All Saints Episcopal Church, Wynnewood, Pa. Interment private. Memorial contributions may be made to C.P.M.C. Fund Inc, 100 Haven Ave, NY NY 10032 (stroke research).

**TONEGATTI**—Anea. On August 2, 1982. Survived by Lillian Woodard, Doris Johnson, Olga Walden, Robert Gatti and Henry Tonegatti, her nieces and nephews. Friends may call at Frank E. Campbell, 1076 Madison Ave at 81 St, Wed and Thurs, 1-9 PM. Funeral mass Friday 11 AM at St. Monica's Church, 79th St, east of 1st Ave.

**WALLACE**—Natalie French on August 2, 1982. Survived by the family Latty Roberts, Mary Watkins, and Dr. C. Foustano. Reposing Walter B. Cooke Funeral Home 85th St. and 3rd Ave. Funeral Wed 1 PM.

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## In Memoriam

**DRUCKER**—Fred E. Forever a guiding light in our lives.  
Pearl, Lois, Howard

ANNOUNCEMENTS OF DEATHS MAY BE TELEPHONED TO (212) 354-3900 UNTIL 6:30 P.M. FOR WEEKDAY EDITIONS. UNTIL 2:30 P.M. ON SATURDAY FOR SUNDAY EDITION. IN REGIONAL OFFICES 9:00 A.M. TO 4:30 P.M. MONDAY THROUGH FRIDAY. NEW JERSEY (201) 623-3900; WESTCHESTER CO. AND NORTHERN NEW YORK STATE COUNTIES (914) 949-5300; NASSAU CO. (516) 747-0500; SUFFOLK CO. (516) 689-1800; CONNECTICUT (203) 348-7767.



# SMARTMONEY

## Cut-rate clothes war

By BARBARA RABINOVITZ

Two months ago, Filene's Basement retailers made a foray into the New York area with an announcement they will open four stores in metropolitan New York this year. Now, a New York area off-price retailer has struck back.

Syms Haberdashery, a New Jersey-based chain specializing in brand-name clothing at discount prices, plans to open stores in Peabody and Norwood by the end of next month.

While spokesmen for Filene's Basement said yesterday they do not view the Syms move here as a retaliatory action for their inroads into New York, they do see the arrival of the chain as more competition in an already crowded field.

"For sure, they're competition... just looking at the market from the standpoint of one that everyone wants to get into," said John Ruchalski, divisional vice-president and general manager of the Boston Filene's Basement store. Since 1978, other Filene's Basements have opened in Saugus, Framingham; Worcester, Burlington and Manchester, N.H.

Is there room for everyone?

"The pie can only be split up so many ways," Ruchalski said. "But the discount off-price business in this area is doing well. We are seeing more of a shift into that type of business."

**Filene's Basement is probably the oldest and best known of the bargain stores.**

As the pioneer of the "automatic" price-reduction policy adopted by other retailers here and abroad, Filene's Basement is probably the oldest and best known of the bargain stores. Its entry into New York — with three stores on Long Island and one in Queens — will bring to 10 the number of stores in the chain.

With the new outlets in Peabody and Norwood, Syms, too, will be a 10-store chain. And like Filene's Basement, Syms has a price mark down policy, explained Jordan Rittenberg, whose Newton real estate firm served as the broker in finding Syms' two locations here.

"But," Rittenberg added,

"They're (Syms) selling higher grade merchandise. They consider the competition to be more on the order of Loehmann's."

Rittenberg echoed Ruchalski in his assessment of the off-price retail market in greater Boston. "Syms is coming here because of the substantial population density and a high-volume potential for their particular business," said the Newton broker.

The chain, which has stores in New York, New Jersey, Washington, D.C., and Florida, is particularly well known in the New York area because of its frequently aired television advertisements featuring owner Sy Syms and his daughter, Marci.

Marci Syms refused yesterday to discuss her company's plans here.

According to Rittenberg, the two stores leased by Syms are the former Kings department store in Peabody's Kings Plaza shopping center and the former Marks discount store on Route 1 in Norwood near the junction of Neponset Street. Both stores are being renovated and are expected to open by April 1.

## Maresca/Wolff Drops Its \$5M Syms Suit

NEW YORK (FNS) — The Maresca/Wolff Organization said it had withdrawn its suit against Syms Haberdashery over Maresca/Wolff's slogan "The Educated Consumer" in order to concentrate on registering the mark with the United States Patent Office.

Maresca/Wolff, a marketing firm specializing in promoting cooperative advertising, had filed suit in Federal Court against Syms for \$5 million. The suit accused Syms of seeking to block it from registering its slogan.

Syms holds a registration for its slogan "An Educated Consumer Is Our Best Customer." According to Maresca/Wolff, after a trademark examiner had ruled it was entitled to register its slogan, Seymour Merns, president of Syms, filed an opposition with the Patent Office. Merns contended Syms would be injured because of the similarity of the two slogans.

Maresca/Wolff said it would continue to use the Educated Consumer slogan. Offner & Kuhn represents Maresca/Wolff.

DNR | Mon. 3/1/82



## Syms sued over service mark

NEW YORK (FNS) — The Maresca-Wolff Organization, Inc., has filed suit in federal court against Syms Haberdashery, Inc., for \$5 million because Syms is trying to block Maresca-Wolff's registration of its service mark, The Educated Consumer.

Maresca-Wolff organizes promotional campaigns to increase effectiveness of cooperative advertising between its clients and their retail outlets.

Federal registration of its service mark was applied for in 1979, but Syms did not raise objections until two years later, the suit says.

Syms owns a federal registration for its slogan, An Educated Consumer Is Our Best Customer. It claims Maresca-Wolff's service mark is an imitation, according to an affidavit filed by Alfred Hemingway Jr., attorney for Maresca-Wolff.

The affidavit charges Syms' slogan is defective in context because "Syms retails clothing of 'seconds' quality and clothing made to order for it, but leaving the labels of others without advising its customers of such facts."

Maresca-Wolff also claims its use of The Educated Consumer would not hurt Syms but Syms' attempt to block registration of the service mark is hurting Maresca-Wolff.

Maresca-Wolff is seeking registration of its service mark, cancellation of Syms' slogan registration and the \$5 million in punitive damages.

Judge Vincent Broderick has been assigned to the case. Offner & Kuhn is representing Maresca-Wolff.

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Federal registration of its service mark Consumer was applied for in June 1979, but Syms did not raise its objections until two years later, the suit says.

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The affidavit charges that Syms' slogan is defective in context because "Syms retails clothing of 'seconds' quality and clothing made to order for it, but leaving the labels of others without advising its customers of such facts."

Maresca-Wolff also claims that its use of "The Educated Consumer" would not hurt Syms but that Syms' attempt to block registration on the service mark is hurting Maresca-Wolff.

Maresca-Wolff is seeking registration of its service mark, cancellation of Syms' slogan registration and the \$5 million in punitive damages.

Judge Vincent Broderick has been assigned to the case. Offner & Kuhn is representing Maresca-Wolff.

DAILY NEWS RECORD, WEDNESDAY, JANUARY 6, 1982

BUFFALO COURIER-EXPRESS, Sunday, January 31, 1982

## Modest Clothes Earn Applause At PSC Forum

By Dave Condren

COURIER-EXPRESS STAFF REPORTER

When you're a politician, sometimes it's not so much what you say as what you wear that's important.

That's why elected officials were defending their suits during last week's Public Service Commission hearing on the New York Telephone Co.'s so-called "Eight-Mile" calling plan. The idea was to avoid making the "best-dressed" list.

The obvious awareness that the hearing was definitely not an occasion to dazzle constituents with sartorial splendor developed after an angry speaker berated the "bureaucrats in \$500 suits" whom, he believed, were running the hearing. The reference, the man indicated, was to PSC and telephone company officials.

Nevertheless, some of the public officials who subsequently testified apparently felt compelled to let the record show they were not in the \$500 suit category.

"This is a \$77 suit from Syms," said Erie County Executive Edward J. Rutkowski as he prepared to deliver a statement.

Several speakers later, Assemblyman Robin L. Schimminger, D-Town of Tonawanda, went a step further. "My suit is from Syms, too," he said, opening his jacket to display the store's label on the breast-pocket lining.

Not to be left out, Erie County Legislator Leonard R. Lenihan, D-Town of Tonawanda, told the crowd a few minutes later that he was not wearing a \$500 suit or one from Syms. But his shoes, he said, were from a mail-order house in Maine. He had bought them to wear during his door-to-door re-election campaign last fall, he noted.

But it was 90-plus-year-old Peter Bruce of the Town of Tonawanda who won the loudest applause with a comment on the dark blue suit he was wearing.

"This is the suit I bought 25 years ago for my daughter's wedding," he told the cheering crowd.



WORLD-FAMOUS *Filene's* BASEMENT

# WELCOME TO BOSTON FROM WORLD-FAMOUS

*Filene's*

**AUTOMATIC  
BARGAIN  
BASEMENT**

THE ONLY STORE OF ITS KIND IN THE WORLD

CELEBRATING OUR  
**73<sup>rd</sup> Anniversary**

WHERE YOU'LL  
ALWAYS FIND

**"SOMETHING  
FOR EVERYONE!"**



ENJOY WORLD-FAMOUS

*Filene's* BASEMENT, a retail

landmark which has been a part of Boston and the New England scene for 73 years! A happy hunting ground that attracts people by the thousands... people from all over the world... From Tokyo or Toledo... from Bermuda or Brussels... royalty, politicians, sportsmen, celebrities and notables whose names read like a "WHO'S WHO" list.

ENJOY WORLD-FAMOUS *Filene's* BASEMENT, bursting with WORLD-FAMOUS savings, new merchandise daily, stocks from the MOST PRESTIGIOUS stores in America, designer and quality fashions, samples, imports from 'round the world, and EXCITEMENT AND GLAMOUR EVERYONE LOVES!

For 73 years generations of shoppers have "BANKED" on our UNIQUE, FAMOUS, ONE-OF-A-KIND AUTOMATIC MARKDOWN PLAN, found ONLY in the Boston Basement, to lower their cost of living!

THE PLAN: MERCHANDISE AUTOMATICALLY REDUCED...

**25% after 12 selling days • 50% after 18 selling days • 75% after 24 selling days**  
**unsold merchandise given away to charity after 30 selling days**

Today, there are 5 exciting branch basements located in Saugus, Framingham, Worcester, Burlington and Manchester, N.H. in addition to the AUTOMATIC MARKDOWN BASEMENT found ONLY in Boston!

ENJOY WORLD-FAMOUS *Filene's* BASEMENT,

located in the heart of DOWNTOWN CROSSING... follow the crowds to this underground mecca... there's ALWAYS something for everyone!

WORLD-FAMOUS *Filene's* BASEMENT • WORLD-FAMOUS *Filene's* BASEMENT • WORLD-FAMOUS *Filene's* BASEMENT

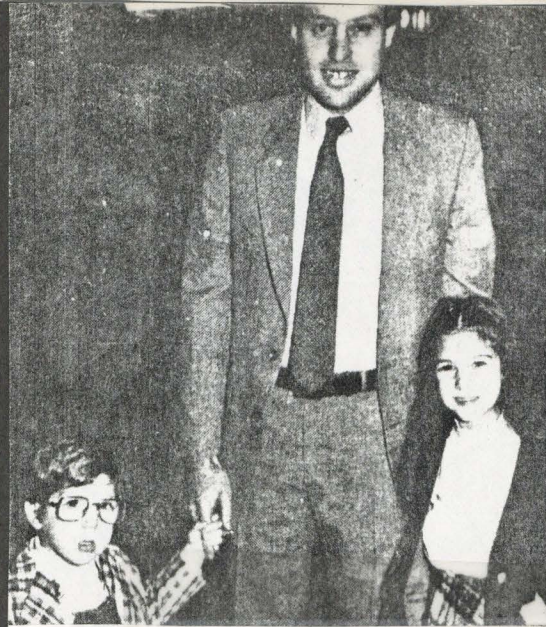
WORLD-FAMOUS *Filene's* BASEMENT • WORLD-FAMOUS *Filene's* BASEMENT • WORLD-FAMOUS *Filene's* BASEMENT



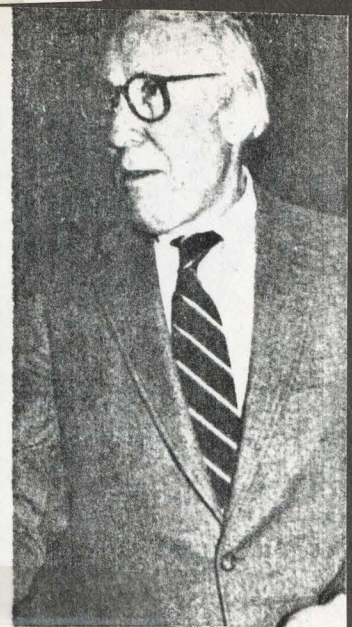
**THEY LIKE MIKE:** MICHAEL FINSTERWALD, divisional merchandise manager for Gimbels-Philadelphia, was honored by the Anti-Defamation League Appeal at its 1982 men's and boys' industry luncheon in New York at the Grand Hyatt Hotel Thursday. The \$250-a-plate luncheon, attended by some 150 invited friends and guests, was chaired by MIKE RAPPAPORT of Damon, who was filling in on short notice for ARTHUR KLAUS, gone to the Orient. Gimbels-New York senior vice-president WARREN KATZ lauded Finsterwald's multifarious achievements, noting that in addition to his promotion to DMM last year and his participation in philanthropic and community activities, Finsterwald was something of an accomplished athlete. "He's a former semi-pro soccer player and a tennis player," Katz said, "who keeps himself in shape by wisely losing to the chairman of Gimbels-Philadelphia every Saturday morning." Finsterwald, in his thank you speech, and DANIEL MARIACSCHIN of the ADL made strong humanitarian calls for understanding and the elimination of discrimination and prejudice.

—S.R.

Photos by Nick Machalaba



Finsterwald with his children, Mark and Michelle



Arnold Raphael



Harris Hester, Bob Pritchard and Warren Katz (L-R)



Ken Nissman



Ira Weiser and Sy Svms



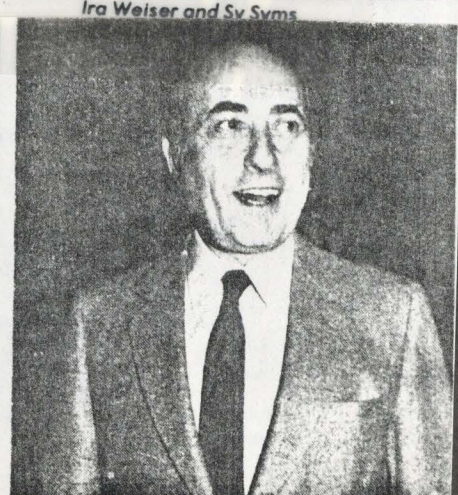
Philip Molinari



Mike Rappaport



Elliot Stone



Marvin Kahn



# Lifestyles

Gannett Westchester Newspapers/Wednesday, March 24, 1982

Comics.....B14  
Entertainment.....B13  
Local scene.....B10-12  
Movie clock .....B7  
Television.....B15

**B**  
*Section*



# Balton's

DESIGNER CLOTHES DISCOUNT

## FOCUS ON FASHION

No need now to wait for the mark-ups to be marked down, shopping at discount prices is not seasonal. Retailers and industry watchers attribute the weak economy and consumers' desire for bargains to this explosive shopping phenomena over the past 10 years.



# FRENCH CONNECTION

DISCOUNT BOUTIQUE, INC.



## JEAN FACTORY OUTLET

# Outlets to budget buying

By HELEN GANZ SPIRO

If you are biting the bullet and tightening the belt in an effort to save money during the current recession, join the growing numbers of shoppers who are becoming educated consumers and saving money by buying clothes at discount prices.

Factory outlets, those stripped-down stores that sell overruns, and sometimes seconds and irregulars, of name brand goods for discounts of anywhere from 10 to 75 percent, have existed for years, primarily near major manufacturing centers. But outlets today have spun away from their physical factories and have polished their image and are enjoying a new respectability.

Outlets have been joined by discount stores that sell first quality clothes from 20 to 70 percent less than the conventional retailer. Discounters can sell at lower prices because they buy at lower prices, usually directly from the manufacturers with no costly middleman. Sometimes discounters buy overruns, sold for less because of the high

Please see DISCOUNT on page B4

## DRESS BARN

*Famous Label Fashions...at Discount Prices!*

### Clearance

## HELEN WHITING FACTORY OUTLET



# DISCOUNT

Continued from page B1

storage cost to manufacturers. And lastly, they are usually no-frill stores with community dressing rooms and no in-house charge accounts like department stores. (Syms is about the only discounter with an in-house charge set-up. Some outlets and discount stores accept national charge cards.)

No need now to wait for the mark-ups to be marked down, shopping at discount prices is not seasonal. Retailers and industry watchers attribute the weak economy and consumers' desire for bargains to this explosive shopping phenomena over the past 10 years. Estimates are that off-price retailing currently accounts for up to \$6 billion of the \$100 billion apparel and shoe market and that sales could double within five years.

"By far the biggest force is the changing consumer," says C. William Ress, president of the Columbus, Ohio-based consulting firm C.W. Ress & Associates. "We have a new consumer consciousness. We have a high and growing proportion of working women. We have increased taste levels and quality demands by consumers because we are dealing now with a majority of people who, for the first time, were not dramatically influenced by the Great Depression."

Quality conscious consumers hard pressed by inflation have provided a willing market for factory outlet and discount store owners. But why should manufacturers that sell their goods at full price through depart-

ment stores bother with discount operations? Almost every manufacturer has depressed goods and this becomes a way of getting rid of mistakes or overproduction, discontinued items and damaged merchandise. More and more manufacturers are using outlets to reduce inventories that build up as retailers cut back on orders during recessionary periods.

Manufacturers are said to be sensitive to avoiding a situation in which discount merchandise is being sold near a department store selling the same items for full price. But despite manufacturers' caution, some full-price retailers look with disfavor upon the outlets and outlets claim retailers at times go so far as to pressure manufacturers not to sell outlets certain labels.

One New York department store spokesperson doesn't "see factory outlets as a threat," and another store executive feels the manufacturers are "free to go into an outlet."

Regardless of what department store executives or individual retailers think and feel, outlet centers and discount stores are expanding, usually opening up in clusters where one feeds on another.

There are several areas right here in Westchester where there are clusters. One revolves around Loehmann's on Tarrytown Road in Greenburgh, where there is another discount dress shop and a shoe discounter. On North Avenue in New Rochelle, in the vicinity of Iona College, there are several shops pivoting around Remin's, one of the first discount shops to open in the county; along Route 117 out of Mount Kisco, it's a bargain hunter's delight.

While discount shopping can save you money, you must be aware of the pitfalls and don't let disaster lurk on every rack.

When discount shopping, do your homework and know what you need, also have some idea of the retail price of the garment you might be looking for. Check for size and the sizes above and below yours — merchandise often gets shuffled around. Apply the usual buying rules — does it fit, is it comfortable, do I really need it? Then examine and re-examine the garment for worn-torn possibilities.

National discount chains are growing as well as individual shops and one of the directories that recently crossed our desk is a regional "Shopping Guide" put out by Jean Bird. The directory lists the stores, type of merchandise sold, hours, address and directions. The guide covering New York, Long Island and Westchester, is \$3.95 plus 60 cents for postage and is available by writing to FOSG Publications, Box 256NE, Oradell, N.J., 07649. Similar guides, all at the same price, cover the New England states, eastern Pennsylvania, New Jersey and Rockland County, the Washington, D.C. Region, and the Carolinas.

**HELEN GANZ SPIRO** is  
Lifestyles Social Editor of  
Gannett Westchester  
Newspapers.



## PROBLEM LINE

By Anita Richterman

**Q.** If a food product contains caffeine or monosodium glutamate (MSG), must it be specifically listed in the ingredients or is it included under a special label, such as "spices," "artificial flavoring," or "other natural flavoring"? Since some people are not supposed to have either one, it would be a good idea to list it.

—M.G., Farmingdale

**A.** Caffeine is not an additive but is present in food as a natural substance contained in some other ingredient. For example: A chocolate bar would not list caffeine as one of its ingredients although it contains caffeine, which is present in the cocoa bean from which the chocolate is made. Cocoa, on the other hand, would be listed as an ingredient in chocolate. Monosodium glutamate is an additive and must be included on any label listing ingredients.

**Q.** I have wanted to become a police officer for a long time and although my eyesight is poorer than most departmental guidelines, it is correctable to 20/20. I wear the new soft lenses that don't fall out and provide excellent vision. Also, what about the newer contacts that are surgically implanted in the eye?

—T.S., Wantagh

**A.** It is possible that you may still qualify for the New York City Police Department (whose standards regarding vision are singular in New York State) because the department doesn't require perfect vision, although you are not permitted to wear eyeglasses or contact lenses to improve your vision. You can still meet the criteria if, without correction, you have 20/50 vision in each eye separately and 20/40 using both eyes together. In addition, you must be able to read the No. 6 line on the Jaeger chart without corrective lenses. Implanted lenses are not ruled out, according to a police department spokesman, but each case would have to be judged on an individual basis. Police departments in all other counties in the state are guided by the standards set by the Metropolitan Police Training Council, which allows a candidate to wear corrective lenses. Minimum visual acuity, uncorrected, using both eyes together must be 20/40; corrected to 20/20 in both eyes (this is with the familiar Snellen eye chart test). The color perception test requires that you correctly read eight or more of the first 11 plates of the Ishihara test (use of any lenses to meet the color perception standard is not acceptable). Also, your field of vision may not be less than 85 degrees in each direction.

**Q.** You will see that the attached picture post card shows the Friede Globe Tower at Coney Island. The

card was copyrighted in 1906 and, according to the description of the tower, it was 700 feet high. Can you give me the history of this tower?

—S.Z., Massapequa

**A.** Unfortunately, the copy you sent was of such poor quality that it could not be reproduced here. Certainly it was intended to be an unusual looking structure in the shape of a dome (similar to the glass domes that are on the brass 400-day mantel clocks). At the top of the structure was a smaller dome resembling the one on the U.S. Capitol. According to Frederick Fried, Coney Island historian (and no relation to the Friede who designed the tower), it was to have been erected in Lupa Park and would have been of such tremendous height (considering that it was only the beginning of the century) as to have dwarfed everything around it. Friede had the drawings made for the tower and tried to solicit money to have it built (the cost estimate was about \$2 million, a far more considerable sum than its total today). However, Army engineers said that the structure was out of scale and impractical and so the idea was dropped. Friede had planned that the steel and glass tower would be used as a great exhibition hall and that it would be lit up to be visible for miles around as well as to serve as a beacon for ships out in the Atlantic Ocean.

**Q.** Ed Koch had a bet with some other politician that he would lose more weight in one week than the other fellow. Can you tell me who won the bet and what it was?

—R.S., Selden

**A.** The mayor weighed 182 pounds when he came into office and despite the rigors of his job, he has managed to add an additional 17 pounds. The battle of the bulge between Koch and Queens Borough President Donald Manes was to extend for one week in July, 1980. Manes won by losing six pounds while Koch lost only one pound. The bet was for \$5 and a dinner at a Chinese restaurant.

**Q.** A young woman by the name of Marcy Syms alternates in TV commercials with Sy Syms for the Syms clothing stores. Please resolve this question for us by telling us if they are really related, and, if so, is Marcy the daughter or the wife of Sy Syms?

—P.P., Baldwin

**A.** She is Syms' daughter and, since someone else is bound to ask, we can tell you that the young man who also appears occasionally on their commercials is Robert Syms, Marcy's brother. ■

*Address questions to "Problem Line," Newsday, Long Island, N.Y. 11747. Only letters chosen for publication will be answered. Don't phone but send name and address; only initials will be used.*



# SYMS

An Educated Consumer Is Our Best Customer

March 1982

Dear Consumer,

Our company is proud to announce the opening of our new stores in Norwood and W. Peabody this Thursday, March 25th with Get Acquainted prices.

Syms represents, at off-price, over 200 world famous designer and brand names in men's, women's, and children's clothing. We protect the manufacturers we represent by

never using their

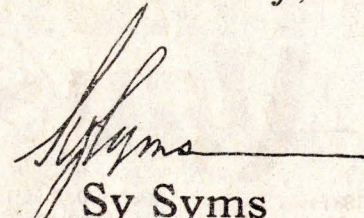


on the garment when you make your purchase.

In our Ladies' department we have a unique pre-dated markdown pricetag that shows you the date and amount of each markdown.

Get Acquainted prices start this Thursday, March 25th,  
at Syms Norwood on Rt. 1 at the Norwood Municipal Airport  
and Syms W. Peabody on Lowell Street one mile west of Rt. 1.

Yours truly,



Sy Syms

SS/mjm



# GOLDEN GUILD *Celebration Sale!*

*Golden Guild slashes it's already low, low prices in gold in a wild, wild welcome to the GRAND OPENING of famous SYM'S Store next door. We doubt you'll ever see prices of charms, chains and bracelets so low in*

**14K GOLD**

*AS WE WELCOME SYM'S to West Peabody Plaza*

## BUY BY THE GRAM

**AT NEW LOW PRICES OF GOLD!**

**GOLD IS AT A THREE YEAR LOW!**



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ELLIE

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**Just Look at These UNBEATABLE VALUES!**

**You May Never See These Prices Again**

**14K GOLD  
EARRINGS  
UP TO  
50% Off**

All styles, shapes and sizes  
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EACH and EVERY  
**14K GOLD  
RING**  
*in our Stock*  
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Sizing FREE

*Come See For Yourself!*

**14K GOLD  
CHAIN**

as low as

**\$15.00 PER GRAM**

*Including*

*Herringbone - Rope*

*- Serpentine - Cobra - Tricolors*

**FANTASTIC SAVINGS!**

**SHOP and COMPARE**



# GOLDEN GUILD

**NEW SYM'S PLAZA Lowell St., West Peabody**

**Open Monday through Saturday 10A.M. to 8:30 P.M.**

**535-2549**



## Scholarships Available

In addition to The Centre Club Scholarship, there are

other scholarships offered by the Massachusetts State Federation of Women's Clubs on a State-wide basis for which Lynnfield residents may apply after obtaining the endorsement of the local

MSFWC Women's Club president. There are the Memorial Education Fund Graduate Scholarships of \$2000 each limited to Massachusetts women for graduate study in Business and Den-

tistry; a scholarship of \$500 for graduate study in Speech Therapy; International Scholarships for graduate and undergraduate study abroad, \$5000; Three Music Scholarships at \$500, \$400 and \$300; Pennies for Art Scholarship at \$350. For undergraduates, there is a scholarship from The Art Institute of Boston, one from Fisher Junior College and the Edith Folsom Hall Scholarship from Mt. Ida Junior College.

Anyone qualified for any of the above scholarships, should telephone Mrs. Michael A. Vozella, Centre Club Scholarship chairman, for further details on making application, as all pertinent papers must be in the hands of the proper Federation officials prior to April first.

## Lynnfield Woman's Club Holds Wine Tasting Party

On March 11 the LWC held its regular monthly meeting in South Hall. Mrs. Fred Guinasso, Club President, lead the members and guests in singing When Irish Eyes Are Smiling, in honor of St. Patrick's Day, which was the theme of the evening.

Mrs. Emily Baldwin was inducted into the club as a member and she was presented a blue and white corsage and a copy of the by-laws and constitution of the club by Mrs. Alexander Boltrushek. Mrs. Guinasso extended her best wishes to Mrs. Baldwin and welcomed her warmly as a new member.

Mrs. Guinasso reminded members that if they have a senior graduating from high school this year they are eligible to apply for the club scholarship. Sons and daughters of a club member, in good standing for at least one year, are eligible for the scholarship.

Following the business meeting, members and guests welcomed Mr. Joseph Reither and Mr. Neil Curley who spoke on wines from France, Italy and America. Members and guests tasted several wines, including California and French white wine, California and French Rose, Cabernet, and Italian Sparkling wines. It was noted that only France may call sparkling wine "Champagne." Mr. Curley stated that Cabernet is now one of the most popular wines in America. Members were told that good wine has a pleasing after taste without any bitterness. Americans' tastes tend to be toward the sweeter wines rather than the dry wines. One important point made about wines is that you no longer have to serve red wines with red meat or white wine with fish and poultry. You should feel free to serve a wine you enjoy. We wish to extend our thanks and appreciation to these gentlemen who gave us an enjoyable and interesting evening.

Following the demonstration, coffee and refreshments were served by hostess of the evening, Mrs. William Freeman, and committee members Mrs. Robert Carpenter, Mrs. Eugene Reilly, Mrs. Everett Lane, Mrs. Paul Galligan, and Mrs. Theresa Klemowicz. We wish to thank all of this committee for an excellent assortment of desserts and beautiful table decor fitting St. Patrick's Day. A very special thank you to Mrs. Clarence Holbrook who did the honor of pouring that evening. Mrs. Holbrook has been a member for many years and is the mother of Mrs. Everett Lane and the grandmother of Mrs. Paul Galligan.

Our next regular meeting will be on April 1 at South Hall when our guest will be gourmet cook, Mrs. Ann Graye, who will be returning for her third visit to the club. Hostess of the evening will be Mrs. Leonard Berkel. This will also be American Home Life night and Mrs. Donato Colagiovanni has asked members and guests to bring their hand crafts to display.

The LWC monthly visit to the Lynn Convalescent Home took place on February 17 when Mrs. Earl Elmstrom was hostess, assisted by Mrs. James McVann, Mrs. John Evans, Mrs. Leonard Berkel, Mrs. Eugene Reilly, and Mrs. Fred Guinasso. The patients enjoy seeing members who bring birthday gifts and refreshments. Mrs. Reilly plays piano and they all enjoy a sing-a-long.

The next visit will be on Wednesday, March 24, when Mrs. Philip Allfrey will be hostess. If you can help in any way, please contact Mrs. Allfrey. All members are welcome to join in these monthly visits.

A reminder that the last day for tickets to Day at the Races, Suffolk Downs, is March 29. The Day at the Races will be Saturday, April 3.

Announcing...



## Letter To The Editor

Dear Editor

With all the people starving all over the world, what a waste when our home on Main Dibiaccari of 14 Newhall Street, Street in Lynnfield was pelted with eggs.

Glass was also broken and a daughter, Marie Donna at our R.F.D. Box destroyed. Such a waste of their time, money and mine.

Yours truly,  
Walter D. Hawley  
Main Street  
Lynnfield

Maternal grandparents are Gloria A. and George J. Trigilio of Lynnfield.

Paternal Grandparent is Mildred Confalone of Wakefield.

Marie Donna is welcomed by brother, Jeffrey, age two years.

Tuesday Noon  
is the deadline for  
Classified Advertising

# Martini Carl's Basement Store

## MEN'S WEAR SEASON'S END SALE

| MERCHANDISE      | REGULAR PRICES | SEASON'S END VALUES |
|------------------|----------------|---------------------|
| 89 Suits         | \$185 to \$250 | ALL \$99.           |
| 113 "            | \$255 to \$300 | ALL \$99.           |
| 55 "             | \$305 to \$420 | ALL \$99.           |
| 77 Sportcoats    | \$185 to \$295 | ALL \$49.           |
| 35 Outergarments | \$189 to \$625 | ALL \$99.           |
| 150 Slacks       | \$65 to \$125  | ALL \$25.           |

\*CLEARANCE PRICES BASED ON MERCHANDISE AVAILABILITY.

*Martini Carl*

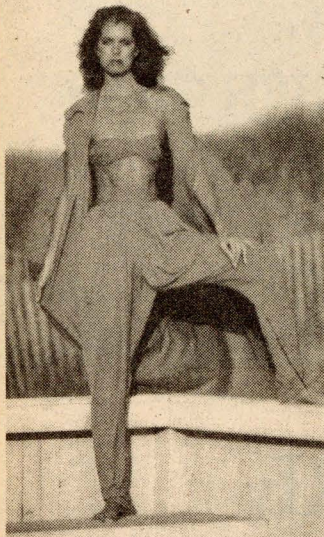
You'll recognize the name,  
but not the price.

## BASEMENT STORE

SAUGUS SHOPPING CENTER  
Junction Broadway (Rt. 1) & Lynnfields Parkway  
Saugus, Massachusetts Telephone 231-1014  
Open Daily & Saturdays 10:00 am - 9:00 pm

All major credit cards honored. Tailoring on premises. Plenty of free parking.

## For the Woman Who Cares About Material Things



*Jacqueline's  
Boutique*

One Post Office Square, Lynnfield 581-9622 Monday-Saturday 10 to 6

You Will Find...

- A Unique Selection of High Style Fashion Coordinates
- Better Sportswear
- Quality

## JEWELRY APPRAISALS

In our continuing effort to serve you better, we have added a new feature — jewelry appraisals — to our Liberty Tree Mall store. The appraisals are by appointment, with privacy, security and service guaranteed. Your jewelry will be appraised while you watch. Appraisals start at \$25 ..... \$35 with a photograph.

ARRANGEMENTS CAN BE MADE FOR IN-HOME APPRAISALS.

### EACH APPRAISAL INCLUDES:

- Two copies of the written appraisal, defining the size, shape, color, clarity, and value of your jewelry.
- Cleaning • Security Check

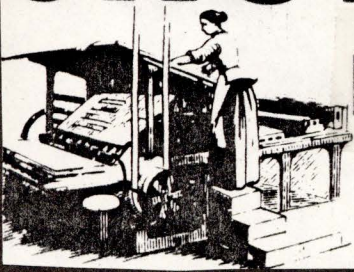
*Ross  
Jewelers*

LIBERTY TREE MALL,  
DANVERS  
Open daily 9:30-9:30  
777-1881





# WEST PEABODY - LYNNFIELD SHOPPERS' NEWS



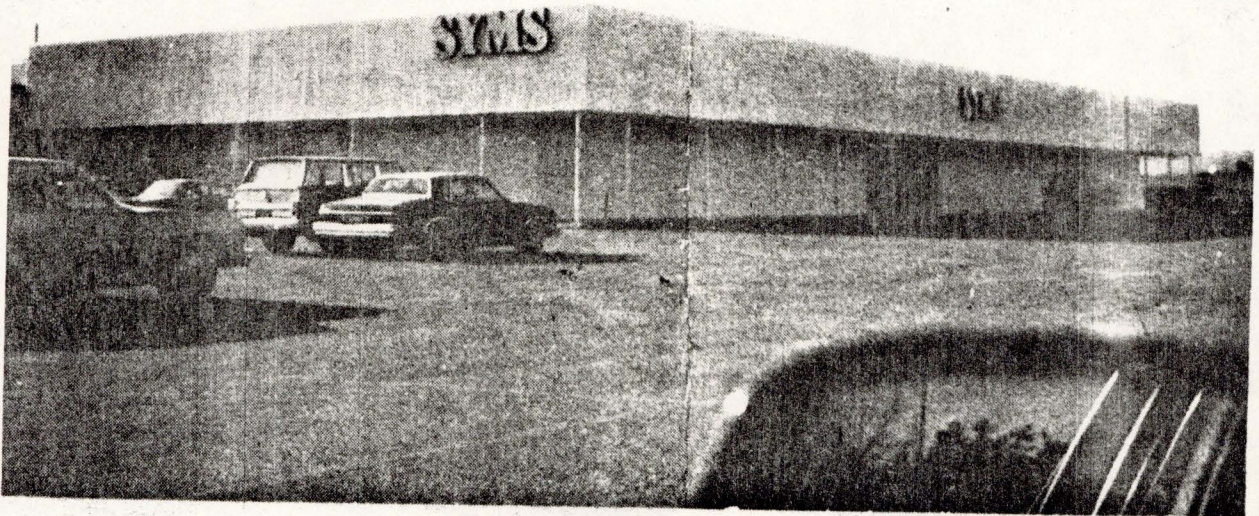
MARCH 25, 1982

**FREE DIRECT MAIL WEEKLY**  
Total Circulation 10,000

SINGLE COPY  
15c

THE PAPER WITH COVERAGE OF 5700 HOMES IN PEABODY  
PLUS 100 PERCENT COVERAGE IN LYNNFIELD

**It's Now SYMS PLAZA  
at the Junction of  
Lowell and Russell Streets**



Syms, the clothing store headquartered in Lyndhurst, New Jersey, is opening Thursday at the former King's store site. The store manager is Mr. William Shannon from Winchester, Massachusetts.

**WELCOME TO WEST PEABODY**



March 25, 1982

BOSTON

Opening





# gap

ITALIA

gruppo anteprima  
per le  
selezioni moda

marzo 1982

72

lire 3000

MENSILE/SPED. ABB. POST. GR. III/70

**ANTEPRIMA SFILATE**

**PRET-A-PORTER DONNA**

**MAGLIERIA INVERNO**

**PELLICCE**

**ATTUALITA INCHIESTE**





**PRESENTAZIONE DELLE COLLEZIONI**

**MON  
DRI  
AN.**  
MONDRIAN



# NUOVE FORME DI DISTRIBUZIONE IN AMERICA

***Una delle più interessanti tendenze del marketing della distribuzione è quella di non lavorare più sui settori di mercato più ampio e che stanno "tirando", perché molti altri ci si butteranno e, quando il mercato tenderà a non aumentare più, o peggio a flettere, la battaglia per la sopravvivenza sarà molto dura. L'idea nuova è quella di uscire dalle "correnti generali" e di cercarsi invece un'area a parte, una propria "nicchia" nella quale collocarsi specializzandosi, come tipo di offerta, come prodotti, come immagine, come rapporto con la clientela.***

New York, con un'area metropolitana potenziale di oltre 15 milioni di abitanti, è il posto dove è possibile assistere a sperimentazioni di nuove forme commerciali in tutti i settori e anche nell'abbigliamento, a fianco degli ormai classici grandi magazzini, (come Bloomingdales, Macy's ecc.), delle solite boutiques, dei negozi sportivi, dei surplus... Il mercato del discount è una forma commerciale che sta sviluppando in questi anni alcune formule nuove che non riguardano, come di consueto, i prodotti a basso livello, ma quelli di ottima qualità e addirittura quelli firmati da stilisti famosi.

Questa è l'area in cui lavora la catena di magazzini Syms. Syms vuol dire oggi cinque grandi magazzini a New York più altri tre in altre città dell'America.

Uno dei magazzini di New York è in Park Place a Soho: un palazzo di 5 piani con un arredamento molto semplice e funzionale dove si trovano abbigliamento e accessori per uomo e donna di buona e ottima qualità, soprattutto delle grandi marche e delle più note firme americane: da Calvin Klein a Bill Blass, a Ralph Lauren, a Oscar De La Renta. Da qualche stagione, poi, si cominciano a trovare anche alcuni nomi europei come Cardin e St. Laurent e, nell'immediato futuro ci saranno anche degli italiani. Il tutto, però, a prezzi che oscillano dal 50 per cento al 70 per cento in meno dei prezzi normali di mercato.

«Non siamo un negozio discount nel senso classico della parola — dice Sy Sims, proprietario della ca-

tena — ma siamo piuttosto dei negozi a prezzi bassi, a prezzi molto inferiori degli altri: insomma, siamo come degli off-price stores».

«La differenza consiste in questo: il discount compra la merce dalla fabbrica allo stesso prezzo che paga un grande magazzino normale, ma riesce poi a vendere al pubblico con un ricarico più basso della concorrenza. La politica di Syms, invece, non è tanto centrata sulla vendita (vale a dire sugli sconti e sulle riduzioni di margine), ma su una politica di marketing d'acquisto molto precisa: noi cerchiamo di comperare la merce a prezzi bassi per poter poi vendere a prezzi bassi.

«Noi cerchiamo, quindi, lavorando sulle grandi quantità e su fattori diversi a seconda dei casi, di pagare meno al momento dell'acquisto. Questa politica d'acquisto "off-price" riusciamo ad adottarla per intero nel settore dell'abbigliamento esterno di qualità e di marca, mentre invece possiamo utilizzare anche una politica di discount classica nei settori dei profumi e dell'abbigliamento intimo, dove i margini sono sufficientemente alti per permettere una politica di vendita a prezzi veramente molto scontati».

«Per comperare a prezzi più bassi noi utilizziamo formule diverse, alcune delle quali sono quelle classiche dell'acquisto della merce di stock di prima qualità.

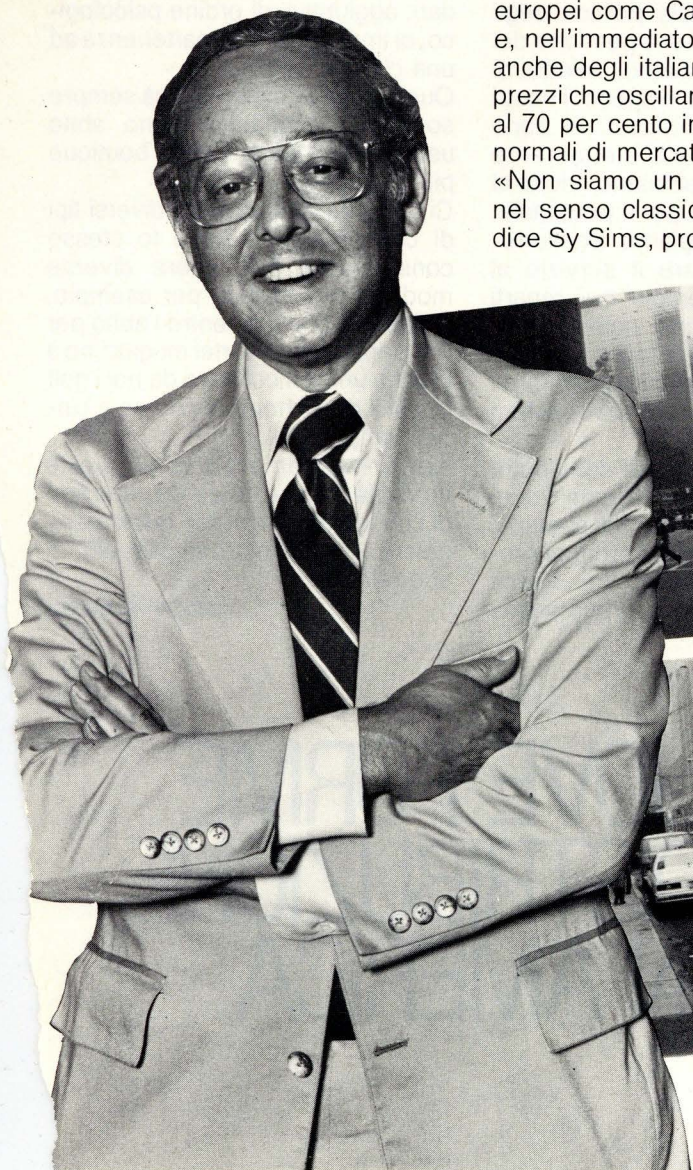
Con questa formula riusciamo a comperare grandi quantitativi di merce prevalentemente costituita da capi classici.

Altre tecniche le abbiamo inventate noi, come ad esempio quella che riguarda l'acquisto delle "grandi firme". Una proposta che sta funzionando molto bene con loro è quella di scegliere i tessuti che hanno in stock dalla stagione precedente e poi, con questi, farsi fabbricare 3 o 4 modelli della stagione in corso, in coda alla loro produzione attuale, cioè nei "tempi morti".

Questo, evidentemente, è molto conveniente per le aziende, che così eliminano degli stock di tessuti che non avrebbero più occasione di utilizzare e recuperano della moneta liquida. D'altra parte, è anche conveniente per il nostro tipo di cliente, che è un consumatore. È conveniente perché può acquistare un prodotto di gran marca e di gran nome, e quindi di grande qualità, a un prezzo molto basso. Attuiamo altre politiche per i prodotti classici: ad esempio, per le camicie estive da uomo, siamo partiti dalla constatazione che nel nostro magazzino in Florida si vendono le camicie con le maniche corte tutto l'anno. Questo ci permette di fare gli acquisti a ottimi prezzi, nelle altre regioni del nord, quando finisce la stagione estiva. E così via. Abbiamo trovato modi diversi per comperare "off-price", cioè a prezzo più basso.

La nostra politica d'acquisto riguarda, però, sempre e solo i prodotti di prima qualità. Quando ci capitano delle ottime seconde scelte le comperiamo, ma segnaliamo in maniera chiarissima al consumatore che si tratta di un prodotto non di primissima qualità.

Chi è il nostro cliente?



**Sy Sims, proprietario della catena dei magazzini Syms, e alcuni scorci del centro di Manhattan, New York.**





## VIAGGIO SPECIALE A NEW YORK IN OCCASIONE DI NATIONAL FASHION - BOUTIQUE SHOW

22-30 maggio 1982

### PROGRAMMA

#### Sabato 22 maggio

10.30 Ritrovo all'aeroporto di Milano Malpensa Banco n. 4  
13.00 Partenza con volo Alitalia 600  
15.30 Arrivo all'aeroporto Kennedy di New York  
Trasferimento in autopullman all'Hotel Sheraton Center  
Sistemazione nelle camere riservate e pernottamento

#### Da domenica 23 maggio a venerdì 28 maggio

giornate a disposizione  
Mezza giornata visita della città in autopullman con guida parlante italiano  
Possibilità di effettuare interessanti escursioni in loco

#### Sabato 29 maggio

Mattinata a disposizione  
17.00 Trasferimento in autopullman dall'Hotel all'aeroporto Kennedy  
19.30 Partenza con volo Alitalia 601

#### Domenica 30 maggio

09.00 Arrivo all'aeroporto di Milano Malpensa

### Quota individuale di partecipazione (minimo 20 partecipanti)

L. 1.000.000

### Tassa d'iscrizione

L. 30.000

### Supplemento camera singola

L. 250.000

### LE QUOTE COMPRENDONO

Viaggio aereo con voli di linea Milano-New York-Milano  
Sistemazione presso l'Hotel Sheraton Center di 1° categoria in camera a due letti, trattamento di pernottamento e prima colazione  
Trasferimenti in autopullman da e per l'aeroporto

### LE ADESIONI

Si chiudono inderogabilmente venerdì 2 aprile e devono essere accompagnate da un acconto di L. 500.000

### I PARTECIPANTI

Dovranno essere in possesso di passaporto individuale con validità di almeno 6 mesi oltre il periodo previsto di permanenza negli Stati Uniti e relativo visto d'ingresso

### NOTA BENE

Il presente programma è vincolato alle condizioni che regolano le agenzie di viaggio

CENTRO OPERATIVO MOSTRE SPECIALIZZATE  
**VIAGGI SANT'AMBROEUS**

MILANO - C.so Porta Romana, 119  
Tel. 5456531 (5 linee con ricerca automatica)  
Telex 316320 - AMBROS

## ATTUALITÀ

Il nostro motto è: «Il consumatore educato è decisamente il nostro miglior cliente....»

Per consumatore educato intendiamo quello capace di riflettere sul tipo di acquisto da fare.

Ed è quindi verso questo cliente ideale che noi rivolgiamo tutti i nostri sforzi, cercando di accontentarlo per quanto è possibile.

«Evidentemente non tutti i consumatori sono interessati alla nostra offerta, ma solo una quota forse piccola ma sufficiente per sviluppare molto bene il nostro business».

«Noi dobbiamo però cercare questo consumatore per farci conoscere. Dobbiamo segnalargli che ci siamo. Per questo utilizziamo la pubblicità con il mezzo meno selettivo, che arriva dappertutto e cioè la TV. Infatti, non sappiamo in partenza chi siano e dove siano questi potenziali clienti. Si può pensare che siano nelle classi meno abbienti, però constatiamo che spesso si trovano anche nelle classi più ricche. È probabilmente una questione di educazione di fronte ai consumi.

Anche di fronte al consumo si matura e questo non dipende dai redditi ma da un certo tipo di formazione culturale. Noi crediamo che in generale si vada verso una maggiore coscienza e conoscenza delle proprie necessità di consumo.

«Per continuare ad offrire ai consumatori la nostra doppia caratteristica (prodotti di ottima qualità e prezzi molto bassi) la nostra attenzione è rivolta non solo alla politica degli acquisti ma anche alla gestione del magazzino. Cerchiamo, infatti, di ridurre al massimo le spese: i nostri magazzini sono dislocati in zone dove l'affitto costa nettamente meno del centro; abbiamo ridotto al massimo le spese per il personale. Però ci preoccupiamo costantemente di migliorare il servizio al pubblico. Ad esempio nei reparti mettiamo un segno colorato per ogni taglia. Chi ha la taglia "40 lunga" sa che deve cercare solamente i prodotti con un cartellino verde ben visibile».

«Tentiamo anche noi di contribuire ad educare il nostro cliente verso delle scelte razionali. Ad esempio sotto Natale per alcuni prodotti proponiamo nel cartellino tre diversi prezzi decrescenti. Il primo valido

fino alla vigilia di Natale. Il secondo fino al 6 gennaio, cioè alla fine delle feste. Il terzo dopo. Così ciascuno può decidere in base alle sue reali esigenze quando gli conviene di più comperare.

Il settore che si sta maggiormente sviluppando da Syms è quello delle firme. Le firme dei designers sono la novità degli ultimi anni nelle marche di abbigliamento.

È un'evoluzione recente, dove gioca probabilmente da parte del consumatore un problema di identificazione personale e di garanzia date dalla persona, dal designer, e non da un nome di una ditta. Questa stessa garanzia noi diciamo che esiste anche sulla qualità estetica del prodotto: un tessuto scelto da un grande stilista l'anno prima è senz'altro bello anche per la stagione, soprattutto se si tralasciano i prodotti più "datati" e vistosamente caratterizzati.

Non ci sono grandi problemi di concorrenza fra quello che vendiamo noi e il prodotto firmato della stagione in corso che si trova nei grandi magazzini del centro a un prezzo molto più alto. I prodotti non sono in effetti uguali per il consumatore: cioè lo sono nella sostanza fisica del prodotto, ma non nella realtà dell'immagine.

Tutti sappiamo infatti che molti acquisti, soprattutto di moda, non soddisfano un bisogno fisico o primario di essere coperto o di non sentir freddo ma del bisogno secondario, aggiuntivi, di ordine psicologico, di immagine, di appartenenza ad una classe sociale...

Questo tipo di bisogno sarà sempre soddisfatto dall'ultimissimo abito uscito e comperato nella boutique più elegante.

Ci sono però, ripetiamo, diversi tipi di consumatori o forse lo stesso consumatore può avere diverse modalità di acquisto: per esempio, nella boutique del centro l'abito per una serata formale, nel magazzino a prezzo unico il collant e da noi i golf classici di cachemere cinese a cinquantanove dollari.

Noi ci rivolgiamo a una di queste modalità d'acquisto e a un certo tipo di consumatore e verso queste esigenze cerchiamo sempre più di specializzarci.»

**ampelio bucci**

# NUOVE FORME DI DISTRIBUZIONE IN AMERICA



NEW FORMS OF DISTRIBUTION IN AMERICA

In NY city more than anywhere else it is possible to watch new way of trading, especially in the fashion industry, beside the usual way of selling through the depar. stores, boutiques, specialty stores etc.

The ~~TKA~~ discount market is one of the new ideas but not only regarding low cost products, on the contrary the high price merchandise with designer's labels. This is the area in which Syms operates with his chain of stores. Syms has 5 big stores in NY and another 3 in various cities. The one in NY in Soho is selling men's, women, children wear and accessories all with famous labels on, like Calvin Klein, De la Renta, Bill Blass, Ralph Lauren etc. and this is the policy in the other stores as well. Recently they are merchandising RTW from Europe like Cardin and St Laurent and they are going to do this also with the most famous designers of Italy. All the merchandise though is cut to half price or more, compared to the other stores.

SY Sims, owner of the company says that "Syms is not a discount store but an off-price one, the difference is to buy the goods at very low price and sell at low prices, especially for the RTW, for the other merchandise like perfumes and lingerie ~~we~~ they apply the discount policy. To buy at low prices means to buy stock garments, and regarding the designers label business, they buy from the stock of fabrics left from the previous season, but they ask to make new styles of the new collection and ask to cut on prices to make them ~~order~~ in some dead working time of the factory.

The motto though, is to buy first quality merchandise made with first quality fabrics. Another way of buying at low prices is to clean off seasons products from places where the weather conditions are changing, like short sleeves shirts that they need all year around for the Florida store. When they buy things which are ~~a~~ from a second choice, they advise the clients that the product is damaged or irregular and they offer it at a very reduced price.

Sym's customer is a wise customer and ~~xxxxxx~~ through ~~xxx~~ TV they advertise the stores because the customer could be anywhere and from all social classes.

Sym's customer is aware of the money's value, he is very attentive about spending the right money for the right product, ~~he~~ could be of a medium salary or very rich but he is up with the time and value of the product.

Sym also cut down in the management's cost, so all the stores are decorated very simply, the location is away from the expensive places, and the cost of personell is also reduced to minimum. But they are always ~~increasing~~ their services to the customers, proposing new way of buying like putting different color tags for each size so the customers will quickly recognise his own, the other idea before Xmas is to advise the customers, writing in the tag the decreasing price within 15 days and it will be up to him to decide when and at which price to buy it.

The most important business for Sym is the designers label RTW, lately in all the world the consumer is more pleased if the garment he is buying can be identified, socially and psychologically a famous name a label can be a more than a need and so Sym fill this need offering <sup>it</sup> at the right price.

Not all the consumers are the same or the same consumer can buy in various ways so Sym is there to specialise in this new field.

Mr. Ampelio Bucci  
Via Moscova 16  
MILANO Italy





**WFAS**  
***Guest Disc Jockey***

***April 1, 1982***



***Thank You***



*The Marquess of Brideshead and Lady Marchmain  
request the pleasure of your company  
to celebrate*

*An Evening at Brideshead  
Private screening, Champagne, Port*

*Monday, March 29, 1982*

*8:00 - Midnight*

*at*

*The British Embassy  
3100 Massachusettes Ave., NW*

*Tickets \$30*

*Rsvp by March 22*

*3113 N Street, NW, Washington, DC*

*English finery or black tie*

*Proceeds to go to*

*Children's Hospital*

*National Medical Center*



# METROPOLITAN WASHINGTON CHAPTER



C/O BNA  
1231-21st St.  
Washington, D

*Answer  
affirmative*

April 1, 1982

Mr. Sy Syms  
Ms. Marcy Syms  
300 Chubb Avenue  
Lindhurst, NJ 07071

Dear Sy and Marcy:

I recently spoke with your store manager Mr. Giardina about the possibility of both of you being honored Roastees at our Second Annual Marketing Roast to be held on June 8 in Washington, D.C. Mr. Giardina suggested that I write to you with the information.

On behalf of the Washington Chapter of the American Marketing Association we would like to extend the invitation to both of you to be our guests at the Second Annual Roast to be held at the Washington Marriott on 21st and M Streets on June 8, 1982. We are planning to roast a few others as well and have already received acceptance from Bill Regardie of REGARDIE'S BUSINESS AND REAL ESTATE-WASHINGTON and Don Davis of DC 101 radio station. We also have a tentative yes from Willard Scott of the Today Show.

The Roast will begin at 7 p.m. with a cash bar and will be followed by dinner and the program which will end at approximately 10 p.m. We look forward to this being an enjoyable and entertaining evening and we hope that you will both agree to join us.

I can be reached during the day on (202) 452-4514.

Sincerely,

*Debbie Wells*

Debbie Wells  
Program Committee

*19th April*



April 13, 1982

Debbie Wells  
American Marketing Ass.  
1231 21st Street  
Washington, DC

Dear Ms. Wells,

I ~~tried~~ to reach you by phone but you were not in.

I will be pleased to participate in your Second Annual Marketing Roast on June 8th. Please give me a call at your convenience so that we may discuss this further.

Sincerely,

Marcy Syms

MS/mjm



# Mens Wear<sup>®</sup>

A FAIRCHILD PUBLICATION  
APRIL 26, 1982  
\$1.50

## GETTING IT



**SOLD**

MM00559495MAY83 12229009P01108  
SY MERNS  
SYMS HABERDASHERY INC  
300 CHUBB AVE  
LYNDHURST NJ 07071

MERCHANDISING  
FALL '82



4-21-82



You Are Cordially Invited  
To Tune To WNCN (Classical 104.3 FM)  
For A  
Gala Concert

Celebrating WNCN's New Live Performance Studio

DATE: Tonight

TIME: 7:00-11:00 PM



PLACE: WNCN

Classical 104.3 FM

PARTICIPATING ARTISTS

Nancy Allen  
Agustin Arriegas  
Eduardo Calleo  
Schuyler Chapin  
Aaron Copland  
John Corigliano  
Nancy Drucker

Stanley Drucker  
Erick Friedman  
Joseph Fuchs  
Morton Gould  
Donald Gramm  
Paul Jacobs  
Jenny Langham

Ruth Laredo  
Vincent Persichetti  
Phillip Ramey  
Gianna Rolandi  
Ned Rorem  
Nathaniel Rosen  
Samuel Sanders

Beverly Sills  
Leo Smit  
Eleanor Steber  
Virgil Thomson  
Ransom Wilson  
Eugenia Zukerman  
..and others

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# FILENE'S: WILL THE BASEMENT GO THROUGH THE ROOF?

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By STAN GELLERS

*Driving a hard bargain—from Boston all the way to New York's Nassau County—Federated is gambling on Long Island's affluent shoppers. Will they flood the Basement when it opens there, or will it be a wash?*

**W**ill they pAHk their cAHs in Filene's yAHd when its first Basement branch opens this August in Manhasset, Long Island?

This is what the 73-year-old legendary Boston store is betting on, basing its hunch on the huge success of the five Basement suburban branches in Massachusetts and New Hampshire. It's not a long shot, insists Melvin Johan, senior vice-president of the Basement stores, who explains one of the major reasons why three units will be opened on Long Island by spring '83.

"After we received approval from our parent, Federated Department Stores, to proceed with the plan to open on Long Island, we researched the market for three months. Aside from getting a tab on the demographics, we surveyed

a fairly wide cross section of people and found the recognition of the Filene's Basement name was more than encouraging—it was remarkable. About 20 percent of the consumers surveyed knew us."

And all of Filene's future retail competitors do, too.

Some of the big New York stores regard Filene's move as a real threat and a further siphoning off of precious consumer dollars. Others are ready to fight it out in the malls with even more aggressive price promotions. Then there are the well-established upscale stores that couldn't care less. And some merchants simply can't understand Filene's logic in moving into this overstored locality.

The fact is that Filene's Basement units are entering a very lucrative market. Nassau County gen-

erated a total of \$7.8 billion in retail dollars for 1980. And this New York "bedroom" county is also noted for bargain-hunting, discounting and severe price-slashing. How the Boston-based operation will fare in this environment certainly won't be answered in a season or two.

However, wise retailers in the New York metro market remember that Filene's Basement is the father of no-frills fashion apparel discounting and wrote the book on price-cutting. So western Long Island could turn out to be a very different situation for Filene's competitors.

Nassau is studded with over 100 community shopping centers and five huge regional malls. There is a tremendous density of affluent shoppers and a network of highways to speed them to the many malls. Filene's will surely rev things up.

What turned heads the most was the choice of the initial site, in Manhasset. The store, a former Bloomingdale's home furnishings unit, is smack in the middle of the so-called North Shore Gold Belt. There are few apparel discounters there, but several department stores have furniture warehouse outlets in the area. Perhaps Filene's will become the draw that merchants were waiting for to pump in discount fashion customers.

Discussing the New York venture, Johan says that only half the building will be occupied by Filene's. The size will approximate the typical 35,000 square feet of the five Basement branches in Saugus, Framingham, Burlington, Worcester (Mass.) and Manchester, N.H. He confesses that management initially will be testing the merchandise mix.

"Men's wear accounts for about 30 percent of the volume in the branches. We'll see what happens in Manhasset and fine-tune the store blend to what the customer wants." He goes on to say that furnishings and sportswear generate the majority of men's wear business in the Basement units.

Filene's Basement doesn't pretend to be pretty or programed, Johan continues. "Our strategy is simply to bring the consumer quality merchandise at a bargain price. We're completely opportunistic and buy when opportunity knocks." From a look at the famous brand, designer and store labels carried in the Basements, it appears that the



knocks are more like the beat of a tom-tom.

For decades, Filene's has developed solid supply lines of leftovers from such stores as Saks,

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*Picking through the stock can be as much fun as it is frustrating. The object is to find THE label in THE color in THE right size.*

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Brooks Bros. and Lord & Taylor; these pepper its bulk of house labels. The store has built its reputation on this chum-upon-the-waters strategy to lure bargain-hunting customers. To be sure, this is expected to continue, but with the proviso that these prestige New York labels can only appear in Boston. (Curiously, Louis and Saks closeouts are sold in the original Boston Basement, despite the fact that both stores are in that city.)

Commenting on the probability that the big New York store labels might be deleted from the

Long Island stock, area merchants insist this could be a stumbling block. They're a major lure.

However, Johan insists these labels aren't the only reason why people beat a trail to the Basements. Filene's purchases a substantial amount of irregulars and does a hefty "make up" job with major vendors. In the latter case, the store's own name is used and the price advantage is very obvious.

Johan maintains that shopping the Basements is so "exhilarating" that the stores generally turn out a large percentage of high-frequency shoppers. But they have to be both lucky and patient. On any given day, the educated consumer can have a field day finding a famous label in his size. And the names can run from Neiman-Marcus to Polo to Rossetti.

The automatic progressive price cuts make a buy even more tempting and, in this sense, the Basement is an original. The initial selling price is cut 25 percent after 12 selling days; 50 percent after 18 days, and 75 percent after 24 days. Unsold goods from the Boston store

are given to charity after 30 days.

Johan notes, "We feel our progressive markdowns are an alternative for consumers pressured by high prices for everything. I won't recite the problems of the economy, but our discount approach is even more valid than ever." This can be a particularly sharp cutting edge for the store on Long Island where competition runs from such highly skilled (and well-stocked) discounters as Syms, NBO and Loehmann's (women's wear) to sprawling weekend flea markets.

With this kind of high-powered competition, New York retailers insist, the Basement's touch-and-go merchandising strategy may have to be altered. "Customers may be lured by a famous label, but the store can't operate with hand-me-downs and broken sizes. The two major area discounters don't, and they even have top salespeople. Frustrate people a few times and you've lost them," says one retailer.

Another retailer maintains that "Filene's will have to buy specifically for its New York stores and they'll run into some pretty severe compe-

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*Will Long Islanders be lined up like this when Filene's Basement opens its doors in August?*





# What's the difference between Filene's Basement and any brand name discount store?



**you gotta see it  
to believe it**

## 73 years.

Since the doors first opened in 1909, Filene's Basement has spawned a legion of imitators. But no equals.

Name one.

You can't. Because from the start, Filene's Basement has offered a matchless variety of top quality clothing and accessories. All at prices you just can't find anywhere else in the world. And we've been doing it for 73 years.

And our history has been well documented: from our opening in 1909 to Robert Ripley's first "Believe It Or Not" commercial cartoon in 1929 that featured Filene's Basement; to our nylon stocking sale after World War II; to the 1946 Neiman Marcus fire sale, the first of our prestigious retail stocks sales that go on to this day; and to our expansion outside of Boston, Massachusetts in 1978.

And we continue to write new history, as world-famous Filene's Basement opens new doors . . . now in Manchester at the corner of South Willow and Route 293. Across from the Mall of New Hampshire.

See it Monday through Saturday, 9:30 to 9:30; Sunday, noon to 6.

And you thought we were just another discount store?

Now really.

*The ad's claim may be true, but Filene's faces long-established competition on its new turf.*

tition in the market. If they can't get the wanted names, the business will be pushed to the well-established discount stores which have them."

Johan feels confident that merchandise sources won't dry up. "Our approach is almost entrepreneurial and we're talking big volume. Our buyers are in the market every two weeks and our guidelines don't change. Our credo is value and fashion. And we won't abrogate the policy and buy any label just to sell it at a bargain price.

"We insist on quality and this is as true for an IR from a fine house as it is for the goods we have made. The famous labels we carry, of course, speak for themselves. These names naturally reinforce our quality/value story."

But New Yorkers soon will be discovering that much of Filene's inventory carries the store's own name. And unlike other men's discounters whose main thrust is tailored clothing, Filene's expects to keep its current merchandise mix, which favors sportswear and furnishings.

Shoppers will also find that

picking through the stock at Filene's can be as much fun as it is frustrating.

The object, of course, is to find THE label in THE color in THE right size. But another incentive is nabbing an item on its third and final markdown.

Talking about the progressive markdowns, Johan emphasizes Filene's won't be competing simply on a price basis. "We feel our type of competition will be stores like Loehmann's and Fortunoff (jewelry, home furnishings, etc.). Their prices aren't exactly cheap. Sure, we can beat a traditional retailer on price, but we're not always the lowest.

"Some of our suits—like a Zegna—are over \$300. We're really not in the low-priced business."

On that count, Johan contends that the store won't use comparative pricing as a ploy. In fact, manufacturer's price labels are removed from garments before they hit the floor. Not so for original retail store tags, which show that the cuts on last season's merchandise can be staggering. Imagine a \$47.50 Neiman-Marcus dress shirt sitting on a

Filene's counter for \$15.

At this point, the majority of the merchandise sold in the Basements is in-season—further tipoff to the fact that IR's and made-up goods predominate. Johan reports, "We change seasons in February and August and renew our inventory continually. By the end of this month, we'll be completely current."

Realistically, this may only partially satisfy the upbeat demands of the New York shopper. Johan is confident that Filene's is up to the challenge since it caters to a wide spectrum of consumers. "Each of our branches has a different personality and character. Before opening any of the Basement units, there are certain demographic requirements that have to be fulfilled. And we go from middle-of-the-road to really sophisticated in terms of the people who buy at the Basement branches."

He does allow that the flash of famous labels definitely appeals to the more mature, aware customer he will likely find on Long Island. But Johan seems to be more convinced that New Yorkers will also opt for intrinsic values and not just another pretty label. He hints that some new "famous store labels" from other parts of the country may become regulars in the New York branches. And as for the heavily exposed status labels, he adds, "I think the overkill of designer jeans took some of the bloom off of them."

*"Our approach is almost entrepreneurial and we're talking big volume. Our credo is value and fashion. We won't buy any label just to sell it at a bargain price."*

Just as the merchandise going into New York will be tailored to the audience, so will the in-store presentation and promotional activity. The flagship basement in Boston will never lose its weary look of schlock and the various branches probably will continue to be painted an "antiseptic beige," jokes Johan.

"Our plans for New York certainly aren't carved into stone. Fact



is, we're still looking over interiors and possible additional locations."

Grey Advertising has been given the assignment of handling the introductory ad campaign. Chances are it won't resemble the current heavily promotional insertions in the Boston area.

"As I said, our name will precede us into the New York market, but nothing like a Saks, Neiman's or Lord & Taylor opening a branch halfway across the country. They all advertise consistently in national

magazines and people know them. We're just going to have to make the investment and tell people what we're all about."

Actually, Filene's has tested the New York market and proved its pulling power of price. In September 1980, the store romanced women with a large Sunday New York Times ad announcing its coup of landing over \$1 million worth of surplus furs from I. Magnin, Chicago. Prospective customers were offered a round trip ride in a Rolls

Royce between Boston's Logan Airport and the store—plus a lunch in the executive dining room.

Some 18 New Yorkers jumped at the chance . . . and bought, recalls Johan.

He assures that the store doesn't have anything quite that dramatic up its sleeve now. But with a reputation that made Filene's a Boston landmark, fireworks can be expected on Long Island when the store that originated the fashion bargain opens for business. ■

## BASEMENT'S MOVE FAILS TO FLOOR THE COMPETITION

New York retailers run from hot indignation to lukewarm amusement when contemplating the opening of Filene's Basement stores on Long Island. Most agree that the units will draw new traffic into the area and sharpen the consumer's awareness and appetite for bargains.

Some merchants express serious doubts, though, that the Boston-based store can make it in a completely new locality without the muscle of famous store labels. And unfortunately, the four stores whose labels are carried in Boston and branches are all located in the New York metro market. Expectations are they'll be banned from Long Island.

Sy Syms, president of New York-based Syms, feels it is a very intelligent move on Federated's part. "Filene's won't be a threat . . . we're just going to share the consumer dollar. Their real problem may be getting sufficient supplies of upscale goods to lure people. The hot stuff is always hard to get when it's in season. I don't feel we're doing the same thing in product mix and labels, anyway. We only carry the well-known brands."

Leon Atkind, president of NBO (National Brands Outlet), says, "It's going to be good

competition. I don't feel Filene's can operate solely on inherited goods from major stores. At least, that's its reputation. It will have to buy a lot of merchandise in the market for its New York stores. Our big difference is that we don't buy any hand-me-downs."

A major specialty store executive with nearby units insists, "To us, it's just another low margin store. It's not competition to us, but it would be to Syms, NBO, May's and Alexander's."

Another merchant heading up one of the country's most successful men's wear operations comments, "With everybody going after the upscale business, I can't understand why Federated would chase Syms and NBO and pour millions into a discount operation. And especially on Long Island, where there's plenty of money."

A major department store vice-president adds, "The real threat in clothing will be to the specialty store. They can't afford to fool around with price. We can and we'll get pretty aggressive if we have to."

Another specialty store pro doubts that Filene's would have a negative impact on his New York store if his label appears in the Basement units. "They only get the merchandise we're finished with. It really doesn't have any further value to us. Filene's is really a great help jobbing our season's leftovers—particularly as we continue to open branches. We'd rather sell them the leftovers in one fell

swoop because we can't be on sale all year 'round.

"When you're stuck with a batch of red sport shirts, the stock can look like a blood bath! Our real threat is the established discounter carrying pretty much what we have in season . . . and in sizes."

One retailer notes, "You can't consider Filene's only as a closeout king. I've seen buyers working with vendors and if a style is a bummer, they'll pass on it."

Still another New York store executive snorts, "It'll get killed. You can't buy odds and ends and expect to run a profitable business. What's more, Filene's doesn't have the base to operate four or six branches in New York."

Finally, there's one kingpin New York retailer who wonders whether Filene's will be able to come up with enough closeout merchandise to make a dent in the discount scene. "Certainly, New York stores wouldn't sit still if their labels appeared at discount prices in their own backyard. The way we read it, it looks like Filene's will be going after the clothing business as the other discounters are. Department stores, on the other hand, are intensifying their furnishings and sportswear.

"I don't regard Filene's as a threat. I simply don't regard it," he concluded. But like his peers—and right or wrong—this retailer had taken the time and trouble to research New York's newest bigtime retailer. . .

—S.E.G.



New York Times 4/29/82

# Israel Peace Medal Is Cause for a Party

By ANNE-MARIE SCHIRO

**S**ENATOR BARRY GOLDWATER didn't manage to get there, but Abba Eban did. So there was nary a murmur of disappointment among the 1,450 guests in the New York Hilton's grand ballroom Tuesday evening.

They were there to see Joseph E. Brooks, chairman of Lord & Taylor, accept the State of Israel Peace Medal Award on behalf of his store. So when the Senator was delayed by a committee meeting in Washington, they gladly accepted Mr. Eban, the former Israeli Foreign Minister, as principal speaker, applauding when he stressed Israel's dedication to peace and chuckling when he suggested that Mr. Brooks would astonish everyone in the board room of Lord & Taylor if he wore the medal around his neck.

Then, two hours after they had assembled for cocktails, the guests could dig into their \$100-a-plate kosher dinners of poached fresh salmon, chicken with rice and broccoli, and strawberry tarts. Served with Israeli wine, of course.

"I've tasted better and I've tasted colder," remarked Catherine di Montezemolo, fashion director of Lord & Taylor. Then, noticing the label, she looked chagrined and added, "I guess I shouldn't have said that."

But the Israel Bond Organization, which sponsored the event, couldn't

have cared. Mr. Brooks had helped to sell \$3 million in bonds, and that's what mattered.

"It wasn't difficult," Mr. Brooks was telling a fellow guest at the cocktail reception for occupants of the dais. "The bonds are really an investment. I watched 'Golda' on television

last night, and it reminded me of a time I met Mrs. Meir years ago. A man remarked that Israel had a lot of brain power and she said: 'The Jews can't be too smart. They wandered around the Middle East for 2,000 years and landed in the only place without oil.'"



The New York Times / Jeffrey D. Smith

Joseph Brooks, left, Elinor Guggenheimer and Abba Eban.

Mollie Parnis, wearing a striped red chiffon, said she had seen only the last 15 minutes of the television show. Pauline Trigère, in a printed dress ("We call it the Dr. Lady"), said: "It's funny when you don't know people at a party. I know very few people here."

She turned to Abe Schrader and said: "Do you know the Ebans? Susan is charming. She speaks seven languages." Mrs. Eban, a blond woman wearing rose chiffon, greeted Mollie Trigère in French while her husband explained that he was in New York working on a series for public television, "but I'm going to Washington to see Haig on Thursday."

Others seated on the dais included Howard Samuels, chairman of the bond drive and moderator of the evening's program (who told everyone, "It's 27½ hours since I had my last cigarette"), Robert Sarnoff, industrialist, Elinor Guggenheimer, former city commissioner of consumer affairs, former Senator Howard W. Brooke, Sol C. Chaiken of the International Ladies Garment Workers Union, Sy Sims of Sims stores, Liam P. Arnold of Associated Goods, Carl Bennett of Caldor's, and John J. Pomerantz of Leslie Fay.

Dina Merrill arrived breathless just in time for dinner, explaining she had gone to the Waldorf by mistake, into Bob Tisch and realized it was the wrong place."



# BETWEEN THE LINES

DAILY NEWS RECORD, TUESDAY, APRIL 27, 1982

**WHEN IN NEW YORK:** Do as Roman DAVIDE CENCI did last week, when he brought the Big Apple an edition of D. Cenci, his elegant 60-year-old men's specialty shop from the Via Campo Marzio in Rome. Cenci, founder and president of the store, was aided by his brother PAOLO CENCI and managing director ROBERT WYATT in greeting friends and guests, who included DOUGLAS PLEASANTON of Ballantyne, HERB RICKMAN, special assistant to Mayor Koch for the fashion industry, and Aquascutum president ERIC WEITZ. Located at 68th St. amidst Madison Ave.'s stretch of chic boutiques, the two-level store carries wool pinstriped suits priced from \$695 to \$1,200; suede outerwear at \$695 and basic blue blazers for \$525. The 3,000-square-foot shop also stocks \$65 cotton pajamas and \$75 pique knit sport shirts (sans alligator) for the more modest of the neighborhood's affluent residents, many of whom attended the flashy opening.

—S.R.

Photos by Nick Machalaba



Davide Cenci



Kenneth Sternberg, Robert Wyatt and Mario Provasi of D. Cenci



Eric Weitz



Douglas Pleasanton



Irving and Nancy Selbst, and Ira Weiser of Syms



Paolo Cenci and Luca Rostagno





6/18/82 Begn Luncheon







Sy & "Fred the Furrier"  
June 18<sup>th</sup> Begin luncheon '82

70959-44A

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**NATE SILVERSTEIN**

PHOTOGRAPHER

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SPRING 1982  
Vol. II, No. 1

# 7-Retail

WABC-TV    RETAIL MARKETING REVIEW

Shoprite  
PAREVE

Pathmark  
16 Tea Bags  
PEKOE & PEKOE CUT BLACK TEA  
1 1/4 OZ. • 35 g

A&P  
CHUNK

REGULAR GROUND COFFEE

**New Perspective on  
Supermarket Shopping**  
See story on page 4.

## RETAIL MARKETING REVIEW

See story on page 4



## Editorial

For the past three years, since the inception of the WABC-TV retail marketing department, we have embarked upon a program whose keystone is the philosophy of taking our service to you, our clients, a few steps further than the mere selling of television time. What started as a resolved commitment to understand the retail business community and your needs has developed into an all-encompassing retail awareness at WABC-TV.

The following are just a few of the milestones we have passed that we hope will indicate the extent of our dedication to helping you, our present and future clients, be successful:

- Department store focus group study—Bruskin
- Annual Advertising and Marketing Leadership Award (see page 5)
- WABC-TV annual retail executive fall presentation luncheon (see photos, pages 18 and 19)
- Supermarket shopper, Bruskin study (see page 4)
- *Retail Marketing Review* magazine

- Development of *Infomercials*—Fashion Reports/Soap Opera Moments
- Scarborough research information—marketing plans based on consumer profiles and demographics
- Research reach and frequency/household zip code studies
- WABC-TV and ABC-TV Owned Stations reception at annual NRMA convention

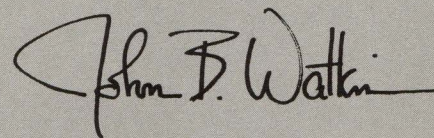
It is very obvious to us that as you succeed, as you learn more about your customer, as you use television to ring your cash register with greater rapidity—then we shall succeed along with you.

The main purpose of this magazine is to share with you stories we hope will interest you. We would like to inform you, and give you greater insight into how television might service you and your advertising needs better. In this issue you can learn of our latest major research effort, the Bruskin Supermarket Study, as well as share the success stories of Alexander's, Zal Venet, Foodtown, Gianettino & Meredith, and Seaman's Furniture Company. We also discuss our new 5 o'clock news venture, which proves once again how well equipped we are to bring live programming to our viewers.

Let there be no doubt, oh reader of this editorial, that WABC-TV is totally committed to continuing the strong relationships already developed with our friends in the retail community, *and* that we are equally committed to making new friends. To both our new and old friends we will continue to provide that "little bit extra" in the professional services available to help your business be successful.

We understand more of the retail business world every day, and we want you to understand ours. What we do understand in no uncertain terms is what Ron Gianettino states in his article on page 10 (Mr. Gianettino is President of Gianettino & Meredith, agency for, among others, ShopRite), that, "it's imperative in retailing to have that close contact with the station. Scheduling is all important for retailers, and spots must clear and run when you say they'll run—that's absolutely basic in the rapid world of retailing." *We hear you!*

We thank you for all your 1981 business, and look forward to succeeding together in this year of 1982.



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Bill Fyffe, Vice President and General Manager  
Jack Bonanni, Vice President and Station Manager  
John B. Watkins, General Sales Manager  
Andrew Feinstein, Local Sales Manager  
Mark Grant, National Sales Manager  
Susan Kroeger, Editor

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(Left to right) Doris Shaw, Senior Vice President, Abraham & Straus; Grace Perez, former Vice President, Advertising, Bonwit Teller; Helen Galland, President, Bonwit Teller; Phyllis Green, Director of Retail Marketing for the ABC Owned Television Stations; and M. Ronald Ruskin, Chairman of the Board and Chief Executive Officer, Gimbels.



Center Left: Thalia Arsen of T. Arsen Buying Unit; and Jack Bonanni, Vice President and Station Manager of WABC-TV.

Center Right: Marcy Syms (left), Director of Marketing, Syms Clothes; Jim Dougherty, WABC-TV Account Executive; and Judy Casper, Advertising Manager, Abraham & Straus.

Bottom: Dick Beesemeyer (left), Vice President and General Manager, Operations for the ABC Owned Television Stations; and Robert DiNicola, Vice President, Macy's.





WABC-TV **7** New York  
7 Lincoln Square, New York, NY 10023



# Report Report

You can find discounts galore on name brands by shopping at outlets—but be wary.

THE READING OUTLET CENTER

READING OUTLET CENTER



Be sure you check each and every aisle before you make your selection. Otherwise, you may miss a true value.

Ted Lapidus suit at Syms. it's one of ours all right—though the fabric and style may be one or two years old.

But that doesn't bother dollar-conscious shoppers one little bit. And with consumers coming out in droves searching for bargains, factory outlets and discount stores have become a booming, multibillion dollar business.

One of the meccas for these thrifty shoppers on the east coast is Reading, Pennsylvania, where discount outlets are clustered in three large malls. Groups of these outlet shops have also appeared in Toledo, Ohio; Rochester, Michigan; and Waynesboro, Pennsylvania. But Reading, with more than 200 outlets, is what one bargain hunter calls "shopper's heaven." They sell everything from \$280 Yves St. Laurent designer fashions to flimsy \$7 blouses that were made in Hong Kong.

You might find a Calvin Klein sport coat at \$78 instead of \$150. Or a \$90 blazer by Jones N.Y. reduced to \$59. Or such well-known brands as Clark's shoes at 30% off, Ship 'N Shore blouses at half price and Munsingwear sports clothes marked down 30%.

Business in the Reading area is up almost 20% over last year. And experts predict sales will more than double in just five years.

But wherever you do your discount shopping, there are some pitfalls for the uninitiated or unwary—as two Woman's World shoppers discovered.

The biggest hurdle is lack of selection in all sizes. As one large women's clothing discounter summed it up:

## The Outlet Boom: Secrets Behind the Bargains

by David Seifman and Maggie Kleinman

The man in your life has a birthday coming up, and you'd like to outfit him with some new goods. You want to be extravagant and spend as much as \$100, but there's not much you can get nowadays for \$100, is there?

Yep, there sure is—if you happen to live in the New York metropolitan area.

In the remote reaches of Brooklyn, about a 30-minute drive from fabled Saks Fifth Avenue, there's a discount clothing store where \$100 will get your man:

- One suit.
- One sport jacket.
- One overcoat.
- One pair of slacks.
- One designer shirt.
- Two neckties.
- Two pairs of socks.

And that ain't all. The store also throws in a transistor radio—and free coffee and cake while you wait!

Now don't shake your

head in disbelief. The deal is for real—as the long lines of customers waiting to get into the store testify.

And the store owners aren't dingbats either, just sharp businessmen cashing in on the discount outlet boom that's sweeping the nation.

But how do they do it? And make a profit as well? The answer is tied to the whimsical nature of the fashion industry, where styles are unpredictable—and where guesswork is the norm in megabuck decisions.

Explains George J. Greenberg, president of Loehmann's, a nationwide chain of discount stores that caters to women: "The fashion industry just tolerates us—and yet they need us. Let's say that a designer for a manufacturer falls in love with a particular fabric. The mill that makes the fabric says: 'Fine, but you have to order 300 yards.' So the designer buys the 300 yards.

But he gets orders from the big department stores for only half of the clothes he produces. What's he going to do, throw the rest away? No, not if he's smart. He cuts the price drastically and sells to Loehmann's."

And that's why Loehmann's can sell for \$89.98 a stylish blazer that goes for a whopping \$298 at posh Lord and Taylor.

Typical department store prices for clothing reflect at least a 100% markup—which prompts another leading discounter, Donald Rowlett of the 39-store J. Brannan chain, to complain: "The biggest problem we have is credibility. People just don't believe that department stores can get away with charging that much more than we do."

It's certainly true that discounter and manufacturers' outlets are frequently a season or two behind, offering garments that didn't sell the first time around. But very often the goods are as up-to-

date as the morning newspaper.

Take the case of men's silk neckties. At a Merns discount branch store in New York's financial district, silk ties with the Ted Lapidus label recently sold for \$6.99. But uptown in the glittering Ted Lapidus boutique on Manhattan's Fifth Avenue, they were priced at \$55.

"The Merns products are fakes," declared Arnaud Thieffex, president of Ted Lapidus.

"Not so," responds Steve Manko, whose Davan Enterprises manufactures the ties. Manko says he's been dumping his unsold Ted Lapidus ties on Merns and others for quick cash.

And even Thieffex concedes that his \$420 suits can be bought at another large discount outlet, Syms, for about \$300.

"Syms buys at the end of the season from the factory we use in France," Thieffex explains. "So if you buy a



"It's hit or miss." And a hesitant consumer who thinks about putting off buying exactly what she's looking for had better snap it up—or it'll be gone in a flash.

Touring the 26-store outlet complex in Secaucus, New Jersey, the Woman's World shoppers were hard put to find a fashionable woman's raincoat. They were either hopelessly out-of-date or just plain ugly. Finally, when an attractive \$117 coat was spotted—and it was marked down to \$39—only three petite sizes were in stock.

In another instance, the shoppers came across a men's fashion outlet stocked with Yves St. Laurent shirts for just \$16—but few were suitable for business purposes.

The bargain-conscious can also fall victim to the discounts—that aren't ploy, a common trick where crafty salesmen exaggerate the original retail price to make the markdown look like a fantastic bargain.

The Woman's World shoppers landed a Calvin Klein dress shirt for \$13 after spotting the exact same garment—right down to its "made in Malaysia" label—at Saks for \$27.50.

At Syms, a 10-store discount store that stretches along the Atlantic seaboard, a \$140 Jack Mulqueen silk dress for \$45 was the jewel ferreted out in one store.

At still another outlet store that featured men's garments, our shoppers discovered a dizzying array of good buys—from \$65 Oscar de la Renta all-wool slacks at \$24.99 to Brioni made-in-Italy suits marked down from \$650 to \$298.

Like all bargain hunters, the outlet shopper must be blessed with persistence, curiosity, sharp eyes and a spirit of adventure.

"You have to learn to be methodical, too," advises a long-time veteran of buying at these stores. "Go up one aisle and down the other until you've seen everything the shop has to offer. You just never know when you'll come across something that you can use at a ridiculously low price."

"Of course, you have to recognize it's a bargain. And the only way you can do that is by comparison shopping—knowing what the going prices are at the department stores."

"And, if it's clothing you're looking for, be sure you carry along a card with sizes and color preferences listed. Many outlet shops don't have fitting rooms."

"Also," she continues, "check each item carefully for flaws, because once you buy it, you'll probably be stuck with it. Most outlet stores have a no-return policy."

Most retail department stores deny that the low-priced discounters are presenting them with any problems. And they justify their much higher markups with the words of the Gimbel's spokesman who remarked: "In general, department stores are probably more expensive to run than these small stores."

But while department stores maintain an attitude of disdain, they see the consumer dollar starting to go elsewhere. By one estimate, the market in discount clothing and shoes already accounts for \$6 out of every \$100 spent annually. And long before the 1980s are ended, discount sales are

expected to account for \$12 of each \$100 spent.

That's why, although Federal trade regulations prohibit a manufacturer from refusing to sell to any legitimate customer, some discounters are screaming that department stores are "discouraging" manufacturers from supplying them.

Abraham Friedman, owner of a men's shop in the fabled Lower East Side of Manhattan, is one of those yelling the loudest. He claims that the giant department stores in New York threatened to cancel million-dollar orders when they discovered he was discounting super-trendy Giorgio Armani suits 20% off the normal \$500 price. So Armani, Friedman says, stopped supplying him.

Retailers are also getting competition from the manufacturers, many of whom have opened their own shops. For example, Louis Bedrin has sold a well-known brand of children's clothes at his Jack and Jill shop in Memphis, Tennessee, for nearly a quarter of a century. Last spring the manufacturer opened its own outlet store in the same mall. Bedrin couldn't meet their low, low prices and was forced to drop that line. "I got fed up," he says, "and took the easiest way out."

For the savvy consumer, all this competition is a godsend. And at least one state, New Jersey, is moving to keep the odds on the side of the customer.

State officials are getting tough with outlets that have no direct connection with manufacturers, but are really "jobbers" who are trying to cash in on the boom by buying—and selling—defective merchandise from several sources.

According to New Jersey law, stores that claim to be outlets must now document that claim to investigators. At least several stores have not complied and hearings have been scheduled.

Meanwhile, the legitimate outlets and discounters face a rosy future.

"There's a saying in this business," says shopping authority Iris Ellis with a laugh. "If you've got the right price, you can sell anything—even an Edsel."

Another expert, Marshall Winston, whose investor group leases space to outlets, says: "As long as there are people looking for values, they're going to be prowling through outlet stores."

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This sleazy practice became so outrageous during one price war in Chicago that Arthur K. Muenze, president of the 15-store Wieboldt chain, observed: "The biggest liar has the edge on the competition."

But that doesn't mean there aren't bargains by the barrelful to be found.

"The prices are fantastic," bubbled one shopper who had plunked down \$26 for an all-day bus trip from New York City to the shopper's paradise in Reading. "It's been a tiring day, but I'm loaded down with real bargains."



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# • OFF-PRICE • ON STAGE

By STAN GELLERS

Off-price has come out of the closet. It's not the dirty word it was a decade ago. Instead, the concept today has acquired a bit of class and is papered with all the prestige labels necessary to make it work.

And with it has come a new phase of marketing men's wear that's as fine-tuned and segmented as any other part of the business.

The model, it's universally agreed, is Loehmann's, the fast-moving 55-unit women's wear chain that pioneered selling the best of Seventh Ave. for less. And certainly, America has been trained to buy bargains. If Chrysler's Lee Iacocca—among many—takes to TV to hawk his cars at fat discounts, why should apparel be exempt?

It's not. In the New York metro area, for one, the men's market has its own off-price pitchmen flashing their faces on TV with virtually the same message Detroit is putting out these days. Included: the perennial Sy Syms, president of the 10-unit Syms chain, and Leon Atkind, president of the 11-unit NBO (National Brand Outlet) operation.

Off-price merchandising, according to the growing list of retailers making money at it (and those manufacturers supplying them with the most coveted labels) has become the thing to do. One of the reasons for this trend is obvious: the sad, sluggish state of the economy.

But price is no longer the only object. What is, is the combination of in-season fashion . . . quality . . . and the prestige or status labels consumers have learned to love and show off. (Two of the spiffiest names—Polo and C.B. Sports—are reportedly planning a joint outlet store in New York State.)

Such retail consulting firms as Venture Horizons, Columbus, Ohio, and David Buxbaum, Santa Moni-

Off-price retailing, long considered a black mark on the "legitimate" apparel market, has been welcomed as a white knight by consumers and vendors alike. As a strong and growing fourth arm of apparel retailing, it is dictating changes in the more traditional ways of doing business.

ca, Calif., supply the figures. Off-price sales of all apparel are growing at the rate of 25-30 percent a year. Last year, this merchandise accounted for six percent of all apparel sales. By 1985, expectations are that it will zoom to 10-13 percent.

Naturally, conventional retailers warding off this taunting form of competition are concerned. Charles Cooper, who runs an off-price buying and consulting firm under his own name, says, "The current off-price push is sounding the death knell of the independent retailer. He simply can't survive with his historic expense and keystone markup structure."

The answer for many stores, adds Marvin Blumenthal, president of April-Marcus (which runs 212 off-price stores), is to join them rather than trying to lick them. "We've pulled many stores back from the brink. Trying to save a

guy who doesn't want to be saved is the hardest thing to do."

But one heavyweight in off-price retailing insists that going off-price isn't the panacea it's cracked up to be. "It takes a new kind of buying expertise and lots of bucks. Instead of knocking me off, a merchant should figure out what's wrong with his business."

He does admit, however, that his kind of operation offers a kind of salvation for the market. "Our real service is to the vendor, not the consumer."

And regular-price merchants can't help but ask themselves this: Once a consumer buys a top label at half the price, will he ever return as a regular-price customer?

"Off-price" doesn't necessarily mean "cheap" . . . or "irregular." Price points often rival or only slightly beat those at department stores. The big draw is the barrage of premium labels. And insiders insist that the discounters often get keystone markups, too.

Labels, to be sure, are the key to most off-price operations. (Even once-renowned names that have gone Chapter XI have been pressed into service.) Ben Cammarata, president of T. J. Maxx, the 67-unit division of New England discounter Zayre, reports that better than 95 percent of the stock carried bears a designer or national brand label. "And we sometimes spice up things with famous store labels."

Ron Evans, general merchandise manager of the Woolworth 55-unit J. Brannam chain, says, "We're 100 percent labels. And not just any label. We get the ones department stores carry because this is the customer we want."

Are the labels readily available for the brand-oriented stores that want them? David Atkind, of David Atkind Associates, an off-price resident buyer, jokes, "Just stand in the lobby of 1290 and you'll see



### At J. Brannam: The Label Chase

"We look at any classification, figure out what the important labels are, and then go after them," reports Ron Evans, general merchandise manager at J. Brannam, the F. W. Woolworth division, which did an estimated \$100 million last year. He quickly adds, "Not any label will do. We want the ones department stores carry. We do well in areas that have department stores and our customers recognize the labels."

Before this year is out, the chain will add another 12 to 15 stores, bringing the total to 55 units. Located essentially in the Southwest, Brannam goes after the mainstream customer in units about 25,000 square feet in size. Everything carried is branded and sold for 30 to 60 percent less than original prices. Interestingly, many units are in outlet malls, which Evans considers the next major step for off-price retailing.

Men's wear contributes 23 percent of total volume. Evans notes that suits were dropped in favor of sport coats and slacks. "The big growth will come in active and regular sportswear with quality, a good label and value. We're not interested in better-better goods," he says.

Similarly, Brannam isn't interested in up-front, pre-season buys. "We don't want to act as designers. We really just try to interpret what we find." He adds that a key to the chain's success is an aggressive mark-down policy. One-third of all categories is marked down weekly. Evans explains, "Off-price shoppers are in the stores much more often. We have to be new all the time."



what's available. They're running after me now."

Another off-price buyer, Kathy Schreiner of KJS Enterprises, says, "The phone never stops ringing. We also buy regular-price goods, and after working a line, you'd be amazed at the many times the salesman will try to interest us in closeouts or at-once goods at wild prices."

There's one rule off-price merchants adhere to: famous labels are never advertised, but they're sewn onto the garment—often shown on price tags—and even appear on signs in the stores.

The smokescreen, of course, is strictly enforced to keep vendors happy and prevent complications with regular-price stores operating in the same locality.

Despite the fact that a vendor has to shave prices and cut his own profit margins, many like to do business with off-price operations. J. Brannam's Evans explains why. "We pay fast, don't ask for mark-down money or return privileges, never demand co-op dollars, and we never ask for dating."

Most off-price operations apparently deal in the same crisp way, and it's fair payment for getting the best labels in the business.

The cry for labels, however, isn't heard throughout the off-price market. Bull Dunn, an off-price resident buyer for traditional stores, notes, "Everybody would love to get their hands on Polo. But for the most part, my stores want private labels."

And Ed Brandau, Brandau Resources, makes this point: "I try for private labels for my traditional stores because I can get the best

prices. And after all, isn't this what off-price is all about?"

This is a tip-off to the sophistication of off-price merchandising, which has indeed come of age. Today's off-price retailers can't be confused with dowdy outlet stores or forlorn pipe rack discounters. Some stores take great pains to look and act like conventional specialty stores, complete with credit and alteration services, veteran salesmen, superb housekeeping and a cheerful decor.

However, merchants adding to their off-price chains in new markets and with new categories are less concerned with cosmetics than with return on investment—and the profits are there in this growing form of retailing.

Marshall's, with 108 stores last year, reportedly had sales of \$618 million selling labels at 20 to 60 percent below competition.

J. Riggings, the Atlanta-based contemporary young men's chain which also operates Outrigger for a more mature, upscale customer, launched its first off-price Outletter store last year. Tony Derck, president of this U. S. Shoe division, says, "Are we pleased with the results? We went from one to five stores in a year and we're going to open another in Atlanta this year. After that, we'll go out of the city."

J. Brannam expects to open 12 to 15 new stores this year and many will be in manufacturer outlet malls, which Evans insists are the future of off-price retailing. The chain, located in the Southwest and East Coast, may also move into the Northeast.

T. J. Maxx, Zayre's off-price chain, just opened three units in Atlanta, with four more soon to come in neighboring states. Cammarata maintains, however, "We're not interested in breaking into the New York market."

Consistently described as over-stored, the New York market has nevertheless been fertile ground for off-price operations. Witness the successes of Syms and NBO, among others. And three Filene's Basement stores will invade the territory this year in Nassau County

**"The growth is in regular and active sportswear,"  
says one o-p consultant.**



on Long Island.

According to Blumenthal of April-Marcus, there's plenty of room for growth nationally; a new network of April-Marcus stores has been spawned on the West Coast. "We started in San Francisco four years ago, and now have 33 units extending down to San Diego. They operate under a number of names, of course. Our next expansion will come in the Sunbelt."

This is typical of the way the bigs in the off-price business are getting bigger.

Off-price merchandising, as large-scale as it sounds, isn't reserved for the multi-million dollar retail operations. All of the off-price resident buyers agree that the next wave of growth will come at the small-store level. Bernie Hart, Bernie Hart Assoc., offers, "There are really two parts to the off-price story. The first is that regular specialty stores are buying a helluva lot more goods at low prices to take a long, long markup.

"Secondly, the regular-price store with a number of units is starting to convert one of them to an outlet operation. It buries a merchant's mistakes, true. But just like a manufacturer's outlet that can't exist on its own merchandise, the new outlet or off-price operations are coming to me for additional inventory."

Among the many independents that have gone the outlet route are Muse's, Atlanta; Karoll's, Chicago; The Hub, Greensboro, N.C., and Ted Lewis, Arlington, Va.

"The typical specialty store attitude is that the merchant doesn't want to become a discounteer—or be identified with schlock operations. He retains his image, takes about 20 percent of his open-to-buy for off-price merchandise and doesn't shout about it. It's just there," says David Atkind.

KJS' Schreiner reports that when this happens, the store usually repositions its merchandise mix. "Tailored clothing gets hit the hardest because it moves so slowly and eats up so much money. We never tell a store to give up on clothing. But we do advise to work

with smaller stocks, play it close and get the sharpest buys."

Charles Cooper advises that fringe classifications might also have to be abandoned to direct dollars into the profit producing items. "The growth is in regular and active sportswear . . . sport coats and slacks, too. What I'm looking at is a classification that will help a store maintain an average 2½ to three turns a year."

By and large, stores focusing on off-price merchandise buy a large selection of styles without much depth—and keep an open mind and wallet on open-to-buy. But changes are in the wind. Bull Dunn says, "Off-price merchants are growing up very fast. Sure, there's a lot of hit-and-run buying. But we're doing more and more advance programs for up-front buying at inside prices.

Ed Brandau tries to get his accounts to keep about 40 percent of their dollars free for advantageous buys. "They can either lowball the item or take a long markup. We send a weekly bulletin to about 250 stores, and the response is immediate. If you're in the off-price business, you have to act fast."

Many stores, on the other hand, are acting the way regular-price stores do by buying many months ahead of the selling season. Typical is NBO's Leon Atkind, who says that the chain's fall buying is completed in February. (His buyers were actively working spring '83 in April.)

The team of buyers for the April-Marcus stores (many dubbed Clothing Clearance Center) buys over 45 percent of the season when the market opens. Blumenthal indi-

## NBO: Reinventing Convention

Leon Atkind isn't a newcomer to men's wear retailing. His career began when he owned a knitwear firm and turned a corner of his Clifton, N.J. warehouse into an outlet store for overruns of knit shirts and sweaters. That was in 1970 and after a short association with two partners who still operate the BFO chain, Atkind opened NBO (National Brands Outlet).

"We started with double-knits from Korea and pumped them out at \$70. Every Monday, we'd pick up another 500 to 1,000 suits. It was amazing. Everybody from doctors to blue collar workers bought them."

Admitting he was a novice at retailing, he did sense that men's stores were too deeply rooted in tradition. "They accepted a manufacturer's price and were forced into high markups. Today, we operate in the high 30s and low 40s." His aim is to keep operating expenses down. Busheling, for example, is a leased department. Ironically enough, the tailors once worked in top specialty stores.

The typical 8,000-square-foot NBO unit looks very much like a regular-price specialty store. The major difference is the huge stock of suits carried—about 3,000 units in each branch. This classification accounts for 75 percent of the chain's \$35 million volume.

Just as NBO tries to look conventional, it's acting more and more like most men's stores. "We don't deal in leftovers any more. We buy up-front as much as possible and work with surplus piece goods to get the best buys."



**"We're doing more and more advance programs for up-front buying and inside prices...."**



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## **T.J. Maxx: Run Wide, Run Shallow**

About 85 percent of all sales made at the 67-unit T. J. Maxx chain are to women. And, according to Ben Cammarata, president of this Zayre division, this includes men's wear, which accounts for 20 percent of total volume. "We key our merchandise to somewhat upscale women, between 25 and 45. They love a good label and a good bargain," he says.

And this is just what they'll find at the Maxx stores, which are about 23,000 square feet in size. The chain stretches from the Northwest into the Midwest and mid-Atlantic states.

Cammarata continues, "In men's wear—as in all other classifications—the plan is to run wide and shallow. We don't try to carry every size in every color."

Because of the store's female target customer, tailored clothing has been excluded. Dress and sport shirts, however, produce 20 percent of the men's wear volume with conventional and active sportswear—plus furnishings—supplying the balance.

Viewing the growth of off-price stores, this merchant insists that the ranks of would-be customers are swelling. In fact, he appeared last fall on the Phil Donohue TV show with consultant John Rich and Iris Ellis, who wrote "SOS—Save On Shopping", a national guide to off-price stores.

Cammarata recalls, "Everybody in the studio audience wanted to know how we did it and whether the merchandise was irregular. But what really got them was the selection of labels we showed on the show."



cates, "To feed a \$200 million volume at retail, we need \$100 million worth of goods. Sure, we buy all the time, but we have to work off a sizable opening base."

J. Brannam and T. J. Maxx depend heavily on packaways to kick off a new season. These chains literally wipe out a manufacturer's end-of-season stock of basic staples (shirts, sweaters, slacks) at savings up to 40 or 50 percent off wholesale. The merchandise is warehoused until the opening shot. Then, in season, the buyers haunt the lofts and showrooms for at-once fashion items. About 15 percent are bought as irregulars.

To keep the larders stocked, off-price chains are now turning more often to jobbers and diverters. Unfortunately, both have a somewhat tainted reputation. Ted Halverson, Halbar Enterprises, a jobber in Falmouth, Maine, admits that the term jobber—like off-price—has been a dirty word. "What turned the tide for us was the way we could put together a large package with a full run of sizes on our own to get an inside price."

"The buyers love us, but many of their bosses needle them because they feel the store could do better going direct. Not true. We have the contacts, the big numbers and can ensure delivery. Also, we can get a label that a store might not be able to get because its competition could be selling it at regular prices."

As optimistic as Halverson sounds, there will be holdouts, and even the off-price residents concede this point.

Says Brandau, "We'll continue to see the full-service quality store

versus the discount store. The merchant in the middle will mean less and less."

From David Atkind: "I feel certain that regular-price stores are here to stay. But they'll probably have to add a branch for discounting to keep up with the times."

Bull Dunn, in agreement, feels regular-price stores will take advantage of the off-price phenomenon by using this merchandise for extra-long markup. "But I'm telling them not to duplicate the items and looks they have with this merchandise."

Charles Cooper, meanwhile, feels that off-price stores will never get a real handle on the young men's market. "This customer buys fashion and if the item is right, the price is right. Also, the jeans chains and young men's departments selling this customer are pretty smart about aggressive price promotions. They have this business locked up."

When it comes to counting up other classifications and future prospects, off-price people are split in their opinions as to where future successes will be. April-Marcus Blumenthal says that when his company went from its position as liquidator to full-fledged retail operator/consultant a decade ago, tailored clothing was 90 percent of its stores' volume. Now it accounts for only 75 percent.

Tailored clothing continued to generate the bulk of the men's wear business at Syms. At NBO, clothing was 100 percent when Atkind first went into business. It's about 75 percent now and the big growth is expected to come in sportswear and furnishings.

But clothing isn't necessarily the lifeblood of the off-price business. Suits are a major factor in metro areas, but J. Brannam eliminated them and beefed up sport coat stocks. T. J. Maxx won't touch tailored clothing.

When all sectors are heard from, there is overriding agreement on this point: The quick-turn merchants have their eyes riveted on the bottom line. All prefer to leave the esthetics and fashion decisions to regular-price stores which might be fighting a losing battle. ■

**"Regular-price stores are here to stay. But they'll probably have to add a branch for discounting...."**

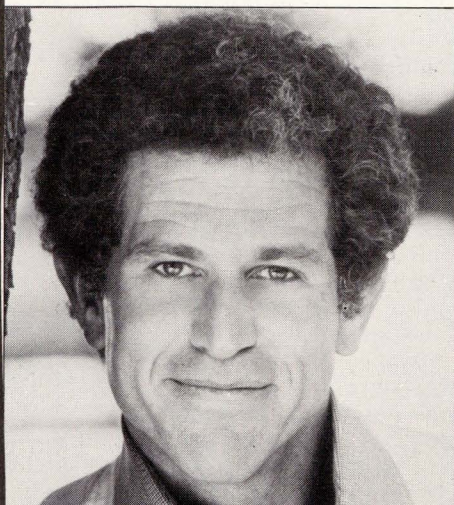


MARK SILVERSTEIN

# MY FAVORITE BARGAIN

The price tag isn't everything according to a leading movie star and a merchant-prince.

**A** compulsive shopper, actor Tony Roberts, often finds himself on erratic shopping sprees. Although he loves to shop, he practices some restraint: "When I complete my wardrobe or finish buying for my apartment, I stay off shopping for a while." Tony observes that "if you're compulsive to begin with, shopping can definitely become a hazardous pastime—so watch out Mr. and Mrs. Compulsive!"



When he does go shopping, Tony is on the lookout for items that seem to have a certain *rightness* about them. "I don't know if it's possible to define it more clearly, but it does involve quality, convenience, fashion, utility and simplicity." "When the product is right, you immediately feel happier," he claims.

Tony also insists on the importance of being comfortable at a store. He cites such shops as Paul Stewart, Saks, Dunhill and Alexander Shields as meeting his requirements. "I used to be comfortable at Bloomingdale's but not anymore; it's become terribly busy and it's too hard to find anything there.

Another cause for disliking a store arises for Tony "when there's either too much attention or not enough freedom to browse easily, although it's nice to know that someone is available

to answer questions or to help you out." Tony's strongest complaint comes when he is delayed while trying to pay for an item at a store. "I think the worst villain in town as far as that's concerned is FAO Schwarz . . . it's impossible to get out of there!"

Tony's favorite bargain? "Most certainly my khaki windbreaker jacket that I bought in Florence, Italy 20 years ago for 99¢." It is perhaps the most treasured item in Tony's wardrobe—and, according to him, it has been widely admired for years. "It's kind of a hunting jacket with a zipper back for ducks and a reinforced shoulder pad for the butt of a rifle, although I don't myself indulge in the sport." This remarkable 99¢ jacket also sports an adjustable waistband, epaulets, and a zipper front. "The jacket also has four front pockets with zippers and two more side pockets with buttons." Tony exults, "it's lightweight, has no lining and, all in all, it's a great jacket. Today it probably couldn't be purchased for under \$30."

**R**etail merchant Sy Syms acknowledges that his role in the clothing industry definitely affects his attitude towards shopping. On the rare occasions when he does shop, too often he finds himself frustrated in his attempts to secure information. "Nobody will give me an answer—certainly not a direct one and, in most cases, it's hard to even find someone to talk to."

While he labels himself basically a nonactive shopper, Sy prefers to buy in places he can escape from as fast as possible. "If I knew that shopping was going to be a quick experience, I'd be happy to shop more often, but in too many stores, that's not the case." "Once I go into a store," says Sy, "I really want to buy and get out. I don't want to go and fail, because that means I have to go to another store . . . and that means time and certainly inconvenience."



Many of the policies at Syms, his own store, have developed out of his negative shopping experiences. For example, "every sportscoat in 38 regular is in one area. I don't care if it sells for \$200 or \$10; all sportscoats are located in one section for the convenience of the shopper. The bargain feature of Syms is the basis of my company image, but the fact that you're buying at a good price doesn't mean we're not interested in accommodating you."

Sy feels that the consumer is more aware of quality and price than he was 40 years ago, but he is not really informed about the fine points of "consumerism." Nevertheless, the high cost of living and the media make the shopper less easy to fool than he was 30 years ago.

Sy recalls his best purchase ever on the day his cousin opened an art store in Queens. "It was a great pleasure for me," says Sy, "to walk into his store that day and say to him 'Look, I'm here to buy—I want to kick-off your new business—What's the most expensive art piece you have?' " "The purchase gave me great pleasure," says Sy, "because I bought a piece of art and, at the same time, gave him some good-luck money."

Once again he confirmed that a bargain is not necessarily a matter of price. Special meaning or sentiment connected with a purchase may make it more valuable and satisfying than a "Bargain" price! ■

Mark Alan Silverstein is a free-lance writer.



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# WFAS & WWYD Radio

Presents

## THE WAY WE WERE

A Big Band Dance and Broadcast with

### THE STAN RUBIN ORCHESTRA

Music From the Fabulous 30's and 40's



● **June 5th 1982**

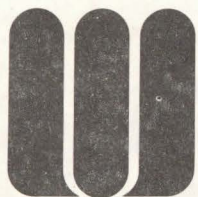
8-12 MIDNIGHT

CHARLESTON and WALTZ CONTESTS

Meet your favorite WFAS/WWYD Radio Personalities

Westchester County Center  
Bronx River Parkway  
White Plains, N.Y.

Co-sponsored by:



Alfred B. DelBello  
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Westchester County

### Tickets:

At the County Center Box Office

Balcony — \$3.00

Table Seating — \$6.00

Reserved Table for 10 — \$75.00

Proceeds of the dance will benefit  
the Westchester County Friends of  
Parks and Recreation.

In cooperation with Syms Clothing Inc.



# ON AIR

## SESSQUICENTENNIAL GREAT TV AUCTION MAKES HISTORY

*Auc from 82*

Channel 17's Sesquicentennial Year GREAT TV AUCTION put its own stamp on Buffalo's history by surpassing last year's event with a total of more than \$397,880.

Auction General Chairman Jack Heitzhaus and a tireless troupe of auction volunteers kept the bids coming in until the final credits began to roll at 3 a.m. on Sunday morning, June 13.

During the 10 days of this year's 13th annual event, bids were called in for over 5,400 items — from hockey pucks to gourmet dinners to trips to Togo, South Africa. (See story this page.)

The fast selling early pace nearly caused the auction to run out of table merchandise late Sunday evening, June 6, but repeated on-the-air appeals by General Chairman Heitzhaus and personal testimonials from donors and fans of public broadcasting brought in enough additional merchandise to reach the record-setting total.

Funds raised will be used for operation expenses at WNED-TV, WNED-FM and WEBR Newsradio 970.



The "lightning-bid-off board" was a new auction feature with actual auctioneers in a live sell-off twice each night.



A volunteer's-eye-view of the auction action

*by Syms Clothing*

BUFFALO COURIER-EXPRESS, Friday, June 11, 1982

### Ten Companies Back TV Auction

Ten local companies are major underwriters of production costs for the WNED-TV, Channel 17 Auction.

Major business underwriters this year include: Syms, Merchants Insurance Group, Super Duper Markets, Bells Markets, Russer Foods, Buffalo Savings Bank, Erie Savings Bank, Tops Markets, The Bank of New York and Valu Home Centers.

Scott Elliott, director of development for the station, did not want to specify how much a company pays to underwrite portions of the auction. But underwriting donations range from \$350 to about \$6,000, station officials said.

Exclusively underwriting the auc-

tion for an entire day requires the largest contribution and gives the company the maximum exposure, station officials said.

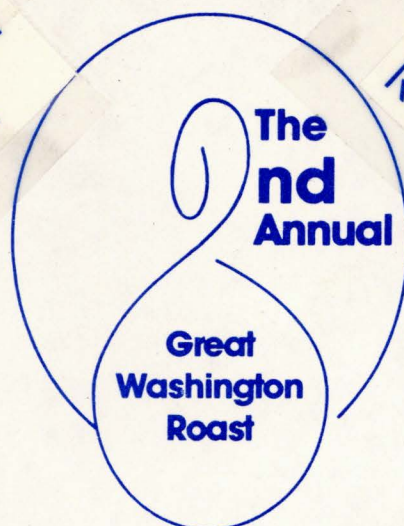
Businesses also may choose to underwrite various facets of the auction. For example, a business might want to underwrite the specials board, where the most expensive merchandise is presented. The lightning bid-off board is new this year, Elliott said, and gets a showing twice each evening. It presents a single item and auctions it live. This year, Syms has underwritten 12 of the lightning bid-off boards, Elliott said.

The 10-day auction concludes on Saturday.



# THE WASHINGTON CHAPTER OF THE AMERICAN MARKETING ASSOCIATION PRESENTS:

Tuesday, June 8, 1982  
The Washington Marriott Hotel  
22nd and M Streets, N.W.

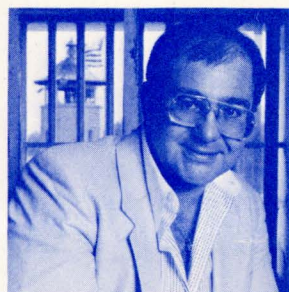


Cash Bar  
Dinner 7 - 8 pm  
Roast/Gobbler Awards 8 pm

or

## One Good Roast Deserves Another

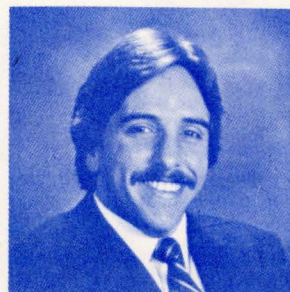
Roastees to be toasted include:



**Bill Regardie**  
(Regardie's Magazine)  
His Business is  
knowing your business.



**Larry King**  
(Mutual Broadcasting)  
All-night talk a-la King  
is Mutual radio's biggest hit.



**Bernie Smilovitz**  
(WTG)  
Smile—Bernie's wit makes the  
Sahara look wet.



**Glen Brenner**  
(WDVM)  
A guy that even Warner Wolf  
can look up to.



**Don Davis**  
(DC 101)  
Howard Stern's boss, the guy who  
tells Howard what not to do.

**Marcie Syms**  
(Syms Clothing)  
Where they will 'sale' no clothes  
before their time.

**Gary Nordheimer**  
(Cathedral Corporation)  
Riverside—the next best thing  
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Don A. Grigg

Dear Marcy,

Attached is a photo  
of your acceptance  
speech at the Boost.

Thanks again for  
your help and  
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Chemical Bank Luncheon  
June 18<sup>th</sup> 277 Park Ave.



# 'We Need the Cash,' Begin Says at Bonds Lunch

By PAUL L. MONTGOMERY

Behind the speaker's stand where Prime Minister Menachem Begin of Israel sat yesterday, there were rows of long luncheon tables with white linen. At each seat in the tiers in the grand ballroom of the Waldorf-Astoria Hotel was a contributor who had pledged \$100,000 or more to the State of Israel Bonds campaign.

Sam Rothberg, the general chairman of the drive, announced new donors as the Prime Minister listened attentively. "A check for \$250,000 from the Bronfman family," Mr. Rothberg intoned to lingering applause from the gathering of 1,500. "Paul Shapiro of Cleveland, \$100,000. Sy Syms, \$100,000."

At the end of the proceedings, Mr. Rothberg said that more than \$27 million had been raised for development projects in Israel. "This is the biggest single event in cash in the history of the bond organization," he said. "Some more money that's in the mail we'll know about Monday."

Mr. Begin, who spoke at the United Nations and met with Secretary of State Alexander M. Haig Jr. earlier in the day, arose to give his address. The 67-year-old Prime Minister repeated the speech he had been giving to Jewish groups since he arrived Tuesday night, talking of Israel's determination to remain in Lebanon until it feels secure from the "neo-Nazi" Palestine Liberation Organization.

## 'The Scourge of Terrorism'

"The scourge of terrorism must be stamped out," he said. "We are not going to let those scoundrels come back and threaten the lives of our children. When peace comes, we shall say shalom to Lebanon, shalom to Israel. But not before, not before." Shalom means peace in Hebrew, and can be used as both hello and goodbye.

Mr. Begin invited the participants to go and see Israel, which he said was beginning to live with smiles and without threats from Lebanon. "We need the cash," he said as the audience laughed. "Anyone will spend a wonderful vacation, you and your children. And



The New York Times

Israeli supporters shouting to the demonstrators who were marching to the United Nations after leaving the protest at the Waldorf-Astoria.

no more rockets will fall on you."

The biggest applause for the Prime Minister's speech came when he talked of his determination to resist "the pressure of America" to withdraw the Israeli Army from Lebanon before nonaggression was assured.

He said that in his visit he had found American Jews and "our Christian friends" united in support. "Never in the past was the great Jewish community of the United States so united around Israel, standing together," he said.

Mr. Begin mentioned the cost of the war and said that Saudi Arabia, which he described as a financial supporter of the P.L.O., had earned \$122 billion in oil revenue last year. The \$27 million raised at the luncheon, he said, was small in comparison.

Mr. Rothberg, sitting beside him, whispered, "Thirty-five million."

"Thirty-five millions," said Mr. Begin. "Besser." That is a Yiddish word for better.

While Mr. Begin spoke at the United Nations in the morning, several thousand people rallied nearby at Dag Hammarskjöld Plaza in support of the Israeli stand. The rally was sponsored by the Conference of Presidents of American Jewish Organizations, which Mr. Begin addressed Thursday.

Later in the day, Mr. Begin presented an award on behalf of the Anti-Defamation League of B'nai B'rith to Mayor Koch. Mr. Begin described the Mayor as a man "not afraid of any man or any thing, and, above all, a proud Jew, he does not feel it necessary to apologize that his mother and father were Jews."

## P.L.O. Supporters Rally

During the Prime Minister's appearances, there were rallies of a thousand or more sponsored by the Palestine Congress of North America. The participants, waving placards in support of the P.L.O., set up Bedouin tents of white and green silk across from the Waldorf-Astoria and chanted slogans like "P.L.O. won't go away, P.L.O. is here to stay."

Some of the participants wore head-dresses similar to the ones used by P.L.O. guerrillas. Jawad George, a spokesman for the group, said most of the demonstrators were from New York but chartered buses brought some from Boston, Washington and Philadelphia.

Across the street from the shouting, waving demonstrators, a man with the lapel badge of the Israeli security service accompanying Mr. Begin watched with folded arms, saying nothing.

"What do you think of this?" he was asked.

"What I am saying," he replied.



DAILY NEWS

# TV WEEK



## MEMORABLE MONSTERS

Boris Karloff in 'Frankenstein'

*Buy Syms*

July 11 - July 17, 1982



It once seemed so much simpler. The monsters that scared us, the ghosts that haunted us, the vampires who flew through the clouds of our nightmares were never, in any way, complicated creatures. They were, instead, the trusted villains of our youth, dependable rogues who guaranteed a few chills, some well-timed shivers and an occasional scream.

For the children of this generation, raised on the big-budget evil of Darth Vader, the Dolby-sound terror of "Poltergeist" and the ludicrous sight of "The Thing," this concept of unseen horror may be a bit difficult to appreciate.

Because of this, it may well be to their advantage to spend the next six Saturday's watching WNET's rebroadcast of its festival of horrors (Channel 13, 10 p.m.), a festival which began last night with the showing of Bela Lugosi and "Dracula" and continuing through August 21 with a showing of Boris Karloff under wraps in "The Mummy."

In between these two tales about people who simply refuse to die; we can flip through our book of childhood memories by watching "Frankenstein" (Saturday); "The Bride of Frankenstein" (July 24); "Son of Frankenstein" (July 31); "Frankenstein Meets the Wolf Man" (August 7); "House of Frankenstein" (August 14).

Of the seven films showcased in the series, "Frankenstein" seems by far the best, a tale told in as concise and clear a manner as is cinematically possible. There have been dozens of film versions about Mary Shelley's creation filmed since the original was made in 1931, but none have seemed to be able to match the almost poetic beauty of creating life from death and of the ugly and horrific after effects of that act.

Still, while the other films are each, in their own way, fine contributions to the horror field, better choices could have been made. Noticeably missing are Fredric March and his chilling transformation as "Dr. Jekyll and Mr. Hyde"; Lon Chaney, Jr. as the original "Wolf Man," a role that doomed a promising acting career; the voice of Claude Rains and the mystery of the "Invisible Man."

These could have easily been substituted for any of the middle films in the series, making it that much stronger, much more of an example of the innocent beauty of the early days of a genre whose success depended more on the evil we could not imagine than that which could be plainly displayed.

We may, unfortunately, have grown a bit too sophisticated for these old, creaky, splitting films, spoiled by such horror additions of recent years as



Boris Karloff as "Frankenstein" (1931).

"The Exorcist," "The Awakening," "The Fog" and "The Shining."

Consider, however, that these early films were attempting to do as much as possible, working within the confines of censorship and the two camera set-up. The original "Frankenstein," for example, is almost childlike in his behavior, brought to a level of destructive anger only by the sounds of the screaming mob anxious for his death. Quite a difference from his reincarnation of later years in such drivel as "Frankenstein and the Monster From Hell" and "Frankenstein Meets the Space Monsters."

At worst, we'll be bored, wondering what it was that attracted us as children to Bela, Boris and Lon.

At best, we'll sit back, huddle close to each other and remember how the simplest Hollywood howl could keep us up for days, how one swing of Lugosi's hand made us sit as still as stone, how a grunt from Karloff turned the faucet under our armpits to full blast.

We'll also remember, in ways that can never be relived again, how many of those moments will always be with us, how many are linked to our past and our concept of growing up. And how many we, despite the fears and apprehensions they brought about, truly enjoyed.

NY TIMES

The Guide/July 11, 1982

## Of Special Interest

Saturday, July 17, 1982

8 P.M. (2) Walt Disney: "Duck for Hire." An animated special about a disgruntled Donald Duck quitting the Disney studios.

9 (13) Evening at Pops. John Williams conducts the Boston Pops Orchestra in performances of Prokofiev's "Peter and the Wolf" and William Bolcom's "Ragomania"; featuring impressionist Rich Little.

10 (13) Film: "Frankenstein" (1932). Colin Clive, Boris Karloff, Mae Clarke; directed by James Whale. Yes, back again. Does Con Ed know?

2 A.M. (11) Film: "Sunset Boulevard" (1950). William Holden, Gloria Swanson, Erich von Stroheim, Nancy Olson; directed by Billy Wilder. Hollywood shadows and a thunderbolt.



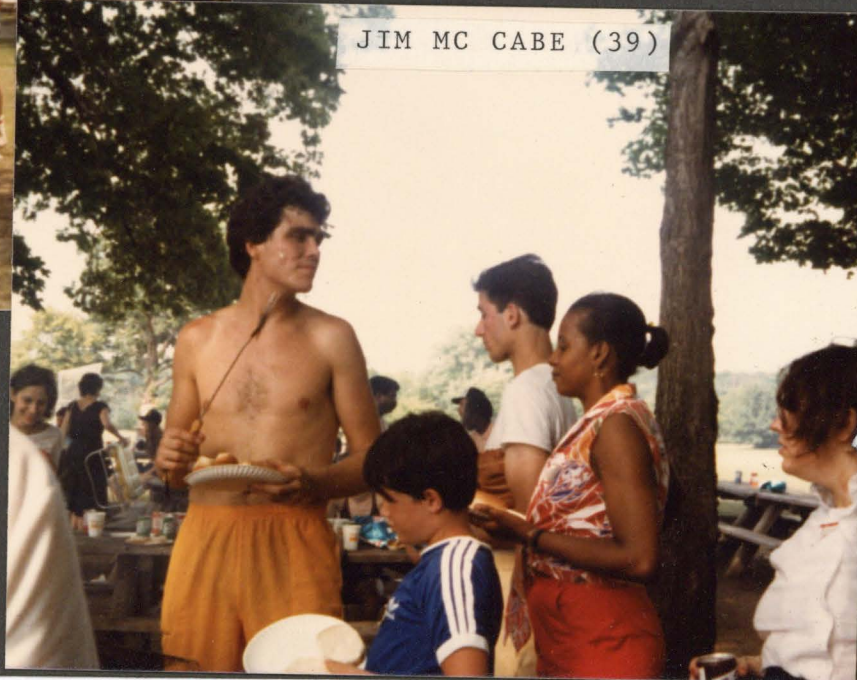


PAM GEBBIA & SUSAN HEARTY (39)

FRANK CENAMO & LINDA BOWERS (45)



JIM MC CABE (39)



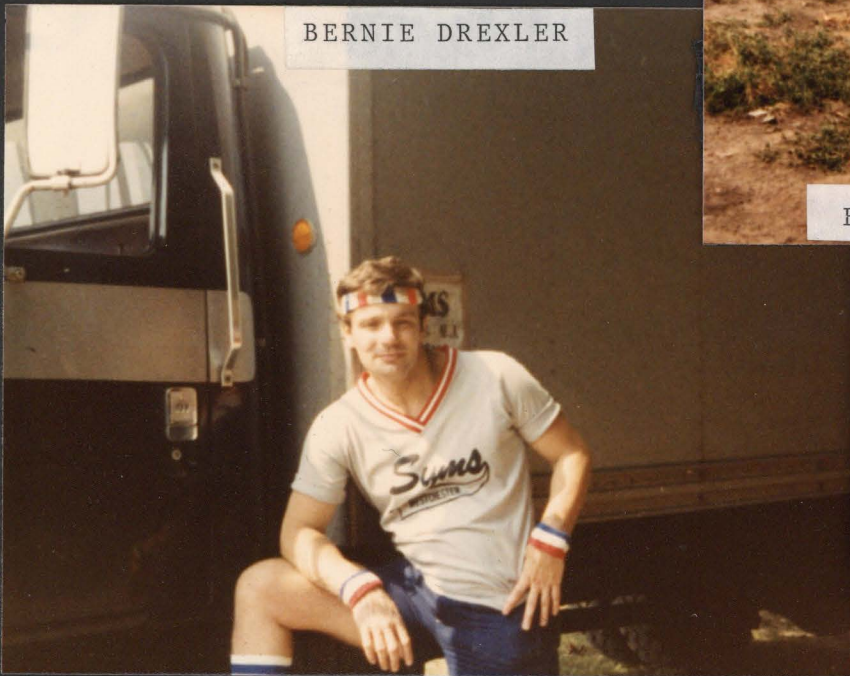


COMPANY PICNIC 7/18/82  
KINGSLAND POINT PARK  
WESTCHESTER COUNTY

MARCY



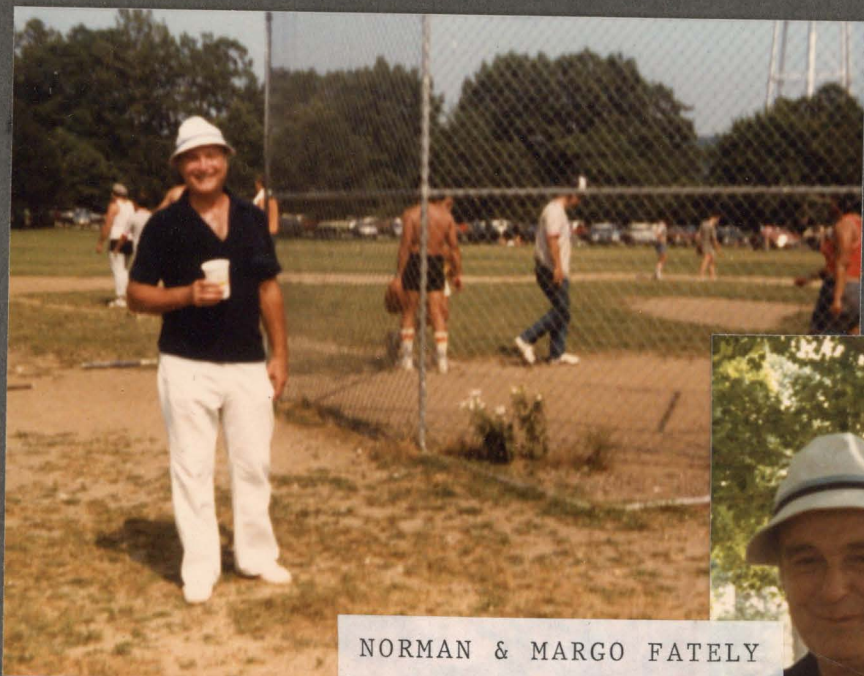
BERNIE DREXLER



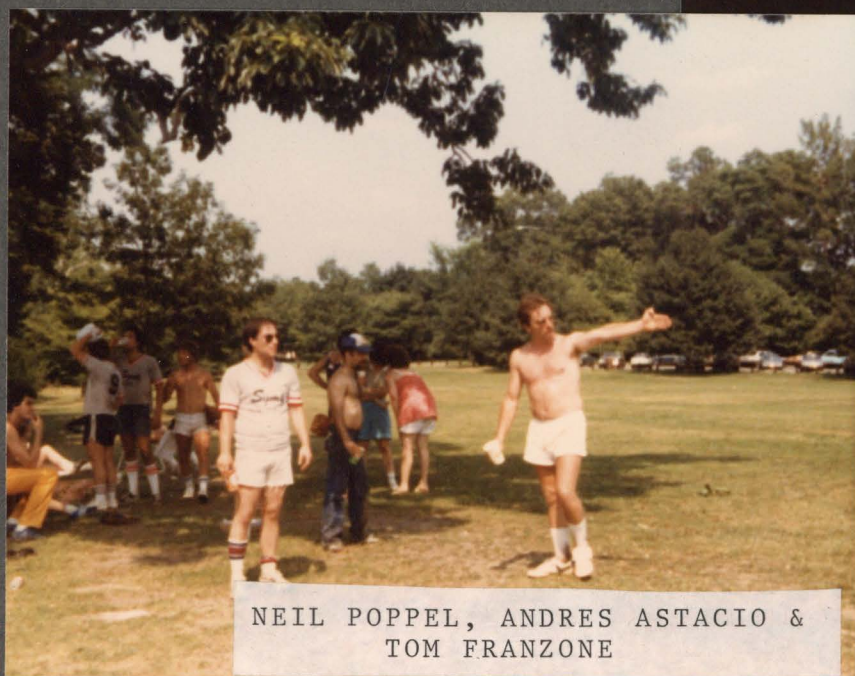
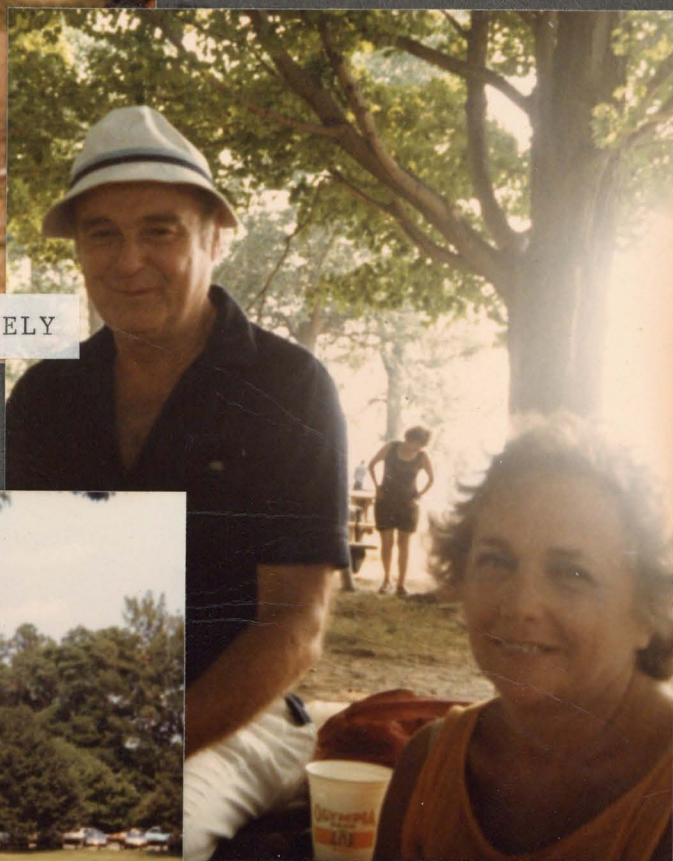
BERNIE DREXLER & MARCY







NORMAN & MARGO FATELY



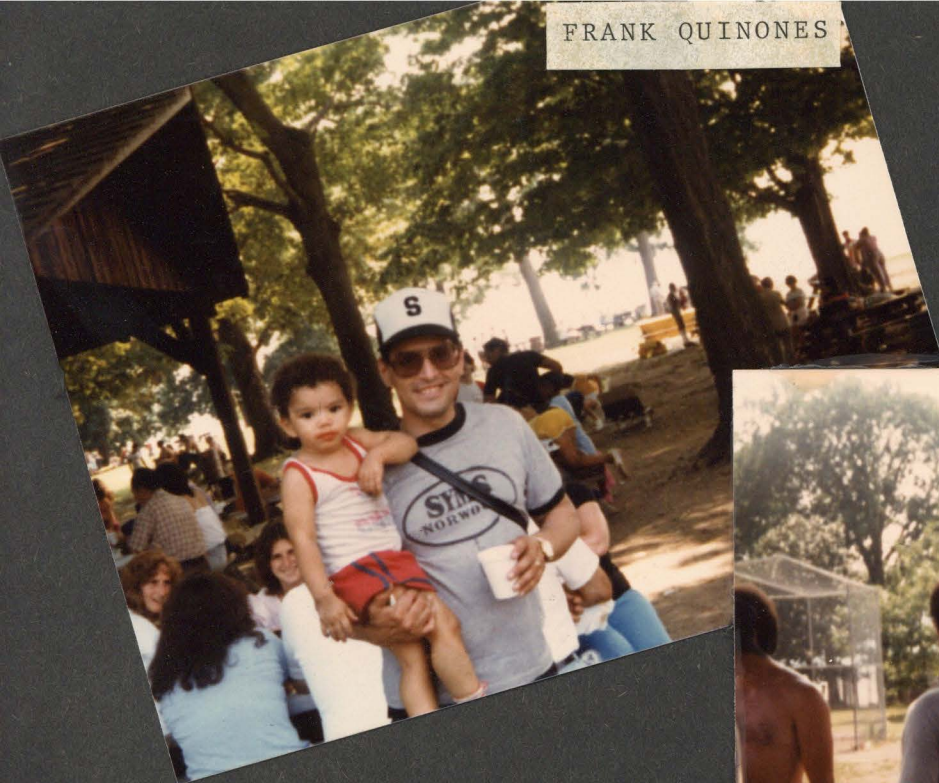
NEIL POPPEL, ANDRES ASTACIO & TOM FRANZONE

ISABEL & JIM DAVIS

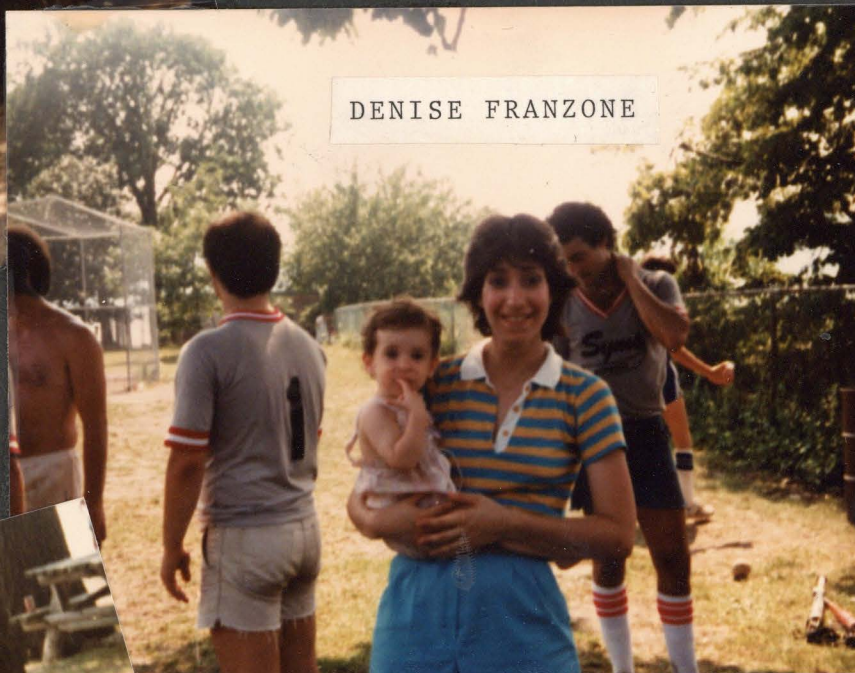




FRANK QUINONES



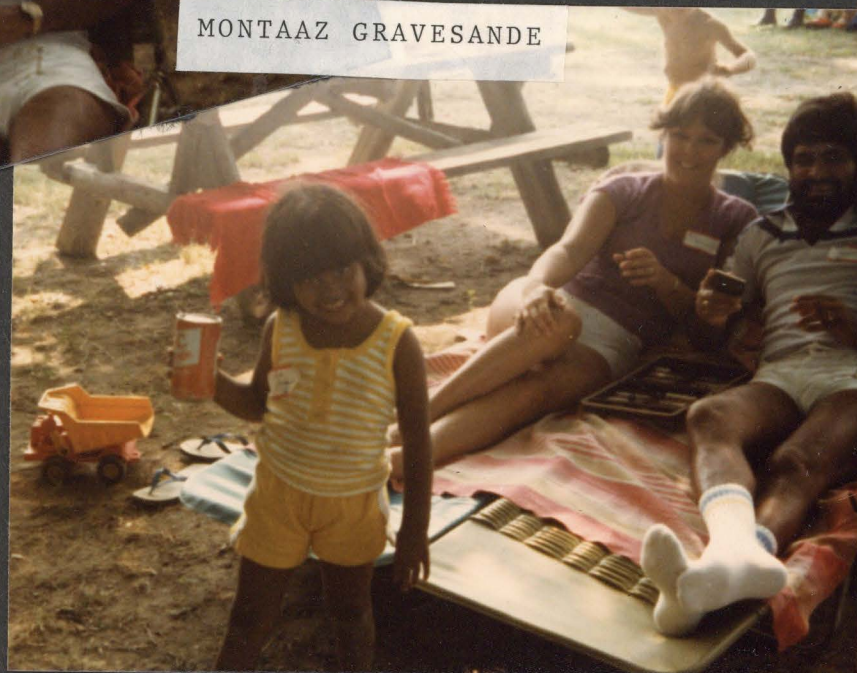
DENISE FRANZONE



MONTAAZ GRAVESANDE



IRA & BRENDA SLOAT





JULY/AUGUST 1982

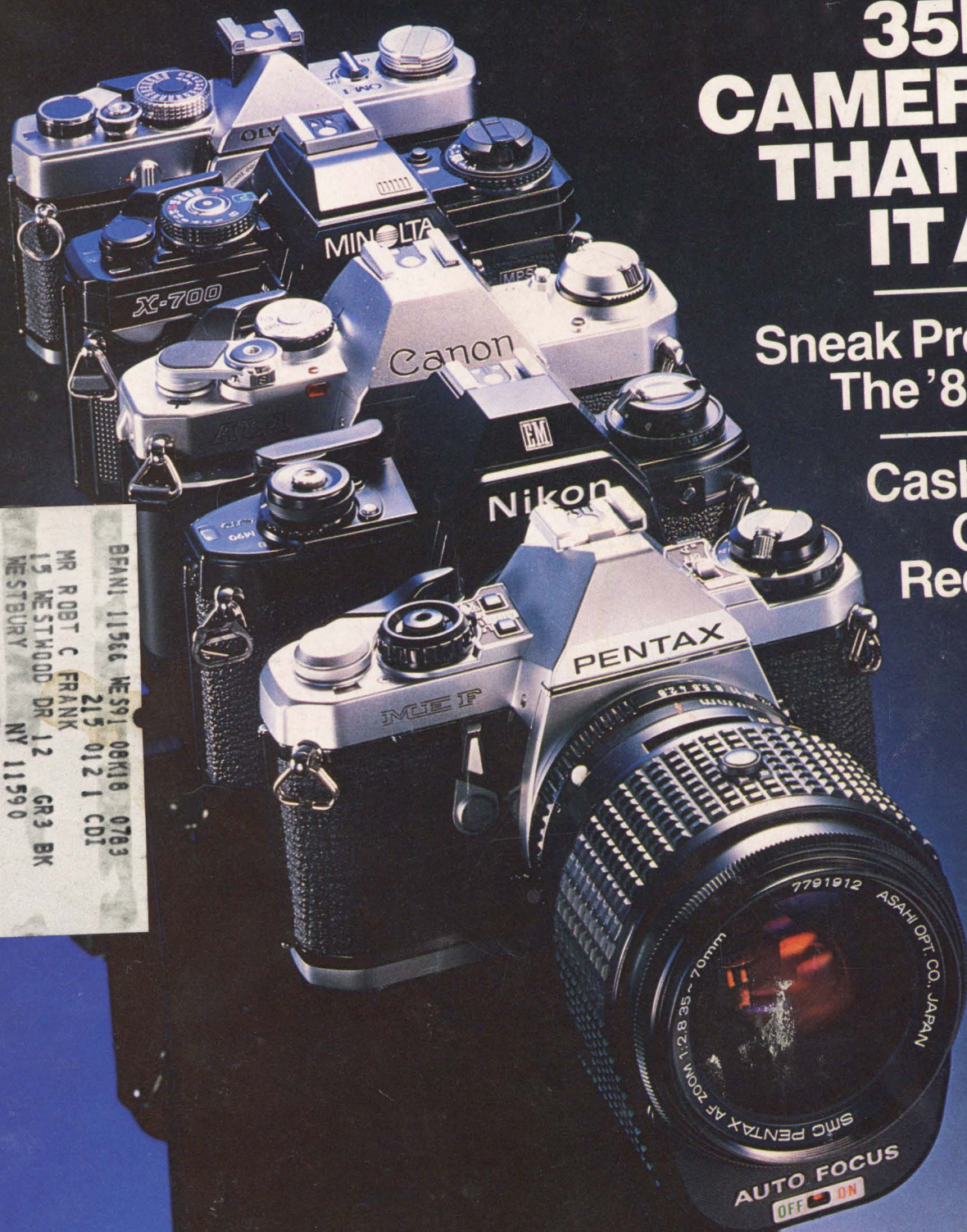
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## 35MM CAMERAS THAT DO IT ALL

Sneak Preview:  
The '83 Cars

Cashing In  
On The  
Recovery



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## REAL ESTATE

# Strip shopping center renovation is hottest new investment

By Tod Robberson

The strip shopping center, once the proud symbol of neighborhood prosperity, fell into disfavor during the 1970s as regional shopping malls attracted both customers and tenants.

But that growing eyesore of white-washed storefronts and dilapidated five-and-dime stores is the hottest new investment target in an otherwise bleak retail real estate market.

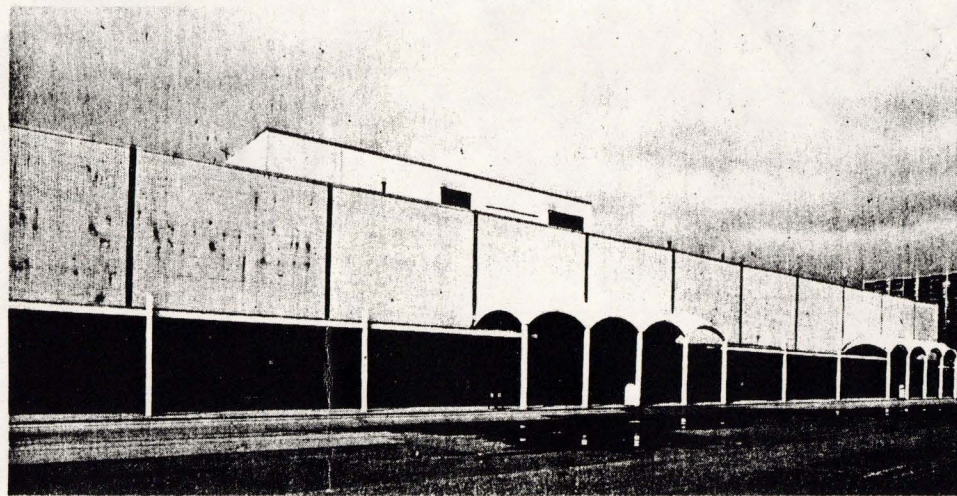
No longer the harbinger of local recession, this conglomeration of boutiques, perhaps a grocery or drug store, department stores and specialty shops is the best way to sidestep high construction costs and interest rates while bringing back to life a popular retail outlet.

"It's an excellent strategy that's been catching on for a number of years," according to Robert A. Frank, a real estate analyst for Alex. Brown & Sons.

"It's definitely a growing trend," says Philip R. Carr, vice president of operations for Oliver T. Carr Co. Undeveloped real estate in populated markets is harder to find and often sells at prohibitively high prices for shopping center development, Carr says. By renovating an existing center, the developer saves on construction costs and provides almost instant access to a viable consumer market.

Carr says shoppers themselves often prefer the strip center over malls because of their convenience to home and because a trip to a shopping mall often "is forged into a two- or three-hour event."

Steven J. Guttman, president of Federal Realty Investment Trust, is slightly more cautious in his assessment of this redevelopment movement. He says he isn't sure whether this is a trend with other real estate investors, "but it's a trend with us, that's for damned sure."



The former Korvettes Center undergoing renovation by Federal Realty Investment Trust

Federal Realty is the local leader in shopping center redevelopment, with a portfolio of 20 renovated centers concentrated in metropolitan Washington. Guttman says these centers account for 80 percent of Federal's cash flow and require a minimum of investment capital for renovation.

"While conventional wisdom might encourage us to diversify our investments beyond shopping centers and into office and industrial facilities, the performance of our centers could hardly have been better," Guttman recently told Federal stockholders.

"Cash flow from our shopping centers has increased 30 percent a year for the last two years. The current difficult economic atmosphere reinforces our belief that strip

shopping centers are among the best long-term real estate investments."

By comparison, he told stockholders, "Sales of houses and condominiums are practically at a standstill. Most major metropolitan areas are reporting an oversupply of office space. Even major regional shopping malls are experiencing higher vacancies and soft sales."

There are several advantages to buying older strip shopping centers, investors say. First, the neighborhoods surrounding them provide a well-established market.

Second, owners often are willing to sell at low prices because of what they believe is a depressed market. Owners either lack the money and motivation to do the renovation themselves, or they simply are

ready to unload their 20- to 30-year-old investment.

Third, the renovation itself requires only minor work, according to Guttman. A 1950s-vintage shopping center can be revitalized with only a facade change to give it a more modern appearance.

Fourth, retailers themselves will firmly support the strip center concept as long as its appearance attracts rather than repels customers.

There are several key factors investors look for when deciding whether a particular strip center is worth renovating.

Carr says location was the key factor in the decision to redevelop the 38-year-old Shirlington Shopping Center in Arlington. "The focal point was obviously 31 acres on I-395." The Carr Co. entered a

joint venture with land owners John Safer and Mandell Ourisman to redevelop and add onto the shopping center for a total of 429,000 square feet of retail space.

The project also will include construction of 694,000 square feet of office space, a 400-room hotel and 590 condominium units.

Both Carr and Guttman agree that another important factor is for shopping centers to have an existing anchor store to provide continuity during the renovation.

"There's no question that you need an anchor," Carr says, noting that the Best Products store at Shirlington will help maintain customer traffic during the interim.

Guttman notes the strong presence of a Toys-R-Us toy store and Scotts home improvement center to provide continuity during renovation of the former Korvettes Center in Montgomery County.

Federal Realty in May acquired a 75-year leasehold interest in the 270,000-square-foot shopping center at an estimated value of \$10 million. After a \$4 million renovation, the center will reopen in mid-1983 as Federal Plaza, with 60,000 square feet already leased to Syms discount stores.

Again, location was a key factor in Federal's acquisition of Korvettes Center, Guttman says. The 20-acre center is located at the intersection of Rockville Pike and Old Georgetown Road across from the White Flint Metro station.

According to B. Franklin Kahn, chairman of Washington Real Estate Investment Trust, constant upgrading to maintain a modern appearance is another key to the success of renovated strip centers. "We have a classic pattern of buying properties that we can make better."

Kahn says WRIT hesitates to purchase

centers needing more than just cosmetic facade renovations, but if an older center has been well maintained, it is just as viable for redevelopment as a newer center would be.

Kahn stresses the quality of tenants and the surrounding community above other factors. He notes that tenants ultimately determine a center's success, so the healthier existing tenant businesses are, the better chances a center has to succeed after renovation. He also stresses the importance of tenants who advertise for themselves, thus raising the overall traffic level at the center.

Frank, of Alex. Brown, says the acquisition of leasehold interests, as opposed to outright purchase, gives the investor an added economic advantage. "This is a very savvy way to approach an acquisition" because the investor puts up less cash at the outset, enabling him to spend more money for redevelopment and promotion.

One investor, who asked not to be identified, questioned whether the risk is worth the investment to renovate older properties like the Shirlington or Korvettes centers. "The Korvettes Center, of course, was in trouble," and several proposals have failed in redevelopment of Shirlington Shopping Center, he notes.

Younger centers averaging in age from 5 to 10 years offer less risk, the investor says. "It all depends on how you define improvements. It's like defining health care: A guy can go for an occasional visit to the doctor, and that's health care. But so is going to the doctor after getting run over by a truck."

But Guttman and Carr say the older centers offer significant income advantages, and the amount of "health care" needed is less than others might think. In 1980, for example, Federal Realty made six strip center acquisitions for \$1.5 million, and in only 18 months, those centers have contributed more than \$750,000 to the trust's cash flow.

Carr admits that the Shirlington project is the first strip center redevelopment project his company has undertaken, but the company already is planning several other such projects.



# DESIGNER CLOTHES THAT SUIT YOUR BUDGET

By Bill Hunter

**E**ven in this razzle-dazzle age when famous menswear designers promise to dress you for success in expensive fabrics, you don't have to go conspicuously broke in order to conspicuously consume.

Fashion-conscious men are buying designer suits from discount outlets throughout the country. They're foregoing the oak-and-chrome decor of fine stores in exchange for glorified warehouses where savings often exceed 40 percent.

Retailers who operate men's discount clothing stores have built small empires on the philosophy that designer clothes can be sold at less than department-store prices. By paying cash for merchandise and buying in bulk lots, these retailing pioneers are opening the realm of status dressing to the cost-conscious consumer. Discount stores draw not only the shopper on a budget, but also the executive who would rather put his cash into Krugerrands than into a \$400 suit.

One New York business executive bought an all-cotton Henry Grethel shirt for \$14, an Oscar de la Renta dress shirt for \$14, a Pierre Balmain tie for \$6.50, and two pairs of cotton-blend Weekender socks for a combined \$3.25 at Buyer's Factory Outlet in New York City. The grand total—\$37.75 plus tax—might have bought *one* designer shirt at trendy Bloomingdale's.

Those who know what to look for in menswear can save more than those who don't. For instance, the same New

ADOLFO

BB  
BILL BLASS

Chaps  
by RALPH LAUREN

GIVENCHY  
for  
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Oscar de la Renta  
FOR MEN

pierre cardin  
PARIS · NEW YORK  
BOUTIQUE



York businessman passed up a Pringle cashmere sweater discounted to \$65 because he wasn't sure whether it was a good deal.

"The guy should have bought the Pringle sweater," said Ronn Teitelbaum, president of Eric Ross and Company. "There are some questionable values in one-ply cashmere sweaters, but Pringles are usually two-ply or better, and that kind of quality can go for \$175 to \$250 at the elegant shops. When you see two-ply cashmere for under \$125, snatch it up."

If anyone should know about discount menswear, it's Mr. Teitelbaum. When he opened Eric Ross and Company near fashionable Rodeo Drive in Beverly Hills, California, 17 years ago, friends cautioned him against the location "because it already had two men's stores"; now there are 24 within a six-block radius, and a constant stream of style-conscious Californians searching for cashmeres and other quality goods.

The Pringle sweater at Buyer's Factory Outlet was probably an end-of-season closeout, Mr. Teitelbaum explained. "Some full-price retailers would have boxed up the cashmere and stashed it away to sell for two or three times that tag next winter," he said. "But discount outlets generally like to sell off seasonal merchandise—sometimes at ridiculously low prices—so they can get cash to buy new goods that will sell even faster during the current season."

How do discount outlets obtain their merchandise so cheaply? After a name-brand manufacturer has supplied its full-price clients, Mr. Teitelbaum explained, leftover items are sold to high-volume discounters who agree to pay cash and take the whole lot. Some manufacturers intentionally overproduce enough to sell to discounters. That kind of deal cleans out the manufacturer's inventory for cash, makes a profit for the discounter, and gives the consumer a name-brand garment at a cost little more than half of the retail price.

**S**aving 40 or 50 percent on an expensive suit is good news in any economy, but in these shaky financial times, the bargains are likely to get even better as off-price retailers compete more fiercely, and conventional clothiers, feeling the pinch, cut their prices to take on the discounters.

"Look at the trend," said Billy Levene, president of the two Anders stores in Portland and supervisor of two others in the Pacific Northwest. "Discounters have grown tremendously. Regular-

price stores are hurting. Mom-and-Pop stores are dying. Department stores are trying to compete with their own low-priced 'private' labels. They're feeling the pinch—having to sell the same labels we have, at higher prices."

Traditionally, department stores in Portland have had four major sales annually, during which they reduced the prices of their menswear to approach the discounters' prices. Formerly, off-price outlets ignored that challenge, calculating that their discounts of up to 60 percent year-round would bring back buyers after the sales. But now, Anders runs its own sales during the January-February and July-August sales seasons, "so we don't lose out to the department store in a tight-money economy," according to Mr. Levene. While the stores battle it out, the consumer benefits from a discount on top of a discount.

Mr. Levene sees definite advantages for discount stores if the economy wors-

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***Fashion-conscious men  
are buying designer suits  
from discount outlets  
where savings often  
exceed 40 percent.***

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ens: "More and more people will be looking for ways to cut down expenses. We've got \$120 suits at \$69.90 for the guy who only needs to dress up for church once a week, and \$325 designer-label suits for \$179.90 for the guy who needs a quality suit to wear to the office every day."

Marvin A. Blumenfeld, president of April-Marcus, Inc., a large New York-based buying service for the growing off-price men's clothing industry, explained the recession-related growth in another way: "I was in the mood for a candy bar in the airport the other day," he said. "I saw a Milky Way bar for 60 cents. Now I can afford to spend 60 cents, but *not* for a Milky Way! I passed it up."

"Carry that same kind of thinking to the fellow who wants a quality suit for work, but now his car costs \$10,000 and gasoline goes for \$1.50 a gallon. The expense of just getting to work is almost too much to bear. And he has to think about his family. After they've got their

clothes, poor Dad doesn't have much left to buy a suit—or a 60-cent Milky Way. But the discounter offers him a wide choice."

Nowadays, men as well as women rummage through glorified warehouses and upgraded lofts in search of bargains. But many men still hesitate to venture into discount establishments because they've had a bad experience in the past, or because they know so little about clothes that they're not sure how to shop for a bargain. For example, Bill Dunk, a New York executive, savvy in most financial matters, experienced mixed results in his attempts at discount shopping. A blue sweater he purchased several years ago for \$10 still wears well, but problems with alterations on a suit propelled him back into the shopping mainstream. "The fabric of the suit was good, but the alterations were terrible," he related. "Even with re-alterations, they never go it right." (One solution to that kind of problem recommended by several menswear experts is to pass up suits that need major alterations—and find a tailor on your own for minor changes.)

Admittedly, some discount retailers do offer schlock alongside good value. Manufacturer's castoffs, distressed goods, and irregulars sometimes are mixed in with the finest haberdashery. Hanging beside each other on the same metal-pipe rack may be \$300 suits selling for \$150—and \$150 suits selling for \$150.

Other stores may offer bargains, but gouge the consumer with exorbitant fees for alterations or with extra charges for payment by credit card. And shoppers should beware of hard-sell salespeople on commission who push high-profit merchandise at the consumer's expense.

How can you learn to be smart *before* you've been burned by a discounter? Marvin Blumenfeld and other merchants with a reputation for fair dealing offered some tips. For starters:

- Do some comparison shopping first. Visit a full-price retailer and familiarize yourself with the price and feel of *haute couture* (like labels of Adolfo, Stanley Blaker, Bill Blass, Pierre Cardin, Calvin Klein, Ralph Lauren, and Yves St. Laurent). If you visit a discount store first, don't buy that day; just browse and get a feel for the merchandise.

- Look for an off-price retailer who has been in business for some time. Not all newcomers are suspect, but established firms have already proven they're



# DESIGNER CLOTHES

not in business just to make a quick buck on flawed merchandise. Ask around; a satisfied customer will boast about the \$150 blazer he got for \$90.

Herman Silverman, president of Irv's, a discount store in Chicago, had some additional tips:

- Ask a salesperson if he's on salary or commission. "Our sales staff is not on commission, so they have no reason to talk you into buying an ill-fitting garment just as a means of increasing their incomes," Mr. Silverman said.

- Check for feel and fit. Quality fabric feels good to the touch, with body and firmness. Put on the garment and stand in front of a three-way mirror, checking your appearance carefully. If the suit doesn't look and feel good, don't buy it.

- Shop with a friend. If you don't know much about clothes, take along someone who does. "We have a tailor who recommends that the customer reject an item if it doesn't fit or needs many alterations," Mr. Silverman said.

- Be especially careful when buying plaids; they should match across the back, at the collar, along the side seams, and at the pockets.

- Look under the collar and at the lining. "The strength of the sewing in those areas will give you an indication of how well the apparel will hold up—whether you'll have a garment or a rag after one or two cleanings," Mr. Silverman said. Linings should be flat and neat—never puckered.

Ronn Teitelbaum gave some fashion suggestions:

- Buy garments that will be in style for more than one season, and stay clear of fads. "Conservative styles will be around longer," Mr. Teitelbaum said. "Dark colors, not flashy ones, are best for suits—navy blue or charcoal gray. Deeper, darker tones, subdued patterns, and stripes also help a fellow look taller and slimmer."

- If you don't have time to shop at a full-price store to check out current trends, watch television more closely. Network talk-show hosts like Johnny Carson and their guests usually wear the latest fashions.

- Avoid last year's styles unless they're of a classic design. "Some outlets sell clothes that are two or three seasons old," Mr. Teitelbaum said. "Customers should be able to pick up

## TOP DESIGNERS

If you don't know an Adolfo from an armadillo, this list should help you become a name-dropper in the world of high-quality menswear.

### Adolfo

European-styled suits with broad shoulders and pinched waist, considered good value for the money.

### Giorgio Armani

Stylistically, the unchallenged leader of avant-garde European-styled menswear—but high prices often keep this label out of the discount outlets.

### Geoffrey Beene

Fair-to-good quality menswear in the "gentlemen's" style, reminiscent of English tailoring.

### Bill Blass

The look of the trim American businessman, with slightly padded shoulders and a fuller waist than in European cuts. The distinctive forward-and-back "B" label is a sure sign of quality clothing.

### Pierre Cardin

The French designer look, with extreme styling and a pinched waist. One of the first designers bought for his label alone. His name is monogrammed in suit linings.

### Christian Dior

Suits are made by Hart Schaffner & Marx, and look it—American interpretations of the European look. Known for quality. Some garments have a "CD" or "Dior" monogram.

### Givenchy

A well-established name, offering European styling. Look for "Givenchy" in the lining.

### Halston

The American businessman's middle-of-the-road look. Recommended for the man who wants a designer style—but has a paunch to hide. Look for high-quality fabrics and the distinctive "H" on the buttons.

### Calvin Klein

Sportswear—his specialty—is sometimes considered higher quality than couture garments. A fairly conservative look.

### Lanvin

High quality without distinctive styling. The manufacturer, Greiff, handles 10 different designers, and all the suits look pretty similar.

### Ralph Lauren

The "Chaps" collection is moving toward the natural-shoulder New England look. You'll fit right in at Harvard Business School.

### Oscar De La Renta

Classy, middle-of-the-road American styling, with a special flair for color. Look for the "OR" insignia.

### Giorgio St. Angelo

His suits, made by Eagle, rarely reach the discount outlets. Like Bill Blass and Calvin Klein, he offers "successful American businessman" styling.

### Yves St. Laurent

A very formal, distinctive European style. Unlike his women's designs, St. Laurent's menswear is reasonably priced.

Other names to watch for are:

*Suits:* Hardy Amies, Stanley Blacker, Nino Cerruti, Johnny Carson.

*Italian-styled suits:* Brioni, Cornelioni, Abital.

*Sportswear:* Gant, Sasson.

*Shirts:* Henry Grethel.

Brand-name suits *without* designer labels tend to have less flamboyant styling. Good names are: Botany 500, Clipper Craft, College Hall, Cricketeer, Eagle, Hickey-Freeman, Hart Schaffner & Marx, Oxford, and Palm Beach.



on that, with just a little bit of fashion savvy. The current style for men calls for straight legs on trousers—about 19 inches around the knee and the same around the ankle. If the legs flare out under the knee, the trousers are several seasons old. The lapels on men's suit jackets average about 3 to 3½ inches at their widest point; ties are 3 to 3½ inches wide too. Popular at the moment is the "collegiate" look—blue blazers and button-down shirts.

Paul Buxbaum, president of three Clothing Clearance Center stores in Los Angeles, added:

- **Improvise to stretch your budget.** Buy garments you can mix and match. Consider at least one "wardrobe"—a suit with a vest and an extra pair of pants in a lighter color. "You'll get four outfits for the price of one," Mr. Buxbaum said.

- **Save money on socks and underwear to buy better-quality suits, shirts, and ties.** (Shirts and ties are especially important in creating a good impression, and a new shirt is cheaper than a new suit.)

- **Buy brand names—often the customer's best assurance of quality.** Familiarize yourself with the distinctive trademarks of top designers.

Designers and manufacturers sometimes insist that their labels be removed, at least partially, from garments sold at discount. Sometimes, though, enough of the label is left to show the garment's origin.

In some cases, the consumer may fare better without even a snippet of the designer's label. Mr. Blumenfeld gave an example: "We recently had the opportunity to buy 25,000 suits from a manufacturer. We could get them with the label or without, the only difference being a three percent markup for the labeled garments. We decided we could offer a better value to the consumer if we bought the unlabeled suits."

The manufacturer's reputation is just as important as that of the designer, Mr. Blumenfeld added: "You're buying a product by one or more manufacturers who are interpreting the designer's thinking. Some designers hardly ever look at the outcome of their creations after they've conceived them; they have almost nothing to do with them except to collect their three percent fee."

Howard Weinstein, co-owner of Irv's in Chicago, agrees—to a degree. The manufacturers impart the quality, but the designers provide the name recognition, he pointed out. Names such as Greif (manufacturer for Lanvin, Donald

Brooks, and others) and Schoenman (Halston) mean high quality to retailers but are unknown to the general public, he explained. "Even if the suits said Schoenman—which they don't—that name wouldn't have any meaning to the consumer. If they say Halston, it means quality—the same as if they said Schoenman."

✓ **Sy Syms**, owner of 10 Syms discount stores along the Eastern seaboard, is one of the few off-price retailers who won't sell clothes without labels. "How would you like to buy a car with no name on it?" he asked. "You judge its value

alterations at nominal charges. Buyer's Factory Outlet in New York, for instance, charges \$1.75 each for alterations to sleeves, cuffs, and waists. Anders in Portland charges \$2.50 to hem a cuff and rarely more than a total of \$8 for any alterations.

One "nicety" that you should insist on is the option of returning or exchanging garments. Mr. Teitelbaum of Eric Ross and Company warns customers away from the "All Sales Final" places. "Just because a men's store is selling off-price goods doesn't mean the consumer should get stuck," he said. "He

## WEAR TO BUY

**Nationwide:** Anders; Clothing Clearance Center; Loehmann's; Marshall's; T.J. Maxx; National Brands Outlet  
**East Coast:** Syms  
**Far West:** C & R Clothiers

**Boston area:** Adams Warehouse

**New York:** Buyer's Factory Outlet; Lever and Greenberg; National Brands Outlet; Parkway Distributors; and others

**Philadelphia area:** Adams Warehouse; Middishade Company, Inc.; Morville Clothes

**Washington, D.C. area:** S & K Famous Brands; Wall Street Clothes

**South Florida area:** Andover-Read (Palm Beach); Cruise Casuals; William Pressman

**Atlanta area:** Menswear Outlet

**Chicago:** Irv's

**Milwaukee:** Kahn's

**Minneapolis:** Clothing Distribution Center

**St. Louis area:** Werner & Hilton

**New Orleans:** La Biche's

**Houston area:** Kuppenheimer; Men's Wearhouse

**Denver area:** Clothing Center

**Scottsdale:** David Frank

**Sacramento:** Kauffman Enterprises, Inc.

**Los Angeles area:** Piller's; Eric Ross and Company

by whether it says Chevrolet or Cadillac, Ford or Mercedes."

One label that scares away some buyers is the tag that reads "Made in Hong Kong"—or Singapore, or Taiwan, or wherever. Not to worry, said Mr. Blumenfeld. "The majority of American manufacturers are going offshore to have their clothes made," he explained. "Labor is cheaper, but the end product isn't necessarily inferior. Sometimes it's even better."

Another fallacy is the assumption that a discount outlet without a tailor on the premises is a poor place to do business. No so, said Mr. Blumenfeld: "If you want low prices, you have to give up some niceties."

Some stores recommend tailors in the same neighborhood; others offer

should expect and demand the chance to exchange unaltered garments within a reasonable period."

When is the best time to shop the discount menswear stores? If you're looking for the latest fashions, shop a month or so after manufacturers have supplied the new season's clothing to full-price retailers. For instance, the fall suit styles that you'll see in department stores in August will show up in discount outlets by September or October, when manufacturers begin to unload their overstock.

CD

*Bill Hunter is a New York-based freelance writer who has written for Ford Times, Industry Week, Working Woman, and numerous other magazines.*





**Best Local Talk Show:**

Kathy Peres.

**Worst Local Talk Show:**

Neil Rogers.

**Local Talk Show That Is Combative But Not As Bad As You Think:** Alan Burke.

**Best Newspaper Columnist:**

Jay Maeder.

**Best Sports Columnists:**

Ed Pope and John Crittenden (We're lucky to have two pros).

**Best Newscaster:** Ann Bishop.

**Best Local Commercial:**

"Catch *The Herald*" and "Miami's For Me."

**Worst Local Commercial:**

Martin King, Gilbert's Furniture, and "Little Burkie wants to be your clothier."

**Best Newspaper Map:** *The Herald's* map of the Miami River.

**Worst Newspaper Map:** *The Herald's* map of the Keys putting Rodriguez Key 12 miles south of its actual location.

**Best Radio Traffic:**

Al Abriera.

**Best Morning Radio:**

AM—Kelly and Kline (WBGs), FM—Tanner in the Morning (Y-100).

**Best Morning Radio Service:**

WLRN reading *The Herald*—news for the hard of seeing.

**TV Commercial "Stars" We'd Never Miss**

Yul Brynner: *The King and I*. Mrs. Eberhardt and her violin: "Eberhardt House of Steaks."

Sy and Marcie Syms: "Syms Clothing."

Luba Potamkin: "Potamkin Chevrolet."

Garo Yepremian: "Pipefine Furniture," etc.

Joey Carr: "Orthodontic Care Center."

Gerald Kaiser: Gerald Kaiser, attorney.

**Best TV Business Anchor:**

Linda O'Brien—*Nightly Business Report*, Channel 2.

**Best TV Local Show:**

*Montage*. (After all!)

**Worst Example of Taking All The Fun Out:** *The Miami Herald's* condensed butchery of its comics, both daily and Sunday.

**Best Woman's Lib Comic:**

*Sally Forth*.

**Best Penquin's Lib Comic:**

*Bloom County*.

**Best Viking's Lib Comic:**

*Hagar the Horrible*.

**Best Media Lib Comic:** *Shoe*.

**Best Comic:** *Doonesberry*.

**Worst Single Panel Comic:**

*The Lockborns*.

**Worst Strip Comic:** *Nancy*, *Dick Tracy* and *Garfield*. We're tired of old little kids, old violent detectives and ALL cats.

**Will the Last Anchor Person Going Off The Air Please Bring the Microphone.... Anchors Away To:** Donna Hanover, Glen Rinker, Ana Azcuy, Jose Grinan, and Sandy Eng.



**Peppy Fields' (radio personality on WKAT) Best Interviews**

|                |               |
|----------------|---------------|
| Jackie Gleason | Milton Berle  |
| Art Carney     | Ginger Rogers |
| Shelly Winters | Jackie Mason  |
| Paul Newman    | Martha Raye   |
| Joe E. Lewis   | Don Rickles   |

## Media



CHANNEL 6's BANANA-MUNCHING GORILLA.

**Best TV News Gaffe:** When the camera cut back to Larry Klaas on Channel 6 just a bit too soon, and caught him in the middle of a furious rage.

**Best Recovery From A TV News Gaffe:** Klaas slipped instantly from furious anger to smooth delivery.

**Best Syndicated Columnist Who Repeats Herself On Purpose:** Ann Landers.

**Best Syndicated Columnist Who Repeats Himself Accidentally:** Jack Kirkpatrick.

**Best Syndicated Columnist Who Would Never Repeat Herself in Public:** Judith Martin, author of *Miss Manners*.

**Best National Coverage of South Florida:** *The Wall Street Journal's* "Paradise Found."

**Worst National Coverage of South Florida:** *Time Magazine's* "Paradise Lost?"

**Second Worst National Coverage of South Florida:** Pat Collins' review of The New World Festival on CBS' morning news.

**Best Media Look At The Media:** Clarence Jones' series on *The Miami Herald*.

**Best Media Look At The South Florida Look:** Beth Dunlop on architecture.

**Columnist Who Writes About His Dog Best:** Bob Swift.

**Columnist Who Writes About His Dog Most:** John Keasler.

**Columnist Whose Dog Has The Most Journalistic Name:** Cathy Lynn Grossman's Pulitzer.

**Columnist Who Ought To Write About Her Dog and Shut Up About International Affairs:** Georgie Ann Geyer.

**Best Broadcastus Interruptus:**

The gorilla eating all those bananas during the intermission of Channel 6's 3-D *Gorilla At Large*.

**Worst Broadcast Interruptus:**

WNWS yanking talk show host Al Rantel's sex survey off the air in mid-question 'cause it was "against policy."

**Worst Affront To The First Amendment:**

The Miami City Commission's decision to pull municipal ads out of *The Herald* because the paper accepted ads from an airline charter company taking passengers to Cuba. And what's the matter with Cuba? Well, among other things, it has a real shortage of freedom of the press.

**Best Dressed Woman On TV:** Jeanne Wolf.

**Best Dressed Man On TV:** Ralph Renick.



THE HAMPTON ART SCENE: A Mixed Blessing

# Long Island Life

AUGUST 1982

\$1.50

DESIGNER CHIC  
ON LONG ISLAND

BARBARA  
BERNSTEIN:  
The ACLU's  
Tenacious  
Troubleshooter

SPLENDID SUNDAY  
BRUNCH SPOTS

A NEW YORK RADIUS MAGAZINE



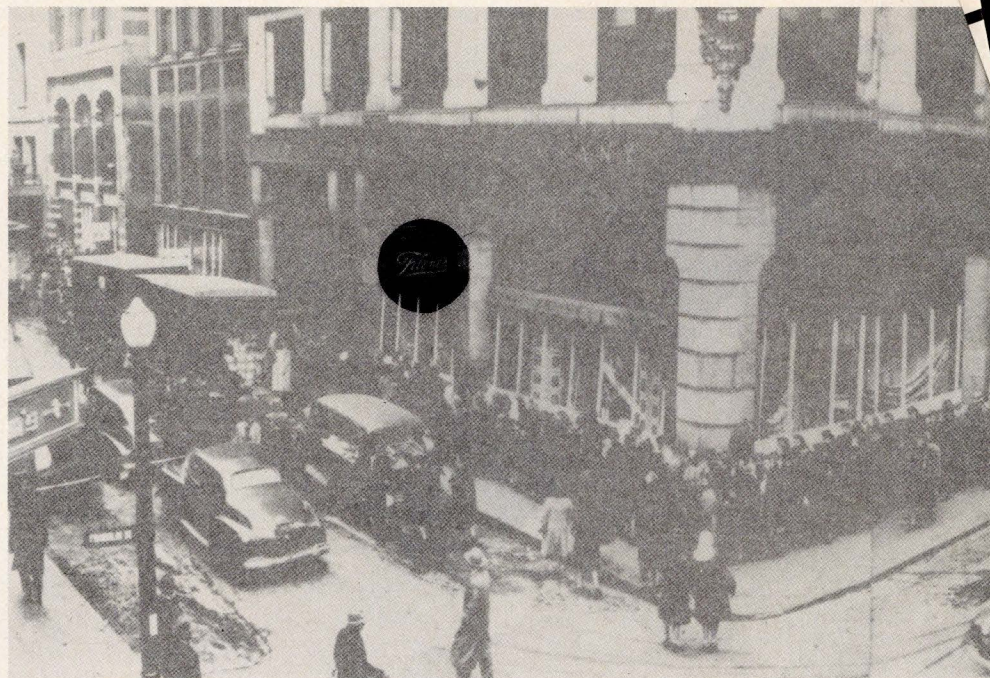
PLUS: Diets, Law, Consumer Affairs





LOOK OUT  
LOEHMANN'S! LOOK  
OUT SYMS! FILENE'S  
BASEMENT OF  
BOSTON IS COMING  
TO LONG ISLAND  
AND ITS AISLES WILL  
BE CHOCK FULL OF  
DESIGNER CLOTHES  
AT DISCOUNT PRICES

By CARMINE DE SENA



**I**t is 9:00 am and a long line has already formed outside the store. A bell rings and the crowd scatters like mice through a maze. But the rewards are far from cheesy. At Filene's Automatic Bargain Basement in Boston, shoppers vie for everything from Giorgio Armani suits to Baccarat crystal.

This month Long Islanders will get to experience what has driven even the most conservative Bostonians into a temporary state of delirium, when Filene's opens branches in Manhasset, Huntington and Levittown. The Long Island stores will be called Filene's Basement of Boston.

The 73-year-old chain with branches in Massachusetts suburbs, is well-known for offering quality merchandise at incredibly low prices. It is also known for atmosphere not unlike Loehmann's Back Room on a Saturday. Shoppers frantically dash around the store in hot pursuit of the ultimate bargain.

But the ultimate bargain can easily be found at Filene's. Bill Blass, Yves St. Laurent, Pierre Cardin, Jones of New York, Calvin Klein, Evan-Picone, Norma Kamali, Charles Jourdan—the whole gang is there. And you won't find last year's rejects on the rack either. They'd never last that long. If an item isn't sold after 30 days, it is donated to charity. This is "move 'em in, move 'em out" merchandising. Twelve days after an item arrives, the

price is lowered by 25 percent; after the 18th day, 50 percent; on the 24th day, 75 percent. "Our mark-down policy insures a continuous turnover," says Charles Naff, Filene's Vice President of Basement Administration. "All our merchandise is terminal and the customer knows this."

As a result, most shoppers tend to purchase an item during its first mark-down. But some customers like to live a little more dangerously. A grade school teacher who shops regularly at Filene's prefers to gamble. "If I see something I like but the price is still too steep, I wait," she says. "Usually I check on it and buy it at its second reduction period. Sometimes I hide things in the back of the rack, hoping no one will find them. Most often clothes get sold out from under me, but when I do win, it's surely worth it. I enjoy the excitement of working this way."

Gambling is not an uncommon hobby among Filene's shoppers, says saleswoman Ada Schear, who has worked at the basement store for 57 years. "Shoppers are always comparing purchases to see who gets the better deal. A customer who gets an item for 75 percent off is like a hero." Although waiting for a price reduction is risky, buying something isn't. The return policy at Filene's is extremely fair compared to most discount stores. Cash refunds are given to customers who return items with

*continued*



sales receipts within 14 days. Checks are mailed to customers who return goods over \$10 without a receipt.

The ace bargain hunters in this operation are Filene's buyers. They scout the better retail markets and snap up end-of-season close-outs from Bonwit Teller, Saks Fifth Avenue, Lord & Taylor and other top-of-the-line department stores. "Our buyers are professionals," says Naff. "They know the market and work it well. We buy directly from importers who have trouble selling their stock and manufacturers who are ridding their warehouses of samples and irregulars."

How irregular are the irregulars? An Albert Nipon red and white silk dress, complete with his signature front pleating, was deemed imperfect because of a few missing buttons. Retail, this dress sells for about \$450; at Filene's it costs \$175. But a navy pinstripe Giorgio Armani suit had several small holes along the inseam of the pants. The customer took it to a tailor who reweave the holes for about \$40. The suit cost \$100 at Filene's,

about one-fifth its normal price, so it was still a bargain even with the holes. But customers should examine the merchandise carefully before making a purchase.

"The percentage of irregulars varies," says Naff. "Most important, the imperfection does not affect the wear or look of the garment."

The clothes at Filene's may be upscale, but the decor certainly isn't. "We don't provide the same amount of services as traditional department stores," says New York Vice President and Regional Director of Long Island stores John Ruchalski. "There is no



Some super sales from Filene's: Designer black velvet theater/dinner dress, \$134.90 (right). Green watch plaid kilt skirt, \$6, originally \$22 (top, far right). Silvery blue velvet party dress, \$10, originally \$64.





panache or fancy decor. Our frugal basement presentation allows us to keep costs down." Frugal is an accurate description. Never has so much been back-dropped against so little.

There are plenty of mirrors, but not too many dressing rooms, so most of the shoppers try on clothes in the aisles. One conservative-looking woman thought nothing of stripping off her skirt right in the middle of the store to try on a Ralph Lauren prairie skirt. "To tell the truth," she said rather calmly, "I didn't have much time, but for what I got, it's worth it."

Trying on clothes in the open is

pretty commonplace. Not that it matters; shoppers are so busy sifting through the goods, they hardly notice each other. "What's the big deal, you see more at the beach," says Schear. This all seems out of sync with Boston's straight-laced image, but the store has a strange effect on people. The pace on the street is a good deal slower than in the store where shoppers compete with each other for a good buy.

"Adding to the store's excitement is that you never know what you're going to find. It's like a constant treasure hunt," says Director of Public

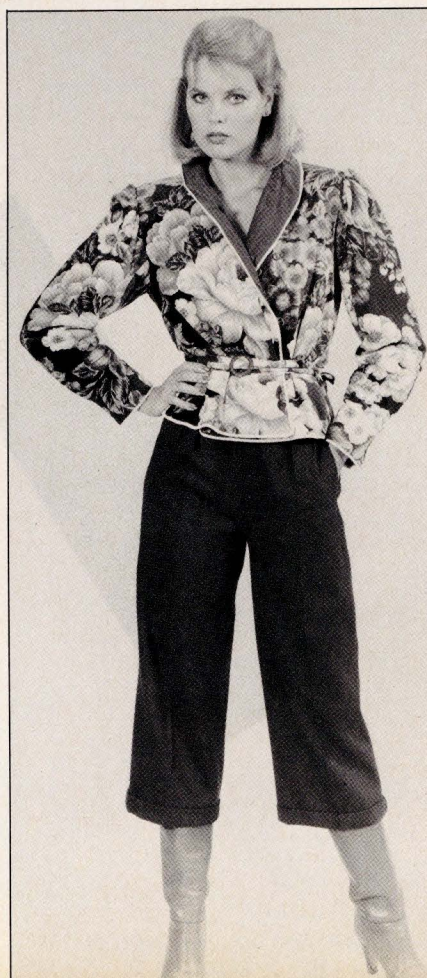
Relations and Advertising Virginia Harris. This is a good analogy because the store definitely induces shoppers to bargain hunt. The pace is quick but the scrutiny is intense. No hanger is moved haphazardly. A shopper stalks an area, combs through it and moves on. Afterwards, the area has a "plundered" look.

But after one of Filene's special seasonal sales the store looks like it was under attack. "Our three-day trunk sales focus on higher price items such as fur coats, Waterford crystal or Oriental rugs," says Naf. "We'll bring in a special grouping

*continued*



More sales: Designer rust and tea tweed heathery knit dress, \$196.90, originally \$590 (left). Muted glen plaid suit, \$150, originally \$350. Designer cotton velvet jacket, \$99, originally \$265 (below), matched with pair of green wool cuffed and cropped pants, \$30.90, originally \$99.





**CHEAP CHIC**

Here is a sampling of some of the items found during one shopping day at Filene's in Boston. Unless noted, all items were first quality. Store labels and original prices are given whenever possible.

**WOMEN**

|                                                                                                                       |           |
|-----------------------------------------------------------------------------------------------------------------------|-----------|
| Norma Kamali "Sweats" separates                                                                                       | \$20-\$45 |
| I. Magnin pink silk pants, originally \$150                                                                           | 56        |
| Bill Blass ecru silk evening wrap, originally \$180                                                                   | 40        |
| Harve Benard jacket, original Bonwit Teller price \$178                                                               | 30        |
| Christian Dior khaki rayon blazer irregular                                                                           | 20        |
| Jones New York cotton/poly blazers, assorted colors                                                                   | 50        |
| Evan-Picone khaki cotton blazer                                                                                       | 60        |
| Saks Fifth Avenue baseball jackets, pink and blue, \$24 originally                                                    | 10        |
| Vanity Fair lace and Quiana nightgowns, originally \$45                                                               | 15        |
| Leather handbags, assorted styles and colors                                                                          | 30        |
| Assorted shoes of varying quality from Bloomingdale's, Charles Jordan, Crayons, Street Cars, Naturalizers and Talbots |           |

**MEN**

|                                                     |     |
|-----------------------------------------------------|-----|
| Lord & Taylor searsucker slacks, originally \$25    | \$6 |
| Yves St. Laurent rayon/linen suit, originally \$270 | 125 |
| Cole Haan brown or beige loafers                    | 50  |
| Nunn Bush shoes, assorted styles                    | 20  |
| Yves St. Laurent silk ties, originally \$17.50      | 9   |

**INFANTS**

|                                                                            |      |
|----------------------------------------------------------------------------|------|
| Neiman Marcus hand crochet white cotton christening gown, originally \$190 | \$50 |
| Carter's cotton/poly playsuits, slight irregular                           | 5    |

**GIRLS**

|                                               |      |
|-----------------------------------------------|------|
| Cacharel cotton denim jeans, irregular        | \$10 |
| Givenchy white cotton shirts, assorted styles | 5    |
| Gant lined blazers, white or navy             | 20   |
| Yves St. Laurent dresses, assorted styles     | 15   |

**BOYS**

|                                                          |       |
|----------------------------------------------------------|-------|
| Ralph Lauren white cotton polo pants, originally \$32.50 | \$10  |
| Levi cotton blue jeans, assorted styles                  | 12.95 |
| Saks Fifth Avenue brown wool blazer, originally \$105    | 35    |
| Arrow cotton/poly shirts, assorted styles, irregular     | 8     |

**SPECIALS**

|                                                       |          |
|-------------------------------------------------------|----------|
| Seiko watches, men and women — 40-60 percent discount |          |
| Books, variety of subjects                            | \$2 & up |
| Old records, variety                                  | 1.39     |

**HOME**

|                                                                                   |       |
|-----------------------------------------------------------------------------------|-------|
| Small silk lacquer oriental screens                                               | \$45  |
| Brass umbrella stands                                                             | 30    |
| Figurines from Royal Dalton, Lladro, Hummel, Norman Rockwell — one-third discount |       |
| Baccarat crystal giftware — 20 percent discount                                   |       |
| Wool durries from India                                                           | \$216 |
| Haitian cotton throw pillows                                                      | 6     |
| St. Mary's cotton velour bath towels                                              | 12    |
| Vera tablecloths                                                                  | 12    |
| Sheets from Burlington, Utica, Wamsutta, Cannon — 50 per cent discount            |       |



# 'Off-Price' Stores Battle on L.I.

By FRANCES CERRA

MANHASSET

**F**ILENE'S Basement Store had only been open here for a day and a half, but Lorri Geraci had already decided to make this a stop on her frequent shopping excursions. "I'll come from Syms to here," said the Oceanside woman, her arms laden with items she had determined were "excellent buys."

"Syms will be my first stop, and this my second," she continued. "So far, I think Syms is better than Filene's. I've seen a lot of the same items here as at Syms, and Syms's first price is better."

And so the latest skirmish in the battle of the "off-price" stores, as they are known in the trade, was joined. At a time when apparel manufacturers and department store executives nationally say that sales are dropping, Long Island has become a prime battleground for retailers intent on selling to customers who "want to keep their look and fashion statement for a lower price," in the words of John Ruchalski, the divisional vice president for Filene's, who is managing the chain's new Long Island stores.

Although interviews with some store executives indicate that sales are not climbing on the Island either, the opening of the three Filene's stores is the clearest indication that retailing executives believe that the market here in the long run offers strong promise. Retailers, in interviews, cited the higher-than-average income of Long Islanders, their sophisticated tastes and their appetite for fashion as reasons to press ahead with expansion even in the face of a nationwide recession.

In fact, some department stores are also selectively expanding their traditional stores here. Making use of the closed Korvette's stores, new Gertz stores were opened in Brookhaven, Commack and Valley Stream in the last year. Allied Stores, parent of Gertz and owner of such other well-known chains as Jordan Marsh, Brooks Brothers and Bonwit Teller, plans to open a 50,000-square-foot

Gertz store in Hampton Bays next spring.

According to an Allied spokesman, "Long Island is a good market for us, demographically, because we are shooting for the upper end of the retail spectrum, the moderate-to-better-income customer who is a large part of the Long Island population."

Competition is hottest, however, among the "off-price" stores. Filene's, a subsidiary of Federated Department Stores, as are Bloomingdale's and Abraham & Straus, will be competing hard with Syms, Loehmann's, Marshall's and Jeffrey's, as well as, to a lesser extent, the traditional department stores.

Filene's entry here, according to Stuart M. Robbins, an analyst with Paine, Webber, demonstrates that "off-price selling is one of the strongest growing retail trends."

Marcie Syms, daughter of the founder of the Syms chain, which has one Long Island store in Roslyn Heights, said in an interview that "off-price" should not be equated with discounting.

"A discounter buys for the regular wholesale price and then takes a smaller mark-up," Miss Syms said. "Off-price buyers like us buy below wholesale to begin with, and then also take a shorter mark-up."

The "off-price" stores also differ frusually confine themselves to apparel rather than housewares or furniture and do it in an inelegant setting perhaps best described by Filene's use of the word "basement." Often, they also concentrate on selling "designer" brands. Jeffrey's, for example, a family-owned chain, has as its slogan that "Jeffrey's brings Fifth Avenue to you at discount."

Federated's 1981 annual report showed the kind of thinking that went into the Filene's openings here. The report said that corporate executives expect strong retail sales, particularly in the "up-scale market" because, among other things, the 35-to-44-year-old segment of the population is the fastest-growing. The "tastes and wants" of buyers in this group "are maturing," it said. "They are high-quality and value-oriented. Their

basic needs already met; their spending priorities focus on better apparel, quality furnishings."

"We're here because we match well with the market, an updated, affluent market," said Charles Naff, vice president of Filene's Basement administration, who was on Long Island for the store openings. Filene's specializes in designer merchandise, and a walk through the store found labels such as Givenchy and Geoffrey Beene.

However, it also sells irregulars, which it calls "nearly perfect," as well as garments made in the Far East expressly for the basement store, and merchandise bought from other stores that, for one reason or another, found themselves overstocked.

To make the shopping process more exciting, Filene's preprinted labels show an initial price, and then progressive reductions paired with a date showing when they will take effect. The last entry indicates that if the item is not sold within about three months, it will be given to charity.

Syms uses a similar price tag system, although Miss Syms emphasized that their tags were handwritten in testimony to the fact that theirs is a family-run, small operation in comparison with Filene's. According to Miss Syms, all of their merchandise, much of it with designer names also, comes directly from the manufacturer or garment house.

Miss Syms said she found Filene's entry in the Island market "exciting," and said it would keep their buyers "sharp as tacks."

Despite the fact that sales at Syms "have not been living up to expectations," according to Miss Syms, the company has been searching for three years for a suitable location on the South Shore for a second Syms store. "We have every real-estate person on the South Shore combing the terrain, but so far there is nothing," she said.

At the Jeffrey's store in Port Jefferson Station, Aaron Rimland, a veteran retailer whose son started that off-price chain, took a philosophical view of the Filene's openings. "They may affect us in the beginning," he said, "but in the long run, whoever has the nicest merchandise will do the business."





## Sulka Undersells No-One

Sy Syms has startled his colleagues in the off-price apparel trade by purchasing one of the world's most vaunted purveyors of exquisite men's furnishings. He bought the U.S. and London branches of A. Sulka & Co. in 1980; this month he agreed to add Sulka's remaining unit, in Paris. Sulka products have been famous in small circles since 1895, when a tailor named Amos Sulka founded the company in London. New York has two branches, San Francisco one. Perhaps the only embarrassment Sulka has suffered was the penchant big-time racketeers showed for Sulka silk shirts in the Gatsby 1920s.

Today Sulka's shop on Manhattan's East 55th Street is Sy Syms's own little store, the one he can oversee daily on the way from his Sutton Place apart-

ment to the warehouse in New Jersey. The silver limousine waits across the street under the St. Regis Hotel canopy with the other big cars while Sy hones his merchandising skills by rearranging the window displays and seeing to other details. Sulka stocks such items as a \$2,500 dressing gown of English cashmere lined with the purest silk. A smoking jacket of Italian silk brocade goes for \$1,500. When Syms bought it, the store had run down just a little and the whole chain was unprofitable. Syms is determined to renew the image, lifting quality higher than ever and perhaps even pulling Sulka into the black. "You can be sure he'll do it," says Ira Weiser, one of Syms's important aides. "But there'll never be anything from Sulka in Syms but Sy's own necktie."

that more manufacturers and retailers are hovering on the bankruptcy brink than ever before in memory, including the clothing business's terrible mid-1970s and the even worse 1930s. The retailing score is being kept not just by seasons, but by months. "March and April were flat," says one men's wear maker, "May was great; I thought business had turned around. But June was a disaster."

How much this can be attributed to the rise of off-pricers is debated in the trade. "It's a whole new ball game in men's wear: top level, no middle, then Syms," says one prominent importer. "The little specialty shop is being ground between the big powerful department store chains on the

top and the off-price stores underneath. The middle-range standard markup is disappearing."

Another testimonial to off-pricing's success is that almost all stores are getting to be a little more like the off-price ones. Buying agents have formed networks of isolated clothing stores around the country and stalk off-price merchandise in wholesale markets for these scattered clients. Department stores daily advertise a smashing surf of special sales. Some are fakes. Manufacturers complain that women's merchandise managers, even in prestigious stores, too often will buy a dress for \$50 wholesale, mark it up to \$195, then ballyhoo a big sale by marking it down to \$100,

the price at which it should have been offered the first time around. These cynical tactics drive away trade, the manufacturers complain. Says one, "You can fool shoppers individually but never collectively. They're going to get you every time. You can bullshit them to death, one by one, but collectively they know."

Syms stores maintain they have no sales, but "dividends" are announced frequently over the stores' public address systems, especially on rainy and snowy days. "We think we owe the customers a little favor for coming out in bad weather," says Syms. "Maybe they'll all be at home wondering what to do and someone will say, 'Hey, it's raining. Let's go over to Syms and see what the dividend is.'"

### A distasteful prospect

Syms is still expanding. In September another big store will be opened in Maryland, and some people in the clothing industry expect the chain to spread into the Southwest before long. Whether Sy will be able to continue financing his own momentum is a question. He has had numerous offers from larger companies to sell out but is reluctant. It is a family business first, and Sy knows a buyer would insist that he go on running Syms, and he doesn't relish the prospect of doing it under higher authority. "If I was working for a conglomerate," he says, "would they let me buy panty hose for a buck and sell them for a buck and a quarter? Never."

He could conceivably raise capital for expansion by going public. There is lively interest in the off-price business in the financial markets. Last October the brokerage house of Smith Barney Harris Upham & Co. held a conference on off-price in New York. One conferee, C. William Ress, a prominent consultant on marketing for manufacturers and retailers, predicted that before long off-pricers would be selling 25% to 30% of all name-brand soft goods in the U.S. "They operate under the umbrella of credibility offered by the department stores," Ress said. "How do they do it? Buy low, sell fair." Not, as he says, bad advice for anyone. E



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(continued on next page)

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Lincoln Center for the Performing Arts / September 1982



# SYMS

An Educated Consumer Is Our Best Customer

September 1982

Dear Consumer,

Thanks to your support our company is proud to announce the opening of our second store in the Washington area. It's in Montgomery County Maryland, on the Rockville Pike at Montrose Road. It is opening this Thursday September 9th at 10AM; with "Thank You" prices.

Thanks to your support SYMS now represents, at off-price, over 250 world famous designer and brand names in men's,

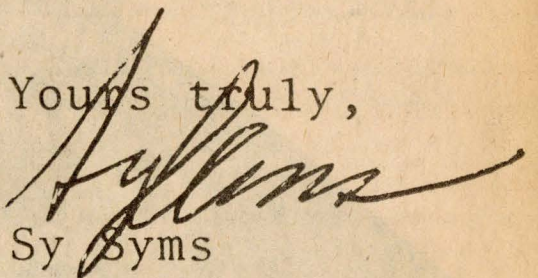


women's, and children's clothing. We protect the manufacturers we represent by never using their names in advertising. Their label is on the garment when you make your purchase.

In our Ladies' Department we have a unique pre-dated markdown pricetag on all suits, dresses, and outfits that shows you the date and amount of each markdown.

"Thank You" prices start this Thursday, September 9th, at SYMS new store, on the Rockville Pike at Montrose Road.

Yours truly,

A handwritten signature in dark ink, appearing to read "Sy Syms", written over the printed name.

Sy Syms

SS/djv



## Lining Up For Bargains

Opening day at Syms' first Maryland store attracted a larger than expected crowd Thursday at noon. Lunchtime shoppers were willing to stand in a line a half a block long to take advantage of opening-day bargains at the discount clothing store located at Rockville Pike and Randolph Road.

Journal Staff Photo by Pamela S. Hinden



THE **Montgomery Journal**, Monday, September 13, 1982



The Washington Post

# Washington Business

THE WEEK OF MONDAY, SEPTEMBER 13, 1982



Photo by Lucian Perkins—The Washington Post

Sy Syms: "A certain percentage of the buying public constantly looks for a bargain."

## Syms Opens Rockville Store

By Alison O'Neill  
Washington Post Staff Writer

Even though Sy Syms says this has been "a soft year" for discount clothing stores like the ones he and his daughter Marcy advertise in their television commercials, he remains confident that the world will always have "educated consumers" who will continue to be his "best customers."

That's one reason Syms opened his second local store last week. The new Syms is located in the old Korvette's space in Rockville, helping to complete one of the many new "off-price" shopping centers—composed entirely of discount stores—that keep popping up around the metropolitan area.

Syms paused in the midst of opening day floorwalking to assert that the bargain-hunter phenomenon he banks on is never going to fade despite a sales decline. In 1950, he said, 11 percent of all consumer products were sold in discount stores; for 1982, he said the figure is expected to be about 6 percent.

"Everybody thinks in a recession [off-price business] is super-duper," Syms said. "It's not. This is a soft year. A certain element of the buying public constantly looks for a bargain. That element has been in the buying public for 100 years. . . . They're people who'll look for a bargain in a recession, depression—it's part of human nature."

Over the past 22 years, Syms has built up an eastern chain of 10 stores that sell brand-name clothes, shoes, luggage and linens at a discount. In addition to the Rockville store, new Syms outlets will open this year in Fort Lauderdale and Boston. Last

year, the company opened a 100,000-square-foot warehouse outside New York City in New Jersey.

All of this has been achieved, Syms said, without borrowing to finance his inventory.

"The only time we borrow is when we have to buy land to build our own building and take out a mortgage," Syms said.

Syms said he has longstanding "verbal agreements" with his suppliers and manufacturers that he won't open a store in a particular locale unless the population is 2½ million or more. These agreements also extend into limitations on television advertising and mail solicitation, he added.

The company is owned by Sy, Marcy and his other five children. Syms said he doesn't foresee going public or selling to a larger company in the near future. He said that if the family were to "cash in some chips," it would be only a minority interest.

Plans for 1984 include opening a store in Chicago, but that expansion "depends on the efficiency of my company—when I go into my stores and I don't see dust in the corners and my employees are treating my customers with respect," Syms quipped.

Syms will continue to produce and book his own advertising with Marcy's assistance, a task that comes easily to a man who once was a radio announcer. He said he spends only two days out of the year on that aspect of his business.

And that's enough, Syms believes. The "educated consumer" slogan, after seven years of air time, is approaching household-word status.

And what is an "educated consumer"? It simply means, Syms said, "you know you're not getting ripped off."









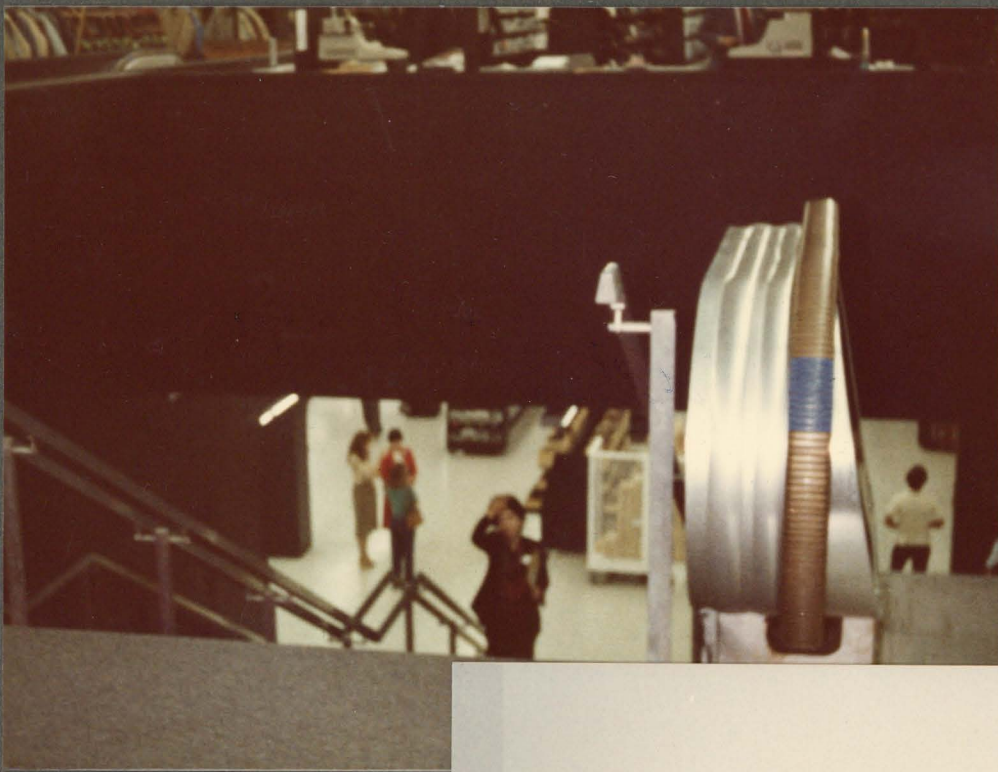














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THE NEW YORK TIMES, FRIDAY, OCTOBER 8, 1982

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## The 'Off Price' Retail Boom

During the 1920s Frieda Loehmann was a legend on the streets of New York's garment district. Dressed in purposely shabby outfits, she scoured the wholesale clothing market for bargains to sell in her women's-apparel shop in Brooklyn. Loehmann's single shop has grown into an estimated \$250 million-a-year nationwide chain of 58 "off price" discount stores that sell name-brand clothing in austere surroundings at knockdown prices.

The discount revolution Loehmann pioneered is now the fastest-growing segment of all retailing. Off-price sales at retailers like Syms and Mervyn's National Brands Outlet now account for roughly 5 percent of the U.S. apparel market, a share some industry sources say might double by 1990. Other giant retailers like F.W. Woolworth and Melville Corp., the parent of Thom McAn shoe stores, are opening their own outlets, and in Chicago, there is already one shopping center devoted to off-price retailers. Its name, appropriately, is "Off Center."

**'Reverse Chic':** Hard economic times are only part of what's behind the new boom. The typical off-price shopper, in fact, is the middle- or upper-income woman. "It's reverse chic—saving money is now a sign of awareness," says Howard Davidowitz, chairman of Davidowitz Associates, a consulting firm. College student Sandy Nied seems to prove the point. "It's against my religion to shop at regular department stores," she says, looking over a not-for-the-masses \$179 Adrienne Vittadini dress selling for \$149 at T.H. Mandy in Chicago.

Off-price outlets generally give discounts up to 50 percent off what the same items cost in department stores and specialty shops. The cut-rate merchants offer low prices because they themselves buy goods at below-normal wholesale prices. Often they capitalize on other merchants' mistakes: a department store, for instance, may have overstocked a certain dress and returned a large share of its order to the manufacturer. Rather than let the inventory pile up, the manufacturer sells to an off-price retailer at cost or less. "O-p" stores also gobble up goods from retailers going bankrupt and manufacturers with

irregular merchandise or production overruns. A clothing maker may also order a factory to cut more goods than it can sell through its regular retail outlets. The manufacturer gets a cheaper price from the factory—then sells the overrun to off-price buyers.

The result for the consumer is some remarkable bargains. Syms, an East Coast chain, initially puts many items on its racks at a 50 percent reduction, then automatically ratchets the price down further if the merchandise doesn't sell quickly. The chain also offers "dividends"—on-the-spot reductions designed to clinch sales. At a Century 21 o-p outlet in Manhattan recently, a customer bought a Jones New York woolen skirt for \$37.99; the same item was selling at Macy's for \$74.

**Pipe Racks to Limos:** But the bargains have some drawbacks. The merchandise may be out of season, and the stores lack the normal shopping amenities. Dresses hang on pipe racks, the lighting is poor and the fitting rooms are generally communal. Most stores usually charge for alterations and are not located in high-rent districts. To lure new customers, some o-p retailers have moved upscale in their marketing. Handmoor in Chicago, for example, does business on North Michigan Avenue in the shadow of Saks Fifth Avenue and Marshall Field. The store offers individual fitting rooms and even limousine service for customers who live nearby. The catch: Handmoor's discounts start at only 20 percent.

The continuing reluctance of consumers to open their pocketbooks in a recession year has hurt off-price discounters along with other retailers. But merchandisers say o-p stores will continue to increase their share of retail business as shoppers squeezed by the recession continue their search for bargains.

DAVID PAULY with CYNTHIA RIGG in New York  
and TRACEY ROBINSON in Chicago

NEWSWEEK/NOVEMBER 1, 1982

NEWSWEEK / NOV. 82



# The discount trend

Boston  
Globe  
11/6/82

In the battle of off-pricers and retailers,  
the consumer is coming out the winner

By Julie Hatfield  
Globe Staff

Can you remember the last time you paid full price for a piece of clothing? It seems that most price tags in clothing stores have an "original" price that has been crossed out and replaced by "your" price.

"Discount" and "off-price" — words that send a chill through every traditional merchant in the country — are creeping around the edges of even the big shopping malls. They are making their presence felt, if not seen, even in the pricey boutiques. Garments that once went on sale only after the season ended now can be found on sale at the beginning of a season. Retailers are heard to say, off the record, that the trend is spreading like a cancer. Consumers, of course, don't feel the same way about prices that range from 20 to 50 percent less than nationally advertised ones.

If you can buy a Harve Bernard coat for \$209 instead of its original price of \$325, why would you pay \$325? Probably because you hadn't heard yet where the latest markdown can be found. The discount network is a secretive one; discounters have traditionally not had money to throw around for advertising, so they've relied on satisfied customers to spread the word. Part of the mystique of discount shopping is the intrigue connected with ferreting out the information and finding the back room on the back street of the town where the latest hot discount is quietly hiding out.

When you get there, you may have to figure out the designer or manufacturer's name from a ripped-out label. "We protect our manufacturers," said Evelyn Hoffman of the husband-wife team ownership of Hoffman's in Lynn as she surveyed her store, explaining why Hoffman's and many other discounters remove the labels from merchandise.

Also in the tradition of off-price, your trade-off for low prices is little or no ambience; the store is likely to resemble an abandoned warehouse, another reason why it can charge less.

Sales have been around since Manhattan was purchased from the Indians for \$24. What's new is the status connected with sales nowadays.

Twenty years ago, if you bought something on sale, you kept it quiet. The implication was that it was inferior merchandise or that you didn't have enough money to buy full price. In a total turnaround of thinking, however, people now proudly announce, "I got it on sale!" when they've pulled what they feel is the coup of finding top-quality, designer merchandise at a fraction of the well-known price, and in the same season it was introduced.

This turnabout came when designer jeans were purchased by discounters, luring many shoppers into their stores for the first time. T.J. Maxx, for instance, carried Calvin Klein jeans for a lot less than some department stores were selling them, and at the very same time. It didn't take customers long to realize that even though Maxx, like all off-price retailers, was located in out-of-the-way malls (called "strip malls" because

they're set up as one small strip of stores), it was worth the inconvenience.

Once they had come in to buy the jeans, shoppers then noticed that Maxx had other designer names, too, in menswear, women's and children's; the store just wasn't making loud noises about it. It wasn't allowed to, discounters say, for fear the manufacturers would not sell to them when the traditional stores found out the same merchandise was on sale a few miles away.

"The vendor has to sell this merchandise to *someone*," explained Maxx president Benjamin Cammerata, from his Framingham office. "They may as well sell it to us."

Many off-price merchants pay cash, too, in a tight economy. Also working to the advantage of discounters is that they move the stock quicker than full-price stores. Cammerata noted, "I have never seen as much off-price merchandise available as this year." Like the customers, manufacturers have realized the stigma once connected to discount is gone.

The first two of 79 T.J. Maxx stores opened in 1977 in Worcester and Auburn. By the end of 1982, 22 new stores in the Northeast will have opened in what can be termed as both a building and retailing phenomenon.

Maxx is not alone. In New York, Mary Jean Raini, Loehmann's president in charge of advertising and public relations, said with demure modesty, "Our customer base is always broadening." She declined to give any figures, saying only, "We're going along very nicely, and we're very happy." Happiness to that established discount fashion house means 56 stores in 26 states and three more opening up this month. With a new Hoffman's planned in Massachusetts (they don't know yet which town), Evelyn Hoffman said, "We've been going ahead very nicely."

It has been an unwritten rule that discounters don't get too close physically to traditional retailers; besides, they were not willing to pay the high rents of the prime locations. But when an off-price store moves to Newbury street (Jos. Bank) and a discounter does business in the heart of the downtown Boston shopping district (Designers Clothing Ltd.), you can bet that the rule is bending as discounters lately have become more visible and more aggressive in their fight for that shrinking consumer dollar.

"We have a very aggressive approach to the retailer — that is our niche," noted Ralph Banner, president of Designers Clothing Ltd., which changed its name in 1978 from Designers Outlet because Banner felt some manufacturers were reluctant to sell to a discount outlet. "We're still an outlet," he explained, "but they can't call it that, at least."

Banner's aggressive approach includes some advertising, plenty of friendly salespeople in the store, and a tailor on the premises. The last two erode one of the department store's greatest arguments: that they offer more and better service than the discounters.

SHOPPING, Page 18



# Changing views about discount buying

## ■ SHOPPING

Continued from Page 17

The four Designers Clothing stores that used to be exclusively men's stores have branched into women's wear as well, carrying suits, coats, raincoats and blouses for women. A recent visit to the Devonshire street store found a Misty Harbor lined raincoat marked down from \$225 to \$165, a Harve Bernard camel polo coat, \$209 from \$325; a Stanley Blacker wool plaid A-line skirt, \$64 from \$130. Their Calvin Klein men's shirts are \$16 and Daniel Hechter shirts \$14.

Reflecting the current status image in the discount stores, Hoffman's has enlarged the designer areas in every one of its five stores; has begun to carry Bally shoes in its men's area; and last fall opened a "designer boutique" at the store on Rte. 9 in Natick.

Leaders of the American apparel and fashion industry say customers are much more sophisticated, noting that middle-income buyers are more selective now. Part of their motivation, obviously, is price, and more and more shoppers, such as Lorraine Cook of Lynnfield, have vowed never to pay full price for a garment. Cook's favorite store is still Marshall's — she shops in both the Danvers and Reading branches — but she checks out each new discount store as it arrives in the area. She has found that Sym's, which opened in West Peabody last spring, has "wonderful menswear," which helps her find bargains for her husband and 16-year-old son.

Jos. A. Bank, the discount store who moved with audacity to Newbury street this year, is a store that claims its classic clothing sells for less because all of its labels are Jos. A. Bank labels, and the merchandise is made in the Bank workrooms alone. Thus an Irish don-egal tweed woman's suit is \$205, a man's wool tweed chesterfield is \$200,

and a man's wool tweed sport coat, which Bank executives claim would cost \$140 in fine stores, is \$110.

But if, as discounters and shoppers report, everyone is shopping the discount houses, who is shopping at department stores and boutiques?

Elliot J. Stone, president and chief executive officer of Jordan Marsh, said dual-income people looking for high-quality goods don't have time to push through the pipe racks of the discount houses and are shopping at department stores. "If you're running a company, whether it's a department store, a specialty store, or a discount outlet," Stone noted, "if you have a direction and point of view and you do a good business, you're going to be successful."

Filene's executives were unavailable for comment.

As discounter Ralph Banner mused, "I cannot imagine the more legitimate stores indefinitely letting us erode their business. There will definitely be some stores dropping out." He said his shop does best with the traditional natural shoulder suit for men, but that, still, "someone like Louis will always be around as a full-service store."

Gordon Levine of Coat Company in Milwaukee, was quoted in Women's Wear Daily as saying, "The department stores are doomed, in their present form, to extinction." Countered Stone: "That's nonsense. The coat buyer who said that never got beyond being a coat buyer, and there's a reason. Some department stores — Gilchrist's, the Outlet Co., and Halles for example — were always doomed to extinction. So were the discounters such as Korvette, Woolco and Mammoth Mart. There's room for everyone if you're good at what you do."

Also in Women's Wear Daily, Dick Conrad, president of Castleberry Knits, a division of Leslie Fay, went on to say, "Major stores simply don't leave paper (write orders) right away the way they

once did. After seeing a line, buyers have to go back to their merchandise managers and get funding approval, and all that takes a great deal of time. Department stores are proceeding at a slower pace than in past seasons."

Off-price stores are jumping in and moving faster than they ever have in order to turn over merchandise.

High turnover is, after all, one of the reasons discounters can ask less of a markup in price than can traditional retailers. So is low overhead in the form of fewer executive salaries. People in Boston retailing say the department stores are heavily overloaded with executives, while off-price stores are lean, keeping highly paid employees to a bare minimum.

It would seem from the advertisements that traditional retailers are beginning to ask less markup, too, just to stay in business, surrounded as they are by off-price threats. Stores are advertising sales of merchandise, such as back-to-school clothes, in advance of the season at what seems to be a heavier rate. But store officials insist that nothing has changed in their sale practices — that they've always had this type of sale.

Lord & Taylor president Harold Leppo said, "Boston has always been known as the home of the discount store. Filene's has been known for years for the basement operation." (But even Filene's is expanding its basement operations to the suburbs.) "We have never changed our merchandising strategy with regard to the discount store. Lord & Taylor is an updated classic store that prides itself on being able to carefully edit the merchandise for our customers and for the personal service that is so much a part of our reputation in the Boston community."

Obviously, we're in the heat of the battle. At this point, the winner looks to be the fashion consumer.



# From where I sit

by Samuel Feinberg

To paraphrase an advertising message of Levy's rye bread, you don't have to be Jewish to enjoy "The Self-Chosen: 'Our Crowd' Is Dead — Long Live Our Crowd" by Jean Baer (Arbor House, \$15.95).

Baer, an author and former senior editor of Seventeen magazine, has piled name on name of the current generation of outstanding Jews throughout business and the professions — she characterizes them as JEPs (Jewish Elite Persons).

The "meritocracy" on which Baer has concentrated is mainly of eastern European descent — children or

grandchildren of people who emigrated to this country within the past century. In their religious affiliation, they run the gamut of the Reform, Conservative and Orthodox branches. Some have no ties to the faith but ancestry. Some have intermarried.

These achievers should not be confused with Jews whose German antecedents arrived here in the early part of the 19th century and amassed fortunes in banking, retailing, the law and other occupations.

This "snobocracy" was the focus of "Our Crowd," written by Stephen Birmingham in 1967. It is represented by the Warburg,

Lehman, Lewisohn, Seligman, Bache, Morgenthau, Untermeyer, Guggenheim, Guggenheimer, Cullman, Schiff, Loeb and Cone families. Among retail names are Straus, Lazarus, Bloomingdale, Gimbel, Hutzler, Kaufmann, Rich and Rosenwald.

In terms of lineage, however, these members of "Our Crowd" pale by comparison with the Sephardic Jews who settled in this country three centuries ago. In that group are such names as Emma Lazarus, Cardozo, Baruch, Solis, Nathan and Seixas. Among present-day Sephardic Jews are hairdresser Vidal Sassoon and Eli and Irving

Rouso of Russ Togs.

Baer interviewed 254 persons for her book. The author set four requirements: Achievement, Class, news value and the ability to be self-revelatory. By class, she means "the essence of a person, caring about others who are less fortunate." In selecting individuals from the aspect of news value, she "eliminated a number of JEPs such as Barbra Streisand, Barbara Walters and Armand Hammer because so much has already been written about them or because they had told their story in their own books."

Among retailing's JEPs: Robert Sakowitz, Helen

Galland, Andrew Goodman, Sy Syms, Gertrude G. Michelson, Charles Lazarus and Lew Lehrman, the drug store magnate who was recently defeated as the Republican candidate for governor of New York.

Apparel: Pauline Trigere, Mollie Parnis, the Haas family of Levi Strauss & Co., Richard J. Schwartz, John Pomerantz, Norman Hinerfeld and Diane Von Furstenberg.

Cosmetics: Estee and other members of the Lauder family, and Adrien Arpel.

Textiles: The Cone family, Burlington Industries' Frank Greenberg and Malden Mills' Moses Feuerstein.

It should be interpolated that this 372-page book would have been twice as long if Baer had included profiles of, or even just listed, other top executives in retailing and the fashion-related industries.

Industry: Irving Shapiro,

## The Jewish elite list is brought up to date

Edgar Bronfman, Sherry Lansing, Irwin Lerner, Lester Crown, Laurence and Preston R. Tisch, George Klein, George Weissman, Marvin Davis, Leon Hess, Elmer Winter, Morris Tanenbaum and Ross Barzilay.

Banking: Sanford L. Weill, Stephen Schwarzman, Ivan Boesky, Maynard Wishner, Felix Rohatyn, Benjamin Buttenwieser and Alan Greenberg.

Real estate: The Reichmann, Fisher, Rose, Tishman and LeFrak families, Jack Weiler, Robert Arnow, Harold Uris and Leonard Stern.

Hotels: The Pritzker and Tisch families. Performing and visual arts: Pinchas and Eugenia Zukerman, Roberta Peters, Jan Peerce, Robert Merrill and Louise Nevelson.

Publishing: The Sulzberger and Newhouse families, Walter Annenberg and Roger Straus Jr.

Politics and diplomacy: Sol. M. Linowitz, Maxwell Rabb, John L. Loeb Jr. and Frank Lautenberg, former industrialist who was recently elected U.S. senator from New Jersey on the Democratic ticket.



# Retail industry fete sets honor for Sy Syms, Nov. 18

Sy Syms, president of Syms Clothing, Inc., will be the guest of honor at a corporate dinner which will be held under the auspices of the Retail Industry Division of State of Israel Bonds on Thursday, November 18, at 6:30 P.M., at the New York Hilton.

Syms will receive the Israel Menorah Award in recognition of his preeminent role in the retailing industry, his dedica-



Sy Syms

tion to the economic upbuilding of the State of Israel, and his outstanding efforts on behalf of humanitarian causes at home and abroad.

Announcement of the event was made by Robert Katz of Benhil Men's Shops,

who is serving as dinner chairman. Howard Samuels, general chairman of the Israel Bond campaign in the Greater New York area and commissioner of the North American Soccer League, is honorary chairman.

Associate chairmen include Charles Ballon, Phillips, Nizer, Benjamin, Krim & Ballon; Stanley Blacker, Stanley Blacker, Inc.; George Greenberg, Loehmanns, Inc.; Samuel Hausman, Belding, Heminway Co. Inc.; Alfred Hazan, Isaac Hazan Co.; David Pincus, Pincus Bros. Maxwell; Michael Rappaport, Damon Creations Inc.; Irving M. Rosenbaum, S.E. Nichols, Inc., and Eli Rousso, Russ Togs, Inc.

Syms has served as chairman of the Israel Bond Commerce and Industry Division for the past five years. Last June, he sat on the dais of a luncheon honoring Prime Minister Menachem Begin, at which time he became a member of the Canal Founders Society. Canal Founders is an honorary society of individuals who purchase \$100,000 in Bonds to finance the first stages of construction of the vital Mediterranean-Dead Sea Canal project, which when completed will provide hydroelectric power to reduce Israel's dependence on other sources of energy.

In addition to his close association with Israel Bonds, he also is active in the UJA-Federation, Boys Town of Jerusalem and the Alexander D. Goode-Ben Goldman Lodge of B'nai B'rith. He is on the Board of Directors of the N.Y. Better Business Bureau. He has been for the past three years vice-chairman of the Inner-City Scholarship Fund for Catholic Charities.



Bernie Miller's



# update

*The game of love is never called off on account of darkness.*

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Dashes and Flashes ... Will you be among the huge turnout next Thursday at the New York Hilton to join in a highly deserving tribute of admiration and affection to Sy Syms, one of our industry's most respected luminaries and philanthropists, at the Retail Division's State of Isreal Bond dinner? ... Two industry associations are said to be moving to 34th St. to pare their overhead ... Martha Gentile, my choice for Wow-Wow sec'y (of the month) gave me the scoop on the blessed event shared by her boss Alan (Oxford Apparel) Fromkins and his beautiful wife Leslie with the arrival of Alyssa ... Sal Schiliro was appointed ad rep for NAMSB's "Directions" Magazine and has already brought in a cache of big ones ... Sudden thought: Whatever happened to Claus Von Bulow? ... Yes, Murray (Jeremy Cobb) Garfield was elected to the Board of Governors of the Friars Club ... Bergdorf-Goodman advertising Gail Blacker designs ... Barbara and Arnold Largever had a big barmitzvah bash for their young Ambassador — Jayson David ... We're happy to report that Joe Gordon is recuperating under Dr. Pritikin's supervision ... For Pleasurable Dining, it's the Metropolitan Cafe (1st Ave. and 53rd St.) The food prices and ambience are as attractive as the waitresses ... Celebrity Citing at a glittering performance of "Cats" — the Morty Aprils, the Bernie Tolls and the Gerald Abrahams ... See you in this space next Friday.

APRIL-MARCUS 350 FIFTH AVENUE, NEW YORK, NEW YORK 10118 212-736-4831





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at a

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Ambassador Amos Ganor

Advisor to Israel's Foreign Ministry

Thursday, November 18, 1982

The New York Hilton

Avenue of the Americas and 54th Street  
New York City

Reception: 6:30 P.M.

Dinner: 7:30 P.M.

R.S.V.P.

Dress Optional

Cover \$100 per person



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NOVEMBER 1982

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## *A Timely Tribute*



The Retail Industry Division of State of Israel Bonds takes particular pride in according this public tribute to Sy Syms, 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.

Sy is seen on television by more viewers in the Greater New York area than Johnny Carson and Archie Bunker combined. His TV commercials as president and chief spokesman of Syms Clothing, 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 "an educated consumer is our best customer" and obviously his fans believe him because he keeps adding to his chain of retail outlets which now number 11. They are located in Manhattan, Buffalo, New York, Miami, Florida, Woodbridge and Bergen, N.J., Long Island, Westchester and in Washington, D.C., where he has two stores.

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. Sy is proud of the role he has played in the past five years as chairman of the Israel Bond Commerce and Industry Division.

Syms last June sat on the dais of a luncheon honoring prime Minister Menachem Begin, at which time he became a member of the Canal Founders Society. Canal Founders is an honorary society of individuals who purchase \$100,000 in Bonds to finance the first stages of construction of the vital Mediterranean-Dead Sea Canal project, which when completed will provide hydro-electric power to reduce Israel's dependence on other sources of energy.

A resident of Manhattan and formerly of Bronxville, N.Y. Sy lived in Yonkers from 1953-1964. In 1963, he ran for the Yonkers City Council. While residing there, he was a member of the Lincoln Park Jewish Center.

In addition to his close association with Israel Bonds, Sy also is active in the UJA-Federation, Boys Town of Jerusalem and the Alexander D. Goode-Ben Goldman Lodge of B'nai B'rith. He is on the Board of Directors of the N.Y. Better Business Bureau. He has been for the past three years Vice-Chairman of the Inner-City Scholarship Fund for Catholic Charities.

In all his communal and business endeavors, Sy receives the support and encouragement of his six children, four of whom are associated with Syms Clothing: daughter Marcy, who appears on TV for the company, appealing to the distaff side; son Robert, who also appears on the small screen with a message to young businessmen, and sons Stephen and Richard, who play an active role in the business without being seen in public.

It is to men of the caliber of Sy Syms and to the men and women in every walk of life who share his concern for world peace 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.



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## RETAIL

# No-frills off-price retail clothiers flourish in

Though fewer off-pricers sell men's clothing, their ranks are growing. Businessmen like Robert Harrison are beginning to seek out bargains from stores such as Sym's and Dash's. Harrison once shopped the department stores and men's specialty boutiques, such as James'.

He now buys all his dress clothes at Syms, and recent purchases include a three-piece, wool-blend Pierre Cardin suit for \$158 and a cashmere overcoat for \$95. He is still thinking about an Italian-made Brioni suit that usually retails for \$650 and that Syms was offering for \$300.

Though company spokeswoman Marcy Syms describes current sales as "pretty flat," the East Coast chain recently opened a new store in Rockville.

Some off-price businesses cater to the entire family as well as sell shoes, household wares and gifts. Burlington Coat Factory (no relation to Burlington Industries) opened a second area store at Bailey's Crossroads last year with an assortment of goods — from raincoats to sheets to tennis shoes.

Though some of its merchandise comes from the Burlington factory in New Jersey, the chain store has doubled its outlets in the past year and all this growth has come from sales of off-price items.

The company clearly sees further growth by appealing to a broad customer spectrum.



Syms: a new move by off-price clothiers to include designer men's fashions



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DECEMBER 6, 1982













## Off-price stores peddle bargains, not atmosphere

By Rebecca Aikman  
Staff Writer

At the Syms store in Paramus, the only outward sign of the holiday season is a dogeared greeting card a cashier tacked up over her register. The rest of the store is all business: bare black walls, gray linoleum floors, and pipe racks of clothes in a space that looks more like an airplane hangar than a fashionable clothing shop.

The department stores at nearby malls, on the other hand, have lights and music and Christmas trees. But for all the stores' outward gaiety, the major retailers are fretting about the recession spoiling their business this year, while the big worry at no-frills stores like Syms is how to handle the crowds.

On a recent weekend afternoon, cars full of bargain-seekers backed up onto Route 17 in front of the store, waiting for some precious

space in the packed parking lot. And once inside, patrons lined up 10-deep at the bank of checkout counters.

"Why shop at the big department stores when you can get the same thing here at half the price?" asked Margaret Dunleavy, a teacher who came from the Bronx to join the crush.

Why indeed? It's a question more consumers are asking these days, as stores like Syms, Annie Sez, National Brands Outlet, Marshall's, and Loehmann's — where the low prices match the stripped-down decor — entice an increasingly value-conscious shopper away from established stores.

### Same clothes, lower prices

These bare-bones operations typically offer some of the same nationally known, brand-name clothing departments stores do. But the prices

are another story: usually 20 to 50 percent less.

The selections may be spotty and limited, and customers frequently have to put up with communal dressing rooms, sparse sales help, or no-credit policies. Yet more and more shoppers seem to think the values

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## Inside

● *Despite a tough economic year, many companies still plan to give Christmas bonuses. Page E-10.*

