



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

MS-920: Sy Syms Papers, 1944-2012.
Series C: Scrapbooks, 1938, 1970-2000, undated.

Box
7

Folder
2

General, 1983-1984, undated.

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

*The Real Estate and Construction Council
of Lincoln Center*

presents

"An Evening at Lincoln Center"

Monday, June 13, 1983

Metropolitan Opera House

to benefit

all the performing arts companies

at Lincoln Center

Metropolitan Opera

Juilliard School

New York City Opera

Chamber Music Society of Lincoln Center

New York Philharmonic

New York City Ballet

Film Society of Lincoln Center

Lincoln Center Theater Company

Lincoln Center for the Performing Arts, Inc.

Cover Photo Courtesy of William I. Kaufman

The Real Estate and Construction Council Of Lincoln Center

The Real Estate and Construction Council of the Lincoln Center Consolidated Corporate Fund Drive was formed to encourage support through corporate contributions for all of the performing arts companies at Lincoln Center: Metropolitan Opera, New York Philharmonic, Juilliard School, New York City Ballet, New York City Opera, Film Society of Lincoln Center, Chamber Music Society of Lincoln Center, Lincoln Center Theater Company, and Lincoln Center for the Performing Arts, Inc.

Real Estate and Construction Council Steering Committee

Charles B. Benenson, Council Chairman

President, Benenson Realty Company

ROBERT H. ARNOW
President
Swig, Weiler and Arnow Mgt. Co., Inc.

JOHN J. AVLON
President
Park Summit Realty Corp.

DAVID M. BALDWIN
President
Helmsley-Noyes Company, Inc.

M. ANTHONY FISHER
Partner
Fisher Brothers

RICHARD L. FISHER
Chief Financial Officer
Fisher Brothers

HARRY B. HELMSLEY
President
Helmsley-Spear, Inc.

LAWRENCE D. HOROWITZ
President
Peter Lawrence Real Estate Co.

PETER S. KALIKOW
President
Kalikow Properties, Inc.

PETER L. MALKIN
Senior Partner
Wien, Malkin & Bettex

ROBERT C. MARVILLE
Executive Vice President
Rockefeller Center, Inc.

HOWARD MILSTEIN
President
Milford Hotel Corp.

PHILIP MILSTEIN
President
Milford Management Corp.

EDWARD J. MINSKOFF
Executive Vice President-Corporate
Olympia & York Properties

CARL A. MORSE
Chairman, Finance Committee
Morse/Diesel, Inc.

HENRY PEARCE
Chairman Emeritus
Pearce, Urstadt, Mayer & Greer, Inc.

LEONE J. PETERS
Honorary Chairman of the Board
Cushman & Wakefield, Inc.

VINCENT JAMES PETERS
President
Huberth & Peters, Inc.

BURTON P. RESNICK
President
Jack Resnick & Sons, Inc.

FREDERICK P. ROSE
Chairman
Rose Associates, Inc.

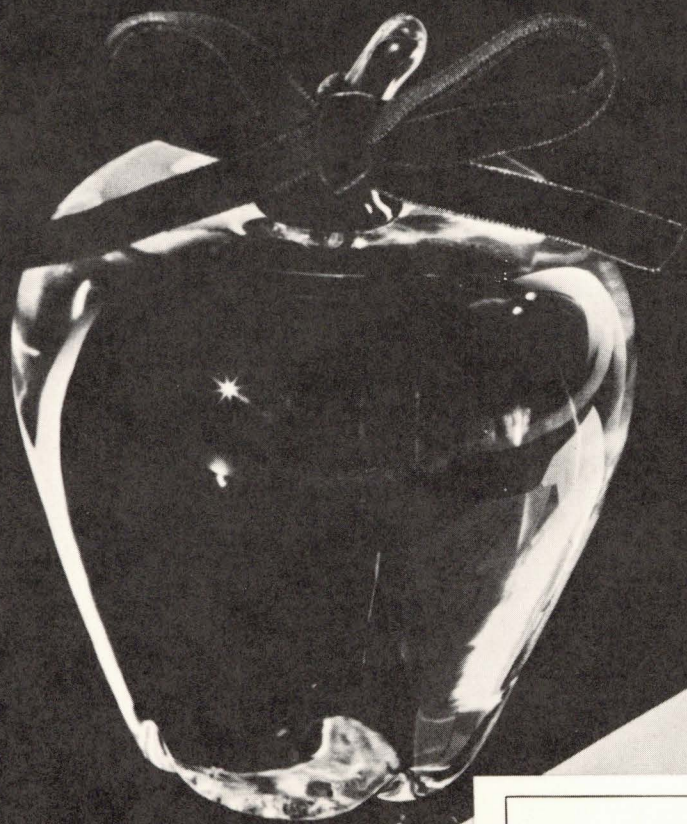
LEWIS RUDIN
President
Rudin Management Co., Inc.

SHELDON H. SOLOW
President
Solow Management Corp.

ALAN V. TISHMAN
Executive Vice President
Tishman Management & Leasing Corp.

JOHN L. TISHMAN
Chairman
Tishman Realty & Construction Co., Inc.





*Fisher Brothers
salutes the artists and audiences
of Lincoln Center
for the Performing Arts.*



Fisher Brothers Investment Builders 299 Park Avenue New York, NY 10017

With the compliments of

Swanke Hayden Connell Architects



“THE MORE YOU KNOW ABOUT CLOTHING

THE BETTER IT IS FOR **SYMS** WHERE

AN EDUCATED CONSUMER IS OUR BEST CUSTOMER.”

SYMS

CLOTHING, INC.



LAUGHTER HITS THE ROAD!



CINEMA THIRTEEN presents the Crosby-Hope-Lamour troupe. They're travelin' light—with bags of gags—in their famous series of comedy gems.

TOMORROW, 10PM (Rebroadcast Tues., June 7, 11PM)

THE ROAD TO ZANZIBAR

SAT., JUNE 11, 10PM (Rebroadcast Tues., June 14, 11PM)

THE ROAD TO UTOPIA

SAT., JUNE 18, 10PM

THE ROAD TO SINGAPORE

TUES., JUNE 28, 11PM

THE ROAD TO MOROCCO

THIRTEEN presentation made possible by a grant from **SYMS**

wnet/THIRTEEN
Cinema THIRTEEN
"Road Pictures"
Friday, June 3, 1983
Unit # 18 (300 lines)
NEW YORK TIMES

L

C31



LAUGHTER HITS THE ROAD!



CINEMA THIRTEEN presents the Crosby-Hope-Lamour troupe. They're travelin' light—with bags of gags—in their famous series of comedy gems.

TOMORROW, 10PM (Rebroadcast Tues., June 7, 11PM)

THE ROAD TO ZANZIBAR

SAT., JUNE 11, 10PM (Rebroadcast Tues., June 14, 11PM)

THE ROAD TO UTOPIA

SAT., JUNE 18, 10PM

THE ROAD TO SINGAPORE

TUES., JUNE 28, 11PM

THE ROAD TO MOROCCO

THIRTEEN presentation made possible by a grant from **SYMS**

THE NEW YORK TIMES, FRIDAY, JUNE 3, 1983

Mining a 'ripe' upscale market

By Daniel Kahn
Newsday Long Island Business Editor

In 1951, as Eugene Ferkauf was perfecting the discount department store named E. J. Korvette, a young wholesale liquor salesman decided to move into the retail business.

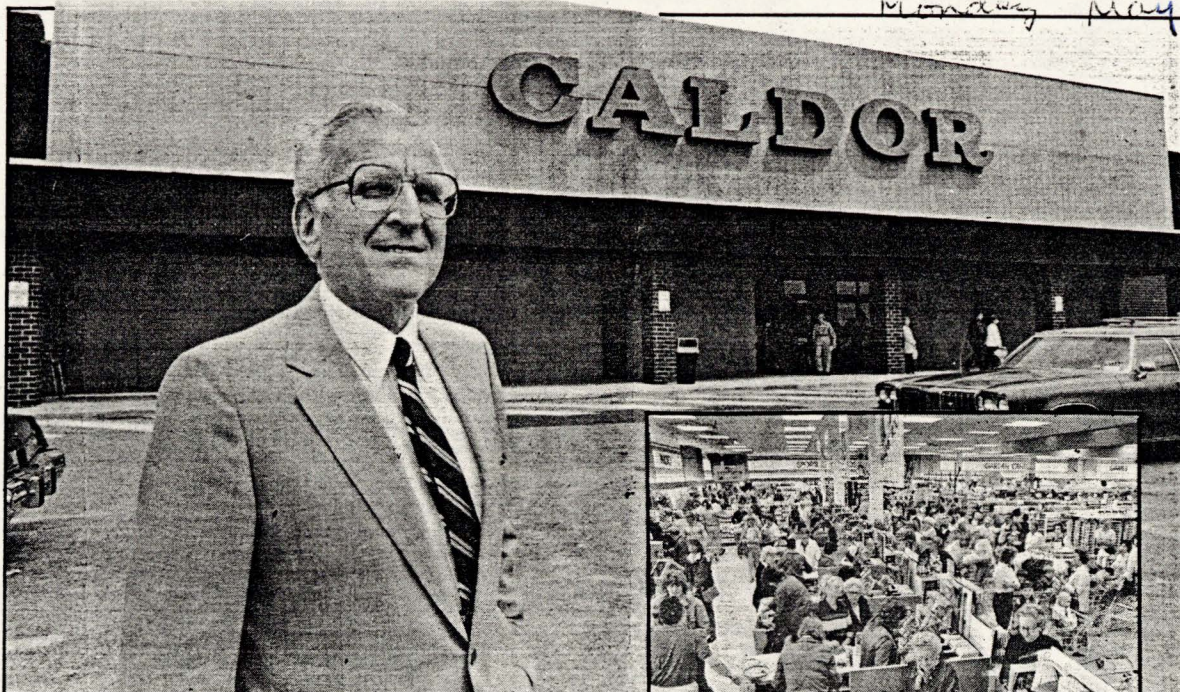
With an \$8,000 bankroll, Carl Bennett and his wife Dorothy began selling toys, gifts and luggage at discount prices from a 1,200-square-foot second-floor walk-up outlet in Port Chester, N. Y. Putting together a composite of their first names — Cal for Carl and Dor for Dorothy — the Bennetts came up with a name for their store: Caldor.

Caldor began the way Ferkauf's did, selling discount luggage and small appliances from cramped second-floor quarters in a Manhattan walk-up. But where E. J. Korvette — later known as Korvettes — turned into a self-devouring monster after Ferkauf sold his chain, to French interests, Caldor has prospered.

From his corporate headquarters in Norwalk, Conn., the 63-year-old Bennett oversees 84 "upscale" discount department stores in six northeastern states. The two newest — and the first ones on Long Island — opened last week in Bridgehampton and Rocky Point. Three additional Caldor units are scheduled to open in Suffolk later this year.

Caldor is recognized as one of the country's most successful retail operations. Its sales and earnings have averaged gains of 18 per cent to 20 per cent for many years, according to Bennett. The chain was acquired two years ago by Associated Dry Goods Corp., which is also the parent of Lord & Taylor and 13 other major department stores.

According to analysts for Prudential-Bache Securities, Caldor last year accounted for 25 per cent of Associated's profits and 30 per cent of its revenues. The analysts, David C. Taylor



Newsday Photos/William J. Senti Jr.

Caldor's Carl Bennett has opened the chain's first LI outlets in Rocky Point and Bridgehampton. At right, opening day checkout lines at Bridgehampton.



and James B. Cohen, pointed out that Associated is in the process of acquiring Loehmann's, the "dean" of off-price retailing.

"Both [Caldor and Loehmann's] are highly profitable operations that have been growing rapidly and are capable of continued aggressive expansion," Taylor and Cohen wrote in a recent market letter. "Both are at the leading edge of what are generally considered to be among the hottest areas of retailing; namely, upscale discounting and off-price merchandising."

Long Island, with its comparatively affluent population, has grown into a prime market for the upscale discounters. There are the well-entrenched Loehmann's and Syms, the fast-growing Jeffreys, and the most recent entry, Filene's Basement. However, those chains carry only clothing and other soft goods.

The discount department store, which once flourished on the Island under names like Billy Blake's and White's, fell victim to the eco-

nomie dislocations of the 1970s. Only a hardy few, like George Seedman's Times Square Stores, survived.

But none of those that remain or have recently arrived compete in Caldor's target range of middle- and upper-income consumers, Bennett says. "In our area, no one has the complete line that we have. That's why the Long Island market is so ripe for us." Caldor carries only first-quality and name-brand merchandise in 80 departments of both hard goods — appliances, for example — and soft goods, such as clothing and linen, according to Bennett.

Caldor's Long Island entry was inadvertently facilitated by F. W. Woolworth Co. When Woolworth closed its Woolco discount chain, at the start of the year, Caldor acquired the former Woolco outlets in Bridgehampton, Rocky Point, East Patchogue, Lake Ronkonkoma and Riverhead.

Competition in those locations will come primarily from a soon-to-open Stern's in

Hampton Bays and Sears, Roebuck and Sweeney's stores in Patchogue and Riverhead.

Caldor intends to expand its Long Island operations quickly. A Coram store is planned for next year, and then the chain will move westward. "Next year we'll go after the Nassau market," Bennett said. "We'd like to have four there by the fall of 1984." He did not specify sites for the Nassau stores.

When Bennett, a newlywed in 1951, decided to leave the wholesale liquor business, retailing was an understandable choice. As a youth, he had worked in his father's grocery store in Greenwich, Conn.

Bennett's wife was a physiotherapist with no previous experience as a retailer. "All we wanted was a nice small business to keep us involved and content," Bennett said. "We didn't mind the hard work and sweat."

It certainly paid off. "We never made nothing but money since the day we opened," Bennett said.

The Bennetts established their marketing posture right from the start: upscale, first quality, no seconds or irregulars. They expanded slowly; soft goods weren't added until 1959. And they kept the stores reasonably small. The Rocky Point unit, for example, has 80,000 square feet of space and the Bridgehampton unit operates in 86,000 square feet.

They thus managed to avoid one of Korvettes' major problems: Caldor didn't take on more store than was economically warranted. Some of the Korvettes stores had 250,000 square feet of space, and more.

Also, by building the chain in the Northeast, Bennett was able to maintain close supervision — something Korvettes management, based in New York, was unable to do with stores as far west as St. Louis and Detroit.

But Caldor is readying its first foray out of the Northeast, to Baltimore, later this year. "We've been a regional chain," Bennett acknowledged. "But we don't set any limits for ourselves."

Does that mean Bennett envisions growing into a national chain. "No," he said. "We have too much to do filling in the gaps." Caldor's southernmost exposure now is in Toms River, N. J., so there is a lot of territory left to fill between there and Baltimore.

There are also some gaps in the Northeast. Caldor has 22 stores in New York, but mainly in the Hudson Valley, leaving a lot of regions ripe for an outlet elsewhere in the state. Connecticut, with 29 stores, and Massachusetts, with 21, are well represented. But New Jersey has only nine stores, Rhode Island, two, and New Hampshire, one.

Caldor is expanding as fast as it can. In the past, Bennett said, it has averaged 10 new stores a year. This year will see the addition of 17 stores, and seven are already set for 1984.

The Bennetts, who live in Stamford, Conn., have three children, but none of the family has joined the business. That was a factor in the sale to Associated Dry Goods, since Bennett had reached the age where he began thinking about a successor.

"You never know when the guy upstairs will blow the bugle," he said.

The acquisition made sense on a business level, too. "We bring a lot of sales and profits to them," Bennett said. "And they bring financial strength and continuity to us."

The key, though, remains on the selling floor, as it did when the Bennetts opened their first shop back in Port Chester. Offer good service, they said, and treat the customers the way you'd want to be treated yourself. ■

Monday May 30, 1983

Mining a 'ripe' upscale market

By Daniel Kahn

Newsday Long Island Business Editor

In 1951, as Eugene Ferkauf was perfecting the discount department store named E. J. Korvette, a young wholesale liquor salesman decided to move into the retail business.

With an \$8,000 bankroll, Carl Bennett and his wife Dorothy began selling toys, gifts and luggage at discount prices from a 1,200-square-foot second-floor walk-up outlet in Port Chester, N. Y. Putting together a composite of their first names — Cal for Carl and Dor for Dorothy — the Bennetts came up with a name for their store: Caldor.

Caldor began the way Ferkauf's did, selling discount luggage and small appliances from cramped second-floor quarters in a Manhattan walk-up. But where E. J. Korvette — later known as Korvettes — turned into a self-devouring monster after Ferkauf sold his chain to French interests, Caldor has prospered.

From his corporate headquarters in Norwalk, Conn., the 63-year-old Bennett oversees 84 "upscale" discount department stores in six northeastern states. The two newest — and the first ones on Long Island — opened last week in Bridgehampton and Rocky Point. Three additional Caldor units are scheduled to open in Suffolk later this year.

Caldor is recognized as one of the country's most successful retail operations. Its sales and earnings have averaged gains of 18 per cent to 20 per cent for many years, according to Bennett. The chain was acquired two years ago by Associated Dry Goods Corp., which is also the parent of Lord & Taylor and 13 other major department stores.

According to analysts for Prudential-Bache Securities, Caldor last year accounted for 25 per cent of Associated's profits and 30 per cent of its revenues. The analysts, David C. Taylor



Newsday Photos/William J. Senft Jr.

Caldor's Carl Bennett has opened the chain's first LI outlets in Rocky Point and Bridgehampton. At right, opening day checkout lines at Bridgehampton.

and James B. Cohen, pointed out that Associated is in the process of acquiring Loehmann's, the "dean" of off-price retailing.

"Both [Caldor and Loehmann's] are highly profitable operations that have been growing rapidly and are capable of continued aggressive expansion," Taylor and Cohen wrote in a recent market letter. "Both are at the leading edge of what are generally considered to be among the hottest areas of retailing; namely, upscale discounting and off-price merchandising."

Long Island, with its comparatively affluent population, has grown into a prime market for the upscale discounters. There are the well-entrenched Loehmann's and Syms, the fast-growing Jeffrey's, and the most recent entry, Filene's Basement. However, those chains carry only clothing and other soft goods.

The discount department store, which once flourished on the Island under names like Billy Blake's and White's, fell victim to the eco-

nomie dislocations of the 1970s. Only a hardy few, like George Seedman's Times Square Stores, survived.

But none of those that remain or have recently arrived compete in Caldor's target range of middle- and upper-income consumers, Bennett says. "In our area, no one has the complete line that we have. That's why the Long Island market is so ripe for us." Caldor carries only first-quality and name-brand merchandise in 80 departments of both hard goods — appliances, for example — and soft goods, such as clothing and linen, according to Bennett.

Caldor's Long Island entry was inadvertently facilitated by F. W. Woolworth Co. When Woolworth closed its Woolco discount chain, at the start of the year, Caldor acquired the former Woolco outlets in Bridgehampton, Rocky Point, East Patchogue, Lake Ronkonkoma and Riverhead.

Competition in those locations will come primarily from a soon-to-open Stern's in

Hampton Bays and Sears, Roebuck and Swartz's stores in Patchogue and Riverhead.

Caldor intends to expand its Long Island operations quickly. A Coram store is planned for next year, and then the chain will move westward. "Next year we'll go after the Nassau market," Bennett said. "We'd like to have four there by the fall of 1984." He did not specify sites for the Nassau stores.

When Bennett, a newlywed in 1951, decided to leave the wholesale liquor business, retailing was an understandable choice. As a youth, he had worked in his father's grocery store in Greenwich, Conn.

Bennett's wife was a physiotherapist with no previous experience as a retailer. "All we wanted was a nice small business to keep us involved and content," Bennett said. "We didn't mind the hard work and sweat."

It certainly paid off. "We never made nothing but money since the day we opened," Bennett said.

PEOPLE IN BUSINESS

Scapbook
Newsday
Monday May 30, 1983

The Bennetts established their marketing posture right from the start: upscale, first quality, no seconds or irregulars. They expanded slowly; soft goods weren't added until 1959. And they kept the stores reasonably small. The Rocky Point unit, for example, has 80,000 square feet of space and the Bridgehampton unit operates in 86,000 square feet.

They thus managed to avoid one of Korvettes' major problems: Caldor didn't take on more store than was economically warranted. Some of the Korvettes stores had 250,000 square feet of space, and more.

Also, by building the chain in the Northeast, Bennett was able to maintain close supervision — something Korvettes management, based in New York, was unable to do with stores as far west as St. Louis and Detroit.

But Caldor is readying its first foray out of the Northeast, to Baltimore, later this year. "We've been a regional chain," Bennett acknowledged. "But we don't set any limits for ourselves."

Does that mean Bennett envisions growing into a national chain. "No," he said. "We have too much to do filling in the gaps." Caldor's southernmost exposure now is in Toms River, N. J., so there is a lot of territory left to fill between there and Baltimore.

There are also some gaps in the Northeast. Caldor has 22 stores in New York, but mainly in the Hudson Valley, leaving a lot of regions ripe for an outlet elsewhere in the state. Connecticut, with 29 stores, and Massachusetts, with 21, are well represented. But New Jersey has only nine stores, Rhode Island, two, and New Hampshire, one.

Caldor is expanding as fast as it can. In the past, Bennett said, it has averaged 10 new stores a year. This year will see the addition of 17 stores, and seven are already set for 1984.

The Bennetts, who live in Stamford, Conn., have three children, but none of the family has joined the business. That was a factor in the sale to Associated Dry Goods, since Bennett had reached the age where he began thinking about a successor.

"You never know when the guy upstairs will blow the bugle," he said.

The acquisition made sense on a business level, too. "We bring a lot of sales and profits to them," Bennett said. "And they bring financial strength and continuity to us."

The key, though, remains on the selling floor, as it did when the Bennetts opened their first shop back in Port Chester. Offer good service, they said, and treat the customers the way you'd want to be treated yourself. ■

The Double Life of MARCY SYMS

Her famous family name is virtually synonymous with off-price retailing, but lately Marcy Syms has undertaken a very different mission: namely, rejuvenating venerable A. Sulka, where an affluent connoisseur is her best customer. And she's showing that she's learned the family business very well indeed.

BY STAN GELLERS

On camera, TV pitch-person Marcy Syms wears large, no-nonsense eyeglasses and delivers crisply punctuated commercials for her family's famous off-price retail chain with a steady, comforting precision, making sure she pronounces it all exactly right.

Not too slick, but very practiced. Quite settled, almost matronly, reassuringly suburban.

Off-camera, relaxing in a leather wingback chair in A. Sulka's "library," where customers select custom shirt fabrics, she is another woman. This president of one of the most venerable men's haberdashers is 32, recently single, and has never worn glasses: Her vision is 20/20, and the specs are just a prop.

She is an intriguing before-and-after story on a number of levels, her own make-over—and that of Sulka. The same, but different.

While she may be an obvious example of the boss'-daughter syndrome, in the case of Marcy Syms, it doesn't really follow form. Already advertising and community relations director of Syms, she was entranced by the challenge of Sulka even before her father Sy bought the aging prestige chain in November 1981. But she had to earn her shantung stripes.

"I was drawn to it, but I had to prove myself," she says. "I had read about the store in Stanley Marcus' book, 'Quest for the Best.' And I loved the famous people who went



to the store for their shirts and ties. I became so excited about the idea of my father's buying Sulka that I'm sure I influenced the eventual purchase." And she took over the presidency last September.

Discussing Sulka as it was, and where it's going, Marcy sounds very like her father, ticking off the bits and pieces of the well-publicized merchandising formula that built his hugely successful namesake business. Now an 11-store chain and still privately owned, Syms did an estimated \$115 million last year, with an after-tax profit of \$10 million.

Marcy admits she closely shadowed her father during her apprenticeship at Syms, starting in 1978. Consequently, she was trained to a fare-thee-well by Sy, who is generally acknowledged as one of the progenitors of today's off-price phenomenon.

Lighting a Vantage cigarette and inhaling deeply, she acknowledges her debt. "He's my daddy, advisor, teacher, friend . . . I'd have had to

be nuts not to use his incredible expertise and knowledge."

She obviously delights in talking about it. She loves the store business, she says, but also considers herself a "... theater freak. I love all beautiful things." An important preference, it turns out, since Sulka is certainly the place one hopes to find the best in haberdashery.

For background, she notes that Amos Sulka (whose father was French) opened his first store in lower Manhattan in 1895; a French counterpart was opened almost immediately in Paris. Today, there are two units in New York, with branches in San Francisco, London and Paris. "We still call them haberdashers, because they're geared to the same man who buys custom clothes," she states emphatically.

Despite the far-flung locations, all Sulka shops have the same signature navy blue/dark wood and gold interiors. And merchandise is deliberately duplicated throughout all units of the mini-chain. For this customer, A. Sulka is a Sulka is a Sulka. This will not change because Marcy is convinced that a fixed, identifiable image is one of Sulka's inherent strengths.

However, she continues to lead a curious "double life" herself, with a studied plain-Jane TV image for Syms, juxtaposed against her glamorous role at Sulka.

The dichotomy tickles her. "Oh, I know I look older (on TV), but I felt the look was right. When I tried the

PHOTOGRAPH BY NAOMI KALTMAN, MAKEUP BY JANE PITTMAN





Sulka is neither a toy nor a tax loss to the Syms clan. "We have a well-respected name worth saving and growing. It's a missing link in the men's retail business. Really, how many expensive haberdashers are there left in this country?" Marcy asks.



glasses on, I liked what I saw. After all, I was going into people's homes," she laughs, "and I wanted to be less recognizable at my local deli. It works." It also has many viewers assuming that she is Sy Syms' wife, not his daughter.

In person, of course, she looks years younger and considerably more svelte. Her clothes, to be sure, come from Syms: "I wouldn't wear anything else. But, you know, I've finally started to relax. I once felt that I had to dress for success and hide behind the facade of a suit. Well, I feel more confident now and I've fallen back on sweater sets—chemises and slacks and dresses . . . lots of dresses."

Ask who her favorite designers are and her evasive answer sounds like father Sy intoning the credo, "We never mention a designer or brand name."

All this can be taken as further proof of the sharp business sense she inherits. And hopefully, it could turn out to be contagious. The off-price chain is really a family affair. Her brother Robert is in the clothing end of the business, and followed Sy (a one-time radio sports announcer) and Marcy onto TV. Another brother, Stephen, buys furnishings and small leathers, while Richard is being primed as a store manager. Two more Syms are in the wings.

Marcy's life in the store business goes back to her pre-teens when she started working in early Syms locations. She received an M.A. in broadcast communications at Boston University and after a stint at radio station WMCA in New York, moved to Washington, D.C., to become a television producer. This, in a roundabout way, led her to Syms—and eventually, Sulka.

"My father asked me to search out possible locations in the Washington area. And after the two Syms stores were launched, I said to myself: 'This is where my future is.'"

The men's wear market became her finishing school. "I literally hounded my father and followed him everywhere in the market. I was his shadow and sopped up everything I could about all phases of running the business."

Sulka came along in 1981, and finalizing the acquisition was remarkably fast. The final link to be put into place—and, it's imminent—is the turning over of the Paris store

by Mitterand's Socialist government. At that point, the Syms operation will have worldwide rights to the Sulka name.

Discussing her everyday working schedule, Marcy insists the family's off-price chain and posh haberdashery are totally compatible. "Both offer top value for the price. And I love being in both worlds. It keeps me on my toes." At the same time, traveling out to company headquarters in Lyndhurst, N.J., rudely brings back the realities of selling apparel to the masses. After fondling Sulka's \$95 dress shirts . . . \$650 blazers . . . \$600 raincoats . . . and cashmere robes that sell for an astonishing \$3,500 . . . mainstream seems so, well, mainstream.

If Sulka sounds like a retail never-never land, it's not. It's not a toy or a tax loss. Syms says, "We have a well-respected name worth saving and growing. It's a missing link in the men's retail business. Really, how many expensive haberdashers are there left in this country?"

The Syms clan has turned Sulka, badly run down at the takeover, into the black. During the last six months, the Syms touch has become very apparent. This young executive set out "to bring the business back to the good old days." To do this, however, meant a modern top-to-bottom merchandise overhaul and a fine-tuning of the mechanics of running the chain.

"I wanted to put together a team to fulfill my dream of restoring the Sulka name," says Syms. She signed on marketing pro David Bernard to engineer a blossoming franchise operation—and an image update. Michel Kramer, knowledgeable from his own furnishings business, became Sym's ally in merchandising. As an aside, she confides that she loves picking swatches, imagining how the fabric will look in garment form.

This is about the only blue-skying Marcy Syms allows herself. Perhaps it's her deep involvement in the tough world of off-price merchandise—or maybe the fact that she's swept up in the same kind of work commitment Sy Syms is known for—yet Marcy Syms is very realistic about Sulka's future.

Leaning forward in her chair with an intent look, she says, "We're in a Catch-22 situation with a wonderful name. Depending on the name isn't

enough: It's what's behind it. We can't stand on our laurels." And Sulka hasn't, since Syms entered the picture.

She says about 40 percent of the store's U.S. customers are in the New York metro area, with the balance derived from the San Francisco unit, or from mail order business across the country. Much like Packard motor cars and Tiffany glass, the Sulka name is remembered. A recent consumer phone survey in Chicago revealed a surprising number of men who recognized the name and wanted to buy at the prestige haberdasher. Franchising seemed the next step.

Naturally, Sulka franchises, to be opened in selected prestige stores, will be pioneered in the money towns—Palm Beach, Pittsburgh, Houston and Dallas, etc. Good reason, too. Researching the demographics of the current Sulka customer turned up the fact that he makes over \$75,000 a year and spends about \$4,000 on his clothes.

"The interesting thing about the Sulka man is that he shops by and for himself," she says. "That's why I love spending so much time in the store, hearing them reminisce about the days when they or their fathers went off to school with a load of Sulka shirts and ties."

As far as she's concerned, the Sulka customer's attitude hasn't changed. "They do like quiet, unpretentious things . . . but some are really quietly outrageous. Our customers are most conscious about durability and they have a highly developed taste level.

"What makes me happiest is the way we can show things that can't be bought elsewhere. Where else can a man select the woollens for a handmade robe? Or be allowed to order a dozen custom-made shirts—only if the first fits perfectly after we launder it once . . . and the customer, twice."

To maintain the fidelity of Sulka's quality, make and fit, old patterns and even old resources have been resurrected. It's the basis of the Syms family philosophy of keeping tight control of product at every stage. And this is the reason Sulka's former wholesale business is being phased out.

Looking ahead to the time when the Sulka nameplate will shine in 20 or so cities, Marcy stresses, "We're

not frozen in time. We know who we are in terms of what's available in stores.

"We're after the 32-year-old board member of a major corporation. Or the ex-Brooks Bros. guy who isn't wearing the safe establishment clothes on his way up. He has the confidence to wear what he likes. He has his own style. And we're the next step for him."

Word is getting around, too. The first advertising campaign under the new Syms' regime was a "bugle call . . . strictly institutional," Syms recalls. "The ads didn't pull or excite. They simply said that Sulka was still there." A catalog at that time served much the same purpose.

"Our new campaign and approach has a completely new attitude," she reports, this time wearing the hat of advertising pro (she also heads up the in-house advertising agency at Syms). "We're now going to tell potential customers what to expect in a store like Sulka: the best service, fashion, quality and with detailed explanations why. We want the customers who shopped elsewhere and didn't know they had Sulka for an alternative."

The alternative includes beautifully made dress shirts (\$60 to \$85), neckwear (\$25 to \$50), boxer shorts (\$15 to \$18.50), pajamas (\$85 to \$180) and robes (\$400 to \$3,500). Ties and shirts are the best-sellers, in that order, yet Sulka also carries belts, jewelry, umbrellas, socks, blazers and raincoats.

"We want to be exclusive in every way," notes Marcy, who shudders at the thought of Sulka merchandise ever wending its way to the Syms chain. "Never!" she exclaims.

And, with the same vehemence, she offers this answer to a question about possible competition for Sulka. With an arched eyebrow, she answers, "At Syms, we never considered that we *had* any competition. It's the same with Sulka."

If this has the ring of Sy Syms talking, it's perfectly understandable. Says Marcy, "Look, he's chief executive officer of the parent company. He's not involved with the nitty gritty of Sulka. But he's my mentor . . . and so patient."

And this is how the Syms family is setting out to educate the affluent consumer, who'll become their best priced customer. ●



What about competition? With an arched eyebrow, Marcy Syms states, "At Syms we never considered that we had any competition. It's the same with Sulka."

Discount Apparel Stores Attracting Customers, Investors



The coat department in the Burlington Coat Factory Store at Bailey's Crossroads. The Burlington chain is a large apparel discounter.

By Bill Sneed—The Washington Post

Antitrust Stand Fought

By Caroline E. Mayer
Washington Post Staff Writer

Having successfully battled to win the hearts and pocketbooks of consumers, discounters now are waging a war against the Reagan administration in a fight they say is crucial to their own survival.

At issue is the way antitrust officials are interpreting and enforcing the antitrust laws.

For years, it has been illegal for manufacturers to dictate the price at which retailers must sell their goods. As a result, manufacturers could not refuse to sell to discount houses simply because they resold their goods at less than the suggested price.

Yet Reagan's antitrust chief, William F. Baxter, believes that this law is not always economically justifiable or beneficial to consumers. As a result, Baxter has stopped bringing cases against such discriminatory practices.

At the same time, he has asked the Supreme Court to change the law to allow manufacturers to fix retail prices in justifiable cases, such as in the sales of new, highly complex technological goods that require trained sales staff. A Supreme Court decision is expected this term.

Baxter's actions have drawn strong protests from the discounters, who charge that, as a result of the Reagan

See ANTITRUST, H4

Retailers Seek Foothold

By Caroline E. Mayer
Washington Post Staff Writer

Sy Syms is a very rich and happy man.

Having successfully educated consumers to become his best customers—building a \$147 million discount clothing business in the process—Syms has just persuaded Wall Street to become his best investor.

Last month, 24 years after opening his first store in Manhattan, Syms began selling the company's stock to the public over the New York Stock Exchange. The sale raised more than \$52 million for Syms—who earns more than \$800,000 a year as Syms' chairman—and for his family, who will still retain control of the 11-store chain.

Syms—whose full name is Sy Syms Merns—is not the only discounter who has attracted Wall Street's attention recently.

Monroe Milstein, president of the 11-year-old Burlington Coat Factory, took his company public last June, "adding \$44 million to the corporate coffers for expansion" of the 31-store chain and another \$66 million to the Milstein family's pockets.

The success of Syms and Milstein on Wall Street reflects the increasing popularity of "off-price stores"—as they are called in the retail industry—among consumers and investors.

See DISCOUNT, H2

Discount Apparel Stores Attracting Customers, Investors



The coat department in the Burlington Coat Factory Store at Bailey's Crossroads. The Burlington chain is a large apparel discounter.

By Bill Snead—The Washington Post

Antitrust Stand Fought

By Caroline E. Mayer
Washington Post Staff Writer

Having successfully battled to win the hearts and pocketbooks of consumers, discounters now are waging a war against the Reagan administration in a fight they say is crucial to their own survival.

At issue is the way antitrust officials are interpreting and enforcing the antitrust laws.

For years, it has been illegal for manufacturers to dictate the price at which retailers must sell their goods. As a result, manufacturers could not refuse to sell to discount houses simply because they resold their goods at less than the suggested price.

Yet Reagan's antitrust chief, William F. Baxter, believes that this law is not always economically justifiable or beneficial to consumers. As a result, Baxter has stopped bringing cases against such discriminatory practices.

At the same time, he has asked the Supreme Court to change the law to allow manufacturers to fix retail prices in justifiable cases, such as in the sales of new, highly complex technological goods that require trained sales staff. A Supreme Court decision is expected this term.

Baxter's actions have drawn strong protests from the discounters, who charge that, as a result of the Reagan

See ANTITRUST, H4

Retailers Seek Foothold

By Caroline E. Mayer
Washington Post Staff Writer

Sy Syms is a very rich and happy man.

Having successfully educated consumers to become his best customers—building a \$147 million discount clothing business in the process—Syms has just persuaded Wall Street to become his best investor.

Last month, 24 years after opening his first store in Manhattan, Syms began selling the company's stock to the public over the New York Stock Exchange. The sale raised more than \$52 million for Syms—who earns more than \$800,000 a year as Syms' chairman—and for his family, who will still retain control of the 11-store chain.

Syms—whose full name is Sy Syms Merns—is not the only discounter who has attracted Wall Street's attention recently.

Monroe Milstein, president of the 11-year-old Burlington Coat Factory, took his company public last June, "adding \$44 million to the corporate coffers for expansion" of the 31-store chain and another \$66 million to the Milstein family's pockets.

The success of Syms and Milstein on Wall Street reflects the increasing popularity of "off-price stores"—as they are called in the retail industry—among consumers and investors.

See DISCOUNT, H2

DISCOUNT, From H1

Today, these stores do about a \$6.9 billion business annually, accounting for 5.6 percent of the total clothing and shoe sales in the country, according to Management Horizons Inc., a leading retail research and consulting company. That is more than twice the \$3 billion in sales that discounters made four years ago and less than half what they are expected to make in five years, when Management Horizons predicts that their sales will top \$18.8 billion to account for 12.1 percent of all apparel and footwear sales.

Sales could slump, however, if the department stores and manufacturers are successful in winning court approval for their current attempts to stem the discounters' growth. Under pressure from department stores, a growing number of manufacturers are refusing to sell their goods to discounters. The discounters are challenging this practice in several antitrust suits, including one that is expected to be decided by the Supreme

Discounters' Sales Growth Tops Industry

Court this year. However, the discounters are being opposed by the Reagan administration, whose antitrust officials contend that such practices are not necessarily anticompetitive.

Yet pending these court decisions, investors and long-established retail companies are scrambling to gain at least a foothold in this popular market, noting that discount apparel sales are growing faster than any other segment of the retailing industry.

"If you can't beat 'em, buy 'em," Redmond J. Largay, president of Associated Dry Goods Corp., recently told a crowd of retailing executives to explain why his company—whose flagship is Lord & Taylor—would buy Loehmann's, one of the oldest and most highly regarded off-price retailers in the country.

Off-price stores are not new, Largay said, noting that they are really an extension of

the discount stores that cropped up in the 1960s to sell appliances and other hard goods. However, "The rapid proliferation of these stores is phenomenal," Largay noted.

Their growing numbers as well as their increasing selection of high-quality items are attracting more and more customers, including some upper-class consumers who previously snubbed the traditional discount stores.

As a result, Largay said he fears that traditional retailers will follow the way of the railroads if they limit their operations to department store activities.

Largay's comments reflect the actions taken by other large retailing conglomerates. On the one hand, department store executives sharply criticize the growth of these stores, accusing them of posing a threat to

the financial health of the full-service department stores. Yet, on the other hand, these same executives are busy expanding their operations into the off-price market.

Dayton Hudson Corp., the operator of several chains in the Midwest and West, recently launched an off-price chain, Plums, in the Los Angeles area, setting up four stores "to test out this high retail growth area," a company spokesman said.

Over the next two years, the company plans to spend up to \$30 million to establish up to nine stores "to see if we can find a niche in the popular retail market," the spokesman said.

Similarly, K mart Corp. is expanding into the off-price market with its newly created Designer Depot. At the beginning of 1983, there was only one such store, but the com-

pany hopes to have 30 in operation by the end of the year.

Meanwhile, Zayre Corp. continues the rapid expansion of its two discount stores, T. J. Maxx and Hit or Miss.

Additionally, Federated Department Stores Inc., the operator of Bloomingdale's, Abraham & Straus, Rich's, Filene's and more than a dozen other retail chains, is in the process of doubling its off-price Children's Outlet. Federated has been one of the strongest critics of off-price stores—so much so that it has been accused of illegal discriminatory activities in a private antitrust lawsuit and in a pending government investigation.

Nonetheless, an official with Federated's Children's Place division says the company is expanding its Children's Outlets "because right now everyone is after discount merchandise. . . . These stores are outperforming the mainline retail stores."

See DISCOUNT, H3

DISCOUNT, From H2

The attraction of discounters is clear on Wall Street, where stocks of off-price companies are outperforming stocks of the mainline retailing industry by more than 11 percent, according to a survey by The Off-Price News.

Associated's Largay said that the consumer shops at off-price stores for "five basic reasons: Price, price, price, price and socio logical reasons, like 'beating the system,' being thrifty: being a smart shopper, getting bragging rights to tell her sister she got it for less—and price."

Discount stores operate for far less than the full-line department stores for a variety of reasons.

First and foremost, these stores purchase a lot of their merchandise through closeouts—buying irregular items, goods that manufacturers have been unable to sell to department stores, or those left over at the end of a selling season.

But additionally, analysts point out that an increasing number of discounters are able to buy current perfect items for a lot less than department stores because they ask for fewer concessions. For example, the analysts point out that the discounters don't ask manufacturers to pitch in money to help advertise their goods. Nor do they ask for permission to return unsold goods.

What's more, "Department stores don't pay bills on time," noted Fred E. Wintzer Jr. of Lehman Brothers Kuhn Loeb Inc. "They are generally very slow payers. Discounters—the very good ones—pay on time."

Discounters also keep their costs low by operating in small, frequently old shopping centers that are somewhat off the beaten path, not in the more expensive, up-to-date and convenient malls like their department store competitors. Their stores, for the most part, are sparsely furnished without fancy fixtures or individual

Discounters Keep Costs Low



By Bill Sneed—The Washington Post

The Bailey's Crossroads Burlington Coat Factory's handbag and luggage department.

dressing rooms. All their merchandise is on display, eliminating the need for costly storage. And several refuse to offer lay-aways, cash refunds or credit, often declining to make a sale through a national credit card.

All these cost-savings activities enable discounters to keep their prices 20 percent to 50 percent below those offered by the full-line department stores.

Privately, retailing executives admit that the rash of discount stores have had an impact on the

traditional department stores, making some inroads in the sales of their most important lines.

Yet few wish to acknowledge that in public. Woodward & Lothrop Co., for instance, declined to comment, and Garfinckel's president, Hannah Merrimam, refused to return repeated phone calls to discuss the effect of discount stores on her stores' operations. And Sidney Lansburgh, president of Raleigh Stores Corp., asked not to be quoted by name when he said he didn't want to comment.

Officials at Britches of Georgetowne, on the other hand, concede that the rise of discounters was at least one reason why the men's store began selling goods under its own Britches label. "Manufacturing the product ourselves enabled us to become much more competitive price-wise," said Rick Hindin, one of the store's cofounders and manager. For, among other things, it has "eliminated the additional markup of the conventional retailer."

Many other stores also are increasing the use of their own private labels. At the same time, they are offering more—and often better—promotions than they have in the past, retailers say.

Additionally, they try to make it clear at every opportunity that they offer a wider variety of goods and lines than the discount stores, thereby making their stores an easier place in which to shop, especially for the career couples, who don't always have the time to shop for bargains.

Yet, in the future, financial analysts predict that the most competition for the discounters will come not from these department stores but rather from other discounters. For as they continue to grow in number, they will be competing against one another not only for the consumer's dollar, but also for supplies to sell.

That is one reason why some discounters are updating their stores, installing flashier fixtures and private dressing rooms, among other things. Additionally, some, such as Sym's, have gone to selling their own private labels in an effort to compete.

The battle for supplies, customers and investors may become even more intense in the coming years if manufacturers refuse to sell to discount houses.

DISCOUNT, From H2

The attraction of discounters is clear on Wall Street, where stocks of off-price companies are outperforming stocks of the mainline retailing industry by more than 11 percent, according to a survey by The Off-Price News.

Associated's Largay said that the consumer shops at off-price stores for "five basic reasons: Price, price, price, price and socio logical reasons, like 'beating the system,' being thrifty: being a smart shopper, getting bragging rights to tell her sister she got it for less—and price."

Discount stores operate for far less than the full-line department stores for a variety of reasons.

First and foremost, these stores purchase a lot of their merchandise through closeouts—buying irregular items, goods that manufacturers have been unable to sell to department stores, or those left over at the end of a selling season.

But additionally, analysts point out that an increasing number of discounters are able to buy current perfect items for a lot less than department stores because they ask for fewer concessions. For example, the analysts point out that the discounters don't ask manufacturers to pitch in money to help advertise their goods. Nor do they ask for permission to return unsold goods.

What's more, "Department stores don't pay bills on time," noted Fred E. Wintzer Jr. of Lehman Brothers Kuhn Loeb Inc. "They are generally very slow payers. Discounters—the very good ones—pay on time."

Discounters also keep their costs low by operating in small, frequently old shopping centers that are somewhat off the beaten path, not in the more expensive, up-to-date and convenient malls like their department store competitors. Their stores, for the most part, are sparsely furnished without fancy fixtures or individual

Discounters Keep Costs Low



By Bill Sneed—The Washington Post

The Bailey's Crossroads Burlington Coat Factory's handbag and luggage department.

dressing rooms. All their merchandise is on display, eliminating the need for costly storage. And several refuse to offer lay-aways, cash refunds or credit, often declining to make a sale through a national credit card.

All these cost-savings activities enable discounters to keep their prices 20 percent to 50 percent below those offered by the full-line department stores.

Privately, retailing executives admit that the rash of discount stores have had an impact on the

traditional department stores, making some inroads in the sales of their most important lines.

Yet few wish to acknowledge that in public. Woodward & Lothrop Co., for instance, declined to comment, and Garfinckel's president, Hannah Merrimam, refused to return repeated phone calls to discuss the effect of discount stores on her stores' operations. And Sidney Lansburgh, president of Raleigh Stores Corp., asked not to be quoted by name when he said he didn't want to comment.

Officials at Britches of Georgetowne, on the other hand, conceded that the rise of discounters was at least one reason why the men's store began selling goods under its own Britches label. "Manufacturing the product ourselves enabled us to become much more competitive price-wise," said Rick Hindin, one of the store's cofounders and manager. For, among other things, it has "eliminated the additional markup of the conventional retailer."

Many other stores also are increasing the use of their own private labels. At the same time, they are offering more—and often better—promotions than they have in the past, retailers say.

Additionally, they try to make it clear at every opportunity that they offer a wider variety of goods and lines than the discount stores, thereby making their stores an easier place in which to shop, especially for the career couples, who don't always have the time to shop for bargains.

Yet, in the future, financial analysts predict that the most competition for the discounters will come not from these department stores, but rather from other discounters. For as they continue to grow in number, they will be competing against one another not only for the consumer's dollar, but also for supplies to sell.

That is one reason why some discounters are updating their stores, installing flashier fixtures and private dressing rooms, among other things. Additionally, some, such as Sym's, have gone to selling their own private labels in an effort to compete.

The battle for supplies, customers and investors may become even more intense in the coming years if manufacturers refuse to sell to discount houses.



WGBH Boston

David O. Ives

David O. Ives
President

MARCY SYMS

Syms Clothing

Special thanks for your support
of the 1983 Channel 2 Auction



ROBERT MICHAEL GREENE: Giving Something Back To Public Broadcasting

Robert Michael Greene, 1983 chairman of the 14th annual GREAT TV AUCTION and managing partner in the law firm of Phillips, Lytle, Hitchcock, Blaine & Huber, is no stranger to the Western New York community. Currently he serves as board chairman of Shea's O'Connell Center for the Performing Arts, heads the boards of Sisters of Charity Hospital Foundation and Nardin Academy, and serves on the boards of the Buffalo Zoological Society and St. Joseph's Collegiate Institute. In addition, he's active in a wide variety of political, professional and charitable organizations.

While Greene and close to 3,000 community volunteers continue their efforts to make the June 2-11 Auction the most successful ever, the chairman took a few minutes to reflect on Channel 17's annual fund-raising event with ON AIR magazine:

Q.: What led you to take on the responsibilities of serving as General Chairman of the Auction?

RMG: I worked on the Auction a number of years ago, and I really have a very keen

interest in public television. My wife Cathy and I have four small children, ages 1, 3, 5 and 7, and Channel 17 is on in our house probably 95% of the time we have the television on. Our kids and Cathy and I get a great deal out of it — everything from SESAME STREET to MASTERPIECE THEATRE, to NOVA and the various NATIONAL GEOGRAPHIC SPECIALS. I just think we've been taking, taking, taking, and now I'd like to give something back. I thought that maybe the Auction was a way I could do it.

Q.: What has been the most enjoyable aspect of organizing the Auction so far?

RMG: Oh, it's always the people. Discovering that there are so many people in Western New York who really feel the same way that my family does. Channel 17 is very worthwhile, PBS has so much to offer, and they're as enthusiastic about helping out as we are. I have to really say that it's a family commitment because my being involved in the Auction means that Cathy has a bigger share of the load at home, and at least for the next few weeks I'm going to see the kids less than I would like to. So it's really kind of a family com-

mitment. They get a good laugh when they see my face come on television and sing the crazy Auction song, so at least they know I'm around anyway.

Q.: Do you have any thoughts on the direction of public broadcasting in the future?

RMG: I guess I would have to say more of the same, because we thoroughly enjoy the programs I've mentioned and if there were more, we'd watch more. I do hope that we'll eventually be able to get into doing some original things, plays and musicals as well as original compositions. One of the things I would hope, would be that one day maybe if we do get the production of the Polish opera *Halka* to come to Buffalo, that can be something that can go out over PBS and focus on the Polish culture, focus on Buffalo, focus on Channel 17. That's one thing I'd like to pursue.

Q.: You've recently returned from a 10-day trip to Poland to see if that opera can be brought to the stage of Shea's O'Connell Center for the Performing Arts. Was the trip a success?

RMG: We don't really know yet. We had very successful meetings with Polish authorities, and we've made a proposal to them in writing. We hope to hear in the next month or six weeks. ■



"Mosey up, let's strike a deal" sings Mayor Jimmy Griffin in his auction spot on TV.

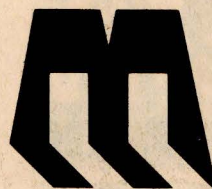


"Your donation's a sensation" sings Buffalo Board of Education president Florence Baugh in her TV spot.

THESE GREAT BUSINESSES



At Bells, we care for our community. In fact, our group of independent retailers has played an active role in the Western New York area for over 27 years. This interest and involvement has established Bells as a solid corporate citizen and community leader. Bells is proud to participate in Channel 17's 14th annual Great TV Auction and to help bring the finer things in life to our area. Caring for our community, that's what Bells is all about.



Doorways to Protection

MERCHANTS INSURANCE GROUP

Since 1917, Merchants Insurance Group has taken pride in being Buffalo's largest insurance company. Always eager to participate in community activities, Merchants has helped to encourage the redevelopment and excitement surrounding Buffalo's renaissance. Merchants itself experienced a rebirth and rejuvenation of its own. Throughout its 66 year history, Merchants has worked hard to serve the needs of Western New York.

The Merchants, its employees and the independent agents who represent us are pleased to participate in Channel 17's "Great TV Auction".

SYMS

An Educated Consumer is Our Best Customer

Serving the Buffalo Area for the past 13 years, Syms has continued to grow and be dynamic. Their name is synonymous with — "an educated consumer is our best customer" — and their philosophy is well known throughout Western New York.



M&T Bank

Since 1856, M & T Bank has been proud of its contributions in providing the business enterprise to help civic organizations and groups, and especially the individuals they represent, shape Western New York. The high ideal of service to the community today remains a cornerstone of our corporate mission. And, that is why we are pleased to be a partner in the progress of WNED-TV through the Great TV Auction.

ESW&A

The Western New York Advertising Agency that has set the standards of creativity and professionalism.



Sorrento Cheese Company is pleased to be actively involved in supporting and sustaining the fine efforts of public broadcasting.

Lawless Container Corporation

Lawless Container Corp. has been satisfying the packaging needs of its customers in the Buffalo area for 36 years. They have built a solid reputation as a dependable manufacturer of quality corrugated containers.

ON AIR

The Membership Magazine of WNED-TV WNED-FM WEBR Buffalo

June 1983

BID FOR A BARGAIN AT
THE GREAT TV AUCTION
JUNE 2-11

Contents

Bidding for Bargains at the GREAT TV AUCTION	2
James Joyce: The Writer As Exile	9
What Makes Rabbit Run?	10
Masterpieces from the Dawn of Film	11
TV Programs	12
Radio Info	20
FM Programs	22

Officers

Sue M. Wardynski Chairman	Kevin J. Sullivan Vice Chairman	J. Michael Collins President and General Manager	John C. Barber, Jr. Asst. Secretary
George A. Newbury Honorary Chairman	Laurence R. Goodyear Fred R. Dentinger Honorary Vice Chairmen	Maxwell E. Ellis Secretary	Urban J. Pauly Treasurer

Trustees

Donald Andrews John C. Barber, Jr. W. Hewitt Bayley Dr. Dallas K. Beal Bettye Blackman Philip H. Byer Rev. James F. Campbell Robert Traynham Coles	J. Michael Collins Dr. Roberta Dayer Fred R. Dentinger Marguerite Dispenza Leo R. Downey Maxwell E. Ellis I.C. Francis Margot Glick	Laurence R. Goodyear Robert M. Greene Leah Coles Hodges Bernard J. Kennedy Vincent M. Lawless Frank B. Mesiah Urban J. Pauly Eugene Reville	Barbara A. Stack Morton Stovroff Kevin I. Sullivan James Vaccaro Sue M. Wardynski George F. Wessel Lawrence V. Whistler III Peter P. Zaleski
---	--	--	---

Honorary Trustees

Robert B. Adam Brent D. Baird Rev. L.T. Boyce Sister M. Angela Canavan R. Carlos Carballada Armand J. Castellani Henry Coords Richard Craig Very Rev. James M. Demske	James B. Downey James Gassman Dr. Joseph Gizinski George Goodyear Donald A. Heath John H. Heitzhaus Rt. Rev. Msgr. Sylvester J. Holbel Henry Kalfas	Edwin Levy Dr. Joseph Manch Mrs. Elmer Milch C. Sherwood Miller Welles V. Moot, Jr. Jesse E. Nash, Jr. George A. Newbury A. Neville Procter Daniel Ransom	Louis R. Reif Leonard Rochwarger Ira G. Ross Rev. Msgr. John Ryan Gifford R. Salisbury James E. Shenton Dr. Robert Starr Thomas E. Thayer Dr. Alfred W. Zielonka
--	---	---	--

Program Underwriters

AMCA International Limited

and its subsidiary

AMCA International Corporation

for underwriting the local acquisition and broadcast of WALL STREET WEEK on WNED-TV.

American Steamship Company

for underwriting the Saturday morning broadcast of SESAME STREET on WNED-TV.

Graphic Controls Corporation

for underwriting THE AMAZING YEARS OF CINEMA on WNED-TV.

GOLDOME

for underwriting INSIDE BUSINESS on WEBR.

SYMS Clothing Inc.

for underwriting the local acquisition and broadcast of FRONTLINE on WNED-TV.

The Buffalo Chamber Music Society

for underwriting the local acquisition of FROM THE LIBRARY OF CONGRESS on WNED-FM.

WECK Radio 1230 AM

for underwriting the May 5 broadcast of JUKEBOX SATURDAY NIGHT on WNED-TV.



ON THE COVER

The chairman of THE GREAT TV AUCTION on Channel 17, Robert Michael Eene, oversees last minute preparations for the 14th annual fund-raising event, televised live June 2-11 from the Medaille College recreation center. For a profile of the chairman, see article on page 5. Other auction information can be found on pages 2 through 4.

ON AIR

On Air (USPS 713-400) is a membership magazine published monthly by the Western New York Public Broadcasting Association (WNED-TV a non-profit corporation chartered by the Board of Regents of New York State, at 184 Barton Street, Buffalo, N.Y. 14213/716) 881-5000. Annual memberships to Channel 17 start at \$25, and include a year subscription to **On Air**, for which \$3 of membership dues is designated. Second class postage paid at Buffalo, N.Y. POSTMASTER: Send address changes to **On Air**, WNED, P.O. Box 1263, Buffalo, NY 14240.

Director of Development
C. SCOTT ELLIOTT

Director of Promotion and Publicity
NINA M. SEITA

Editor/Manager Editorial Services
GREGG BORIAND

FM Editor/Program Director
PETER GOLDSMITH

Editorial Assistant
MARY BRADY

Publicity Secretary
JOANNE WILKINSON

Designer
DEBORAH FLEMMING

Brought to you by . . .

In addition to membership contributions from individuals, corporations and foundations, a portion of the operating expenses of WNED-TV, WNED-FM, and WEBR Newsradio is supplied by grants from the New York State Department of Education, the Corporation for Public Broadcasting, and the County of Erie.

A COMPANY IS KNOWN BY THE COMPANY IT KEEPS!

BECOME A PROGRAM UNDERWRITER. THE NUMBER TO CALL: 881-5000 Ex. 73.

SYMS CORP INITIAL FILING

8/2

NY -DJ- SYMS CORP SAID THAT IT HAS FILED WITH THE SEC A STATEMENT ON FORM S1 TO REGISTER AN OFFERING OF UP TO 3 437 500 SHARES OF COMMON STOCK PAR VALUE \$.05 PER SHARE FOR SALE TO THE PUBLIC BY SY SYMS MERNIS AND THE MERNIS FAMILY AS SELLING SHAREHOLDERS. THE OFFERING REPRESENTS ABOUT 19.5 PC OF 17 650.000 OUTSTANDING SHARES.

ROTHSCHILD INC. AND BEAR STEARNS & CO ARE CO-MANAGING UNDERWRITERS OF THE PROPOSED OFFERING. THE COMPANY HAS APPLIED FOR LISTING ON THE NEW YORK STOCK EXCHANGE. THE OFFERING IS EXPECTED TO BECOME EFFECTIVE SOMETIME IN SEPTEMBER.

-0- 12 13 PM EDT AUG 2-83

SYMS CORP PLANS INITIAL OFFERING

8/2

NEW YORK, AUG 2 - SYMS CORP SAID IT FILED A REGISTRATION STATEMENT WITH THE SECURITIES AND EXCHANGE COMMISSION COVERING A PROPOSED INITIAL PUBLIC OFFERING OF UP TO 3.4 MLN COMMON SHARES.

IT ALSO SAID IT HAS APPLIED FOR LISTING ON THE NEW YORK STOCK EXCHANGE.

SYMS SAID THE 3.4 MLN SHARES, WHICH ARE BEING SOLD BY SY SYMS MERNIS AND THE MERNIS FAMILY, REPRESENTS ABOUT 19.5 PCT OF THE COMPANY'S OUTSTANDING STOCK.

IT SAID ROTHSCCHILD INC AND BEAR STERNIS AND CO ARE CO-MANAGERS OF THE UNDERWRITING.

MORE 1117

SYMS OFFERING 2 NEW YORK

8/2

SYMS CORP SELLS OFF-PRICE MENS, WOMENS, AND CHILDREN'S CLOTHING AT 11 LOCATIONS IN NEW YORK, NEW JERSEY, MASSACHUSETTS, WASHINGTON, D.C., MARRLAND AND FLORIDA. IT ALSO OPERATES A. SULKA AND CO, A MENS CLOTHING CHAIN.

SYMS SAID IT EXPECTS TO CONDUCT THE OFFERING SOMETIME IN SEPTEMBER.

REUTER 1119

Sy Syms Going Public; To Sell 17.7% of Stock

NEW YORK (FNS) — Sy Syms, who has spent years wooing the educated consumer, now wants to educate shareholders.

Syms Corp. has filed a registration statement with the Securities and Exchange Commission allowing Sy Syms Merns, chief executive, and members of his family to sell 3,125,000 common shares, or 17.7 per cent of the outstanding common shares. The family will still own 82.3 per cent of Syms after the sale.

If the offering, which is being managed by Rothschild, Inc. and Bear, Stearns & Co., is over-subscribed, Merns will sell an additional 312,500 shares, bringing the total number of shares that may be sold to 3,437,500, or 19.5 per cent of Syms.

The shares are expected to be offered for around \$19 each in September, netting the Merns family total of \$65,312,500.

Syms Corp consists of three subsidiaries — Syms Inc., the 11-unit off-price chain, Syms Advertising, Inc., and the recently acquired

men's furnishings retailer, A. Sulka & Co., Ltd.

Using the slogan, "An Educated Consumer Is Our Best Customer" and an automatic markdown system on branded merchandise, Syms' earnings have grown from \$3,033,000 in 1978 to \$7,471,000 in 1982. Sales have nearly tripled from \$57,409,000 to \$147,181,000.

For the six months ended June 30, Syms' earnings jumped 73.1 per cent to \$4,024,000, or 23 cents a share, from \$2,324,000, or 13 cents, a year earlier. Sales gained 33.8 per cent to \$81,679,000 from \$61,058,000.

From January 1978 to June of this year, selling space expanded from 159,000 square feet to 421,000 square feet.

In the latest fiscal year, approximately 67 per cent of volume came from men's wear and furnishings, while women's apparel and accessories accounted for 29 per cent of sales. Children's wear, luggage, domestic and fragrances contributed about 4 per cent of total volume.

In the prospectus for the offering, Syms said it plans to open three new stores by the end of 1984 — one on Long Island, and two in Chicago and/or Philadelphia. The company also intends to expand Sulka, which currently operates three stores in the United States, one in London and another in Paris.

Merns currently owns 69.3 per cent of Syms directly and another 25.1 per cent through a trust. After the offering he will own 56.9 per cent of Syms stock outright. None of the shares from the trust is being sold.

The six remaining members of the Merns family who are selling shares currently hold less than 1 per cent of the company's stock.

The move by Syms to go public and raise millions of dollars for founding family members follows similar action by other off-price retailers. Burlington Coat Factory Warehouse Corp. and Dress Barn went public this spring. The Milstein family raised \$66 million for themselves in the offering and still retained 65.22 per cent of the Burlington Coat business. Elliot S. Jaffe, president of Dress Barn, an off-price women's apparel chain, and his family trusts raised \$17 million for themselves in the offering and retained 47.5 per cent of the company.

More recently, S&K Famous Brands, which runs a 13-unit off-price men's apparel chain in Virginia and North Carolina, and 10 specialty apparel stores in Virginia under the name Hip Pocket, filed a registration statement with the Securities & Exchange Commission for the sale of about 30 per cent of the company's outstanding shares. In the S&K offering, 200,000 shares will be sold by the company and 400,000 shares by inside stockholders.

Eagle Clothes, whose principal operation is off-price retail consultant April-Marcus, is awaiting SEC approval for a secondary offering of 1,500,000 shares. Part of the proceeds would be used to prepay loans to inside stockholders.



DAILY NEWS RECORD • NEW YORK • 50 CENTS
A FAIRCHILD BUSINESS NEWSPAPER
VOL.13, NO.130 • WEDNESDAY, AUGUST 3, 1983

Syms to go public with 17.7% offering

By **MONICA ROMAN**

NEW YORK (FNS) — Syms Corp. plans to join the ranks of off-price retailers going public.

The firm has filed a registration statement with the Securities and Exchange Commission allowing chief executive officer Sy Syms Merns and members of his family to sell 3,125,000 common shares, or 17.7 percent of the outstanding common shares. The family would still own 82.3 percent of Syms after the sale.

If the offering, which is being managed by Rothschild, Inc., and Bear, Stearns & Co., is oversubscribed, Merns will sell an additional 312,500 shares, bringing the total number of shares that may be sold to 3,437,500 or 19.5 percent of Syms.

The shares are expected to be offered for about \$19 each in September, netting the Merns family as much as \$65,312,500.

Syms Corp. consists of three subsidiaries — Syms, Inc., the 11-unit off-price chain, Syms Advertising, Inc.,

and the recently acquired men's furnishings retailer, A. Sulka & Co., Ltd.

Using the slogan, "An Educated Consumer is Our Best Customer" and an automatic markdown system on branded merchandise, Syms' earnings grew to \$7,471,000 in 1982 from \$3,033,000 in 1978. Sales nearly tripled to \$147,181,000 from \$57,409,000.

For the six months ended June 30, Syms' earnings jumped 73.1 percent to \$4,024,000, or 23 cents a share, from \$2,324,000, or 13 cents, a year earlier. Sales rose 33.8 percent to \$81,679,000 from \$61,058,000.

From January 1978 to June of this year, selling space expanded from 159,000 square feet to 421,000 square feet.

In the latest fiscal year, approximately 67 percent of volume came from men's wear and furnishings, while women's apparel and accessories accounted for 29 percent of sales. Children's wear, luggage, domestics and fragrances contributed about 4 percent of total volume.

In the prospectus for the offering, Syms said it plans to open three stores by the end of 1984 — one on Long

Island, and the remainder in Chicago or Philadelphia, or both. The company also intends to expand Sulka, which operates three stores in the United States, one in London and another in Paris.

Merns owns 69.3 percent of Syms directly and another 25.1 percent through a trust. After the offering he will own 56.9 percent of Syms stock outright. None of the shares from the trust are being sold.

The six remaining members of the Merns family who are selling shares hold less than 1 percent of the company's stock.

The move by Syms to go public and raise millions of dollars for founding family members follows similar actions by other off-price retailers. Burlington Coat Factory Warehouse Corp. and Dress Barn went public this spring. The Milstein family raised \$66 million for themselves in the offering and still retained 65.22 percent of the Burlington Coat business. Elliot S. Jaffe, president of Dress Barn, an off-price women's apparel chain, and his family trusts raised \$17 million for themselves in the offering and retained 47.5 percent of the company.

WWD

WEDNESDAY, AUGUST 3, 1983
VOL. 146, NO. 23 50 Cents

NEWSDAY L.I. 8/3/83

Syms Going Public With 19½% of Stock

Syms Corp., which runs 11 discount clothing outlets, including one in Roslyn, said yesterday that it will sell to the public next month 3.4-million shares, or 19.5 per cent, of its 17.6 million shares of common stock. It is the company's initial public offering.

In a filing with the Securities and Exchange Commission, Syms said the shares will sell for \$16 to \$19 each, and will raise \$50 million to \$60 million.

The shares will be sold by Sy Syms and the Merns family. Merns is Syms' legal name. The company has applied for a listing on the New York Stock Exchange.

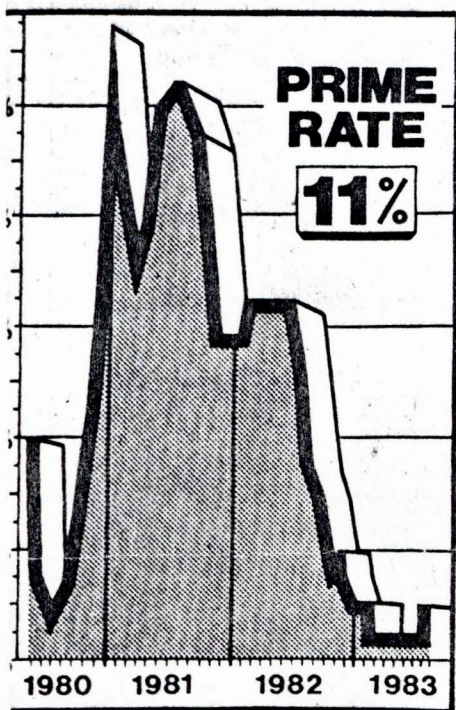
"We're getting to the point where we are well-known enough, and we want to share our growth with the public," said Marcy Syms, president of Syms.

"We've been contemplating going public for quite a while, but we've been dragging our feet." She added that the company intends to retain majority control over the stock.

The S-1, or new issue filing, illustrates the retailer's growth. Through the first six months of this year, revenues were up 34 per cent, to \$81.7 million, and profits rose 73 per cent, to \$4.02 million. Last year, revenues rose 30 per cent, to \$147.1 million, and profits increased 32 per cent, to \$7.5 million.

The underwriting will be co-managed by Rothschild Inc. and Bear, Stearns & Co.

—Richard Sandomir



UPI chart

Prime interest rates have risen about one percentage point since late May, the result both partly by the Federal Reserve Board to tighten money supply and of massive U.S. Treasury borrowings to finance the federal deficit. Analysts say the prime lending rate normally fluctuates about 1½ to 2 percentage points. **TIME**, Page A-12

Syms chain plans initial public offering

By Ron Stepneski
Business Writer

Sy Syms, who built a \$150-million clothing chain by using a motto appealing to "educated consumers," is looking for some presumably educated investors to contribute some \$65 million to his family trust.

The Lyndhurst-based Syms Corporation plans to sell its first 3.4 million shares of stock this fall at an estimated \$16 to \$19 per share. But the money won't be going to the 11-store off-price clothing chain or its high-priced subsidiary.

"The money will basically create a trust for members of the Syms family," said a spokesman for Rothschild Inc. in New York, the firm's investment banker.

He said the company has applied for listing on the New York Stock Exchange and expects federal Securities and Exchange Commission approval next month to start the sale. Only about 19.5 percent of the family's 17.6 million shares will be offered. The shares are now owned by Syms and his six children, four of whom are employees of the company.

Syms, 57, who was born Sy Merns, became famous over the past eight years by appearing in his own television and radio commercials explaining his company's program of regular markdowns until a garment is sold.

Home-grown commercials

The commercials also feature his daughter, Marcy, who is president of Syms Corporation, and son, Robert. Each one ends by adding that "an educated consumer is our best customer."

"My father writes the commercials with my sister, Marcy," said Robert, the company's 27-year-old corporate secretary and vice-president. "He came up with the slogan, and when we got into TV and radio, we felt the best people to give the message were ourselves."

Sy Syms founded the chain in New York City in 1959. He was born Sy Merns but chose the name Syms to prevent confusion with the unrelated Merns Mart discount clothing chain. Syms is composed of the founder's first name, Sy, with the addition of first and last letters of the name Merns.

In 1971, the company shifted its marketing focus from urban stores to suburban stores with the opening



Sy Syms

of its store in Paramus. Today, the company also has stores in Woodbridge as well as in New York, Florida, Massachusetts, Maryland, and Virginia. The family, which lives in New Jersey, moved the corporate headquarters to Lyndhurst two years ago, Robert Syms said.

The company also owns four high-priced men's clothing stores called Sulka in New York, Paris, and London, where a silk robe can cost up to \$2,500 and a handpainted tie as much as \$125.

Syms Corporation earned \$7.4 million, or 42 cents a share, on \$147 million in sales last year, compared with \$5.6 million, or 32 cents a share, on \$112.8 million in sales the previous year, according to the offering prospectus.

Syms characterizes itself as an off-price clothing merchant rather than a discounter since it does not buy clothing at normal wholesale prices and take a low markup, its investment banker said.

Instead, the company makes large-volume wholesale purchases at lower than average prices by paying promptly, then adds a very healthy markup, he said. As a result, its after-tax earnings represent a hearty 5 percent of its sales.

The stock prospectus gives a hint of the company's plans. By the end of next year, it intends to open three new stores and expand three stores. The Paramus store would increase by 38,000 square feet from its current 28,000 square feet, under this plan. Syms Corporation also intends to add several new lines of merchandise, including haute couture items and furs.



Miami Herald Aug 22, 1983

40 Daily Business Monday Section

Syms clothing chain tagged as a good buy

"AN EDUCATED consumer is our best customer," is the message Sy Syms has been successfully driving home to shoppers over the years," says Standard & Poor's New Issue Investor (New York, N.Y.). Now Syms is a new issue being underwritten by Rothschild Inc. and Bear, Stearns & Co. It's expected to be sold in mid-September at \$16-\$19 a share and Syms has applied for N.Y.S.E. listing. "This off-price retailer has grown to 11 units in the Northeast and Florida from one small store. Plans call for the addition of three new stores by 1984 year-end, expansion of existing units and broadening of the product line. A strong balance sheet and internally financed growth make Syms attractive. The shares appear to have above-average potential and may be purchased to the upper end of the indicated price range."

"WE CAN'T get away from the feeling that most of the people in Wall Street, and most of the people on Main Street are learning what a bull market is about for the first time," says investment adviser Arnold Ganz (Arnold Ganz Associates, Miami, Fla.). "If we get through this correction within historical bounds, the last reason for not owning common stocks will be removed — the reason that the market needs a correction. If there is no reason not to own stocks, then a lot of cash, now on the sidelines, will be aimed directly at what we are warehousing now. And it just could take many more years to accomplish the exploitation of common stocks by the young ones, just learning what investing and speculating are about. What an exciting era."

"LIFETIME COMMUNITIES (LFTM 7) offers potentially overwhelming long-term rewards," says Richard Lilly of Raymond, James & Associates. "The company has four major real estate holdings, the largest being Spinaker Club in North Miami, Fla. The book value exceeds \$6 and Lifetime has a real estate and mortgage loan portfolio with an intrinsic worth of approximately \$9 per share. Combined with a tax loss carryforward of \$16, we view the real worth of Lifetime shares at \$11 each. Thus, this asset-laden and profoundly tax-advantageous situation represents a chance to buy these shares for less than 55 per cent of their intrinsic worth."

"INVESTORS DON'T hear much about 'glass,' but the outlook for this industry can't be denied any longer," says the Wall

Dick Davis

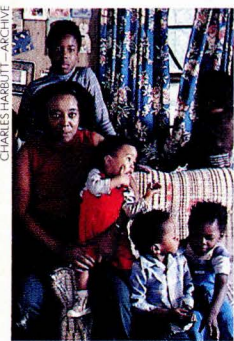


Street Generalist (Sarasota, Fla.). "Let's face it, glass companies are certainly related to the auto and building industries' prospects, and that is bullish in itself. With few exceptions, we observe excellent long-term technical trading patterns throughout the group. Another important consideration is that 'fiber optic' technology is on the verge of opening up new growth areas in the '80s. We especially favor Corning Glass Works (GLW 75), Owens-Illinois (OI 32 $\frac{5}{8}$), and PPG Industries (PPG 59 $\frac{1}{8}$)."

"REGARDLESS OF what you might think about a \$150 a share stock, Loews Corp. (LTR 150 $\frac{1}{2}$, 12-month range 132 $\frac{1}{2}$ -176) is cheap," says The Pearson Investment Letter (Dover, Fla.). "Loews is a diversified company deriving more than half of its income from cigarettes (the Lorillard Division). Other activities include insurance and consumer finance (CNA Financial), hotels and theaters and watches (Bulova). The company has reported profits of \$18.53 a share for 1982, which means that the stock can be bought for only 8 times earnings. Profits for 1983 are projected at \$24. I think that the stock would never be this cheap, except for the fact that it is so difficult for the average investor to see \$150 per share as a bargain. However, the stock will very possibly be split sooner or later and then the public will start buying."

GIANT PORTLAND & Masonry Cement (GPO 7 $\frac{1}{2}$, 12 month 6 $\frac{1}{2}$ -9 $\frac{1}{2}$) is the latest recommendation of the Stock Market Brief (Atlanta, Ga.). "The company has reported its first profitable quarter since 1980 for the period ended June 1983. It appears that the firm has been turned around. The market served by Giant Portland — the Carolinas, Georgia and Florida — will outpace industry growth in the United States for the next 10 years. We suggest buying the stock under 8 for a short-term move to 11 and a long-term rise to at least 14."

Dick Davis' column appears Monday, Wednesday and Friday. He is an employee of a member firm of the New York Stock Exchange and publishes his own market letter.



A poor family in Mississippi

Caring for the Poor

■ President Reagan's new federalism plan, set forth last year in his State of the Union address, called for the states to take over a wide range of social programs, raising questions about how the poor would fare. (See "Who Will Care for the Poor?" *FORTUNE*, June 28, 1982.) Reagan's boldest proposal—to hand full responsibility for welfare and food stamps to the states—never was sent to Congress.

But Professor Richard Nathan, director of a two-year study of federal cutbacks, says: "Everyone's looking at what Reagan didn't do and no one is looking at what he did do. Reagan has changed American welfare. The poor are being hurt." The Administration took some 1.5 million people off welfare and slashed about \$35 billion from social programs. Between cutbacks and recession, the national poverty rate reached the highest level since the late Sixties.

Disney's World

■ Walt Disney Productions has counted on Disney World's \$1-billion Epcot Center in Orlando, Florida, to stop a decline in earnings. (See "Disney Gambles on Tomorrow," October 4, 1982.) For six months after Epcot's opening, Disney World's attendance ran 104% ahead of the year-earlier period, and lately has been about 68% ahead. But Epcot hasn't made up for other problems—even with the help of the sixth reissue of *Snow White and the Seven Dwarfs*, which made \$23 million at the box office in three weeks.

Out in California, Disneyland's attendance is down some 8%; Disney Channel, a new pay television service, had an operating loss of \$13.5 million in the third quarter; and the film division took a \$21-million write-down on its most recent film, *Something Wicked This Way Comes*. For the first nine months Disney's revenues increased 28% while net income dropped 5%. Disney stock, at a high of \$84.75 a share in April, has been trading recently around \$62.

Sy Syms Goes Public

■ Sy Syms's slogan is, "An educated consumer is our best customer." He buys excess inventories of name-brand clothing below wholesale and sells the merchandise

through his 11 off-price apparel stores. (See "The Man Who Makes Millions on Mistakes," September 6, 1982.) If all goes as planned, the Big Board will soon flash a new label, SYM, as Syms takes his company public. At the hoped-for offering price of \$19 a share, Syms—away from the store he's Sy Merns—and his family will get some \$60 million in cash, while retaining 82% of the company, worth about \$275 million.

Kero-Sun Catches Cold

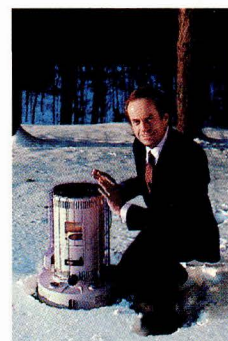
■ Before competition exploded around it, Kero-Sun Inc. single-handedly made kerosene heaters a hot energy product, and annual sales zoomed from zero to \$100 million. (See "Hotter Competition for the Heater Leader," March 8, 1982.) Kero-Sun founder William Litwin, 52, confidently planned to start a chain of Energy America retail stores to sell heating and cooling devices.

Litwin's hopes are up the flue. An unfavorable report in *Consumer Reports*, a mild winter, and dropping oil prices cooled sales. Japan's Toyotomi-Kogyo, Kero-Sun's supplier, is now selling in the U.S. on its own. (Kero-Sun is searching for a new supplier and has sued Toyotomi for \$100 million.) Seven top Kero-Sun executives have left. The work force of 300 has been halved, and Litwin's five Energy America stores are shuttered.

Fanning Out

■ A ten-seat turboprop made of graphite epoxy composites, the Lear Fan has had almost as crisis-filled an existence as the De Lorean sports car. (See "Northern Ireland's Other American Gamble," November 29, 1982.) Crises continue. Wing cracks developed during lab tests, delaying FAA certification of airworthiness. Robert Adickes, a retired TWA captain who is building his own composite plane, sued Lear Fan Ltd. for \$2.2 million. Adickes, a friend of the plane's inventor, the late William Powell Lear, says he helped line up financing for Lear Fan and was never paid for his services. Bob Burch, a Denver oilman who rescued Lear Fan from the brink of bankruptcy, says he may countersue. Buyers ordered 273 Lear Fans at \$1.7 million each, but design changes have boosted the price, with all options, to \$2.5 million. Fifty customers have canceled orders.

—LISA MILLER MESDAG



William Litwin with a Kero-Sun heater



Spaceship Earth at Epcot Center



Daily News

Success suits Syms, but will it suit stockholders?

IF I EVER get a shot at a second life and my life's goal is making big money—not journalism—maybe I'll open a cut-rate men's clothing store.

And if it works, maybe I'll open more stores. Who knows? With a little luck, I could make myself about \$230 million.

If you're about to say the summer heat has gotten to me—don't. The fact is, this seeming fairy tale may very well become a reality—for someone else—later this month, when Syms Corp., a chain of 11 clothing stores primarily for men, is scheduled to go public.

Syms, through underwriters Bear Stearns & Co. and Rothschild, Inc., plans to sell 3,125,000 shares at from \$16 to \$19 a share. That will raise, before underwriting fees and other expenses, roughly \$50 million to \$59 million.

IF IT COMES to pass, it'll be an incredible bonanza for the company's chairman and chief executive, 57-year-old Sy Syms Merns.

All the stock is being sold by existing shareholders, none by the company itself. And Sy Syms (as he refers to himself in his steady onslaught of TV ads) will be selling the most—2,187,500 shares; that's about 70% of the offering.

Depending on the actual offering price, Syms will be the immediate beneficiary of \$35 million to \$41.5 million.

Now that may sound pretty good, but wait—that's just the opener.

After the offering, Syms will still own just over 10 million shares or 57% of the entire outstanding stock (17,650,000 shares). And so prolific money maker Syms will retain stock—again, depending on the offering price—worth \$160 million to \$190 million.

Thus, you're looking at a potential payday from the offering of \$231.5 million

BUT THAT'S in the future. For now to make ends meet, our man Syms, you'll be pleased to hear, also commands a decent salary—to be precise, \$954,824 last year, including benefits and bonus.

But hold on—that was by no means all the money he made from the company last year.

Thanks to a special leasing agreement he has involving one of the stores (in Elmsford, in Westchester),

Syms was able to extract an additional \$645,259 from his company—thus pulling down a grand total last year of just over \$1.6 million.

Under the leasing arrangement, Syms Corp. leases the Elmsford store from Syms. It pays him a rental and a percentage of the sales. Last year the rental was \$297,500; it was recently boosted to \$435,000.

Interestingly, the runnerup in remuneration at Syms Corp.—and a distant one at that—is Sy Syms' daughter, Marcy. She's president and she was paid \$100,000 last year.

With headquarters in Lyndhurst, N.J., the Syms chain, which also sells women's and children's apparel, sports a pretty good track record. But investors are being asked to pay a fancy price/earnings multiple—the kind usually accorded fast-growing technology companies—for the privilege of owning the stock.

Over the past five years, Syms' net income has grown at a compounded annual rate of 21%; sales in the same period have risen at a 27% annual rate.

IF YOU TAKE the latest 12-month earnings through last June 30, Syms, which is primarily located in the Northeast and opened its first store in New York in 1957, earned 52 cents a share on revenues of \$168 million.

That means—based on the projected \$16 to \$19 price range for its shares—that the chain will fetch a 31 multiple at the low end and a 37 multiple at the peak.

In contrast, three retailing biggies—Sears, K mart and Federated Department Stores—sell at from 10 to 12 times latest 12-month earnings.

A case could legitimately be made that the whole area of off-price retailing is growing rapidly and that the Syms chain—with its proven expertise and record of growth—is well situated to participate in the industry expansion.

HOWEVER, with growth comes rivals, and discounters in the apparel arena are springing up like crazy.

Then too, the new-issue market has taken a drubbing in recent months, raising the question of what kind of after-market the Syms

shares will experience.

Yet another unknown is the potential impact of the increasing and enormous pressure being brought to bear by conventional retailers—both in Congress and in the courts—to restrain the freedom of discounters to sell merchandise at below list price.

This has reached the extent—not new, but said to be growing in the apparel field—of manufacturers refusing, to sell to discounters. And this could be especially detrimental

If it comes to pass,
it'll be an incredible
bonanza for chairman
and CEO, Sy Syms.

to Syms.

One follower of the new-issue scene, Norm Fosback, editor of a monthly newsletter out of Fort Lauderdale (aptly called New Issues), rates Syms "a nice company—but overpriced."

HE BASES this on, among other things, the company's earnings growth prospects (good, but not great) and the current sloppy market environment. He notes that many new-issue deals are being done at lower multiple evaluations and they're of greater quality.

Moreover, Fosback reports that those rare offerings (like Syms) in which all the stock being sold is from existing holders are usually followed by relatively poor market performances.

As Fosback sees it, a \$10 to \$12 price range would be much more realistic for Syms. And that would still reflect, he says, a healthy 19 to 23 multiple.

Fosback also raises the question of why Sy Syms is selling such a large amount of his stock at the outset if he has such faith in the company's future.

Syms, I'm sorry to say, was unavailable. But maybe that's smart. With a potential payday of \$231.5 million just around the corner, why rock the boat?

Sy Syms Is Looking Ahead To a \$230 Million Pay Day

Special to The News

If I ever get a shot at a second life and my life's goal is making big money, maybe I'll open a cut-rate men's clothing store. And if it works, maybe I'll open more stores. Who knows? With a little luck, I could make myself about \$230 million.

If you're about to say the summer heat has gotten to me — don't. The fact is, this seeming fairy tale may very well become a reality for someone else later this month when Syms Corp., a chain of 11 clothing stores — including one in Amherst — is scheduled to go public.

Syms, through underwriters Bear Stearns & Co. and Rothschild, Inc., plans to sell 3,125,000 shares at between \$16 and \$19 a share. That'll raise, before underwriting fees and other expenses, roughly between \$50 million and \$59 million.

If it comes to pass, it'll be an incredible bonanza for the company's chairman and chief executive, 57-year-old Sy Syms Merns.

All the stock is being sold by existing shareholders — none by the company itself. And Sy Syms (as he refers to himself in his steady onslaught of TV ads) will be selling the most — 2,187,500 shares; that's about 70 percent of the offering.

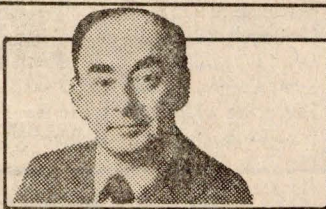
Depending on the actual offering price, Mr. Syms will be the immediate beneficiary of between \$35 million and \$41.5 million.

Now that may sound pretty good. But wait, that's just the opener.

AFTER THE offering, Mr. Syms still will own just over 10 million shares, or 57 percent of the entire outstanding stock (17,650,000 shares). And so our prolific money-maker will retain stock — again, depending on the offering price — worth between \$160 million and \$190 million.

Thus you're looking at a potential payday from the offering of \$231.5 million.

But that's in the future. For now, to make ends meet, our man



Dan Dorfman

Syms also commands a decent salary — to be precise, \$954,824 last year, including benefits and bonus.

But hold on. That was by no means all the money he made from the company last year.

Thanks to a special leasing agreement he had involving one of the stores (in Elmsford, N.Y.), Mr. Syms was able to extract an additional \$645,259 from his company — thus pulling down a grand total last year of just over \$1.6 million.

Under the leasing arrangement, Syms Corp. leases the Elmsford store from Mr. Syms. It pays him a rental and a percentage of the sales. Last year the rental was \$297,500; it was recently boosted to \$435,000.

Interestingly, the runner-up in remuneration at Syms Corp. — and a distant one at that — is Sy Syms' daughter, Marcy. She's president and she was paid \$100,000 last year.

HEADQUARTERED in Lyndhurst, N.J., the Syms chain, which concentrates on men's clothing but also sells some women's and children's apparel, sports a pretty good track record. But investors are being asked to pay a fancy price-earnings multiple — the kind usually accorded fast-growing technology companies — for the privilege of owning the stock.

Over the past five years Syms' net income has grown at a compounded annual rate of 21 percent; sales in the same period have risen at a 27 percent annual rate.

If you take the latest 12-month earnings through last June 30, Syms, which is primarily located in the Northeast and opened its first store in New York in 1957, earned 52 cents a share on revenues of \$168 million.

That means — based on the projected \$16 to \$19 price range for its shares — that the chain will fetch a 31 multiple at the low end and a 37 multiple at the peak.

In contrast, three retailing biggies — Sears, K mart and Federated Department Stores — sell at between 10 and 12 times latest 12-month earnings.

A case could legitimately be made that the whole area of off-price retailing is growing rapidly and that the Syms chain — with its proven expertise and record of growth — is well situated to participate in the further industry expansion.

However, with growth come rivals, and discounters in the apparel arena are springing up like crazy.

THEN TOO, the new-issue market has taken a drubbing in recent months, raising the question of what kind of after-market the Syms shares will experience.

Yet another unknown is the potential impact of the increasing and enormous pressure being brought to bear by conventional retailers — both in Congress and in the courts — to restrain the freedom of discounters to sell merchandise at below list price.

This has reached the extent of manufacturers refusing to sell to discounters. And this could be especially detrimental to Syms.

One follower of the new-issue scene, Norma Fosback, editor of a monthly newsletter out of Fort Lauderdale, Fla. (aptly called New Issues), rates Syms "a nice company — but overpriced."

As Mr. Fosback sees it, a \$10 to \$12 price range would be much more realistic for Syms. And that still would reflect, he says, a healthy 19 to 23 multiple.

He also raises the question of why Sy Syms is selling such a large amount of his stock at the outset if he has such faith in the company's future.

Mr. Syms, I'm sorry to say, was unavailable. But maybe that's smart. With a potential payday of \$231.5 million just around the corner, why rock the boat?

Thirteen



MARLENE!

*Cinema Thirteen
presents
10 Saturday nights
of Dietrich delights.
Classy and classic!*

MOROCCO (1930)
10 PM TOMORROW NIGHT

DISHONORED (1931)
10 PM/SEPT 10

SHANGHAI EXPRESS (1932)
10 PM/SEPT 17

BLONDE VENUS (1932)
10 PM/OCT 1

SONG OF SONGS (1933)
10:30 PM/OCT 8

SCARLETT EMPRESS (1934)
10 PM/OCT 15

THE DEVIL IS A WOMAN (1935)
10:10 PM/OCT 29

DESIRE (1936)
10 PM/NOV 5

**THE FLAME OF
NEW ORLEANS** (1941)
10 PM/NOV 12

A FOREIGN AFFAIR (1948)
10 PM/NOV 19

THIRTEEN presentation
made possible
by a grant from

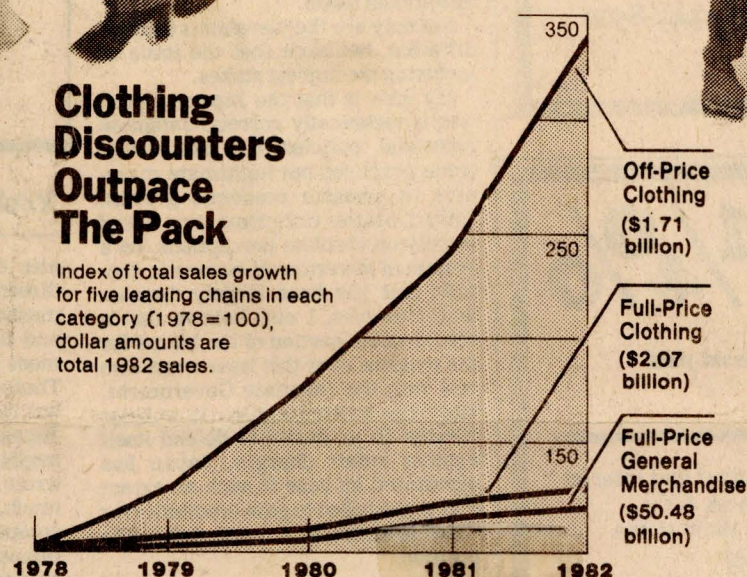
SYMS

wnet/THIRTEEN
"Dietrich"
NEW YORK TIMES
Unit #18 (300 lines)
Friday, September 2, 1983

A shopper studies racks at Marshalls, Long Island.

Clothing Discounters Outpace The Pack

Index of total sales growth for five leading chains in each category (1978=100), dollar amounts are total 1982 sales.



*Marshall's, T.J. Maxx/Hit or Miss, J. Brannan, Burlington Coat Factory, Syms
 **Petrie Stores, Miller-Wohl, Charming Shoppes, Lerner Stores, The Limited (excluding Lane Bryant division)
 †Sears Roebuck (merchandising group only), J.C. Penney, F.W. Woolworth (excluding J. Brannan division), Federated Department Stores, Dayton-Hudson

The New York Times / Thom O'Connor

Syms Inc., may be good news for consumers who are finding lower prices. But it is sending shock waves throughout an industry long accustomed to operating at 50 percent and higher markups. Until recently, the off-pricers were treated by traditional retailers as though they were just pesky invaders, upstarts trying to ruffle the long-glacial surface of traditional retailing. Now, however, the traditionalists are beginning to take the soft goods discounters more seriously.

The reason is clear. The real excitement in the retail clothing business in recent years has not been at the middle and upper end of the price scale — at the Bloomingdale's or the Saks Fifth Avenues. Instead, the frenzy has been in stores like Plums, Mandy's, T.J. Maxx, and others that sound more like places selling quiche and white wine than bargain outlets selling inexpensive blouses and marked down dresses. These are shops, scattered across the nation, that have only opened in recent years, where the floors are linoleum, the clothing racks endless, the labels first class and the prices chopped — sometimes in half.

So far there's little doubt that the strategy is working. Sales of off-price, branded apparel — where list prices are cut by 20 to 60 percent — have reached \$6 billion now from practically zero seven years ago, and they are expected to hit \$10 billion by year-end.

While off-price retailers currently represent only about 6 percent of the nation's overall retail apparel business, they are expected to triple their market share to at least 20 percent — perhaps to as much as 30 percent — by the end of the decade, according to many

Continued on Page 28

Off-price retailers are a magnet for consumers, a threat to traditional stores.

By ISADGRE BARMASH

MACY'S doesn't usually talk publicly about Gimbels, but last week Dayton-Hudson had harsh words for two of its biggest competitors in the \$100 billion-a-year retail clothing business.

"Both Federated Department Stores and Carter Hawley Hale pressured some of our suppliers and caused them to cut us off," contended Boake A. Sells, vice chairman of the Minneapolis-based Dayton Hudson. The reason, Mr. Sells maintains, is that Federated and Carter Hawley Hale believed Dayton-Hudson's new off-price chain, Plums, threatened their own traditional pricing structure in the pivotal Los Angeles market by selling brand-name clothing at excessively cut-rate prices.

"We flatly deny ever having pressured any suppliers to cease doing business with Plums or anyone else," said a spokesman for Federated, referring to Mr. Sells' charges. Added J. Hart Lyon, executive vice president of Carter Hawley Hale Stores: "We know of nothing to support those allegations."

Wherever the truth lies, one thing is clear: The

brouhaha is just part of one of the biggest revolutions in retailing since the war over appliances in the 50's and 60's when discounters sought — and later won — the right to sell brand-name merchandise well below list price. But today's skirmish is swirling around the highly competitive and very lucrative world of apparel — and it is not likely to end soon. Some of the biggest names in retailing, such as Dayton Hudson, the K Mart Corporation and the Zayre Corporation, have joined hundreds of scrappy entrepreneurs in changing the way America shops and the way retailers buy.

"Retailing will never quite be the same," said Jerome H. Buff, retailing analyst for Smith Barney, Harris Upham and Company. "The time has come when retailers can no longer myopically go after markup alone," stated Richard C. Marcus, chairman of the Neiman-Marcus chain based in Dallas, one of the nation's most fashion-conscious retailers. And, in fact, the company is planning to increase its private-label merchandise, considered less vulnerable to price comparisons than brand-name goods.

The off-price revolution, pioneered several decades ago by such early entrants as Loehmann's and

→ over

10

The New York Times

Business

Sunday, October 23, 1983

+

Section **3**

A Revolution in American Shopping

People

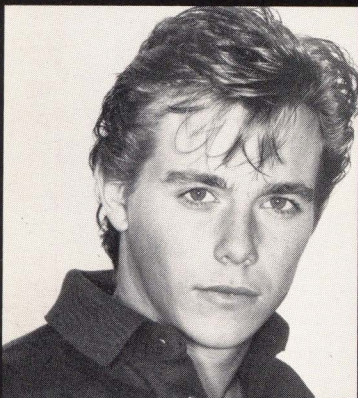
weekly

The Sheraton Centre
New York City
October 24, 1983

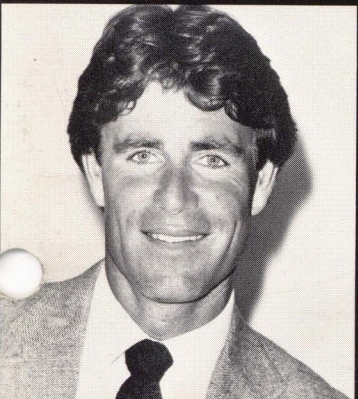
The American Image Awards 1983



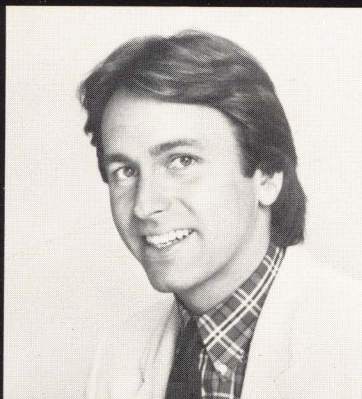
Lionel Hampton
The Arts



Christopher Atkins
Contemporary



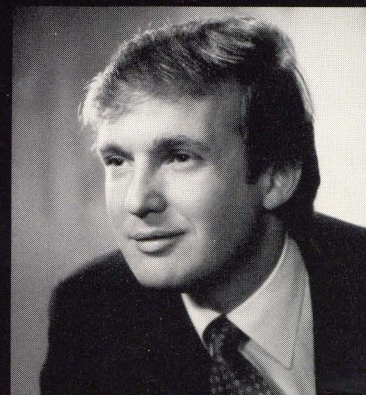
Jim Palmer
Sports



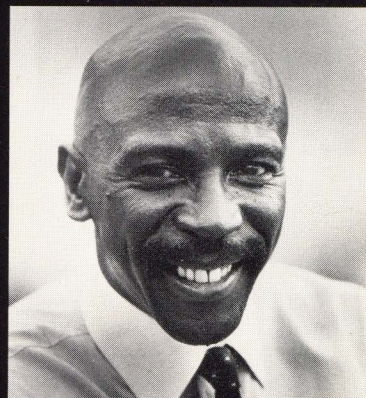
John Ritter
Television



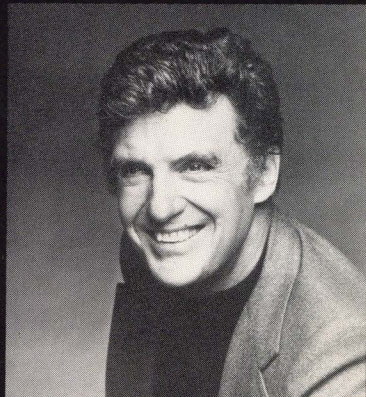
Walter A. Haas, Jr.
Apparel Industry Hall of Fame



Donald J. Trump
Business



Louis Gossett, Jr.
Motion Pictures



Robert Stack
Motion Picture Hall of Fame

A Special Tribute
to America's
Men of Style
and Achievement

John O'Neill
Clothiers Corporation
Manny Rockoff
Rockoff's Men's Wear
James Roper
Roper's
Robert Rudofker
After Six, Inc.
Ken Russo
J.C. Penney Co., Inc.
Benjamin O. Sampson
Cone Mills Marketing Company
Robert Schechinger
E.I. du Pont de Nemours & Co.
Calvin Siegal
Palm Beach Company
Larry Shelton
Genesco, Inc.

Allyn St. George
Allyn St. George International

Marcy Syms
A. Sulka, Inc.

Joseph E. Tanner
Sears, Roebuck & Co., Inc.

Arthur C. Weiner
Dan River, Inc.

James K. Wilson
Greif and Company

Program Committee

Bob Bednar
E.I. du Pont de Nemours & Co.
Morris Chaklai
Daily News Record
Bob Conners
Hartmarx

Jean Driscoll
Jeanswear Communications

Steve Florio
Gentlemen's Quarterly

Jim Hangle
American Sheep Producers
Council, Inc.

Susan Jacobs
Newsweek

Milt Kaplan
Playboy Magazine

Joyce McClure
Diamond Information Center

David O'Brasky
New York Magazine

Steve Stoneburn
Fairchild Publications

Bernie Toll
Bernard Toll Public Relations

Public Relations Committee

Mary Ellen Barone
Palm Beach Company

Helen Berkowitz
Berkowitz/Linsman

Mary Buckwald
Pierre Cardin

Carlos Diaz
Ron Chereskin

Colleen Dorfman
England Strohl, DeNigris

Erica Fineberg
Fineberg Publicity

Cathy Glendon
Calvin Klein Men's Wear

Ken Hall
After Six, Inc.

Wall Street still courting retail offerings

By DAVID ORGEL

NEW YORK (FNS) — Wall Street's recent flurry of initial stock offerings in retail apparel companies may be reduced somewhat by a cooling stock market, but the potential for those offerings is still strong, investment bankers and their analysts agree.

"Wall Street is a fashion business; this year it happens to like retailers," said Wilbur Ross, managing director of Rothschild, Inc.

The numerous initial offerings combined with a stock market flush with opportunities to bring large sums for the apparel retailers and their major shareholders. Even if potential gains for offerings are somewhat reduced in today's market, offerings can still yield substantial amounts compared with little more than a year ago.

Before the stock market began to lift off last August, shares of apparel stores sold for a number of years at 12 to 15 times earnings per share, said David C. Taylor, vice president of Prudential-Bache Securities, Inc. The apparel retail issues were pushed to multiples averaging between 15 and 20 as the market got hot, Taylor said.

Prudential-Bache was very active in those retail offerings. It offered Deb Shops in April at \$17.50, a multiple of 16.4. Bache followed with Burlington Coat Factor Warehouse Corp., selling the issue for \$28 at a hefty multiple of 26.4 in June. That transaction was valued at \$112 million.

Prudential also handled the Merry-Go-Round Enterprises, Inc., initial offering in July, which sold at \$21 a share for a total of \$27,300,000 at a price-earnings ratio of 20.

Meanwhile, Lehman Bros. Kuhn Loeb, Inc., sold Dress Barn for \$23 at about 39 times earnings in May.

The buoyant stock market began to re-

cede from its growth in mid summer, and the opportunities for new offerings fell somewhat with that market correction, according to analysts.

Peter Solomon, managing director at Lehman Bros., said market multiples are re-

FINANCIAL FOCUS

duced by about 30 percent from midsummer. When Dress Barn filed for its initial offering in April, it planned to sell 675,000 shares at \$15 to \$18 a share, Solomon said. The strong stock market permitted the company to increase the offering to 1 million shares by the May 4 sale date and raise the price to \$23 a share, he said.

But the effect of the market correction on initial offerings was evident by the time Syms Corp. went public Sept. 23, Solomon continued. The company planned to sell 3,437,500 shares at between \$16 and \$19 a share, but market changes forced it to cut the price to \$15, Solomon said. Although Syms did file at a premium multiple of 30, he said, the company could have sold the shares at \$23 in June.

Prices of retail stocks in a number of cases have retreated from the highs reached before the market correction. Burlington Coat reached \$40 in July and now trades at about \$33. Deb Shops was at \$32 in June and sells now at about \$25.

The extremely receptive market for initial public offerings helped Dress Barn rise to \$26 one week after its initial sale at \$23, said Fred Wintzer, first vice president of Lehman Bros. Shortly after, "the market goes south" and Dress Barn fell to 18, he said.

"A number of the original investors had no intention of holding," Wintzer said. He added that current investors are more careful, and a less turbulent market has permitted Dress Barn to "stabilize." It trades at about \$24.50.

Today Wall Street has a continued "appetite" for specialty retailers, Taylor said. The big capitalization retailers, such as department stores, have probably peaked in earnings growth on a quarterly basis, and their multiples will consequently be moderated, he said.

"With specialty retailers, there are lower multiples than in the spring, but companies with a 20 percent annual growth rate can sell at 20 times earnings," Taylor said.

Wintzer said that small apparel retailers with 20 percent growth in sales, earnings and return on equity can go public at 20 times earnings, and Lehman is "looking for that kind of business," he added.

Few analysts would speculate on which companies will introduce their shares to the public in the near future. Currently in registration with the Securities and Exchange Commission are The Clothestime, Inc., and Parisian, Inc. Clothestime, a California chain of 119 off-price women's apparel units, hopes to sell at \$13 to \$16 a share, or at multiples between 25.5 and 31.4. Parisian, a chain of nine fashion specialty stores based in Alabama, is seeking to get \$14 to \$17 for each of 1,560,000 shares, which represents multiples of 14.6 to 17.7.

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.

New Issue

NY Times
9/26/83

3,437,500 Shares

SYMS CORP.

An Educated Consumer is Our Best Customer

Common Stock

Price \$15 Per Share

Copies of the Prospectus may be obtained in any State in which this announcement is circulated from only such of the Underwriters, including the undersigned, as may lawfully offer these securities in such State.

Rothschild Inc.

Bear, Stearns & Co.

A. G. Becker Paribas
Incorporated

Alex. Brown & Sons

Goldman, Sachs & Co.

Lazard Frères & Co.

Prudential-Bache
Securities

Smith Barney, Harris Upham & Co.
Incorporated

Allen & Company
Incorporated

Robertson, Colman & Stephens

Josephthal & Co.
Incorporated

Sanford C. Bernstein & Co., Inc.

Brean Murray, Foster Securities Inc.

F. Eberstadt & Co., Inc.

Furman Selz Mager Dietz & Birney
Incorporated

Janney Montgomery Scott Inc.

Moseley, Hallgarten, Estabrook & Weeden Inc.

Piper, Jaffray & Hopwood
Incorporated

Sogen Securities
Corporation

American Securities Corporation

First Albany Corporation

Hamerslag, Kempner & Co.

Laidlaw Adams & Peck Inc.

R. Lewis Securities, Inc.

New York & Foreign Securities Corp.

The First Boston Corporation

Donaldson, Lufkin & Jenrette
Securities Corporation

E. F. Hutton & Company Inc.

Lehman Brothers Kuhn Loeb
Incorporated

L. F. Rothschild, Unterberg, Towbin

Wertheim & Co., Inc.

A. G. Edwards & Sons, Inc.

Advest, Inc.

Boettcher & Company

Butcher & Singer Inc.

Fahnestock & Co.

Gruntal & Co.

Johnston, Lemon & Co.
Incorporated

Robinson Humphrey/American Express Inc

Tucker, Anthony & R. L. Day, Inc.

Craigie Incorporated

First Equity Corporation
of Florida

Herzfeld & Stern

Morgan Grenfell & Co.

S. G. Warburg & Co. Ltd.

Blyth Eastman Paine Webber
Incorporated

Drexel Burnham Lambert
Incorporated

Kidder, Peabody & Co.
Incorporated

Merrill Lynch Capital Markets

Shearson/American Express Inc.

Dean Witter Reynolds Inc.

Montgomery Securities

Thomson McKinnon Securities Inc.

Arnhold and S. Bleichroeder, Inc.

J. C. Bradford & Co.
Incorporated

Cowen & Co.

First of Michigan Corporation

Interstate Securities Corporation

Legg Mason Wood Walker
Incorporated

Neuberger & Berman

Rooney, Pace Inc.

Wheat, First Securities, Inc.

Ferris & Company
Incorporated

First Manhattan Co.

Cyrus J. Lawrence
Incorporated

Moore & Schley Capital Corporation

Raymond, James & Associates, Inc.

Banca del Gottardo

Cazenove Inc.

Campagnie de Banque et d'Investissement

Credit Industriel d'Abace et de Lorraine

Grieson, Grant & Co.

Lombardfin

Samuel Montagu & Co.

Paribas (Suisse)

J. Henry Schroder Wagg & Co.

deZoete & Bevan

NY Times 9/21/83

N.Y.S.E. Issues Consolidated Trading

Dow Jones Stock Averages

	Open	High	Low	Close	Chg.
30 Industrials	1261.38	1265.55	1246.24	1255.59	- 1.93
20 Transports	589.86	593.03	579.59	584.42	- 5.27
15 Utilities	133.62	134.01	132.51	133.43	
65 Stocks	502.22	504.17	495.60	499.40	- 1.82

S&P. Index

	High	Low	Close	Chg.
400 Indust	192.93	189.47	191.23	- 0.14
20 Transp	32.33	31.71	31.90	- 0.24
40 Utilitie	67.13	66.37	66.77	
40 Financi	19.40	19.01	19.11	- 0.22
500 Stocks	171.05	168.03	169.51	- 0.25

N.Y.S.E. Index

	High	Low	Last	Chg.
Composite	98.38	97.79	98.07	- 0.13
Industrial	114.36	114.01	114.36	- 0.08
Transport	97.65	97.23	97.23	- 0.80
Utility	48.79	48.67	48.72	- 0.08
Finance	98.41	98.04	98.16	- 0.62

Most Active

	Vol.	Last	Chg.
Amer T&T	3,028,200	67 1/4	
RCA	1,716,100	33 1/4	+ 2 1/2
Pan Am	1,209,100	7 1/4	- 1/4
Citicorp	1,182,600	37 1/4	- 1/4
Stevens JP	1,164,800	20 1/2	- 1
IBM	1,111,900	126 1/2	+ 2
PrimeCm s	957,200	18 1/4	+ 3/4
MerilLyn s	954,000	38 1/4	+ 1/4
GenElect s	919,000	52 1/4	+ 3/4
Chrysler	806,700	30 1/4	+ 3/4
EastnAirL	772,300	53 1/2	- 3/4
Avon Prod	766,900	23 1/2	- 1
SymsCp n	731,900	15 1/4	
Tandy	687,000	43 1/4	- 1 1/4
BkBoston	614,300	38 1/2	- 3/4

Volume by Exchanges

Markets	Shares
NYSE	93,180,000
Pacific	4,692,200
Midwest	7,777,900
Chrysler	2,760,940
NASD	888,400
Boston	181,100
Cinci	2,837,700
Phila	39,300
Instinet	112,357,540
Total	112,357,540

Changes—Up

	Last	Chg.	Pct.
RCA	33 1/4	+ 2 1/2	8.6
MiltBrd	20 1/4	+ 1 1/4	7.1
RCA pf	32 1/2	+ 2	6.6
IngerR	54	+ 3 1/4	6.4
KaisrAl	21 1/2	+ 1 1/4	6.2
CmpR n	11	+ 1/4	6.0
AAR	15 1/4	+ 1/4	5.9
EvanP	15 1/4	+ 1/4	5.9
ShwWrn	31 1/2	+ 1 1/4	5.9
Echlin	23 1/4	+ 1 1/4	5.6

Volume Comparisons

	Day's Sales	Thursday's Sales	Year Ago	1983 to Date	1982 to Date
	93,180,000	97,050,000	54,600,000	15,743,740,362	10,559,731,452

Market Diary

	Today	Prev.
Advanced	785	956
Declined	809	620
Unchanged	402	401
Total issues	1996	1977
New highs	79	75
New lows	9	12

Changes—Down

	Last	Chg.	Pct.
EAL wto	3 1/4	- 3/4	10.7
PatPrl	4 1/2	- 1/4	7.7
TWA n	11 1/4	- 1/4	7.3
BldU pf	16 1/4	- 1 1/4	7.1
EastAir	5 1/4	- 1/4	6.5
FnCpA s	43	- 3	6.5
FlwGen	9 1/4	- 1/4	6.4
Savin	5 1/4	- 1/4	6.1
TiCaro s	14 1/4	- 1/4	5.8
Lowes s	25	- 1 1/2	5.7

Up-Down Share Volume

	Advanced	Declined
NYSE	39,802,320	44,041,000
AMEX	2,321,105	4,896,395

Odd-Lot Trading

Previous Day's Trading

Purchases of 174,451 shares; sales of 402,257 shares including 1,311 shares sold short.

9/26

N.Y.S.E. Issues Consolidated Trading

Dow Jones Stock Averages

	Open	High	Low	Close	Chg.
30 Industrials	1261.28	1270.73	1247.56	1260.77	+ 5.18
20 Transports	585.91	590.48	577.13	582.66	- 1.67
15 Utilities	134.15	135.07	133.43	134.78	+ 1.35
65 Stocks	501.42	505.18	495.69	500.76	+ 1.38

S&P. Index

	High	Low	Close	Chg.
400 Indust	193.64	190.03	191.97	+ 0.74
20 Transp	32.08	31.47	31.65	- 0.25
40 Utilitie	67.64	66.72	67.32	+ 0.55
40 Financi	19.31	18.88	19.02	- 0.09
500 Stocks	171.59	168.41	170.07	+ 0.56

N.Y.S.E. Index

	High	Low	Last	Chg.
Composite	98.53	97.94	98.39	+ 0.32
Industrial	115.04	114.31	114.89	+ 0.53
Transport	97.24	96.70	96.85	- 0.38
Utility	48.73	48.54	48.73	+ 0.01
Finance	98.24	97.82	97.88	- 0.28

Most Active

	Vol.	Last	Chg.
RCA	2,555,300	34	+ 3/4
Amer T&T	2,291,700	65	- 7/8
IBM	2,097,500	128 1/2	+ 2
EastnAirL	1,444,800	5	- 3/4
Chrysler	1,331,700	31 1/4	+ 3/4
ContInlCp	1,013,200	23 1/4	- 1/2
FordMot	937,700	64 1/4	
GettyOil	847,900	67 1/4	+ 1 1/4
SldOilCal	834,000	37	+ 1/4
Gen Motors	760,400	75 1/4	+ 1/4
Citicorp	751,700	36 1/4	- 1 1/4
PhibroSal s	737,100	30 1/4	+ 3/4
MerilLyn s	714,900	37 1/4	- 1 1/4
GoldNug s	698,600	17	+ 1/4
GaPacif	667,000	25 1/2	+ 3/4

Volume by Exchanges

Markets	Shares
NYSE	86,400,000
Pacific	3,141,900
Midwest	7,021,600
NASD	2,299,510
Boston	1,049,600
Cinci	121,200
Phila	1,551,000
Instinet	40,000
Total	101,624,810

Changes—Up

	Last	Chg.	Pct.
OakInd	8	+ 1	14.3
Syms n	17 1/2	+ 1 1/4	11.1
Telcom	3 1/4	+ 1/4	8.0
RCA pf	77	+ 5 1/2	7.7
MohkDt	14 1/4	+ 1	7.3
Sterchi	19	+ 1 1/4	7.0
Teirte n	23 1/2	+ 1 1/2	6.8
FiCity	10 1/4	+ 1/4	6.5
Plantrn	23	+ 1 1/4	6.4
LaGenl	12 1/4	+ 3/4	6.3

Volume Comparisons

	Day's Sales	Friday's Sales	Year Ago	1983 to Date	1982 to Date
	86,400,000	93,180,000	44,840,000	15,830,140,362	10,614,224,402

Market Diary

	Today	Prev.
Advanced	942	785
Declined	672	809
Unchanged	354	402
Total issues	1968	1996
New highs	98	79
New lows	5	9

Changes—Down

	Last	Chg.	Pct.
EsAir pf	15 1/4	- 2 1/4	12.3
WAIR pf	11 1/4	- 1 1/4	9.6
FlightSf	23 1/4	- 1 1/4	7.5
Phillin pf	37	- 3	7.5
Intrnd n	17	- 1 1/4	7.2
BenqB	6 1/4	- 1/2	7.0
EastAir	5	- 3/4	7.0
AndrGr	13 1/4	- 1/4	6.3
Orion pf	11 1/4	- 3/4	6.3
Carrol s	10 1/4	- 1/4	5.8

Up-Down Share Volume

	Advanced	Declined
NYSE	48,777,010	27,954,760
AMEX	3,084,690	3,528,250

Odd-Lot Trading

Previous Day's Trading

Purchases of 194,761 shares; sales of 428,661 shares including 1,088 shares sold short.

11/21/83

N.Y.S.E. Issues Consolidated Trading

Dow Jones Stock Averages

	Open	High	Low	Close	Chg.
30 Industrials	1250.51	1272.36	1248.17	1268.80	+ 17.78
20 Transports	606.22	614.26	601.83	609.40	+ 3.36
15 Utilities	137.04	137.91	135.69	136.71	- 0.62
65 Stocks	505.49	512.94	503.20	510.33	+ 4.63

S&P. Index

	High	Low	Close	Chg.
400 Indust	187.96	184.21	186.72	+ 1.16
20 Transp	32.56	31.77	32.34	+ 0.36
40 Utilitie	69.08	68.12	68.60	- 0.16
40 Financi	18.42	18.07	18.29	+ 0.11
500 Stocks	167.16	163.88	166.05	+ 0.96

N.Y.S.E. Index

	High	Low	Last	Chg.
Composite	95.92	95.48	95.92	+ 0.46
Industrial	111.42	111.05	111.42	+ 0.58
Transport	100.35	99.77	100.35	+ 0.93
Utility	48.48	48.29	48.40	+ 0.10
Finance	95.67	95.37	95.67	+ 0.46

Most Active

	Vol.	Last	Chg.
Amer T&T w	8,186,900	18	
Amer T&T	3,084,800	63 1/2	+ 3/4
DominResc	2,426,100	23 1/4	- 1/4
SuperOil	1,855,400	36 1/4	+ 3 1/4
Pan Am	1,779,800	8 1/4	+ 1/4
GPU Cp	1,555,200	7 1/2	+ 1/4
Intl Harv	1,327,100	13 1/4	
AtlMetro	966,000	1 1/2	
AMR Corp	814,000	38	- 3/4
IBM	778,300	125 1/4	+ 1 1/4
FinCpAm s	776,400	21 1/4	- 3/4
DeltaAirL	754,700	41 1/4	+ 3/4
MerilLyn s	750,000	37 1/4	+ 3/4
FlaPowLt	728,600	41 1/4	+ 3/4
Noeast Util	698,800	13 1/4	- 1/4

Volume by Exchanges

Markets	Shares
NYSE	97,740,000
Pacific	2,025,500
Midwest	7,455,700
NASD	5,236,260
Boston	1,076,700
Cinci	288,800
Phila	2,530,200
Amex	200
Instinet	245,300
Total	116,598,660

Changes—Up

	Last	Chg.	Pct.
Anta	25 1/4	+ 5 1/4	26.3
MexFd	3 1/4	+ 3/4	19.2
LLCCP	5 1/4	+ 3/4	15.4
NJRsc	27 1/4	+ 3 1/4	13.8
PayNP n	17 1/4	+ 1 1/4	11.9
LLC pf	12	+ 1 1/4	11.6
MONY	8 1/4	+ 7/8	11.3
SuprOil	36 1/4	+ 3 1/2	10.6
Horizon	9 1/4	+ 7/8	10.4
Syms n	18 1/2	+ 1 1/4	10.4

Volume Comparisons

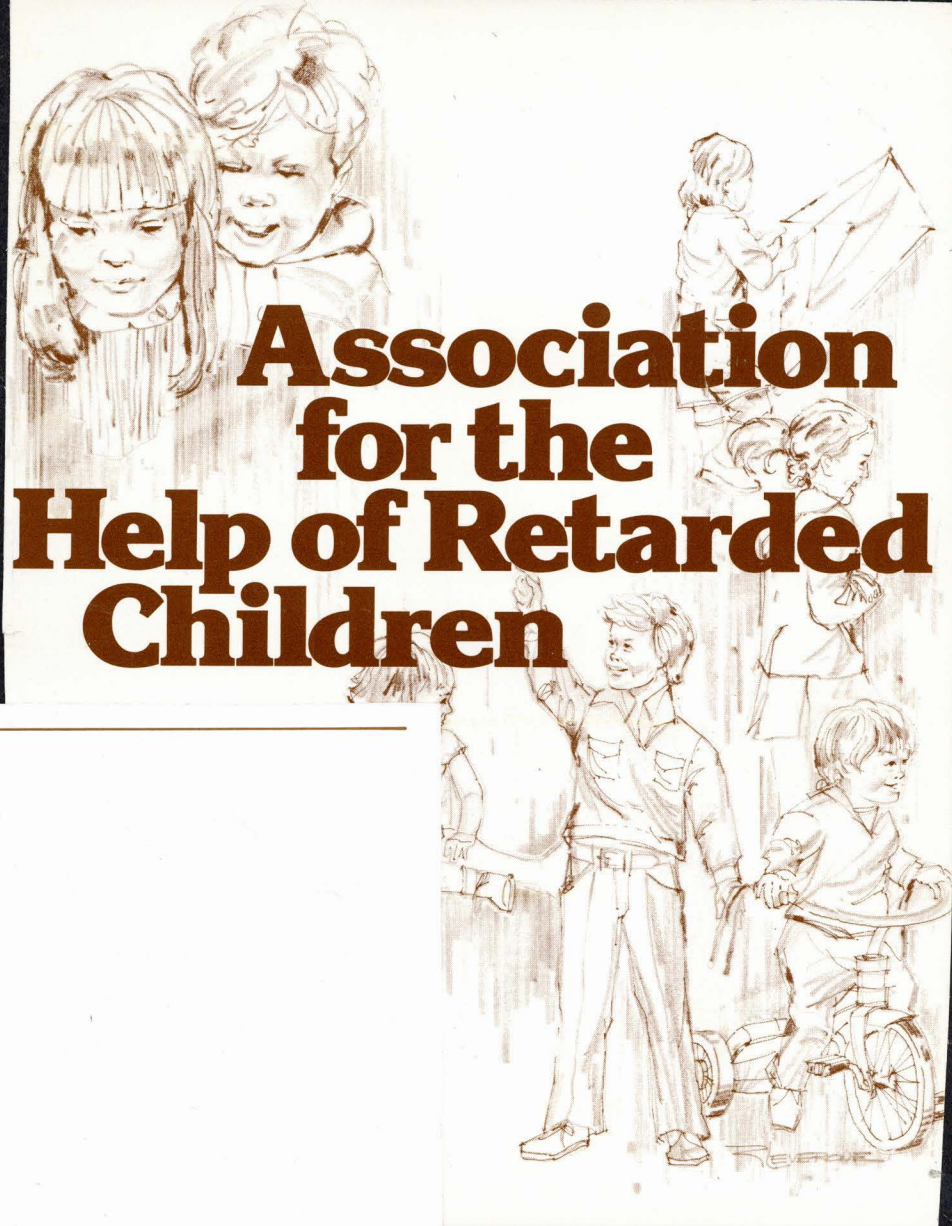
	Day's Sales	Friday's Sales	Year Ago	1983 to Date	1982 to Date
	97,740,000	88,280,000	74,960,000	19,158,489,135	14,367,431,027

Market Diary

	Today	Prev.
Advanced	903	763
Declined	683	818
Unchanged	431	417
Total issues	2017	1998
New highs	66	43
New lows	14	9

Changes—Down

	Last	Chg.	Pct.
MobilH	4 1/4	- 1/2	9.5
BaldwU	2 1/4	- 1/4	8.3
TymshR	25 1/4	- 1 1/4	6.8
Nwpark	5 1/4	- 3/4	6.5
Wainoc	9 1/4	- 1/4	6.4
BalICp	30	- 1 1/4	5.9
CPsyc s	32 1/4	- 2	



Association for the Help of Retarded Children

"The more you know about clothing the better
it is for SYMS where an Educated Consumer is
Our Best Customer."

SYMS
Clothing Inc.

*American-Italian Club
of
Elmsford, N. Y., Inc.*



1983
ANNUAL JOURNAL

AMERICAN - ITALIAN CLUB OF ELMSFORD, NEW YORK, INC.

SYMS

An Educated Consumer Is Our Best Customer

on
RT. 287, EXIT 4 ELMSFORD

THE BIG APPLE GUIDE

CIRCLE LINE

New York Convention & Visitors Bureau Inc.

SHOPPING

Street carries fashions for men, women and children and household furnishings. One of the most complete stamp and coin departments in the world. Gimbels East carries the latest fashion merchandise for the entire family, gifts and accessories. Both stores present free public events of interest to children and adults. Check Special Events Office. AE, MC, V.

Lord & Taylor Fifth Ave. at 39th St., 391-3344. The "American Look" featured in furnishings for men, women, children and the home. Designer fashions and sportswear, junior collections, children's floor, men's shops, boys' shop, antiques and contemporary furniture, Oriental gallery, "Circa 20th Century Gallery," gift area. Three restaurants: Intermission, The Soup Bar and the Cafe. Personal shoppers for consultation in 10 languages. AE.

Macy's New York 34th St. & Broadway, 695-4400. The world's largest store, "everything for everyone." Ready-to-wear, fashion accessories, home furnishings, gourmet foods, housewares, major appliances, theatre ticket outlet, travel agency, post office, beauty salons and restaurants. Personal shopping services and employee translators provided. AE and Macy's credit cards.

Saks Fifth Avenue Fifth Ave. at 50th St., at Rockefeller Center, 753-4000. Eight floors of collections from all over the world. International designer collections for men and women; clothing for young adults and children; array of gifts. AE.

Discount Card

Sights Unseen 500 E. 77th St., 472-2989. Preferred Customer Card provides entree into wholesale markets of gold jewelry, diamonds, watches, furs, furniture, carpets, designer clothing, leather goods and fine arts. Also shopping tours.

Vintage Dining & Entertainment Club of NY 211 W. 56th St., Suite 33H, 582-2033. Substantial discounts for NY dining, entertainment, theatre, travel, hotel and tourist attractions. Vintage passbook has well over \$1,000 in potential discounts. Special programs and prices for quantity users.

Discount Clothiers

Deals 81 Worth St. (just off Broadway), 966-0211. Natural fiber designer and name brand apparel at below wholesale prices, traditional clothing for men and women, designer basics, sportswear, shoes and accessories. Open seven days.

Lewis & Clark 228 7th Ave. (bet. 23rd & 24th Sts.), 255-4686. From 30%-60% off men's raincoats, sweater, slacks, sportswear domestic and imported. Mon.-Sat. 10am-6pm; Sun. 11am-4pm (seasonal). AE, MC, V.

L.S. Men's Clothing 23 W. 45th St., 575-0933. Prices from 45% to 65% below retail for natural shoulder and designer suits/sports jackets, slacks, winter and all-weather coats, produced domestically by top-quality manufacturers. Convenient to major hotels and shopping. Full tailoring service. Ship anywhere in U.S. Mon. 10am-7pm; Tue.-Thur. 10am-6pm; Fri. 10am-4pm; Sun. by appointment. MC.

Lochmann's 9 W. Fordham Rd., Bronx, 295-4100. Lochmann's flagship unit in the Bronx is the largest in this nationwide chain of ladies' discount apparel stores. The 44,000 sq. ft. store is filled with a continually changing collection of designer suits, coats, dresses, sportswear, rainwear and furs for at least 1/3 to 1/2 less than retail and often at greater savings. Mon.-Sat. 10am-9:30pm.

National Ladies Specialty Corp. 470 Seventh Ave. at 35th St., 2nd floor, 695-1350. Savings on designer and better national brands of ladies' dresses, coats, suits, raincoats, gowns, lingerie, bras, hosiery, bathing suits, robes. Extensive men's haberdashery offers famous-name raincoats, shirts, underwear, jeans at special prices. Free alterations and shipping. (Se habla español.) All credit cards.

The New Store 289 Seventh Ave. at 26th St., 741-1077. Across from Fashion Institute of Technology. Ladies' designer clothing. Great selection of coats, suits, dresses, sweaters, skirts, pants, blouses, jeans at prices 33-50% less than retail. Mon-Fri. 10am-8pm; Sat., Sun. 10am-6:30pm. AE, MC, V.

Syms 45 Park Place, west of City Hall, 791-1199. A seven-story clothing-packed building, representing over 200 designer and brand names in ladies' and men's fashions at off price, with labels on garments. Also shoes, domestics, luggage, toiletries at 40-60% off. Convenient to subways and buses.

Fabric

Samuel Beckenstein, Inc. 118, 125 and 130 Orchard St., 475-4525. One of the largest fabric houses with a selection of quality fabrics, domestic and imported, at discounted prices. Established 60 years ago. Worsteds, gabardines, flannels, stripes and plaids for suitings in the men's department. In the ladies department is a boutique room with silk crepe de chine, velvets and bridal fabrics. Sewing patterns and full selection of trimmings. In the interior decorating department is a wide selection of slip covers, drapery and upholstery materials, ready-made curtains, Tergals imported from France and a custommade service. Sun.-Fri. 9am-5:30pm. AE, MC, V.

Flea Markets

The Annex Antiques Fair & Outdoor Flea Market 26th St. & Ave. of the Americas, 243-5343. Antiques, collectibles, arts, bronzes, antique dolls and toys, oriental rugs, silver, bric-a-brac, old furniture, jewelry. Sun. 10am-7pm. Outdoors, April through mid-Nov.

Canal Street Flea Market 335 Canal St., corner Canal and Greene, 226-7541. Near Little Italy, Chinatown, SoHo. Gifts, antiques, jewelry, coins, clothing, collectibles. 50-60 independent dealers from the tri-state region. Outdoor flea market, Sat., Sun. 10am-6pm, mid-April through mid-Dec.

Walter's World Famous Greenwich Village Emporium 252 Bleecker St. in Greenwich Village, 255-0175. Cheerful and crowded. Antiques, collectibles, nostalgia and art deco. Modern and old jewelry. Porcelain, glass, copper, and brass. Hard-to-get records, movie material, photos, collector's toys. African artifacts, antique dresses and laces, new cosmetics, perfumes. Old silver, souvenir boxes. Multilingual staff. Thur.-Sun. 1-8pm.

Food Emporiums

De Gustibus 1056 Fifth Ave., 10028; 534-2178, 831-6539.

Hello New York 430 E. 86th St., 10028; 861-323.

Inside New York 203 E. 72nd St., 10021; 861-0709.

Kimber, The New York Diamond Mine 587 Fifth Ave., 10017; 752-0543.

Native New Yorker 157 E. 18th St., 10003; 674-4449.

New York Discovery P.O. Box 549, Grand Central Station; 355-3380.

Sights Unseen 500 E. 77th St.; 472-2989.

Your Way Box 1232, 10022; (516) 883-4560.

Specialty Stores

Barney's Seventh Ave. at 17th St., 929-9000. American and international fashions for men and women on seven floors. In the Oak Room are the collections of Oxford and Hickey-Freeman. Individual boutiques for many of the world's finest designers, exclusively at Barney's: Giorgio Armani, Basile, Cerruti 1881, Zegna, Christian Dior, Lanvin. The Women's Duplex carries exclusive designer fashions for women. Free alterations. Mon.-Sat. 9am-9:30pm. FP, AE, MC, V.

Lane Bryant Fifth Ave. at 40th St. (opposite N.Y. Public Library), 532-0200. Fashion apparel for women: half-sizes (14½ and larger), large (38 and larger), tall (10 and larger), JP (17 and larger). Shoes and boots in a wide range of sizes and widths. AE, MC, V.

Caswell-Massey Co. Ltd. 518 Lexington Ave. at 48th St., 755-2254. Oldest chemists and perfumers in America, established 1752. Combination apothecary, museum, gift and specialty shop with hand-carved English walnut display cases. Featured items include swansdown powderpuffs, hair brushes and combs and such unusual items as goose quill toothpicks. Email Diamant red toothpaste, ear stoppers used by Proust, night cream used by Bernhardt, cologne used by George Washington.

Lerner Shops 32 stores in the New York metropolitan area. Home office, 736-1222. Nation's largest retail chain specializing in fashion for women and children, with 775 stores in 45 states. MC, V.

Muppet Stuff 833 Lexington Ave., 980-8340. Muppet items exclusively—more than 500, including toys, clothes, accessories.

Plymouth! 661 Fifth Ave. (and other locations). Collections of sportswear, coats, dresses, suits, intimate apparel and accessories at moderate prices. AE, MC, V.

Paul Stuart, Inc. Madison Ave. at 45th St., 682-0320. Spacious store specializing in natural shoulder, softly constructed, traditional clothing for men and women. Also shirts, ties, shoes, sweaters and other accessories. AE, DC, MC, V, JCB (Japanese).

A. Sulka & Company 711 Fifth Ave. at 55th St., 980-5200. Handcrafted men's furnishing: ties, dress shirts, day shirts, Swiss voile underwear, Sulka silk pajamas and dressing gowns, accessories, jewelry. Mon.-Sat. 9am-6pm.

T-Shirt Gallery of NY 154 E. 64th St. (corner of Lexington), 838-1212. Shows by American and international artists. Air-brushed, hand-painted and silk-screened T-shirts. Custom Corner creates designs in minutes. Multilingual staff. Wholesale silkscreening for groups. Mon.-Sat. 11am-6pm. AE, MC, V.

F.R. Tripler & Co. Madison Ave. at 46th St., 922-1090. Established in 1886, fine quality men's and women's apparel. Featuring Hickey-Freeman, Chester Barrie and Graham & Gunn clothing. AE, MC, V.

Wallachs Empire State Building and Fifth Ave. at 46th St., 361-7500; 26 more stores. Hart Schaffner & Marx and Hickey-Freeman clothing featured along with Hathaway and Christian Dior shirts, Freeman, French Shriner and Bally shoes, Dobbs hats, Christian Dior and Countess Mara ties. Women's store at Fifth Ave. location. AE, DC, MC, V.

Sporting Goods & Apparel

Kreeger & Sons 16 West 46th St., 150 West 72nd St.; 575-7825. Clothing, lightweight luggage and gear for the outdoors. Own-brand and Woolrich, Northface, Marmot. AE, CB, MC, V.

SYMS

An Educated Consumer is Our Best Customer

N.Y.C. -45 PARK PLACE
LONG ISLAND -EXIT 37 L.I.E.
PARAMUS -ROUTE 4
WOODBIDGE -ROUTE 9

Store
of your Choice

to attend our annual **SYMS**
BASH

on

MONDAY, FEBRUARY 16th ONLY!

9 AM to 7 PM

NO SYMS CHARGE CARDS

NO SYMS CREDIT SLIPS

1999 I am a Syms member at Waldorf Astoria (Monroe - J. R. Weiser)

Alterations snip off a bit of the savings. Most discounters charge about \$2 to shorten a sleeve.

Menswear Retailers of America, a trade group, American designers do not always get high marks for quality.

Some tips on shopping for quality:

► Stay away from stores where all sales are final. You should be able to get your money back or at least a credit for a garment that falls apart.

► Watch out for ringers. Next to a genuine \$200 suit selling for \$120, a store may place a genuine \$120 suit selling for \$120. Sanford Josephson says he has seen close imitations of famous names on suits. "They may be perfectly good suits," he says, "or they may not."

► Check for missing buttons. Unless you

think you can replace the buttons, don't buy the garment.

► Check construction and fit. If you don't know much about clothes, take along someone who does.

If you judged most discount outlets by their physical appearance, you might just walk away. The stores are usually up-graded warehouse spaces. At Syms in Paramus, N.J., legions of suits and sports coats ride pipe racks that weave around the store. Robes, sweaters and shirts are stuffed into shelves. "If you want low prices, you have to give up ultraservice," says Sy Syms. Actually, salesmen at discount outlets tend to be courteous and informed. They don't give you any special attention, but as Howard Davidowitz of Ernst & Whinney points out, these days that's hard to get at even the classiest men's shops.

Discounters usually have cubicles for trying on clothes. Alterations are extra, however, and snip off a bit of the savings. Most discounters charge about \$2 to shorten a sleeve, \$15 for more complicated jobs like collar adjustments.

Rolls-Royces at Irv's

What the stores lack in frills and service they make up in selection. Most outlets get in new clothes daily. C&R Clothiers, with 35 locations in Southern California, carries an average of 4,000 suits and sports coats in each store, compared with 400 to 500 at department stores. Even so, if you're looking for a sports coat in a particular shade of green, you may not find it. Says Ron Piller, who buys out overstocks from swank shops in Beverly Hills for Piller's, his two Los Angeles stores: "Come in with an open mind. If you come looking for something specific, you'll go crazy."

Shoppers at discount stores range from dyed-in-the-wool bargain hunters to high-paid executives who bridle at today's padded prices. It's not uncommon to see a chauffeured Cadillac or Rolls-Royce parked outside Irv's in Chicago. Russell E. Pierce, a regional manager of a life insurance company in Virginia and owner of some 50 suits, says, "I'm a brand shopper and I know what I'm looking for. I just bought a \$500 Adolfo suit at S&K for \$220. I won't buy a suit anywhere else."

Tagging unlabeled suits

Some clothing manufacturers remove their labels before selling suits and sports coats to discount outlets. One way to track down a garment's origin is through its fiber-identification tag. The tag, which is required by law, identifies the manufacturer or distributor of the garment by a code number. A sampling:

Geoffrey Beene	RN 33293
Stanley Blacker	RN 55639
Bill Blass	RN 38344
Pierre Cardin	RN 41858
Oleg Cassini	WPL 9352
Hart Schaffner & Marx	WPL 404 WPL 4001 WPL 4002
Hickey-Freeman	RN 55075 RN 55077
Calvin Klein	RN 54718
Ralph Lauren (Polo)	RN 41381
Palm Beach	WPL 4224 WPL 3133
Petrocelli	WPL 6070 WPL 11849 WPL 11851 WPL 11853
Yves St. Laurent	RN 48545
Van Gils	RN 49120 RN 57066

Discount prices

Tie
\$6.89

Shirt
\$9.99

Suit
\$147.50

Raincoat
\$95

A man can pocket stylish savings on his fall wardrobe by shopping the discount stores. This outfit, assembled from the offerings of several discounters around the country, consists of a three-piece wool suit by Adolfo, a Gant shirt, a Geoffrey Beene tie, a Harbor Master raincoat and Johnston & Murphy loafers. Total tab: \$301.38, a 45% saving from the \$557.50 that modish men's shops and department stores would normally charge.

Shoes
\$42

Regular prices

Tie
\$13.50

Shirt
\$20

Suit
\$295

Raincoat
\$145

Shoes
\$84



To shoppers familiar with the beige and brown label of Calvin Klein, the remnant of label was proof enough.

Calvin Klein silk tie at Saks Fifth Avenue for \$17.50 just days after he bought the same tie at Syms for \$5.

Although labels are not usually removed from haberdashery, some manufacturers try to protect their full-price dealers by insisting that labels be taken out of suits sold to discounters. Unless you like to flash your labels, it's more important to know whose garment it is than to have the label to prove it. One way to tell is to check the lining. Some designers weave their names into the fabric.

Abiding by the letter rather than the spirit of a brander's terms, discounters often write the manufacturer's name on

the store's tags. If you'd rather not take a store's word for it, check the textile-fiber tag on a garment. It has a number, usually the manufacturer's; for codes to key brands see the box on page 94.

Sometimes labels are partly snipped out but still recognizable. At National Brands Outlet, an eight-store chain in the New York area, tags on a group of all-wool business suits recently teased: "This suit is from the hottest American designer but we can't mention his name." To shoppers familiar with the beige and brown label of Calvin Klein, the remnant of label was proof enough of origin. The suit's regular price was \$275.

Where the brands are

Many discount stores stock top-quality men's wear at savings up to 60%. To find out what brands they sell, *Money* correspondents recently checked out the merchandise at stores throughout the country. Some of the best:

	Specialties	Some brands recently in stock
Buyer's Factory Outlet 3 stores in New Jersey, New York	Suits, sweaters	Hardy Amies, Pringle, Yves St. Laurent
C&R Clothiers 35 stores in Southern California, Las Vegas	Suits, sports coats	Botany 500, Petrocelli
Clothing Clearance Center 4 stores in Kentucky, upstate New York, Ohio	Suits	Botany 500
Decker's 6 stores in Connecticut, Delaware, upstate New York	Suits, slacks, sweaters	Gant, Palm Beach, Polo
Irv's Chicago	Suits, sports coats, slacks	Geoffrey Beene, Pierre Cardin
Marshall's 63 stores in 14 states	Slacks, shirts, tennis wear	Arrow, Pierre Cardin, Christian Dior, Yves St. Laurent
Men's Wearhouse 9 stores in Houston	Suits, sports coats, safari jackets	Botany 500
National Brands Outlet 8 stores in Connecticut, New Jersey, New York	Suits, shirts	Nino Cerutti, Yves St. Laurent, Van Gils
Piller's 2 stores in Los Angeles	Slacks, shirts, shoes	Florsheim, Johnston & Murphy, Puritan
S&K Famous Brands 9 stores in Virginia	Suits, shirts, ties	Adolfo, Polo, Yves St. Laurent
Syms 8 stores in Florida, New Jersey, New York, Washington, D.C.	Suits, overcoats, shirts	Stanley Blacker, Bill Blass, Ted Lapidus, Ralph Lauren, Petrocelli

Wide lapels are out. Ties are narrower too.

National Brands Outlet's price: \$125, certainly worth a little detective work.

Shopping at department stores and men's specialty shops is the easiest way to familiarize yourself with designers' clothes, prices and current styles. While men's fashions don't change as frequently or as dramatically as women's, they do change. This fall, for instance, wide lapels are out. Ties are narrower too, and shirt collars are shorter. Discounters usually stock current merchandise, but there are exceptions. At a Chicago outlet of Marshall's, a 63-store national discount chain, a three-piece Oleg Cassini fall suit sold recently for \$140, down from \$300. But the wide lapels gave it away as last year's model.

Along with leftovers, many outlets carry some flawed merchandise. "Irregulars"—items with slight factory defects—make up 25% of Marshall's inventory. Don Miller, the chain's merchandising vice president, explains: "We won't buy torn or mended merchandise—no seconds. But we will buy merchandise with slight flaws that don't affect wearability." Those who don't want irregulars can easily avoid them; the law says they must be clearly marked.

Gucci hand-me-downs

Factory castoffs are one thing; rich men's are another. At a Dallas second-hand store called Re-Threads, the inventory comes mostly from stylish gents who buy lots of clothes and tire of them quickly. Owner Margaret Hensley, who takes clothes on consignment, sells only natural fiber, status-label clothes in just about perfect condition. Brooks Brothers, Givenchy, Gucci, Pucci and Polo hand-me-downs sell for a third the original price.

While most discounters offer good values by the rackful, others offer little more than schlock. Be wary of stores where none of the merchandise is labeled and where clothes are practically given away. However, slavish insistence on brand names can rule out good buys in unbranded imports. Sanford Josephson, editor of the *Daily News Record*, a men's fashion trade paper, says that just because a suit is made in Colombia or Korea doesn't necessarily mean it's not well made. Furthermore, according to the

Nobody discounts off-price retailers

By Caroline E. Mayer
Washington Post News Service

Sy Syms is a very rich and happy man.

Having successfully educated consumers to become his best customers — building a \$147-million discount clothing business in the process — Syms has just persuaded Wall Street to become his best investors.

Last month, 24 years after opening his first store in Manhattan, Syms began selling the company's stock to the public over the New York Stock Exchange. The sale raised more than \$52 million for Syms and his family, who will still retain control of the 11-store chain.

Syms — whose full name is Sy Syms Merns — is not the only discountor who has attracted Wall Street's recent attention.

Monroe Milstein, president of the 11-year-old Burlington Coat Factory, took his company public last June, "adding \$44 million to the corporate coffers for expansion" of the 31-store chain, and another \$66 million to the Milstein family's pockets.

The success of Syms and Milstein on Wall Street reflects the increasing popularity of "off-price stores" — as they are called in the retail industry — among consumers and investors.

Today, these stores do about a \$6.9-billion business, accounting for 5.6 percent of the total clothing and shoe sales in the country, according to Management Horizons Inc., a leading retail research and consulting company. That is more than twice the \$3 billion of sales discounters made four years ago and less than half what they are expected to make in five years, when Management Horizons predicts sales will top \$18.8

billion, to account for 12.1 percent of all apparel and footwear.

Sales could slump, however, if the department stores and manufacturers are successful in winning court approval for their current attempts to stem the discounters' growth. Pressured by department stores, a growing number of manufacturers are refusing to sell their goods to discounters. The discounters are challenging this practice in several antitrust suits, including one that is expected to be decided by the Supreme Court this year. However, the discounters are being opposed by the Reagan administration, whose antitrust officials contend that such practices are not necessarily anticompetitive.

Yet pending these court decisions, investors and long-established retail companies are scrambling to gain at least a foothold in this popular market, noting that discount apparel sales are growing faster than any other segment of the retailing industry.

"If you can't beat 'em, buy em," Redmond J. Largay, president of Associated Dry Goods Corporation, recently told a crowd of retailing executives to explain why his company — whose flagship is Lord & Taylor — would buy Loehmann's, one of the oldest and most highly regarded off-price retailers in the country.

Off-price stores are not new, Largay said, noting that they are really an extension of the discount stores that cropped up in the 1960's to sell appliances and other hard goods. However, Largay noted, "the rapid proliferation of these stores is phenomenal."

Their growing numbers as well as their in-

See DISCOUNTERS, Page B-17



Sy Syms, who raised \$52 million in a stock sale, is among owners of off-price store chains enjoying attention from Wall Street.

The
Record

FRIDAY, OCTOBER 28, 1983



A Burlington Coat Factory Warehouse outlet in Paramus, N.J.: disputes and lawsuits against full-service retailers

TERRY HOURIGA

Economy & Business

Off-Price but on Target

Selling name brands cheap, upstart chains give traditional clothiers fits

It was a telling vignette from a department-store owner's nightmare. Walking through the designer-dresses floor of Saks Fifth Avenue's flagship Manhattan outlet last week, a fashionably dressed woman was asked what she intended to buy. She replied: "I'm just window-shopping here so I can find something good that I like. As soon as I do, I'm going back home to my off-price merchant and get it much cheaper."

More and more Americans are doing just that. They have discovered that they can usually buy Ralph Lauren shirts, Jaeger sweaters and Albert Nipon dresses for 30% to 60% below retail by shopping at off-price stores. Since 1979, sales at Syms, T.J. Maxx, Marshalls and similar outlets have more than doubled, to an estimated \$7 billion. Industry analysts expect them to continue to grow at an average pace of 20% to 25% a year. Says Edward Brennan, head of Sears retail stores: "There is no question that off-price retailers are becoming a big factor in the industry."

Much of their gains have come at the expense of traditional department stores. Now those merchants are mounting a counterattack. After seeing their customer base eroded mostly by discount stores in the 1960s and then by specialty shops in the 1970s, they are reworking merchandising strategies. Many are shedding stodgy departments, strengthening customer service and sharpening price competition. A few are using more aggressive tactics. As a result, disputes between off-price and full-service retailers are increasingly winding up in lawsuits.

The struggle is all the more intense because retailers expect 1983's fall and Christmas selling seasons to bring to a

rousing conclusion the best year they have had since 1979. The recovery is continuing to steam along. Last week the Commerce Department reported that the gross national product grew at a healthy annual rate of 7.9% from July through September, down just a bit from the 9.7% pace during the second quarter. Consumer spending jumped 1.5% in September, fueled by a .9% increase in personal income. Says Marshall Field Chairman Philip Miller: "A lot of pent-up buying is going on now. It promises to be a terrific fourth quarter."

Although they have existed on the fringes of retailing for nearly three generations, off-price stores did not really catch on in a big way until a few years ago. The impetus was two-pronged. Inflation-afflicted and recession-burdened shoppers began to watch their expenditures more closely and seek greater values. At the same time, they were developing a taste for nationally recognized brands and designer-name merchandise because these goods symbolized higher quality, not to mention status. It was not long before consumers discovered that they could get name-brand goods more cheaply in the converted warehouse near the railroad tracks than they could in the slightly shabby downtown store where Mother had always shopped.

Off-price stores fit into a gray area between discounters and full-service stores that sell goods at a more or less full markup. Discount stores pay wholesale prices to suppliers but cut costs on their overhead so they can sell below retail. Off-price stores, on the other hand, often buy below wholesale. They load up on manufacturers' overruns and end-of-season

goods, and often get special deals for buying in large quantities. Unlike discounters, many specialize in designer labels that have proven consumer appeal.

Los Angeles-area shoppers who enter the renovated medical building that houses Rick Pallack in Sherman Oaks, for example, find garments bearing such well-advertised labels as Alexander Julian, Perry Ellis and Alan Flusser. Boasts Owner Pallack: "I sell a sport coat that might go on Rodeo Drive for \$400 for only \$250." Pallack also displays merchandise with his own label, which he claims is often identical to designer wear and made by the same manufacturers. Says he: "Our dress shirt doesn't have the polo player on it, but it's the same as Ralph Lauren's and sells for 40% less."

Department stores are combatting the success of off-price stores with several stratagems. Minneapolis-based Dayton's has become more price conscious and makes sure that its fashions are up to the minute. Says Executive Vice President Dean Baarda: "Off-pricers mostly have last year's merchandise." Boston's Filene's is enhancing its customer service. It has expanded its training program for salesclerks from two hours to up to 24 hours and asked customers to evaluate each sales transaction. Both Dayton's and Filene's are placing greater emphasis on their lines of private-label merchandise. Private labels guarantee exclusivity for whoever sells them and also give department stores greater flexibility in setting prices.

To keep their high-fashion image, some department stores are privately threatening to cease ordering from designers who sell to what they consider to



Selecting slacks in Boston at Zayre's Hit or Miss shop

Picking through racks of blouses at a Marshalls store in Chicago

be less desirable outlets. New York City's Bergdorf Goodman stopped carrying Halston clothes when it discovered that the designer had created a line of clothing for J.C. Penney that included \$100 dresses (compared with \$1,000 to \$2,000 for a typical Halston dress at Bergdorf's). Says President Ira Neimark: "We decided that designers and retailers have to decide who their customers are. Halston made his decision, and we have made ours."

Fearful of losing their merchandise sources, off-price stores are taking to the courts. Burlington Coat Factory Warehouse has sued R.H. Macy & Co. for helping manufacturers fix prices. Kids "R" Us, a new outlet for off-price children's clothing owned by Toys "R" Us, sued Federated Department Stores, owner of Bloomingdale's, and the makers of Izod/Lacoste alligator-embazoned shirts. It accused them of conspiring to prevent Kids "R" Us from selling Izod merchandise.

Several of the most successful retail chains have decided to co-opt the compe-

tition by going into off-price merchandising themselves. Dayton Hudson (1982 sales: \$5.7 billion) has opened four stores in California called Plums . . . the Elegant Discounter. Associated Dry Goods (sales: \$3.2 billion), owner of Lord & Taylor, acquired Loehmann's earlier this year (*see box*). K mart (sales: \$16.8 billion) has opened 14 off-price outlets called Designer Depot.

One of the most aggressive entrants is Zayre, a Massachusetts-based discount chain (sales: \$2.1 billion). Off-price sales are the fastest-growing part of its business. This year it added 92 outlets to its chain of women's Hit or Miss stores, which now number 352, and expanded its T.J. Maxx family clothiers from 86 to 118 stores.

Like the department stores, several mass merchandisers are having to re-examine their strategies in order to become more competitive. "The day of the old 'we've got everything' general store is over," says Ira Quint, executive vice pres-

ident of merchandising for Montgomery Ward. J.C. Penney, in addition to adding Halston's line, has expanded its apparel selections and eliminated its old automotive, large-appliance and hardware businesses. Sears still sells DieHard batteries and Kenmore washing machines, but it is giving more emphasis to sportswear endorsed by Cheryl Tiegs and Arnold Palmer.

Some carriage-trade stores are not bowing to the new trend at all. Houston's Sakowitz plans no changes in its pricing policies. Vice Chairman Irving Weiner compares shopping in his store to consuming a gourmet meal. Says he: "You have a choice of eating in a cafeteria or eating in a fine French restaurant. You get the same amount of calories in both." Fortunately for U.S. consumers, their choice of which calories to buy—and which level of check to pay—has never been greater.

—By Alexander L. Taylor III.
Reported by Russell Leavitt/Los Angeles and Adam Zagorin/New York

Syms in court seeking service mark judgment

NEW YORK (FNS) — Syms, Inc., filed suit in Federal Court here Thursday against Federated Department Stores seeking a declaration that Syms' use of two service marks does not infringe Federated's rights to a similar mark.

The dispute is over Syms' use of the phrases "automatic markdown price tag" and "automatic price tag" in TV and radio advertisements in Massachusetts to describe its retail pricing policy.

Federated informed Syms in December that it is the owner of the Massachusetts service mark "automatic markdown plan," and twice threatened to bring Syms to court if it did not drop its use of the mark in question.

Syms maintains the phrase is "generic and descriptive" and cannot be the subject of a service mark or trademark.

Federated's Boston-based Filene's division has been using the

service mark for years, Federated said, and Syms' use of it is "likely to cause confusion in the marketplace." Syms operates 11 stores in Massachusetts, New York and four other states.

The company is seeking an injunction barring Federated from asserting its exclusive right to the service mark and has asked that Federated be required to cancel its ownership of the Massachusetts mark.

Amster, Rothstein & Engelberg represents Syms. Judge Charles E. Stewart will hear the case.

What they see at Syms is an immense array of off-price clothing and assorted other merchandise for the whole family. "We've expanded from men's everything to men's and women's everything. And now we carry children's goods too—not everything yet, but we hope soon it will be," Marcy explained. "When we go into a new area, we try to wow people. For instance, if you go to Syms and see a pair of shoes for \$29 that you just paid \$60 for, that's WOW. You'll remember that we carry shoes."

Marcy has been handling all of Syms advertising for five years now, working through their in-house agency which writes and produces the television spots and buys time. "The way I got started in the spots was that we felt a woman could get across our message about the ladies' automatic mark-down price tag very quickly, and there were certain things I could say and be even more credible than Sy, so I tried it. I had a test. It went all right. Then of course I had to go through the family veto too, just like Sy."

How does Syms know who its customer is in order to create their advertising? "By being out there on the floor every day talking to people," said Marcy right away. "We know their reactions to what we carry, how we check them out at the registers, even the parking. There are zillions of things that affect in an almost subliminal way what someone thinks of our store. We call them the 'camera clicks'. For instance, if you see a gum wrapper on the stairs, you'll have a negative reaction. It's really a shame when an ad campaign is extremely successful, like ours, if people come into the store and say 'what are you talking about?' So we work all the time on the stores to make sure there's a positive connection between the advertising message and the reality."

How does Marcy test their television advertising? "Here's an example. Recently we ran a new message with very specific information in it about men's outsizes. We saw the effects of that commercial immediately in all our stores. It was in fact the first time we've had a message we could test. Most of the time we're not pulling any



Above: Marcy Syms explains their price-off system to a bemused Howard Adler, WABC-TV Account Executive.

Bottom: Mammoth warehouse at Syms' New Jersey headquarters holds merchandise destined for all ten stores—five of which are in the greater New York area.

surprises; we're just working on reminding people that we're around and what we stand for."

Now Sy and Marcy have a new adventure in retailing to think about. In 1980 Syms bought Sulka, the old (1895) top-of-the-line shops (New York, San Francisco, London and Paris) that sell beautiful and expensive men's furnishings to a small but very discerning international clientele. But don't plan to buy anything from Sulka in Syms. Sy's lieutenants say the only item from Sulka we'll ever see in Syms is Sy's own necktie. Any visible paral-

els between the two operations? Perhaps in that very key concept—the educated consumer the Syms surely know how to reach. Any plans to put Sulka on television? "Not yet," said Marcy.

In the meantime, Syms' television commercials follow a formula that works beautifully. Their customers learn about off-price retailing from their advertising as well as where the stores are located. And the Syms family is having a wonderful time.



from *Emerge*

IN FASHION
April 7, 1983

REAL PEOPLE

A man of (modest) fashion

By Sheryl Fitzgerald

Since he's nearly a perfect size 39, it's easy for Fred Dinerstein to find the clothes that will satisfy his "particular" sense of style.

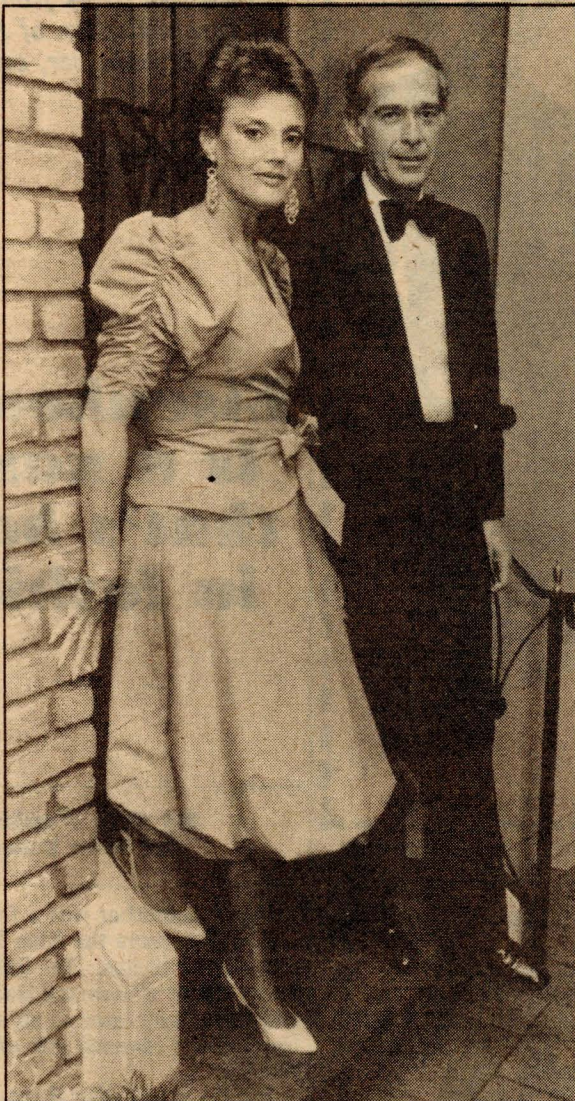
"I'm very particular about the type of clothing that I wear," said Dinerstein, 50, of East Hills. "I'm particular about what I buy, and when I'm getting dressed, I'm particular about getting the colors right."

Tall and slender with graying hair, Dinerstein manages to maintain a quietly elegant air. Though he says he stays away from fashion's latest fads, he's one of those rare men who enjoy putting on formal attire, so much so that he owns a custom-made tuxedo. Still, he's not so much a clotheshorse that he forgets about price. "I don't generally buy expensive clothing," said Dinerstein, who estimates that he spends about \$1,800 annually on clothing. "Nor do I shop in any particular place. I'm a bargain hunter."

So, when it's time to replenish his wardrobe, Dinerstein, who manages the Hotel Dover, a residential hotel on Manhattan's East Side, most often takes his money to places like Mern's in Manhattan or Syms in Roslyn; places, he said, where he can find good clothing at reasonable prices.

"I can never bring myself to spend much money on clothes," said Dinerstein, who nevertheless admits that buying an expensive designer outfit is one of his fantasies. "I know plenty of people, even those who don't really have it, who spend fantastic sums. I'd like to go to Barney's or Charivari or some of the East Side boutiques where you can pay \$600 for a jacket, but I'm too conservative."

Born in the Bronx and educated at City College,



Newsday / Paul J. Bereswill

Fred Dinerstein, a man who enjoys dressing formally, is ready for an evening out in his black wool After Six tuxedo, with wife, Barbara, wearing a fuchsia two-piece outfit of moire taffeta.

From the Riverside Plaza, where he worked as a desk clerk, Dinerstein went on to work at the Hotel Wentworth, the Tudor Hotel and the Hotel Blackstone before coming to the Dover in June, 1982. In his spare time he plays tennis — he characterizes himself as an intermediate player — and jogs from three to five miles several times weekly.

When it comes to maintaining his wardrobe, Dinerstein doesn't rely on his wife, Barbara. "Occasionally she'll buy me a present," he said, "but usually I do my own shopping. I go by myself, and I really shop around."

Dinerstein is somewhat unusual in another way, too. Unlike many men, he likes wearing formal dress. He has his own custom-made tuxedo by After Six, a formal shirt in a white-on-white striped Swiss cotton, and a set of onyx studs and cuff links. "I really enjoy getting dressed up," he said, recounting a story about the time he wore his tuxedo to a country club dance on a Saturday night only to find that he and the maitre d' were the only men so formally attired.

"It was very funny," he said. "I have three tuxedos in different sizes," he said. "When I started jogging 10 years ago I was 20 pounds heavier, so I have my original tuxedo, I have one in an intermediate size and I have my new one."

Despite his love of dressing up, though, Dinerstein does not seek the very latest in fashion. You would not, for instance, ever catch him wearing a pair of the leather pants that have been all the rage for the past few seasons. In fact, when asked to characterize his clothing preferences, Dinerstein came solidly down on the side of moderation in fashion. "I'm more of a moderate about clothes," he said. "I wouldn't wear the very latest styles — things that look great on younger men — but I like to keep up with the times." Where Dinerstein's sense of moderation shows most, however, is in his choices of colors. Right now, he said, his wardrobe leans rather heavily to brown and blue.

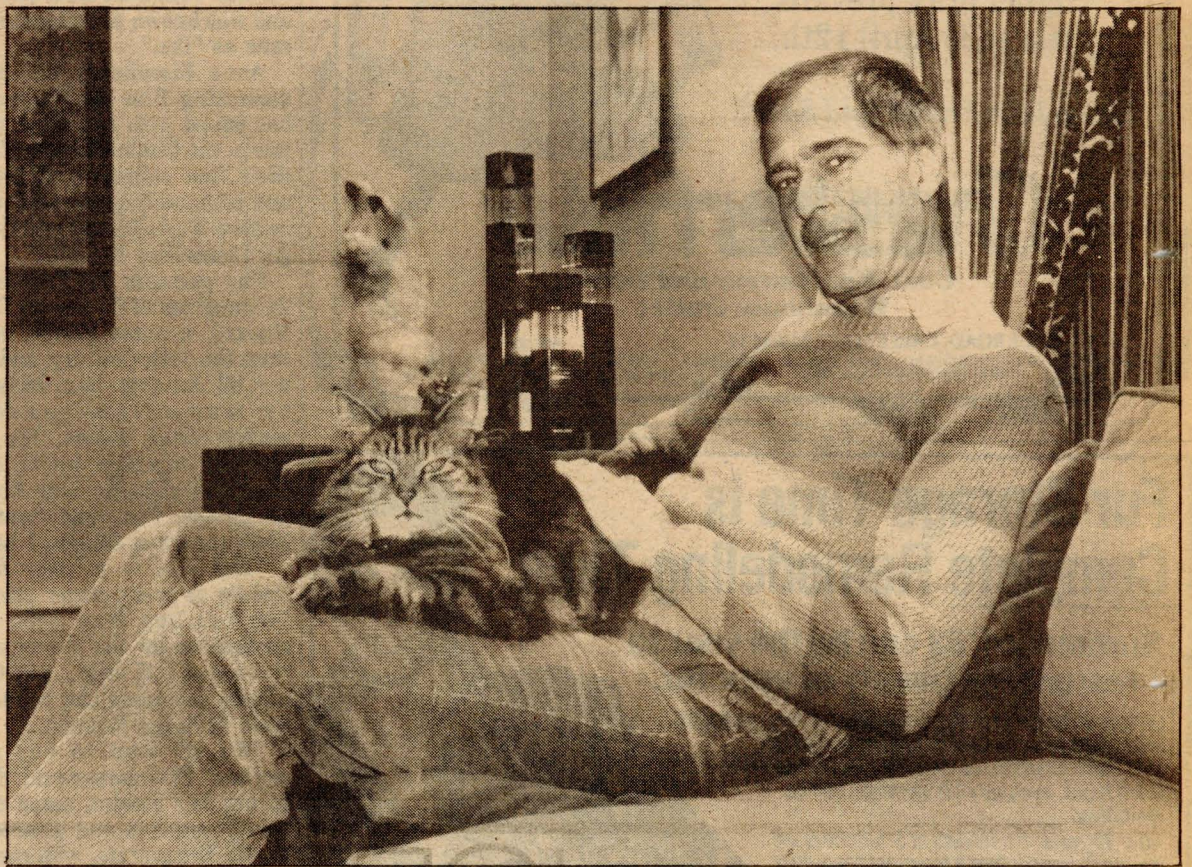
And, if Dinerstein's nearly perfect figure allows him to find tremendous bargains on suits, sports coats and pants, there is one area where he does find shopping a problem: shoes.

"The best way to describe my feet," he said, "is to say that they're somewhat crooked. They're most comfortable in sneakers." ■

Queens College and New York Tech, Dinerstein got into the hotel business at the suggestion of his father-in-law. "I was getting married," he said, "and my wife's father owned one hotel and was getting ready to go into another one and suggested that I might like a job, at least temporarily. I took the job at the Riverside Plaza Hotel and found that I liked the hotel business. It's very interesting. I'm constantly meeting all kinds of people and working in different situations. It's not a routine existence at all."



Newsday / J. Michael Dombroski



Newsday / Paul J. Bereswill

Fred Dinerstein, wearing a camel wool blazer, navy slacks and a blue and tan tie — his favorite color scheme — goes over paperwork with Hotel Dover receptionist Mildred Price; the family pet and Dinerstein relax at home, with Dinerstein, who says he shops for clothes bargains, wearing a Tony Lambert sweater of beige, orange and turquoise stripes, and tan corduroy pants.

1 LOWER

and detailed in the manner of city parks: world's fair benches, iron railings, hexagonal pavers and several walkways with abundant trees. The first quarter-mile section of the esplanade opened in the spring of 1983. More than 40% of the land at BPC is to be used for public space.

The Eiffel Tower Restaurant, which once served visitors from high up the Paris landmark, will sit in 10,000-plus pieces until it is assembled in Battery Park City. The restaurant, originally constructed in 1937, will be rebuilt in the Lower Manhattan development's Gateway Plaza apartments, where it will give diners a view of another French contribution to NYC, the Statue of Liberty.

- 26 New York Telephone Building.** (1926) This monumental mass by **McKenzie, Voorhees & Gmelin** sits at the water's edge. Now dwarfed by the **World Trade Center**, it is generally known as the **Barclay-Vesey Building**. An intelligent solution to a difficult site, the base fills a parallelogram but the tower is rectangular, aligned with the city grid. At ground level, note the all-too-unusual arcade along Vesey St. and the elaborate Deco/Mayan embellishment. 140 West St. (Barclay to Vesey Sts.)

- 26 Irving Trust Operations Center.** (1983) This brilliant new building by **Skidmore, Owings & Merrill** is, in fact, 2 parts flanking an indoor street/atrium. A well-proportioned, carefully detailed, stepped cube wrapped in glass of 3 different transparencies, this is a vivacious and welcome change from the surrounding box-and-plaza routines of the previous decades. 101 Barclay St.

- 27 Syms.** Located in the heart of the Financial District, this famous discount house is primarily for men and women who like to dress in a middle-of-the-road style. Sizes range from lean and trim to 46 portly, at discounts of 30-50%. Unlike most other discount stores, Syms leaves the original labels on the stock, and each price tag shows both the nationally advertised price and Syms' price. There are double-breasted and single-breasted suits in conservative pinstripes, herringbones and Harris tweeds, double-pleated slacks as well as jeans, and all the accessories to go with them. But the greatest strength is the shirt department, which takes up nearly the entire second floor. You can't beat the selection or the price—everything from Viyella and pure cotton to cotton/poly for the drip-dry set. Finally, on the third and fourth floors are women's departments which feature designer suits, dresses, separates and coats. Open M-F 9AM-8PM, Sa 9AM-7PM. 45 Park Pl. (W. Broadway) 791-1199

- 28 AM-PM.** A late-night club where the terminally hip drink and hang out. 59 Murray St. (between Church St. and W. Broadway) 285-9136

- 29 Merns.** In the shadow of Syms, this is a larger version of that famous discount menswear shop. You'll find traditional, conservative styles in luxurious herringbone tweeds, corduroy and pure cotton. Discounts from 30-50%. There's a second store at 525 Madison Ave. (53rd St.) Open M-F 9:30AM-6:30PM, Sa 9:30AM-6PM. 75 Church St. (Vesey St.) 227-5471

On December 16, 1835, fire engulfed Lower Manhattan scorching everything south of Wall St. and east of Broadway. Over 650 buildings were burned. The conflagration took nearly 20 hours to bring under control; final loss of property was some \$20 million.

Restaurants/Nightlife red

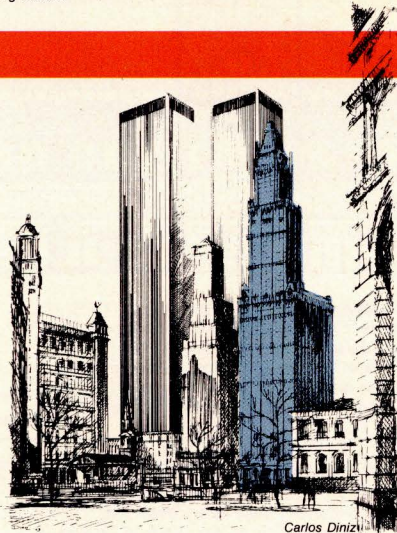
Architecture blue

Hotels purple

Museums/Theaters/Narrative black

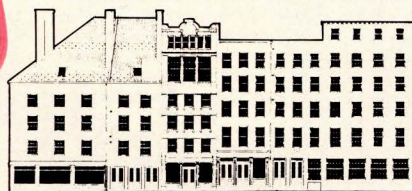
Shops/Galleries violet

Parks/Open spaces green



- 30 Woolworth Building.** (1913) One of the city's most dramatic skyscrapers was designed as the headquarters for **Frank Woolworth's** chain of five-and-dime stores by **Cass Gilbert**. The Woolworth Company has never moved. The building is Gothic celebration inside and out, with picturesque details enhancing the forceful massing and graceful vertical thrust that culminates in a perfectly composed crown. Inside, the lobby features a soaring glass mosaic ceiling and marble walls awash with more Gothic detail. An added surprise—it seems that Cass Gilbert was an architect with a sense of humor! In the lobby you will find caricature bas-reliefs, including one of Gilbert himself with a model of the building and another of Frank Woolworth counting nickels and dimes. Worth a visit. 233 Broadway (Park Pl. to Barclay St.)

- 31 South Street Seaport Museum.** This nautical museum without walls is part of a restoration-in-progress of 19th-century NYC's vibrant seaport lifestyle, where riggers, printers, sailmakers and merchants once plied their trades. You can visit a whaling ship, a square-rigger or whatever historic ship is tied up at the pier at the moment. A multi-media presentation fills in details of the port's early history. Nearby, historic **Schermerhorn Row** helps complete the picture. For orientation, start at the museum's 14 Fulton St. building, where you'll find information and changing exhibits. Walking tours, daily sailings and outdoor concerts are all a part of the South Street scene. Admission free except for ships, concerts and some exhibits. Open daily 11AM-5PM. Closed holidays. East River, foot of Fulton St. 669-9400



Courtesy of Jan Hird Pokorny, Architects & Planners

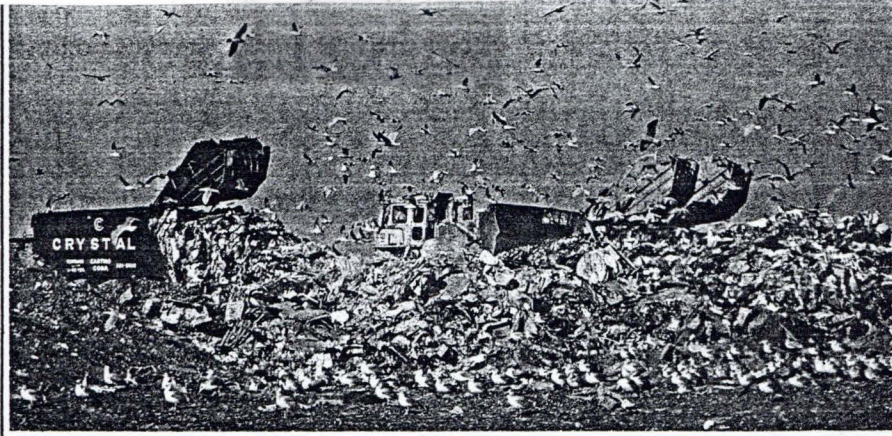
- 32 Schermerhorn Row.** (1811) Part of the original port life, these warehouses and countinghouses were built by **Peter Schermerhorn** as an investment. Greek Revival and cast-iron storefronts were added to the original Federal and Georgian buildings at a later date to serve passengers. The South Street Seaport Museum supported the Row's designation as a NYC landmark and restoration is now under way by designers **Jan Hird Pokorny** and **Cabrera/Barricklo Architects**, with the New York State Urban Development Corp. as the developer. 2-18 Fulton St., 189-195 Front St., 91-92 South St.

NY Mag. 6/1/83

The Sunday Record

New Jersey's Largest Evening Newspaper

DECEMBER 4, 1983 ☆



Staff photo by Linda Cataffo

The Bergen County landfill in Lyndhurst, where dumping is to end in 1987.

To burn or not to burn?

By Elizabeth Auster
Staff Writer

In an isolated building at the end of a muddy road in the Lyndhurst meadowlands, dozens of people bearing dozens of credentials will congregate tomorrow to offer opinions on a matter of utmost seriousness — garbage.

Armed with weighty reports, arcane statistics, and big words, they will spend much of the day at the office of the Hackensack Meadowlands Development Commission (HMDC) listening to presentations most people couldn't understand even if they wanted to.

When the talking ends, Bergen County could be one step closer to embarking on the most expensive project in its history — construction of a \$300-million, 3,000-ton-a-day incinerator in Lyndhurst to convert trash into energy and send up in smoke one of the county's oldest and foulest problems.

But depending on whether anything does actually happen tomorrow, and how much what happens upsets certain parties, the county could end up one step farther from a solution to its solid-waste problem.

HMDC to hear rezoning plan for incinerator

And the longstanding question of how to stop the daily dumping of more than 2,600 tons of garbage onto the bulging county landfill could once again be up in the air.

Without an incinerator, 69 Bergen County municipalities — North Arlington uses a baler — could be left with no place to dispose of their garbage, says James Craffey, spokesman for the Bergen County Utilities Authority. The county's current landfill in Lyndhurst and North Arlington is 84 feet high, just shy of the maximum allowed, and the utilities authority has been permitted to use new space on the condition that dumping end in 1987.

"Something has to be done because the public good has to be considered in this," said Craffey. "I think all forces are moving ahead to make this a reality."

People familiar with the history of the county's decades-old garbage problem understand the simplicity of the reasoning behind attempts to end landfill dumping, which pollutes ground water and wastes real estate. But over the years, these same people have also come to understand the difficulty of making those attempts successful.

It is not unusual that tomorrow's discussion, while focusing on garbage disposal, will have a number of seemingly unrelated undercurrents, including:

- The fear of residents in an aging, working-class town that large-scale housing development will destroy their community.

- The future of a proposal for a 2,000-acre state park in the meadows.

- Plans for Berry's Creek Center, a mammoth complex of shops, offices, hotels, and town houses in the meadows.

Like a landfill preyed upon by seagulls, Bergen County's garbage crisis for decades has been victim to the swarms of competing interests that have a stake in its resolution.

See INCINERATOR, Page A-42

HMDC to weigh rezoning for incinerator

FROM PAGE A-1

And despite some officials' hopes that all that might begin to change tomorrow, nobody is taking bets.

"There are so many agencies involved, I can't keep up with the ballplayers. I need a scorecard," said James Guida. As mayor of Lyndhurst, Guida is a major player in the high-stakes garbage game.

Finding a home

The notion of building a resource recovery plant — one that burns garbage, recovers marketable resources such as metals and glass, and generates steam for electricity, — is not terribly controversial, as massive projects go. Nor is it new in Bergen County.

Twenty years ago, engineers advised the county to build an incinerator. Seven years ago, the state legislature threw its weight behind the technology, passing a law that urged the use of resource recovery as much as is practical.

While no garbage-to-energy plants exist yet in New Jersey, 18 of the state's 21 counties have said they intend to build them. Three — including Essex County — have made more progress in their plans than Bergen, says the state Department of Environmental Protection.

Among the most lagging is Passaic County, where county officials concede that they are years behind schedule in working toward a resource recovery plant of their own. In any case, Passaic County's garbage fortunes are intimately bound up with those of Bergen County because the Hackensack meadowlands also serve as dumping grounds for 11 of Passaic's 16 municipalities.

In the hapless history of incinerator proposals in Bergen County, the real question has been not whether to build one, but where.

A proposal during the Sixties to build an incinerator in Teaneck died after an outcry from the township persuaded county government leaders to back off. Three years ago, another proposal for an incinerator site sprang up: Ridgefield. Again, local opposition helped bury the plan.

In Lyndhurst, the Bergen County Utilities Authority — designated three years ago to solve the county's garbage disposal problem — believes it has found the elusive answer to the question of where.

On the surface, the optimism seems well founded. While community opposition is generally considered a forgone conclusion in the locating of garbage disposal plants, Lyndhurst's governing body has welcomed the project.

Led by Mayor Guida, a schoolteacher-politician who describes the plant as the salvation of his South Bergen township, the five-member commission has been negotiating for months with the authority on the sale of a 35-acre meadowlands tract bordering the New Jersey Turnpike between exits 15W and 16W.

Deflecting arguments by opponents — including two commissioners, residents, and prominent members of the business community — that the plant would be unattractive and a possible health hazard, Guida has cited the expectation of considerable revenue from the incinerator.

The mayor also has hailed the plant as a potent weapon against zoning imposed by the Hackensack Meadowlands Development Commission on the township's portion of the meadowlands. The zoning plan calls for about 4,000 housing units, including some for low- and moderate-income families. The housing would burden local services and be a "social and economic disaster" for the township, Guida says.

Three weeks ago, after a lengthy and raucous public hearing, the township voted 3-2 to sell the land for the plant — if the price and other matters could be negotiated with the utilities authority.

Spurred by Lyndhurst's welcome mat, the authority began a whirlwind of activity designed to prove that Lyndhurst, a home to landfills for decades, is as close to perfect as an incinerator site can be. The authority has arranged tours of other resource recovery plants, commissioned studies and reports, and won audiences from various government agencies whose approvals are needed.

The obstacles

But beneath the rush of activity and optimism, more than a few problems lurk.

While the authority has used the township's 3-2 vote as a steppingstone, opponents say the vote is not all it's cracked up to be.

First, they note, it commits the township only to negotiate, not to sell the land. And, they point to objections expressed by many residents and business people at the public hearing before the vote, and to petitions that garnered 700 signatures against the plant.

Most important, they point to the likelihood of a binding public referendum on the matter, a course proposed by Louis Stellato Jr., one of the commissioners opposing the plant, primarily because of a fear that it might endanger the public health.

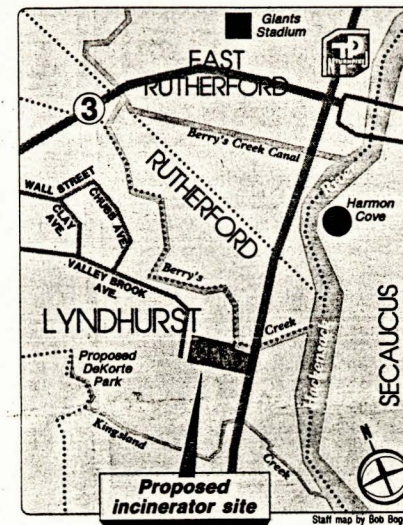
While the DEP regards incinerators as superior to landfills because they do not pollute the ground water, the agency is working on a set of rules to prevent air pollution. The agency also is researching whether resource recovery plants might produce enough dioxin and other toxins to warrant special guidelines.

Because of concern about pollution, even supporters of the plant in Lyndhurst are not confident that it would survive a referendum.

"We'd have to see what happens," said Guida. "It's such a touchy issue, and there's so much the people don't know."

Even if the plant is approved in a referendum, other hurdles remain.

The township must come to terms with the utilities authority on, among other things, an annual payment in lieu of taxes for allowing the incinerator to operate. The township is seeking \$1.5 million annually, an amount more than one fifth of the 1983 municipal budget.



The interested parties

Tomorrow's meeting is important to a host of interested parties — the state DEP, the utilities authority, the county freeholders, Lyndhurst's commissioners, and the HMDC, in addition to Bellemead.

Scheduled for 9 a.m. at the HMDC's headquarters, it marks a crucial point in the drive to construct a resource recovery plant for the county.

The subject on the agenda will be a request by the utilities authority that the HMDC rezone the Lyndhurst tract being considered for the plant. In its master plan, the HMDC — which was created to supervise the orderly and environmentally sound development of the 31-square-mile meadowlands district — has zoned the tract for housing.

Because the HMDC traditionally has been reluctant to tamper with its master plan, the authority has been preparing for the meeting as if it were a hearing before the Supreme Court.

"This is a momentous situation," said Stephen Sinisi, the authority's attorney.

At first glance, it appears unlikely that the meadowlands commission's engineers and planners would recommend rezoning the Lyndhurst site.

The tract is surrounded by a large area zoned for housing. It also is about 1,000 feet from the area proposed for DeKorte State Park. In full view of the park — part of which is to be a nature refuge — an incinerator with a tall smokestack and visited daily by more than 700 garbage trucks would hardly seem to blend in.

And the proposed site is less than a mile from the area zoned for Berry's Creek Center, a prime feature of the HMDC's master plan. The authority has given

no assurance yet that garbage trucks would not use a road that would pass by or through the proposed center.

Nonetheless, the HMDC tomorrow may well set in motion the process required for a zoning change. The outlook for such action improved dramatically after a closed meeting last Thursday. At the meeting, attended by key players in the garbage drama, the commission's staff proposed a set of concessions in exchange for support of the zone change.

The concessions, which might be unveiled or hinted at tomorrow, are said by participants in Thursday's meeting to include:

- From the Department of Environmental Protection, an assurance that the 300 to 450 tons of ash the incinerator would produce daily — and any trash that can't be processed — be dumped outside the meadowlands.

- From the utilities authority, an assurance that the plant would be built only if access to it is via the turnpike. This would avoid garbage-truck traffic near the Meadowlands Corporate Center, addressing one of Bellemead's chief concerns. However, a special exit requested from the New Jersey Turnpike Authority was denied when the Ridgefield site was under discussion.

Some observers believe that if this were the only stumbling block, Governor Kean's office might exert pressure on the authority.

- From the Bergen County Board of Freeholders, a 25-year lease to the HMDC of 100 acres of county-owned freshwater marsh in Lyndhurst. The marsh would be the site of nature walks.

- From Lyndhurst, a 25-year lease to the HMDC of 442 acres of meadowlands, most of which would be incorporated into DeKorte Park. The township has been considering a lawsuit to regain title to the land, which the state claimed under riparian rights in 1972.

As part of the agreement, the HMDC is said to be willing to offer a major concession to Lyndhurst. It would rezone more than 200 acres around the incinerator site from residential to research and distribution. That would eliminate the plan for 4,000 units of housing — including low- and moderate-income units — and allow construction of offices and warehouses.

The proposal by the HMDC's staff is but the latest example of how the varying interests of government agencies, private developers, and local groups have affected attempts to solve the garbage disposal problem.

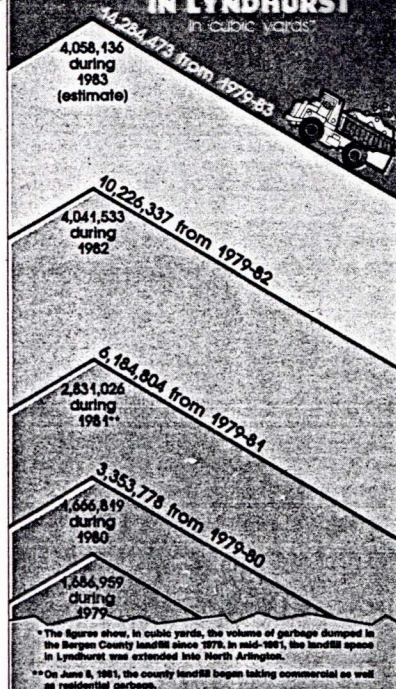
In October, another intricate agreement involving state, county, and HMDC officials was announced after 22 months of negotiations. It gave the utilities authority landfill space until December 1987, setting that date as the deadline for completion of a resource recovery plant.

While the current attempts at intergovernmental compromise and Lyndhurst's welcoming of the incinerator are unprecedented in the history of the county's garbage crisis, the prospects of a plant's being built by 1988 remain uncertain.

What is certain is that tomorrow, whether or not there is progress inside the HMDC's headquarters, another 2,600 tons of garbage will, as usual, be dumped on the county landfill just outside.

A LANDFILL GROWS IN LYNDHURST

In cubic yards*



Unlike revenue from other developments in the township's portion of the meadowlands, the payment is designed to avoid a tax-sharing pool which redistributes taxes from meadowlands property among 14 communities. The exemption of the payment is cited as a major benefit by Lyndhurst commissioners.

To avert a legal challenge from other meadowlands communities, the plant's supporters hope to persuade state legislators to pass a bill approving the exemption. But hoping for passage of a bill and making it happen are two different matters, skeptics say.

Plans for the plant also could face litigation from members of Lyndhurst's corporate community.

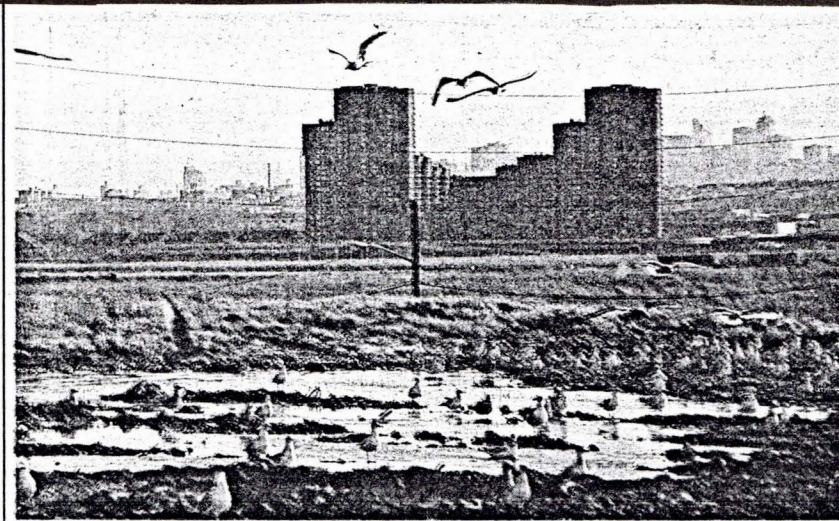
The incinerator proposal has drawn fierce objections from the township's largest taxpayer, the Bellemead Development Corporation, developer of the ultra-modern Meadowlands Corporate Center. Bellemead and several real estate agents who have lured clients to the center have argued that the plant would discourage companies from moving in.

The chief problems, they say, are that the plant would be aesthetically displeasing and probably would lead to heavy garbage-truck traffic on roads passing by the corporate center or leading to it.

Among the corporations that have joined Bellemead in opposition are Rolls-Royce Motors Inc., which has its national headquarters in the Bellemead complex, and the Syms Corporation, which has a distribution center and executive office building there.

"Whether we're going to sue or not sue, I can't say. We're looking at the options," Daniel Brachfeld, executive vice-president of Bellemead, said recently. "I'm very annoyed and upset. In my furthest thoughts, I didn't expect this was going to happen."

Brachfeld says Bellemead will await the outcome of tomorrow's meeting before taking any action.



Harmon Cove, in the background, overlooks the site of the proposed incinerator.

Staff photos by Linda Cataffo

Staff graphics by Bob Bogert

THE AMERICAN IMAGE AWARDS

DAILY NEWS RECORD, WEDNESDAY, OCTOBER 26, 1983

This year's fifth annual happening, held Monday night at the Sheraton Centre, moved swiftly and smoothly, a departure from some of the earlier events.

In a short, 60-minutes, eight men in various fields — including sports, business, television and motion pictures — received Adam Awards (designed by Cartier) on behalf of the Men's Fashion Association, sponsors of the Image Awards.

Both presentations and acceptance speeches were brief, often witty and sometimes poignant.

Master of Ceremonies Robert Klein, as advertised, amused the audience of more than 700 industry figures and their guests. "This is the American Image Awards. If you're looking for the Levitt bar mitzvah, it's in the next room," Klein teased the crowd.

Jockey International, to the delight of its president Howard Cooley, received some predicted and unexpected endorsements. Jim Palmer, Baltimore Orioles' hurler, in picking up his award for sports, said: "Jockey International has placed a lot of trust in me," referring to his tie-in with the firm. The four-time Cy Young winner candidly admitted, however, that the Adam was a "close second" to winning the World Series.

On a sour note, Palmer received jeers from the audience following his anti-Yankee (baseball) remark that although the Boys from the Big Apple won the World Series in 1978, in his opinion, the Orioles were a better team.

Father Bruce Ritter of the Covenant House for runaway children, also had something to say about Jockey. "Most of the children that come to us," said Father Ritter, "only have the clothes on their backs." Noting that Covenant House provides the children with clean clothes, he said: "Everyone wears Jockey shorts. And let me say thank you (Jockey) for them."

Apparel industry Hall of Fame recipient Walter Haas, Jr. of Levi Strauss & Co., said that his greatest pleasure in winning the award was that proceeds from the event benefits both the Covenant House and the Cystic Fibrosis charities.

It was actor Louis Gossett, Jr. who moved the audience when he paid tribute to the Marines that were killed in Beirut, Lebanon. "I send my heart to those Marines," said Gossett, who won an Oscar award for his portrayal of a tough drill sergeant in "An Officer and a Gentleman."

In accepting the Hall of Fame award for motion pictures, Robert Stack said that early in his career he played polo with the late Spencer Tracy. "I was a good polo player, but a lousy actor," Stack told the audience. "Tracy told me that it's not how good you are, but how long you last."

The other Image Award recipients and their respective categories were: Donald J. Trump, business; Lionel Hampton, the arts; Christopher Atkins, contemporary; and John Ritter, television.

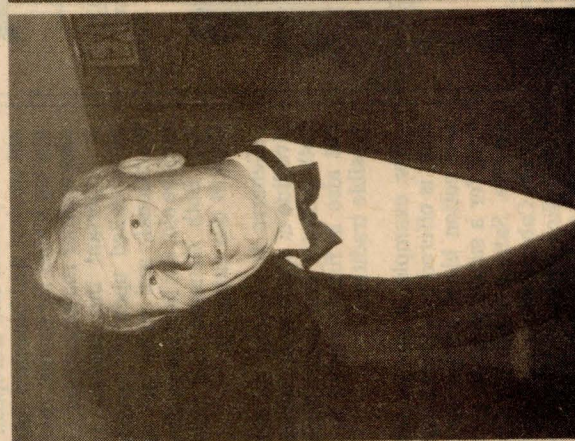
Dick Bell



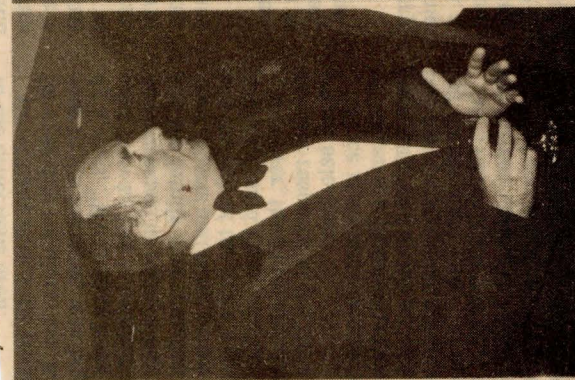
Allen Aaronson



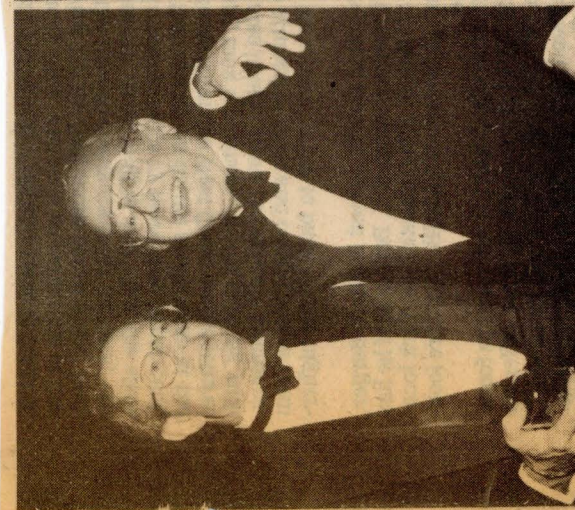
Peter Held



Gene Fellers



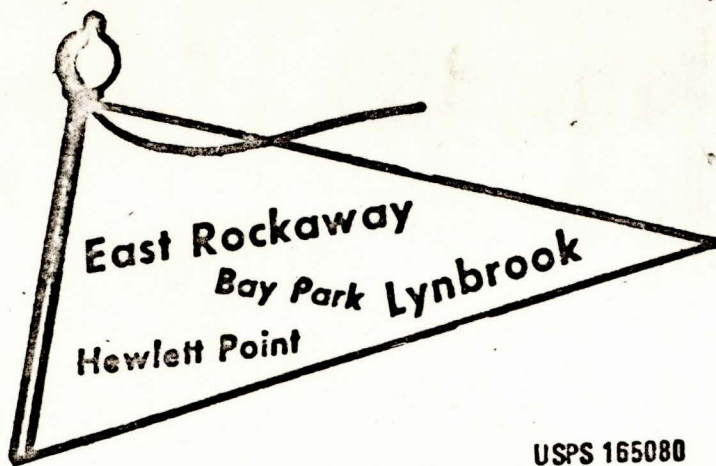
Jim Casey



Larry Leeds and Sy Syms

Photos by Nick Machalaba

ST ROCKAWAY LYNBROOK OBSERVER



USPS 165080

NO. 37

EAST ROCKAWAY, NEW YORK 11518, THURSDAY, JULY 21, 1983

15¢ PER COPY

East Rockaway Village Board

The East Rockaway Village Board held its regular meeting on July 11th. As reported in last week's issue, a schedule of new parking fines was adopted. This coupled with the newly-appointed parking officer should deter car owners from clogging the streets and parking fields with illegally parked vehicles.

A Waldo Avenue resident complained of youths playing ball in the parking field behind the library, with resulting balls coming in the adjacent yards, as well as the young people using the yards for walk-throughs.

A Woods Ave. resident asked if a watchman could not be hired to oversee Memorial Park at night.

Rhame Avenue residents questioned how often the Village-owned part of the parking field behind Foodtown was cleaned and also noted that trucks were still parking in the field, and the traffic situation was not that improved.

All of these items were discussed in length, with varying degrees of solution arrived at.

Trustee Irving Shaw noted that more surveillance was needed on Ocean Ave. to curb speeding cars. Trustee Murray Eskenazi noted that an agreement with the CSEA is expected shortly. Mayor Theodore Reinhard commenting that a lot of purchasing was being done - ambulance, auxiliary police vehicles - DPW equipment - all within the tax structure, without borrowing as is the norm in most municipalities.

The Board authorized Fred Weinstock to attend a Building Dept. seminar in September; granted a request by Centre

L'Affair Syms Continues

Not a seat was available in the Lynbrook Village Hall on Monday night as the continuing saga which asks the burning question "Will Sy Syms locate in Lynbrook, USA?" unfolded once again.

Following completion of the agenda of "regular" business,

Mayor William Geier re-opened the adjourned public hearing on a request for a special exception by Rupp Chevrolet Corp. to permit the erection of a building on the premises at 619 Sunrise Hwy., which would not have sufficient off-street parking

Continued on Page 3

BIG F.D. WEEKEND IN LYNBROOK

Lynbrook Hose Co. No. 1 of the Lynbrook Fire Dept. will celebrate its 75th Anniversary with a Gala weekend, Friday, Saturday and Sunday, July 22-24.

On Friday, there will be a Block Party and Carnival at Greis Veterans Memorial Park from 6 to 11 p.m.

Saturday will be the BIG day with an Old Fashioned Firemen's Tournament commencing at 9 a.m. at Greis Park. At 1 p.m. the Block Party and Carnival resume, and at 6 p.m. the Southern New York Firemen's Parade will be held beginning at 6 p.m. The route will be on Merrick Road from Charles St. to Greis Park.

On Sunday, the Block Party and Carnival continue from 1 to 9 p.m.

Ave. residents for a Block Party on July 30th; approved handicapped parking spaces in front of Dr. Smith's on Rhame Ave.; awarded contract to Hendrickson Bros. for improving Denton Ave. (CHIPS program money - \$165,392.50); accepted Mobile Street Sweeper; and awarded bids for a Sanitation Truck and 2 Auxiliary Police Vehicles. Next meeting Aug. 8.

MEMBERS/INPUT SOUGHT BY LYNBROOK PARKING COMMITTEE

The Village of Lynbrook is taking a long, hard look at the problems of vehicular parking in all areas. Commuter parking, commercial district parking, overnight parking, and so forth, will all be examined with an eye to find solutions where needed.

The Parking Committee is looking for members who want to be involved and who are willing to put in the time to get results. Also, the Committee would like to hear from any person who is aware of a parking problem or who has some ideas to offer for consideration.

If you would like to offer your services as a member of the Committee or would simply like to be heard at a Committee meeting about any parking problem, please call Mrs. Hughes at Village Hall, 599-8300, and give your name, address and phone number. You will be contacted by Chairman Peter K. Ledwith to schedule an organizational meeting and subsequent hearings.

VACATION TIME

We'll be On Vacation the first two weeks of August, so the OBSERVER will not be published on August 4th or 11th.



Recently made an \$800...
was begun with a...
between Jim Jensen's...
brook All-Stars. The...
r to be purchased for...
Roy Solace (c), is...
ato. Lions Secretary...
oto by John Cribbin)

IN THE PARK

Rockaway Cultural...
il will present the...
Sound of Vinnie...
and His Music on...
July 28th, 7:30 p.m...
odshell in Memorial

invited to this free...
pleasurable music...
g and dancing. For...
ort bring blankets...
irs.

Downstairs" would...
ose and Daisy work...
uch a contraption.

L'Affair Syms Continues

Continued from Page 1

for the square footage in the building, such building and property would then be sold to the Sy Syms Clothing Store chain.

Mr. Jerome McDougal, President of Rupp, opened the hearing with a discussion of the tax advantages to Village and School District residents, also noting that Sy Syms was not a fly-by-night operation, and again stressing what could (and probably would) be put on the premises if Sy Syms is turned down.

At the original part of the hearing (June 13th), the contractor for proposed building presented his case for the petitioner and at this meeting, Mr. McDougal introduced Mr. Daly of the firm of Leaman-Peterson of Babylon, NY, traffic engineers. A lengthy and detailed presentation by Mr. Daly sought to alleviate fears that the proposed facility would generate excess traffic on Sunrise Highway and off-street parking on residential streets. His presentation was filled with statistics on the amount of cars using Sunrise, Peninsula and Broadway each day, parking spaces available, ingress and egress from the premises, etc. His biggest point was that on weekdays (except Thursdays), the parking spaces on the premises would be adequate to handle the anticipated business. On Thursdays and Saturdays, the peak business days for Syms, he cited available off-street parking in the Village Field between Broadway and Carpenter Avenue, under the LIRR structure, and parking meter spaces on Sunrise and Broadway, all of which, he said, were nearly empty on Saturdays and Thursday evenings.

Ms. Marcy Syms, in response to questions, presented some facts on the marketing operations of Syms, comparing the proposed Lynbrook facility with the present store in Roslyn.

Mr. Daly and Ms. Syms were subjected to extensive questioning by members of the Board and residents in the Hall. As

in the previous hearing, residents expressed fear of increased traffic and parking, despite Mr. Daly's figures. There were, however, quite a few residents speaking for approval of the petition and allowing Syms to operate at the premises.

In the wee hours of Tuesday morning, the hearing was again adjourned, this time to August 22nd, when the Village will present testimony by a traffic engineer hired for this purpose. Mayor Geier said he did not know what this expert would find, possibly he would corroborate the findings presented at this hearing, or he could totally contradict them.

In any event, L'affair Syms will continue on August 22nd, same time, same place, same cast of characters, plus a few new ones.

Regular business attended to at the meeting consisted of a presentation to Mr. John Connolly in appreciation of his 9 years of service to the Library Board, 4 as President; the approval of a 2-year contract with the Lynbrook PBA calling for a 7.5% increase for the year 1982-83 and an 8% increase for 83-84 and a comparable salary adjustment for the police chief; the appointment of Richard Taigue as Deputy Village Attorney, a continuing discussion on new lighting at Tally-Ho firehouse (authorized expenditure of \$750 when solution found); approval of Fire Chiefs attending convention Aug. 16-19, ORT yard sale Aug. 14-15, use of Village Parking field by Lynbrook Baptist Church on Sept. 4, Building Dept. Superintendent and Assistant attend seminar Sept. 28-30, change in status for DPW worker, engagement of auditors, transfer of funds for book-keeping purposes, waiver of residency requirements for clerk/typist for library (no Lynbrook resident on Civil Service list desires position).

Two requests for special



UNITED JEWISH APPEAL - Hempstead President of the United Jewish Appeal meeting at the Hew Saul Miller of Woodmere, Stanley Cohen of H Dr. Lawrence Gottlieb, (Gulotta) and Larry I Jewish Centre, all of East Rockaway.

BOB HOPE IN SOC SEC FILM

Bob Hope, who recently celebrated his 80th birthday, is featured in a new Social Security film depicting the scope of the protection Social Security provides, Richard Robbins, Social Security district manager in Freeport, said recently. The film "A Plan For All Seasons," also includes Marie Osmond as co-narrator.

Bob Hope and Miss Osmond provide an upbeat dimension to the 13-minute film, which shows how Social Security affects people at different stages in their lives.

The film covers the broad range of Social Security benefits by using the four seasons to illustrate the four stages in life - youth, middle age, old age and death.

The 16mm film is available for group showings from the Freeport Social Security office located at 133 W. Sunrise Hwy. Call 546-1866, ask for Mrs. Dice.

The Dog I been happenir

Burglaries burglaries to dental and c Saturday, Jul dent was asle watching tele ning towards where the do kitchen. The "hot pursuit, owner then r on the scene results. There about it is tl telling what r three small ch

In referen hours, a whit section of th looking for th

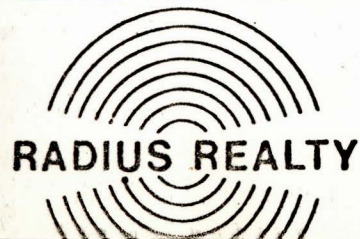
The burgl period of lat Police ask th that appear police right ability the ca

exceptions previous heard by the Board, for premises at 19-27 Wilbur St. and 128 Hempstead Ave., were approved with conditions attached.

A public hearing held to consider a new sliding fee scale for demolition permits, based on the value of the structure, resulted in the adoption of the proposed local law.

As stated above, next meeting will be August 22nd.

The concept of canned food



4 Centre Ave.
East Rockaway

997 4242





Yeshiva University Report

Development Highlights



CENTURY LEADER OF THE WEEK

As Yeshiva University moves towards its centennial year in 1986, we are proud to salute those individuals whose leadership and philanthropy are indispensable to the growth of this unique institution, the oldest and largest university under Jewish auspices.

Sy Syms: *"I support YU for what it will be in 200 years"*

When Sy Syms was growing up in Brooklyn, he wanted more than anything else to be a major-league baseball player. "I spent every free moment playing baseball," he said. "I walked around with my mitt all the time."

But an injury suffered while he was in the Army kept Mr. Syms from making a try at the big leagues. Today, however, as chairman of the board and chief operating and executive officer of Syms Corporation, he is in the big leagues in business.

Mr. Syms is widely-known in the New York City area — especially because he appears in television commercials for his clothing stores. What is less widely-known, however, is that Mr. Syms is also a philanthropist. He has supported many institutions such as Boys Town in Jerusalem and Jewish Hospital in Denver, CO. He also is chairman for commerce and industry of the Greater New York Israel Bond Campaign.

He also is involved with the activities of the Police Athletic League and the Inner City

Scholarship Fund. He serves as executive board member of the Better Business Bureau of New York City.

Because of his business leadership and his communal interests, Yeshiva University will confer upon Mr. Syms an honorary Doctor of Humane Letters degree at a Convocation preceding the University's 59th annual Hanukkah Dinner Dec. 11.

The Convocation and Dinner will be held at the Waldorf-Astoria Hotel. A reception will begin at 4 p.m., the Convocation at 5 p.m., and the Dinner at 6 p.m.

Other noted persons who will receive honorary degrees at the Convocation are Jeane Kirkpatrick, U.S. Ambassador to the United Nations; Moshe Arens, Israeli Minister of Defense; and philanthropists David J. Azrieli of Montreal and Philip Belz of Memphis. The guest of honor at the Hanukkah Dinner will be Mrs. Erica Jesselson, philanthropist and Benefactor of the Yeshiva University Museum. She will receive the University's prestigious Distinguished Service Award.



Mr. Syms' support for Jewish causes includes support of Yeshiva University. "I am impressed by the University," he said, "but I really support Yeshiva University for what it will be in 200 years."

What will it be then? Mr. Syms thinks the University will be "even better than it is to-

day," he said. "The University will keep the Jewish heritage strong."

Mr. Syms learned about that Jewish heritage from his parents — both immigrants from Russia. His father was in the retail clothing business.

"In our family, the retail business was a hardship," Mr. Syms said. "My father worked long hours, and we never seemed to have enough money. When I was a child, I vowed I would never go into that business."

When he started to take classes at New York University after he was discharged from the army, he considered several careers. But then he discovered broadcasting, and he decided to become a sports announcer.

He worked diligently to lose his Brooklyn accent. "I practiced alone in my room," Mr. Syms remembered, "at least three or four hours a day."

After graduation, Mr. Syms held radio jobs in Maryland and West Virginia. But then he returned to New York City to help his brother in the clothing business. He never went back to

broadcasting.

Mr. Syms went into business for himself in 1959, opening his first store on the corner of Cortland and Greenwich Streets — the same intersection where his father once had a store.

Through the years, Mr. Syms has seen his business grow from that one store to 11 Syms stores in New York and New Jersey. In 1980, he also bought A. Sulka and Co., with shops in New York, London, Paris, and San Francisco.

As he has dedicated himself to his business, he has not forgotten his family. Four of his six children are now involved with him in the business.

All six of those children received Jewish educations, Mr. Syms said, and he expects that his first grandchild — who was born in March — will receive a Jewish education too.

"Something inherent motivates me to be involved with Judaism," he said, "something that works on me even without my necessarily being aware of it. I think that something is my heritage as a Jew."

SYMS

An Educated Consumer Is Our Best Customer

N.Y.C. -45 PARK PLACE

LONG ISLAND -EXIT 37 L.I.E.

PARAMUS -ROUTE 4

WOODBIDGE -ROUTE 9

Store
of your Choice

to attend our annual **SYMS**

BASH

on

MONDAY, FEBRUARY 16th ONLY!

9 AM to 7 PM

NO SYMS CHARGE CARDS

NO SYMS CREDIT SLIPS

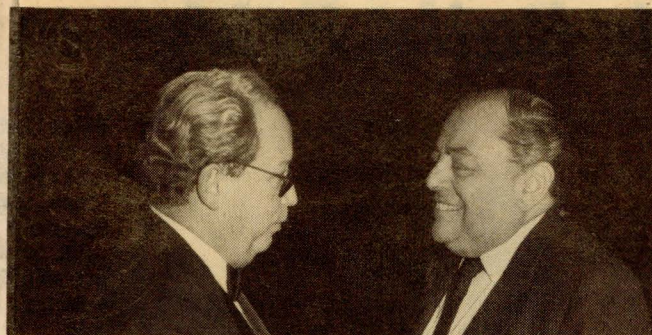
BETWEEN THE LINES

MOUSEWEAR: MICKEY MOUSE, who turned 56 this year, is offering his first full fashion collection. J.G. Hook, which recently acquired the license for Mickey, Minnie and Pluto sportswear from Walt Disney Productions, threw a party Tuesday at its new showroom on Seventh Avenue to celebrate both the birthday and the collection, which has just reached the stores. Although the line is primarily geared to women, most items are termed unisex and are oversized. Available specifically for men are an oxford shirt, a fleece cardigan sweater, a silk tie, suspenders and T-shirts, all wholesaling from \$9 to \$24.

ROD LETO, vice-president of the Mickey and Co. division, says Mickey "is the strongest single character ever created—there's a universal love affair with him. There's a high degree of fashion interest in the Mickey character in Europe and the Far East. And his ability to produce retail sales—in the billions of dollars—is unchallenged." Leto added that the men's oxford shirt is "doing tremendously as a Christmas item" and that the collection will offer more men's merchandise in the future, such as knit shirts, underwear and sweat suits.

Also on hand for the event were MAX RAAB, J.G. Hook chairman, sporting Mickey-motif red suspenders and tie; designer MEREDITH GLADSTONE; and music coordinator BARRY LEDERER, who was responsible for the musical selections, which included "Mousekamaia" and "Mickey, She's Got a Crush On You." Last but not least, Mickey made a grand entrance to the tune of "Happy Birthday." After cutting his birthday cake, posing for pictures, and showing off his moonwalking abilities, Mickey hobnobbed with his many guests.

—J.M.



Art Arbesfeld, Ira Weiser



Art and Paul Diamond



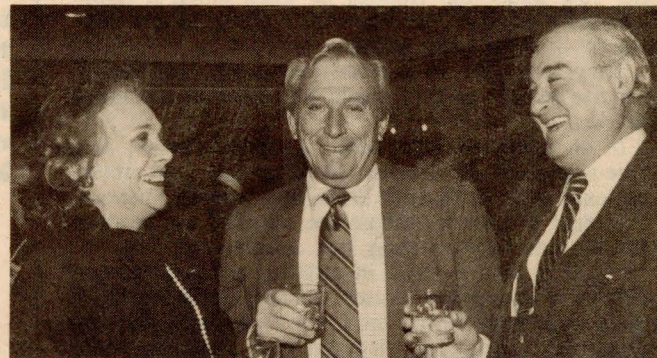
Sy Syms, David Rappaport



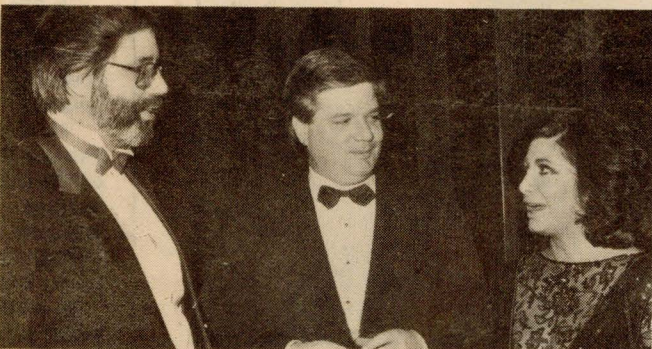
Bob Spector, Jules Gould



Belle and Leon Atkind



Margot Fately, Stephen Levene, Norm Fately



Jim Soriano, Gene and Julie Kosack



Alex Ruiz, Hal Slavin, Joe Gordon, Seymour Epstein

SHOES FOR ISRAEL

LEON ATKIND had shoes on—but wouldn't tell where he got them—at a dinner dance Tuesday night at the New York Hilton Hotel. The benefit honoring the retailer was hosted by the men's wear division of the State of Israel Bonds. Atkind, chairman of NBO Stores, recently has become well-known for his barefoot appearances in local television ads. (NBO doesn't sell shoes.) BTL wondered if Atkind, obviously

a devotee of off-price retailing, bought his shoes at Syms, Inc., one of his off-price competitors. But the honoree and dinner chairman SY SYMS weren't telling. The affair attracted a crowd of men's wear industry well-knowns. Among them were MARVIN BLUMENFELD and STEPHEN LEVENE of April-Marcus, GEORGE WEINTRAUB and DAVID RAPAPORT.

PHOTOS BY NICK MACHALABA

—S.R.

Scrapbook

9-18-83

PRESS RELEASE

Syms Corp. announced today that it had filed with the Securities and Exchange Commission a Registration Statement on Form S-1 to register an offering of up to 3,437,500 shares of Common Stock, par value \$.05 per share, for sale to the public by ~~the~~ ^{Sy Merns and his} Syms family as Selling Shareholders. The offering represents approximately 19.5% of 17,650,000 outstanding shares.

Rothschild, Inc. and Bear, Stearns & Co. are co-managing Underwriters of the proposed offering. The Company has applied for listing on the New York Stock Exchange. The offering is expected to become effective sometime in September.

For any additional information, contact Marcy Syms Merns at 201-935-7500.

* * * * *

11:17 A.M. Reuters

• Wilbur Ross - 757-6000

Carl Jones



October 17, 1983

FOR IMMEDIATE RELEASE

SYMS APPOINTS DIRECTOR OF HUMAN RESOURCES AND DEVELOPMENT

Syms Corp. today announced that Timothy Pranschke has joined the firm as Director of Human Resources and Development. The newly created post comes as a direct result of Syms developing new market areas as well as increasing their operations in existing ones.

Mr. Pranschke will serve all components of Syms Corp. which is comprised of Syms Inc., Syms Advertising and A. Sulka & Company. Syms Inc. operates a chain of 11 "off price" apparel stores in the Northeast, the Middle Atlantic region and Florida. A. Sulka & Company is a prestigious group of men's haberdashery shops located in New York, San Francisco, Philadelphia, London and Paris. Syms Advertising serves these companies as well as other advertisers.

In his new position, Mr. Pranschke will be responsible for employee training programs, recruiting and employee relations. An expert in the process of "management by objective", Pranschke brings to Syms the experience and training of Macy's/New York, where he was Administrator of Personnel.

A resident of Staten Island, Mr. Pranschke is a graduate of Cornell University. Married and the father of two daughters, he is a member of his local school board. He will be based at the firm's corporate headquarters in Lyndhurst, N.J.

CONTACT: David S. Bernard
212/980-5200

Fashion WORKSHOP

Discount shopping... or how to buy more for less

• Considering the rising prices of clothes the past few seasons, it's not surprising that a new trend is evolving: Discount retail stores are selling quality clothing for less than standard retail prices.

Where are the discount stores?

You'll find them all across the country. For locations of stores near you, look for regional guides in local bookstores. In Los Angeles, for example, you can buy *Glad Rags, L.A. Directory to Discount Fashions*. On the East Coast, send for the *Factory Outlet Shopping Guide: FOSG* Publications, Box 239, Oradell NJ 07649; send \$4.55 (includes pstg.). Most likely there's a Loehmann's (there are forty-eight stores, each selling at 30 percent below retail) or a Marshall's (seventy-five stores selling at 20-60 percent below retail) near you. Syms, a chain in the northeast and Florida, sells at a 30 percent discount, then marks down items each week they remain unsold (see tag, right).

What should you expect? Racks and racks of clothing to sift through, all current, first-quality styles, often designer goods. Remember, this is no-frills shopping—that means communal dressing rooms, few salespeople, no allowance for damages. Shop with an open mind because you probably won't find a specific item you're looking for. But beware of "bargain fever": Don't buy just because it's a bargain. When you do find something you need or love, however, buy it right away! Don't expect to return the following week—or even in a few hours—and still find it. Some veterans hide their finds in the wrong-size rack, but even that ruse doesn't always do the trick.

Camel hair jacket

RETAIL, \$220
LOEHMANN'S, \$129

Ruffle-neck
wool sweater

RETAIL, \$90
LOEHMANN'S, \$39

Stitch-down-
pleated
wool skirt

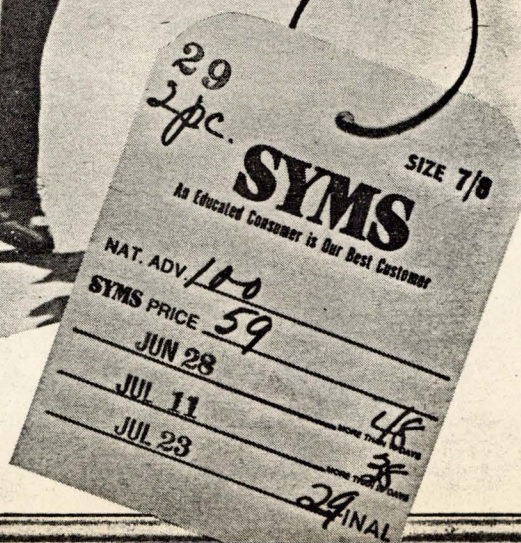
RETAIL, \$68
LOEHMANN'S, \$40



Belted wool
wrap coat

RETAIL, \$240
LOEHMANN'S, \$119

TAK SHIOUCHI



Secaucus, N.J.; From Pig Farms to Retail Center

NEW YORK (FNS) — Hartz Mountain, which used to be big in bird seed, and Secaucus, N.J., which was best-known for its odoriferous pig farms, have put together what is one of the leading warehousing, distributing and off-price retailing centers in the country.

And it is in the process of expanding the number of retail stores there from 45 to about 100 through the construction of a 300,000-square-foot retail outlet center. About 50,000 feet is already open for business at the Harmon Cove Outlet Center, and another 250,000 feet is under con-

struction. The center is expected to be completed in about six months.

Originally, Hartz Mountain Industries Meadowlands Park was developed as an industrial, warehousing and commercial complex. But, according to Ronald S. Sholom, president of the real estate brokerage firm of Sholom & Zuckerbrot Associates, which has been active in leasing properties in the Hartz Mountain area, about 10 years ago Manhattan Industries started an outlet store in part of its space and since then the area has become a thriving major outlet center.

"It has become a model for many developers and within the next five years there will be another 5 or 10 projects like it built in north Jersey," says Sholom.

The strong results of the retail businesses that have started in Hartz Mountain as adjuncts to warehousing activities of manufacturers and retail chains have provided an extra bonus: prime retail space at the cost of industrial space. The cost of space at the Hartz Mountain complex averages from \$3.75 a square foot to \$5.50, says Sholom, and though the space is just about

fully leased, "there are always changes with some tenants contracting or moving and others expanding."

Rents in the new retailing center being built run about \$12 a square foot, with provisions for payments based on volume, according to Sholom.

He says that the retail real estate market in north Jersey is strong and long-term leases are hard to come by. "Generally, new leases run for 5 years because landlords are trying to protect themselves against rents below fair market value that have occurred in the past on long-

term leases. Some of the newer leases provide for adjustments to fair market value and the right to pass cost increases on to the tenant."

While Sholom & Zuckerbrot Associates have no direct connection with management at Hartz Mountain, Sholom says that in the past year his firm has been involved in leasing about one million square feet in the area. This includes a distribution center for Syms and expanded space for NBO.

Outside of the new retail center, retail outlets must be "subsidiary" to the warehousing and office space. This means, according to Sholom, that only about 5 per cent of any tenant's space can be used for retail business. Nevertheless, there is now a heavily trafficked retail complex in the Hartz Mountain park.

"The stores do about 50 to 55 per cent of their business on Saturday's," says Sholom. "There isn't much newspaper advertising because the center attracts the traffic. Most of the advertising is direct mail."

Another attraction for retailers in Hartz Mountain: there's no apparel sales tax in New Jersey.

Among the retail outlets in the complex, all of which have warehouse facilities linked to the store are The Outlet Store,

turn over for continuation

Amerex Outlet, Back Bay Outlet, Jeans & Things Warehouse Outlet, Discovery, Male Ego Fashion Outlet and The Store.

With its heavy involvement in renting retail space, Sholom & Zuckerbrot, which is based in Hasbrouok Heights, N.J., operates a retail division, headed by Laurence Blau. Blau, a former division merchandise manager for David's Specialty Stores, operated his own outlet stores in New Jersey and, just before joining Sholom & Zuckerbrot in 1981, was an executive in Discovery.

Blau says that inventory turns much faster in the Hartz Mountain complex than most retailers expect and overhead is low.

"You can get as much as eight or nine turns, compared with the four or five that retailers get normally. At Discovery we were doing \$3 million in sales with an inventory of about \$300,000. Sales per square foot are also very strong. Some of the Hartz Mountain retailers' sales are running as high as \$300 to \$400 a square foot," says Blau, adding, "where else can you get that kind of numbers at \$4 to \$5.50 a square foot?"

At the moment, apparently not at Hartz Mountain, where the retail renting action is now at the \$12-a-square foot retail center.

A list supplied by Sholom & Zuckerbrot of firms that have already signed leases for the center shows M.I.X., Inc.; G&S Creations; Exclusive Apparel; Maurice Adler; Pony Sports & Leisure; Seymour Mann, Inc.; Parallel Lines; Fenn, Wright & Manson; Bally Retail, Inc.; Jacques Cohen, Inc., and C.T. Industries.

Sholom & Zuckerbrot is pushing hard to make that list much longer.

—SIDNEY RUTBERG

Contents

May Days!/Starfest: The Stars Salute Public Television	2
"Greater Buffalo" Looks at the Mighty Niagara	4
Sons and Lovers, A D.H. Lawrence Classic	5
The Great TV Auction Roundup	6
Ready When You Are, Mr. DeMille!	10
Fans for Seventeen Report	11
TV Programs	12
Radio Info	20
FM Programs	22

Officers

Sue M. Wardynski Chairman	Kevin I. Sullivan Vice Chairman	J. Michael Collins President and General Manager	John C. Barber, Jr. Asst. Secretary
George A. Newbury Honorary Chairman	Laurence R. Goodyear Fred R. Dentinger Honorary Vice Chairmen	Maxwell E. Ellis Secretary	Urban J. Pauly Treasurer

Trustees

Donald Andrews John C. Barber, Jr. W. Hewitt Bayley Dr. Dallas K. Beal Bettye Blackman Philip H. Byer Rev. James F. Campbell Robert Traynham Coles	J. Michael Collins Dr. Roberta Dayer Fred R. Dentinger Marguerite Dispenza Leo R. Downey Maxwell E. Ellis I.C. Francis Margot Glick	Laurence R. Goodyear Robert M. Greene Leah Coles Hodges Bernard J. Kennedy Vincent M. Lawless Frank B. Mesiah Urban J. Pauly Eugene Reville	Barbara A. Stack Morton Stovroff Kevin I. Sullivan James Vaccaro Sue M. Wardynski George F. Wessel Lawrence V. Whistler III Peter P. Zaleski
---	--	--	---

Honorary Trustees

Robert B. Adam Brent D. Baird Rev. L.T. Boyce Sister M. Angela Canavan R. Carlos Carballada Armand J. Castellani Henry Coords Richard Craig Very Rev. James M. Demske	James B. Downey James Gassman Dr. Joseph Gizinski George Goodyear Donald A. Heath John H. Heitzhaus Rt. Rev. Msgr. Sylvester J. Holbel Henry Kalfas	Edwin Levy Dr. Joseph Manch Mrs. Elmer Milch C. Sherwood Miller Welles V. Moot, Jr. Jesse E. Nash, Jr. George A. Newbury A. Neville Procter Daniel Ransom	Louis R. Reif Leonard Rochwarger Ira G. Ross Rev. Msgr. John Ryan Gifford R. Salisbury James E. Shenton Dr. Robert Starr Thomas E. Thayer Dr. Alfred W. Zielonka
--	---	---	--

Program Underwriters

AMCA International Limited
and its subsidiary

AMCA International Corporation

for underwriting the local acquisition and broadcast of
WALL STREET WEEK on WNED-TV.

American Steamship Company

for underwriting the Saturday Morning broadcast of
SESAME STREET on WNED-TV.

SYMS Clothing Inc.

for underwriting the local acquisition and broadcast of
FRONTLINE on WNED-TV.

The Buffalo Chamber Music Society

for underwriting the local acquisition of FROM THE
LIBRARY OF CONGRESS on WNED-FM.

A COMPANY IS KNOWN BY THE COMPANY IT KEEPS!

BECOME A PROGRAM UNDERWRITER. THE NUMBER TO CALL: 881-5000 Ex. 73.



ON THE COVER

A dazzling two-hour variety show from the Tropicana Hotel and Casino in Las Vegas will be one of the highlights of Channel 17's MAY DAYS celebration on Saturday, May 7, at 7 p.m. STARFEST: THE STARS SALUTE PUBLIC TELEVISION will be hosted by (top row) Richard Kiley and Diahann Carroll, with guest appearances by (second row) opera star Roberta Peters, impressionist Rich Little, and (third row) actress Jayne Meadows and comedian Steve Allen.

ON AIR

On Air (USPS 713-400) is a membership magazine published monthly by the Western New York Public Broadcasting Association (WNED-TV), a non-profit corporation chartered by the Board of Regents of New York State, at 184 Barton Street, Buffalo, N.Y. 14213, (716) 881-5000. Annual memberships to Channel 17 start at \$25, and include a year's subscription to **On Air**, for which \$3 of membership dues is designated. Second class postage paid at Buffalo, N.Y. POSTMASTER: Send address changes to **On Air**, WNED, P.O. Box 1263, Buffalo, NY 14240.

Director of Development
C. SCOTT ELLIOTT

Director of Promotion and Publicity
NINA M. SEDITA

Editor/Manager Editorial Services
GREGG BORLAND

FM Editor/Program Director
PETER GOLDSMITH

Editorial Assistant
MARY BRADY

Publicity Secretary
JOANNE WILKINSON

Designer
DEBORAH FLEMMING

Brought to you by ...

In addition to membership contribution from individuals, corporations and foundations, a portion of the operating expenses of WNED-TV, WNED-FM, and WEBR Newsradio is supplied by grants from the New York State Department of Education, the Corporation for Public Broadcasting, and the County of Erie.



Claudette Colbert Festival!

Cinema THIRTEEN presents eight sophisticated
and witty romances rarely seen on television!

THREE CORNERED MOON	10 PM TONIGHT
CLEOPATRA	11 PM TUES., NOV. 9
MIDNIGHT	10 PM SAT., NOV. 13
THE BRIDE COMES HOME	11 PM TUES., NOV. 16
SKYLARK	10 PM SAT., NOV. 20
I MET HIM IN PARIS	11 PM TUES., NOV. 23
NO TIME FOR LOVE	10 PM SAT., NOV. 27
PALM BEACH STORY	11 PM TUES., NOV. 30

THIRTEEN presentation made possible by a grant from

SYMS

The Revolution in Retailing

Continued from Page 1

analysts. This would translate to about \$20 billion by 1990. At that growth rate, off-price retailing will far outpace the industry as a whole, which is expected to increase by only 10 percent during the same period.

"The implications are that off-price retailing will grow and mature faster than any previous retail format in history," said Fred E. Wintzer Jr., an analyst at Lehman Brothers Kuhn Loeb. "Not only have the new off-price apparel stores opened in droves, they have developed into marketing giants almost immediately. This helps to explain the growth rate of this relatively new industry," he added.

Today's generation of discounters is different from its predecessors who sold a wide variety of lower priced — and often lower-quality — merchandise in one store. The new discounters specialize in one category — such as clothing, toys, or health and beauty aids. The off-pricer is like a specialty store while the discounters popular in an earlier era are more like a department store.

Part of the growth of the off-pricers today is coming from the sharp increase in the number of off-price outlet centers now mushrooming across the country. In fact, according to Mr. Wintzer, there are now more than 300 off-price malls in operation, or in various stages of planning, with the typical center ranging in size from 180,000 to 300,000 square feet.

While everyone readily acknowledges that a change is here, no one is sure how it will all end up. The reason: Regular retailers have only now begun aggressively to elbow their way into the fray. In the process they are upping the ante in an already heated and high-stakes market.

"Our biggest challenge in 1984 will be to set a strategy to combat the tremendous wave of soft-goods discounters," declared William P. Arnold, chairman and chief executive officer of the Associated Dry Goods Corporation, New York. "We can't hide our heads in the sand and expect our customers to pay more than they can elsewhere."

SOME traditional retailers are already mapping out their new strategies. They are beginning to realize that they will either have to cut prices to keep customers who know they can find better bargains

elsewhere, or else they will have to increase sharply the variety of goods they offer and improve service to compensate for their heftier price tags. But either way, they will be hurting, at least for a while.

They are also using a number of other strategies. One is to dilute from their lists of suppliers those brands that are becoming too broad in their distribution — for example, those that are selling to too many off-pricers or to too many retailers in general. Another tack is to increase the amount of goods they sell under their own label in the hope that consumers will still be enamored by the allure of a Bloomingdale's sweater or a Lord & Taylor coat. Yet a third strategy is to keep offering sales and cut-priced goods to stimulate store traffic and help increase sales of their regularly priced goods.

Meanwhile, some retailers have entered the field with a vengeance. They have started their own discount outlets, such as Dayton-Hudson with Plums and Zayre with Hit or Miss. Others have acquired chains that already sell discounted clothing. Associated Dry Goods operates the Lord & Taylor specialty store chain, the Joseph Horne department stores in Pittsburgh and the J. W. Robinson department stores in Los Angeles, as well as the Caldor discount chain and Loehmann's Inc.

Several of these established companies, according to Mr. Wintzer of Lehman Brothers, "have tremendous amounts of capital to invest and have long established relationships with major apparel manufacturers."

It is those manufacturers, in fact, who are playing a key role in today's discount explosion. For them, it means a new, bigger market, more production and higher sales — but it also means more pressure from the traditional merchants not to overdisburse their goods, especially to off-pricers.

Some of that pressure has forced discounters into the courts to seek protection from what they regard as boycotting tactics. Toys 'R' Us, for example, which opened its off-price Kids 'R' Us chain this summer, has filed a suit against General Mills' Fashion Group, its Izod Ltd., subsidiary, and Federated Department Stores, alleging that they conspired to withhold Izod merchandise from the juvenile wear chain.

Such legal action underlines a trou-

bling question to many about off-price retailing: Will there be sufficient supplies of branded, in-season goods in the months and years ahead? "The fact that we have already seen litigation being filed because goods haven't been available makes me skeptical about the ultimate availability of merchandise," said Jeffrey Edelman, retailing consultant at Dean Witter Reynolds.

A look at the way the off-price system works shows why the concept has been so successful to date. While the regular price department stores generally operate at a 50 percent markup over wholesale prices, the discounter accepts a 33 to 40 percent markup, according to Arthur M. Britten, who operates an off-price buying office under his name in New York.

BUT, in recent years, department stores have been demanding that manufacturers give them various allowances, such as improved payment terms, money or credit, which in effect costs the producer more and increases the retailer's markup. To a large degree, Mr. Britten said, this pressure on suppliers from regular retailers has resulted in their offering more goods to the off-price merchants who generally make fewer demands. In fact, some producers publicly decry the new retailers while they continue quietly to supply them.

Lower operating costs — usually to the tune of about 25 percent — have also helped make the off-price merchants so competitive. They pay lower rents by taking over shuttered supermarkets or stores in less than prime locations. In addition, they are mostly self-service operations, with few salespeople and central checkouts.

Their strategy has prompted imitators among the traditional stores. Many have started promoting merchandise at reduced prices — with markdowns sometimes as high as 50 percent.

As one off-price retailer, who requested anonymity, put it: "The reaction of the department store is to bawl the hell out of us but to do a lot of what we are doing."

If skeptics needed any other proof of the attraction of the off-price movement, they need go no further than to view what K Mart Corporation has done. K Mart, the nation's second-largest general merchandiser

g

after Sears Roebuck, has not only started a program of offering more apparel brand names at reduced prices in its regular discount stores but also initiated a Designer Depot chain devoted solely to such merchandise. The company expects to open about 30 of these stores by the end of the year.

Wall Street also seems to appreciate the new off-price stock issues. In May, for example, Dress Barn's first stock issue sold at \$23; it has since remained at the \$18 to \$26 level, selling last week in the mid-\$20's range. Burlington Coat Company introduced its issue in June at \$28, which has since hovered in the \$30 to \$40 group. And Syms Inc. opened last month at \$15 and has stayed in the \$15 to \$18 bracket.

THE off-price industry's biggest retailer, Marshalls, was bought in 1976 by the Melville Corporation, which was trying to diversify from its shoe business. Marshalls, then a 20-year-old chain, had 28 stores and sales of \$120 million. By the end of this year, it is expected to have 175 stores with sales of \$1.1 billion.

Said Francis E. Rooney, Jr., Melville's chairman: "Off-price is an efficient kind of business and better-income customers don't mind going through a checkout, buying at less than department store prices, after finding what they want quickly."

Mr. Rooney said that in contrast to department-store sales per square foot of \$100 to \$125 in mall locations, Marshalls stores' get about \$200 a square foot which "pays for a lot of expenses." Marshalls' annual growth rate has been running at about 25 percent annually, he said, and the chain can reasonably become two to three times its size in the next few years through sales momentum and expansion.

Strictly a general merchandise discounter until a few years ago, the Zayre Corporation took a leaf from Marshalls' success and started the T.J. Maxx and Hit or Miss apparel chains. Together, the two off-price businesses will rack up a record \$750 million in sales this year, T.J. Maxx doing about \$530 million in its 86 large-size stores and Hit or Miss about \$225 million in its 352 stores, which average about 5,000 square feet.

Unlike Marshalls, which mostly sells post-season goods and irregu-

The Big Names In Bargain Clothes

A profile of the leading off-price clothing chains

Chain (Parent Company)	Sales in millions		Number Of Outlets	
	1982	1983 Est.	1982	1983 Est.
Marshall's (Melville Corp.)	\$830	\$1,100	137	175
T.J. Maxx, Hit or Miss (Zayre Corp.)	525	755	353	471
Loehmann's Inc. (Associated Dry Goods)	260	275	61	70
Pic-A-Dilly (Lucky Stores)	165	210	250	271
Syms Inc.	147	185	8	11
Burlington Coat Factory	128	200	31	46
J. Brannam (F.W. Woolworth)	85	75	30	38
T.H. Mandy et al. (U.S. Shoe)	80	200	52	122
Dress Barn Inc.	32	44	49	70
Ross Stores*	15	80	6	26

*Began operations in June 1982.

Note: Some sales figures are analysts' estimates.

lars, however, the Zayre off-price chains sell only first-quality, in-season apparel. These businesses are producing more than double the profit margin of the regular Zayre discount stores, according to Zayre's chairman Maurice Segall.

Mr. Segall said that the Hit or Miss chain is increasingly targeting major urban downtown areas after successful tests in Chicago where seven stores are operated in a 20-block radius, as well as in such cities as Philadelphia and Boston. The first three units in Manhattan were scheduled to open last week.

According to Hit or Miss's chairman, Stanley H. Rutstein, the chain's appeal will be directed to career women and "we'll sell them either in the urban stores during the noon hour or in our suburban units at the weekend."

But, one of the broadest entries into the field, the United States Shoe Company, after only two years now operates seven different off-price chains, not only in apparel but in linens and domestics—bedspreads, comforters, stuff for bedrooms—and footwear, with total sales of about \$200 million. Its 15 T.H. Mandy apparel stores, with about 15,000 square feet each, have the off-price industry's highest sales, about \$350 a square foot, or almost three times the typical depart-

ment store's sales output.

But U.S. Shoe believes that a "vast potential" exists in its newest venture, the Front Row stores, the first six of which have been opened this year. The Front Row stores are large, about 30,000 square feet, and combine all the merchandise offered in the company's other off-price stores from clothes to shoes to linens.

Philip G. Barach, U.S. Shoe chairman, says, "We consider them a step up from both the Marshalls and the T.J. Maxx stores in the type of goods sold." Sales at Front Row are running about \$200 a square foot, he said.

Inevitably, people in and out of the off-price business predict a looming shakeout in that industry as competition increases and recycled sites offer new, low-rent locations for many new entrants. F.W. Woolworth's J. Brannam chain fell on bad times when the parent company decided last year to close more than 300 Woolco discount stores, leaving many adjacent J. Brannam shops without the traffic lure of the bigger stores.

But Theodore T. Bierman, who became president of the J. Brannam stores two months ago, says that 36 of the former 45 stores "find some improvement in sales." The chain still isn't making any money but should be by the end of 1985, when new units will bring the total number of stores up to 60.

"FRONTLINE" sponsored by 54MU

Television

TV VIEW

JOHN CORRY

On Balancing Filmmaking And News Journalism

The documentary is a news form; the documentary is an art form, too. It is also a creature of television. The networks, however, honor documentaries more by applauding them in the abstract than by allowing talented people in their news departments to go out and make them. It is public television that is now, and has been for some time, the documentary's home. No one is keeping an accurate count, but a fair estimate is that public television presents some 100 documentaries each season, which is rather more than the networks combined.

This season, beginning in January, public television gave us the weekly series "Frontline," 26 one-hour documentaries that purported to examine the great issues of our time. In fact, they didn't always examine great issues, and sometimes they didn't examine anything at all. When "Frontline" was good, it was very good, and when it was bad, it was terrible. When it was good, it married news and art; when it was bad, it forgot about news and indulged itself in art. Filmmaking took precedence over journalism. Old verities about how you tell a news story were forgotten. The narrative was all, and it imposed its own rules.

For example, in its opening program of the season, "The Unauthorized History of the NFL," "Frontline" alleged connections between big-time gamblers and professional football. It also suggested that Carroll Rosenbloom, the owner of the Los Angeles Rams, had been murdered. The program was widely criticized as shoddy journalism, although scarcely anyone said it was boring.

Africa's Black Nationalism Explored



Rare archival footage of arrested leaders of the Bambata Rebellion of 1906-08 is part of "Generations of Resistance," a documentary on Channel 13 on Friday at 9 P.M.

As a film, it was exciting. It was particularly exciting when one gambler said he had fixed a number of games in the late 60's, although he did not mention which games he had fixed. Later, it was disclosed that "Frontline" had paid him and two other gamblers for their appearances. ("I was surprised we had to pay so little," the producer of the segment was quoted as saying.) In effect, "Frontline" was hiring performers.

This critic's own nomination for the least sound "Frontline" of the season was "God's Banker," which investigated the death of Roberto Calvi, the president of Italy's largest private bank. In one sequence, an author in Milan said that an Italian magistrate, one day before he was murdered, had told him about an unwholesome pay-off involving Mr. Calvi and the Archbishop who was the head of the Vatican bank. The author in Milan said the magistrate had told him that the source of his information was Michele Sindona, the Italian financier.

Again, this was exciting stuff: a dead magistrate and

a scandalous connection between Mr. Calvi ("Frontline" suggested that he had been murdered, too) and the Vatican. Minutes later, however, Mr. Sindona was interviewed in prison. He spoke freely about this and that, but he was never asked about what he supposedly had said to the murdered magistrate. One assumes he was not asked because if he denied that he had said something, the denial would have got in the way of the film. "God's Banker" was full of reporting like that.

"God's Banker" originally appeared on the BBC, making a persuasive case that British exports to public television ought to be restricted to "Masterpiece Theater." "Klaus Barbie: The American Connection," another BBC-"Frontline" production, strengthened the case. It indicted former American intelligence agents for buying information from, and even protecting, a Gestapo murderer. Granted that the Klaus Barbie case is particularly repugnant. The show never produced evidence that the agents it indicted knew about the atrocities Klaus Barbie had committed. In fact, it inadvertently produced

"'Frontline's' finest moments had nothing to do with conventional journalism." (John Corry)

evidence to the contrary, which it then ignored. What mattered most to the filmmakers was their own high moral tone. They were infinitely more interested in expressing their point of view than in substantiating it.

Something similar happened in "The Money Lenders," a documentary about the international banking system. It said that in Brazil and Mexico the rich got richer by siphoning off money that ought to help the poor. To show this, there was footage of the rich disporting themselves while the poor suffered.

Simultaneously, the documentary argued that the International Monetary Fund shouldn't put restrictions on how Brazil and Mexico borrowed money because if it did their economies would be crippled and the poor would suffer even more. Granted that the I. M. F. is a hard institution to love; it is still a contradiction to argue that the fund shouldn't curtail a system that benefits the rich because if it does it will hurt the poor. On the other hand, the argument is a morally satisfying one to make. The filmmakers get some nifty footage and still come down on the side of goodness — against the oligarchies, sympathetic to the poor.

None of this is to suggest that "Frontline" did not produce some excellent journalism. It did — on the murder of five Communists by Ku Klux Klansmen in Greensboro, N. C., on the effect of cutbacks in the Federal budget on Social Security recipients, on the District of Columbia's government, on Pentagon spending and other things. And none of this is to suggest, either, that a sensibility shaped by filmmakers, not journalists, cannot lead to splendid documentaries. Indeed, "Frontline's" finest moments had nothing to do with conventional journalism at all. And they were, undeniably, the work of filmmakers.

There was, for example, Carol Langer's "Children of Pride," an extraordinarily moving documentary about a man and his 18 adopted children, most of them handicapped physically or emotionally or both. There was also Mark Obenhaus's "Abortion Clinic," a stunning work that almost justified the whole season. It even had a point of view. This involved neither freedom of choice nor anti-abortion, even though both sides in the debate could find something in the documentary to seize on. The point of view was simply the solemnity of abortion, and in expressing it the filmmaker made a gripping, even painful film. Whether it was important journalism is beside the point; the point is it proved a filmmaker can practice his craft wonderfully well and still not betray journalism. "Frontline," one hopes, will blend good journalism and provocative filmmaking more often next season. ■

Tanglewood 1983

Laurel Hill Motel
Route 20
Lee, MA
Quincy Lodge
19 Stockbridge Road
Lenox, MA
Red Lion Inn
Stockbridge, MA
Susse Chalet Motor Lodge
Lenox, MA
The Village Inn
16 Church Street
Lenox, MA
Wheatleigh
West Hawthorne
Lenox, MA
The Williams Inn
Williamstown, MA
Windflower Inn, Inc.
Route 23
Egremont Star Route,
Box 25
Great Barrington, MA

Other

ALNASCO
Pittsfield, MA
Beloit Corporation
Jones Division
Dalton, MA
Berkshire Broadcasting
North Adams, MA
Berkshire Hills Regional
School District
Main Street
Stockbridge, MA
C.T. Brigham
1561 East Street
Pittsfield, MA
Business Services for
Medicine, Inc.
69 Federal Street
Pittsfield, MA

Butler Wholesale
Pleasant Street
Adams, MA
Butternut Basin
Hurlbut Road
Great Barrington, MA
Clarke-Aiken Company
Water Street
Lee, MA
Colonial Consulting
Corporation Inc.
R.R. 42 Indian Trail
Brookfield, CT
Crane and Company
Byron Weston Company
South & Main Streets
Dalton, MA
Damon Corporation
115 Fourth Street
Needham Heights, MA
Exclusive Envelope Corp.
58-51 Maspeth Avenue
Maspeth, NY
Joseph Francese, Inc.
551 Fenn Street
Pittsfield, MA
General Electric Company
100 Woodlawn Avenue
Pittsfield, MA
J. Gerber & Co., Inc.
855 Avenue of the Americas
New York, NY
Harold Johansson
Lee, MA
Hickey-Birches Funeral
Home
33 South Street
Great Barrington, MA
International Television
Trading Co.
P.O. Box 365
Main Street
South Egremont, MA
ITAM Lodge #564
Pittsfield, MA

Kaybee Toy & Hobby Shops
Pittsfield, MA

Kelly-Dietrich, Inc.
1265 East Street
Pittsfield, MA

Lee Lime
Quarry Street
Lee, MA

Lipton Steel & Metal
Products, Inc.
458 South Street
Pittsfield, MA

Merchant DuVin
Corporation
Lenox, MA

Petricca Industries
P.O. Box 1145
Pittsfield, MA

Pincus Ohrenstein Bizar
153 East 53rd Street
D'Alessandro and Solomon
New York, NY

Pittsfield News
27 Reed Street
Pittsfield, MA

Shapiro & Sons
341 Ashland Street
North Adams, MA

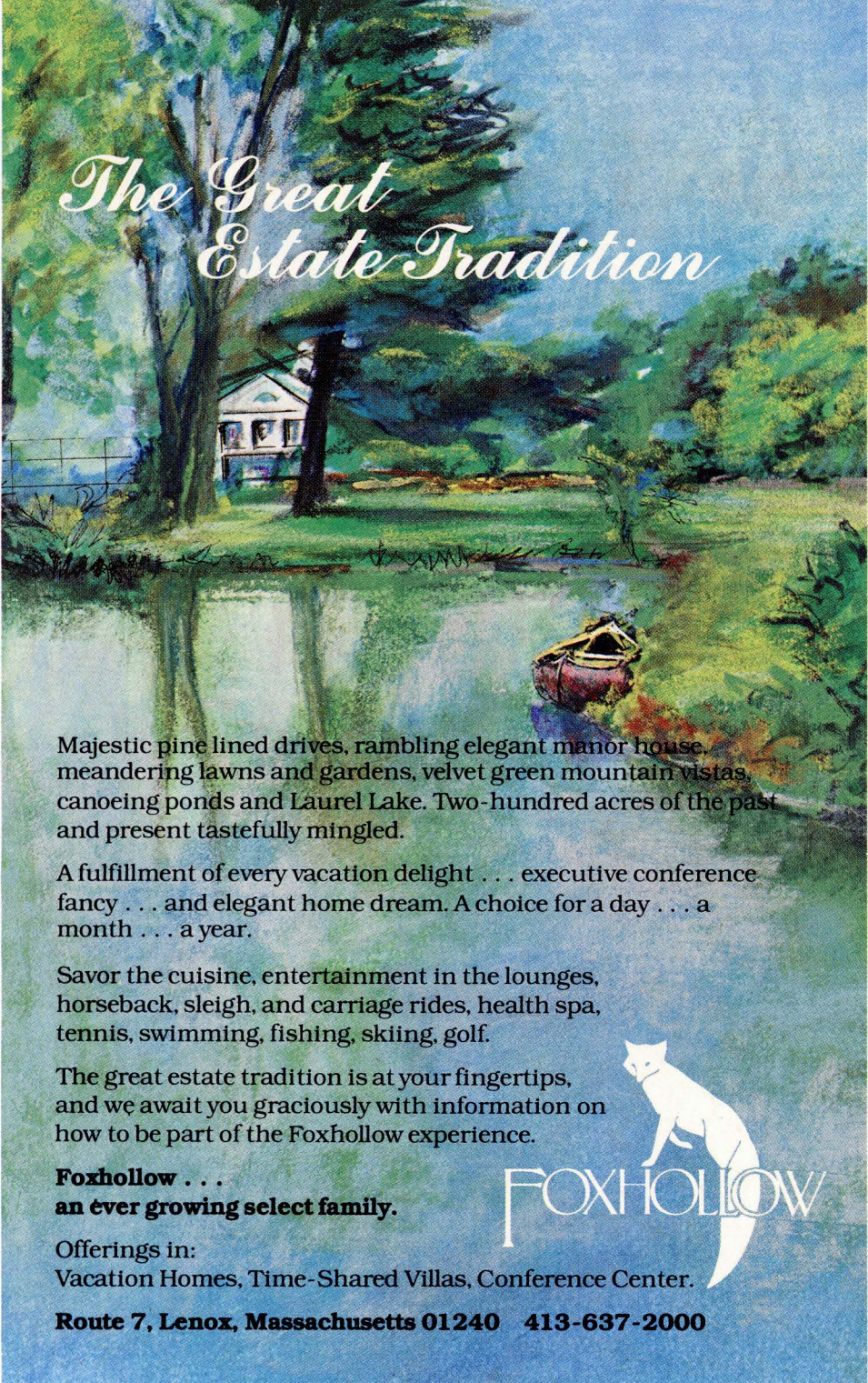
Sol Mutterperl Company
P.O. Box G-830
358 Belleville Avenue
New Bedford, MA

Studley Press
151 East Housatonic Street
Dalton, MA

Syms, Inc.
300 Chubb Avenue
Lyndhurst, NJ

Tervakoski USA, Inc.
Lenox, MA

James M. Weber Sales Co.
West Stockbridge, MA



The Great Estate Tradition

Majestic pine lined drives, rambling elegant manor house, meandering lawns and gardens, velvet green mountain vistas, canoeing ponds and Laurel Lake. Two-hundred acres of the past and present tastefully mingled.

A fulfillment of every vacation delight . . . executive conference fancy . . . and elegant home dream. A choice for a day . . . a month . . . a year.

Savor the cuisine, entertainment in the lounges, horseback, sleigh, and carriage rides, health spa, tennis, swimming, fishing, skiing, golf.

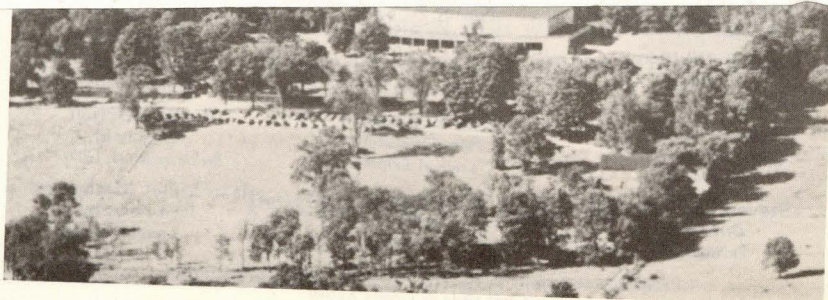
The great estate tradition is at your fingertips, and we await you graciously with information on how to be part of the Foxhollow experience.

**Foxhollow . . .
an ever growing select family.**

Offerings in:

Vacation Homes, Time-Shared Villas, Conference Center.

Route 7, Lenox, Massachusetts 01240 413-637-2000



*"The more you know
about clothing
the better it is
for SYMS
where an Educated Consumer
is Our Best Customer."*

SYMS

Clothing, Inc.

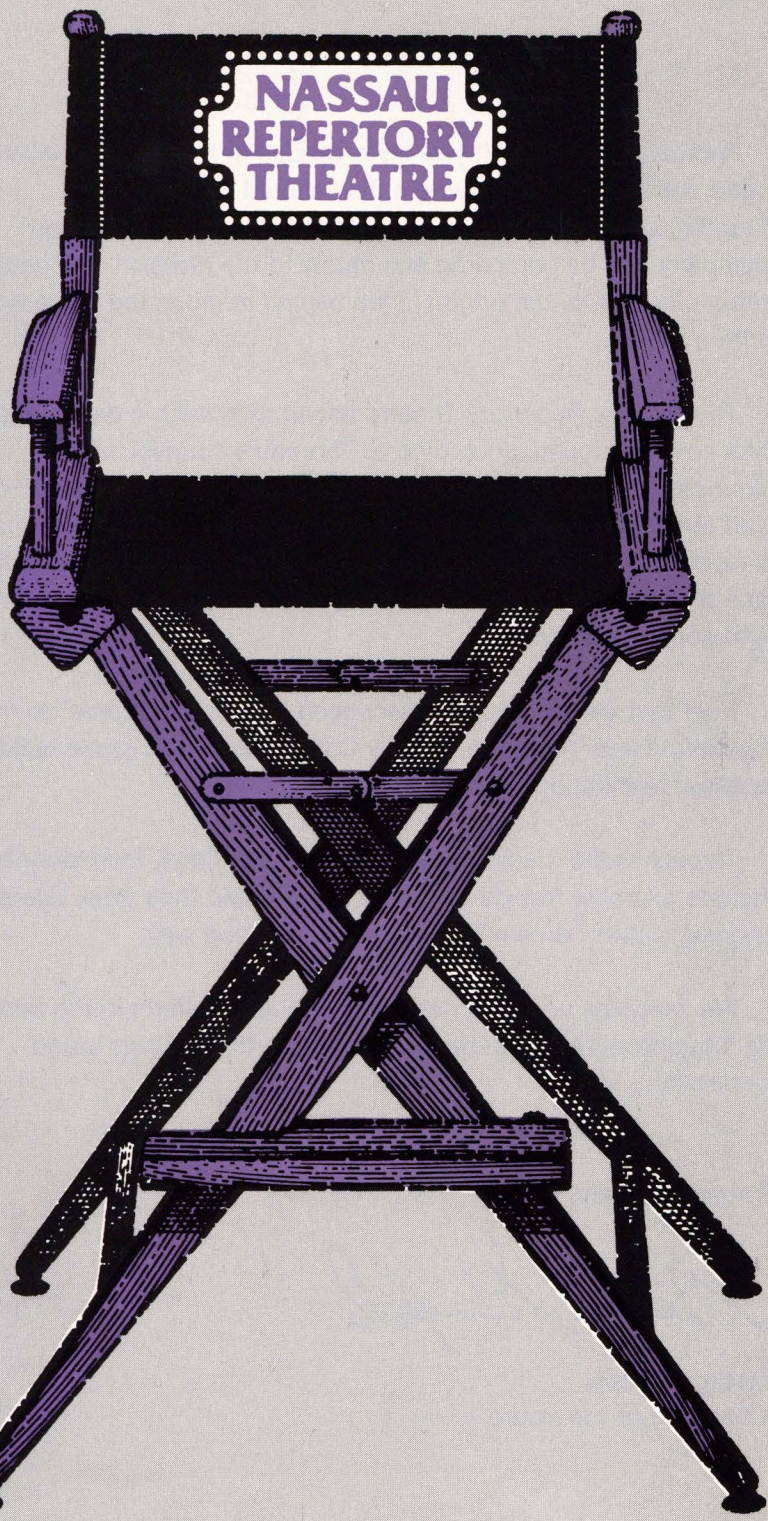
Director's Notebook (continued)

My own thought is that the autor underplays his offering as a graceful tribute to his leading lady.

Who is Marie Tempest? A remarkable actress, no doubt. Somerset Maugham, who thought she was the greatest comedienne in England, starred her in two of his early hits and modeled much of the character of Julia Lambert in his novel **Theatre** on her. The actress Gladys Cooper adored her and John Golden, imminent American producer called her an "admirable actress, and so delightful a protagonist of fine comedy." Others likened her to Fritzi Massary, the German operetta star for whom Coward wrote **Operette**. The director Tyrone Guthrie called her "the greatest light comedienne of a generation and a tremendous tartar...a fascinating, brilliantly clever and talented little woman (with) a considerable sense of her own importance (who) expected others to have the same (but with) a smile which no one was ever able to resist."

Except G.B. Shaw, who refused to attend her Jubilee on May 28, 1935 celebrating fifty years on the stage. Probably because she never appeared in one of his plays. But as we smile our delighted way through **The Marquise** we certainly know, if only through Coward's smitten admiration, what the lady was like. Like S.N. Behrman's vehicles for Ina Claire, the personality of the original actress defines the character in the play. But in this case, Coward has created a character other actresses can find within themselves and re-create for their own time.

Now, who was Noel Coward? A gentleman with "a talent to amuse" as he once said of himself, the definer of the Twenties high life, the epitome of slashing wit, and a major playwright who stands squarely in the great tradition of high comedy that includes the names of such greats as Wilde, Maugham, Behrman and the other dazzling stylists of the drawing room. That is Noel Coward. The Nassau Repertory Theatre likes producing Noel Coward; we liked producing **The Marquise**. You'll be seeing more of him in seasons to come. For now, enjoy. And thank you.



Thoreau once said "If you build castles in the air, your work need not be lost; that is where they should be. Now put foundations under them." The creation of a regional theatre company can be compared accurately to the creation of a castle in the air insofar as the original idea begins in much the same way with a dream...

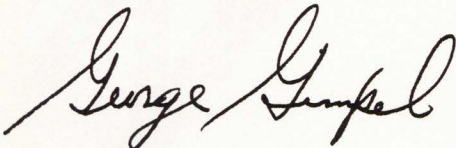
The Nassau Repertory Theatre began with such a dream and has now developed, according to Thoreau's counsel, into a flourishing enterprise which includes a talented Artistic Director and Managing Director, enthusiastic subscribers, the indefatigable support of Board members, Guild members and volunteer workers, and the embrace of the entire Long Island community for a firm and solid foundation.

Now that we are happily ensconced in our new "home" in the beautiful Hays Theatre at Molloy College, both our castle building and our foundation building efforts continue.

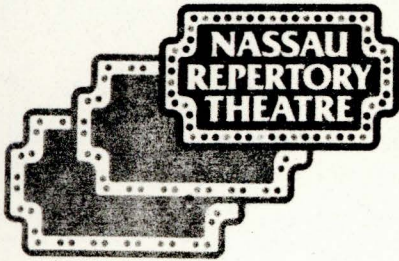
Thanks to the many individuals, business firms, foundations, old friends and new friends who have contributed their time, talent and monies to this "dream," we have come a long way.

We welcome you in joining our continuing efforts in the pursuit of bringing excellent professional theatre to the Long Island community.

Yours Sincerely,

A handwritten signature in cursive script, reading "George Gimpel". The signature is fluid and elegant, with a large initial "G" and a long, sweeping underline.

George Gimpel
Chairman of the Board



Long Island's Leading Professional Theatre

October 20, 1983

Dear Friend of the Nassau Repertory Theatre,

Thank you for your ad in our Playbill. It is gratifying to know that our theatre heritage is shared and supported by friends like yourselves.

We are all looking forward to an exciting season in our new home, the Hays Theatre.

Thank you again.

Sincerely,

Norma Ackerman
Advertising Coordinator

NA:me
Encl.



**MET 1883
CENTENNIAL**

Lincoln Center

Lincoln Center for the Performing Arts/November 1983

ULTRA LIGHTS: 5 mg. "tar", 0.5 mg. nicotine
av. per cigarette by FTC method.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

VANTAGE.
THE TASTE OF SUCCESS.



*Great Taste with
Ultra Low Tar.
That's Success!*

© 1988 R.J. REYNOLDS TOBACCO CO.

Thursday Evening, November 24, 1983, 8:00-11:20

NEW PRODUCTION

The 46th Metropolitan Opera performance of

GIUSEPPE VERDI

Ernani

Opera in four acts

Libretto by Francesco Maria Piave,
based on the play by Victor Hugo

Conductor: James Levine
Production: Pier Luigi Samaritani
Set Designer: Pier Luigi Samaritani
Costume Designer: Peter J. Hall
Lighting Designer: Gil Wechsler

Characters in order of vocal appearance:

Ernani, a bandit	Luciano Pavarotti
Elvira, Silva's niece and betrothed	Leona Mitchell
Don Carlo, King of Spain	Sherrill Milnes
Giovanna, Elvira's duenna	Jean Kraft
Don Ruy Gomez de Silva, a Spanish grandee	Ruggero Raimondi
Jago, Silva's squire	Richard Vernon
Don Riccardo, the King's squire	Charles Anthony

Chorus Master: David Stivender
Musical Preparation: Joan Dornemann
and Eugene Kohn
Assistant Stage Directors: Phebe Berkowitz,
Lesley Koenig and Paul Mills
Stage Band Conductor: Gildo Di Nunzio
Prompter: Joan Dornemann

This production of *Ernani* was made possible by a generous and
deeply appreciated gift from the Gramma Fisher Foundation,
Marshalltown, Iowa.

Baldwin is the official piano of the Metropolitan Opera.
Latecomers will not be admitted during the performance.

Scenery, properties and electrical
props constructed and painted in:
Costumes executed by:
Wigs executed by:
Ladies' hats by:
Solo men's hats by:
Chorus men's hats by:
Furs by:

Metropolitan Opera Shops
Metropolitan Opera Costume Department
Metropolitan Opera Wig Department
Gary Brouwer of Eaves-Brookes
Richard Tautkus
Bob Walker
Alexander and Sons

The aria and chorus "Odi il voto" is taken from a manuscript located in the Mary Flagler Cary Music Collection in the Pierpont Morgan Library, New York, New York.

This performance is made possible in part by public funds from
the New York State Council on the Arts.

Synopsis of Scenes

Spain, 1519

ACT I, Scene 1: In the mountains of Aragon
Scene 2: Elvira's apartments in Silva's castle
ACT II: Silva's castle
ACT III: Aix-la-Chapelle
ACT IV: Ernani's castle in Saragossa

The post of Principal Conductor is endowed by the Fan Fox and
Leslie R. Samuels Foundation.

The Metropolitan Opera is a member of OPERA America, Inc.

CURRENT PERFORMANCES

Saturday Evening, November 19, 8:00-11:15

Mozart's **DON GIOVANNI**

Tate; Moser, Neblett, Morris, Plishka, Rendall,
Battle, Boesch, Macurdy

Monday Evening, November 21, 8:00-11:10

Verdi's **ERNANI**

Levine; Mitchell, Pavarotti, Milnes, Raimondi,
Kraft, Anthony, Vernon

Tuesday Evening, November 22, 8:00-11:15

Mozart's **DON GIOVANNI**

Tate; Castro-Alberty, Neblett, Morris, Plishka,
Winbergh (Debut), Battle, Boesch, Macurdy

Wednesday Evening, November 23, 8:00-11:15

Verdi's **LA TRAVIATA**

Pritchard; Te Kanawa, Raffanti, MacNeil,
Dubinbaum, Godfrey, Livings, Hartman,
Courtney, Cook, Bills, Manno, Peloso, Greco

Thursday Evening, November 24, 8:00-11:10

Verdi's **ERNANI**

Levine; Mitchell, Pavarotti, Milnes, Raimondi,
Kraft, Anthony, Vernon

Friday Evening, November 25, 8:00-11:00

Poulenc's **DIALOGUES OF THE CARMELITES**

Rosenthal; von Stade, Meier, Norden, Dunn,
Cornell, Lewis, Hines, Kraft, Godfrey, Livings,
Anthony, Franke, Christopher, Glassman,
Darrenkamp

Saturday Afternoon, November 26, 2:00-5:15

Mozart's **DON GIOVANNI**

Tate; Castro-Alberty, Neblett, Morris, Plishka,
Winbergh, Battle, Boesch, Macurdy

Saturday Evening, November 26, 8:00-11:15

Verdi's **LA TRAVIATA**

Pritchard; Andrade (Debut), Raffanti, MacNeil,
Bybee, Decker, Atherton, Darrenkamp,
Andersson, Fleck, Bills, Manno, Peloso, Greco

The Metropolitan Opera is pleased to welcome Baldwin Piano as the
official piano of the Metropolitan Opera.

The photographing or sound recording of any performance or the possession of any device for such photographing or sound recording inside this theater, without the written permission of the management, is prohibited by law. Offenders may be ejected and liable for damages and other lawful remedies.

FIRE NOTICE: The exits indicated by a red light and the sign nearest the seat you occupy are the shortest routes to the street. In the event of fire or other emergency, please do not run—walk to that exit.

Corporations Support the Performing Arts

at Lincoln Center

Each gift to the Consolidated Corporate Fund Drive benefits all of the performing arts companies at Lincoln Center

METROPOLITAN OPERA NEW YORK CITY BALLET NEW YORK CITY OPERA NEW YORK PHILHARMONIC
JUILLIARD SCHOOL CHAMBER MUSIC SOCIETY OF LINCOLN CENTER FILM SOCIETY OF LINCOLN CENTER
LINCOLN CENTER FOR THE PERFORMING ARTS, INC.

GRAND LEADERSHIP/Corporate contributors of \$100,000 and over

The Bell System	The Bristol-Myers Fund	Philip Morris Incorporated/
American Telephone & Telegraph Co.	The Chase Manhattan Bank, N.A.	Miller Brewing Company/
New York Telephone Co.	Exxon Corporation	Seven-Up Company
Western Electric Fund	William Randolph Hearst Foundation	Real Estate & Construction Council
	IBM Corporation	

LEADERSHIP/Corporate contributors of \$50,000 to \$99,999

CBS Inc.	Consolidated Edison Company	The Reader's Digest Association, Inc.
CITIBANK/CITICORP	of New York, Inc.	The Starr Foundation
	General Foods Corporation	Texaco Inc.

PACESETTERS/Corporate contributors of \$25,000 to \$49,999

American Broadcasting Companies, Inc.	Macy's	RCA Corporation
American Express Foundation	Manufacturers Hanover Trust	R.J. Reynolds Industries
Bankers Trust Company	Marsh & McLennan Companies, Inc.	Rockefeller Center, Inc.
Celanese Corporation	McGraw-Hill Foundation, Inc.	Helena Rubinstein Foundation
Chemical Bank	Merrill Lynch, Pierce, Fenner & Smith	A. Sulka & Company
The Coca-Cola Company	Foundation, Inc.	SYMS Clothing Inc.
General Mills, Inc.	Metropolitan Life Foundation	Time Inc.
General Telephone & Electronics Corporation	Morgan Guaranty Trust Company of New York	Union Pacific Foundation
Grace Foundation Inc.	The New York Times Company Foundation, Inc.	United States Steel Foundation, Inc.
Gulf + Western Industries, Inc.	The Pfizer Foundation	Xerox Corporation
International Telephone and Telegraph Corporation	The Prudential Insurance Company of America	

Corporate contributors of \$10,000 to \$24,999

Airco, Inc.	Goldman, Sachs & Co.	National Distillers & Chemical Corporation
Allied Foundation	Hartz Mountain Industries, Inc.	New York Life Foundation
American Can Co.	The Hoffmann-La Roche Foundation	Newmont Mining Corporation
American Cyanamid Company	The Interpublic Group of Companies, Inc./	Newsweek, Inc.
American Home Products Corporation	McCann-Erickson Worldwide	North American Philips Corporation
American Standard Inc.	Irving One Wall Street Foundation	Peat, Marwick, Mitchell & Co.
Arthur Andersen & Co.	Jaros, Baum & Bolles	J.C. Penney Company, Inc.
Atlantic Richfield Company	Johnson & Higgins	PHIBRO-SALOMON INC
Avnet, Inc.	Lazard Freres & Co.	Reliance Group Holdings, Inc.
Block Drug Company Inc.	Lehman Brothers Kuhn Loeb Incorporated	Revlon Foundation, Inc.
Bunge Corporation	Thomas J. Lipton Foundation, Inc.	Rockwell International
Leo Burnett Company, Inc.	Marine Midland Bank	L.F. Rothschild, Unterberg, Towbin
Carter-Wallace, Inc.	Carl Marks & Co., Inc.	St. Joe Minerals Corporation
The Chevron Fund	McGavren Guild/KFAC Radio	Schering-Plough Foundation
Colgate-Palmolive Company	The Merck Company Foundation	Joseph E. Seagram & Sons, Inc.
Conoco Inc.	Milbank, Tweed, Hadley & McCloy	Sony Corporation of America Foundation, Inc.
Coopers & Lybrand	Mobil Foundation, Inc.	Sterling Drug Inc.
Dart & Kraft, Inc.	Morgan Stanley & Co., Incorporated	J. Walter Thompson Company
Drexel Burnham Lambert Incorporated	The NL Industries Foundation, Inc.	Times Mirror
Ernst & Whinney	Nabisco Brands, Inc.	Union Carbide Corporation
General Electric Company	National Bank of North America	Wertheim & Co.

Corporate contributors of \$5,000 to \$9,999

Abitibi-Price Sales Corporation	ENSERCH Corporation	The Park Lane Hotel
AGVAR CHEMICALS INC.	The Equitable Life Assurance Society	Phelps Dodge Foundation
B. Altman & Company	of the United States	Richard A. Plehn, Inc.
American Electric Power Co., Inc.	European American Bank	Price Waterhouse & Co.
American Re-Insurance Company	Freeport-McMoRan Inc.	Procter & Gamble Fund
The M.L. Annenberg Foundation	Fried, Frank, Harris, Shriver & Jacobson	Prudential-Bache Securities Inc.
Avon Products Foundation, Inc.	General Motors Foundation	Republic National Bank of New York
Backer & Spielvogel, Inc.	General Reinsurance Corporation	Reynolds Metals Company
BankAmerica	The BFGoodrich Company	Rogers & Wells
Bethlehem Steel Corporation	Goodson-Todman Productions	St. Regis Paper Co.
Bloomingtondale's	GrandMet USA, Inc.	Saks Fifth Avenue-Gimbel Brothers
Booz-Allen & Hamilton Inc.	Great Northern Nekoosa Corporation	Foundation
Borden Inc.	Grey Advertising, Inc.	Sandoz, Inc.
Burlington Industries, Inc.	Honeywell Fund	Schlumberger Foundation, Inc.
Calderon Belts and Bags, Inc.	International Ladies' Garment Workers' Union	Martin E. Segal & Co.
Capital Cities Communications, Inc.	International Paper Company Foundation	Shell Companies Foundation, Incorporated
Champion International Corporation	Johnson & Johnson	Simpson Thacher & Bartlett
Chesebrough-Pond's Inc.	Kimberly-Clark Foundation	The Standard Oil Company (Ohio)
CIBA-GEIGY Corporation	Lincoln West Associates	Stauffer Chemical Company
CIGNA Corporation	MCA/Universal	Sun Company, Inc.
Coach Leatherware	McKinsey & Company, Inc.	Tiffany & Co.
Colt Industries Inc.	Melville Corporation	Touche Ross & Co.
The Continental Group, Inc.	Miliken Foundation	UMC Industries, Inc.
Crum and Forster Foundation	Mitsui & Co. (U.S.A.), Inc.	Universal Leaf Tobacco Co. Incorporated
Dancer Fitzgerald Sample Holdings, Inc.	Morse Diesel, Inc.	The Warner-Lambert Charitable
Dean Witter Reynolds Organization Inc.	Mutual of New York	Foundation
Deloitte Haskins & Sells	NCR Corporation	Westinghouse Electric Corporation
Doubleday & Co., Inc.	Paul Napolitan Inc.	John Wiley & Sons, Inc.
The Dun & Bradstreet Corporation	Ogilvy & Mather Inc.	Young & Rubicam Inc.
Edison Parking Corporation	Owens-Illinois Fund	One Anonymous
Empire State Building		

For more information about the Lincoln Center Consolidated Corporate Fund Drive, please contact
Anthony J. Newman, Lincoln Center, 140 West 65th Street, New York, New York 10023, or call (212) 877-1800.

Corporate contributors of \$2,500 to \$4,999

A.B.D. Securities Corporation
ACF Industries, Inc.
The Air Products Foundation
AMAX Foundation, Inc.
American Brands, Inc.
Amstar Corporation
Arnhold and S. Bleichroeder, Inc.
Avco Corporation
NW Ayer ABH International
BBDO International, Inc.
Banca Nazionale Del Lavoro
Bank Leumi Trust Company of New York
The Bank of New York
John Blair & Company
CPC International Inc.
Chubb & Son Inc.
Cluett, Peabody & Co., Inc.
Cole, Yeager & Wood, Inc.
Culbro Corporation
Doyle Dane Bernbach Inc.
Dresser Foundation, Inc.
D'Urso Supermarkets, Inc.
Empire Hotel
Felton International Inc.
Fribourg Foundation, Inc.
The Howard Gilman Foundation

Grumman Corporation
The Guardian Life Insurance Company
of America
H.J. Heinz II Charitable & Family Trust
Hitachi America, Ltd.
Home Life Insurance Company
The Hongkong and Shanghai Banking Corporation
Kane-Miller Corporation
LeaRonald, Inc.
LIN Broadcasting Corporation
Lord & Taylor
M. Lowenstein & Sons, Inc.
The Macmillan Foundation
Main Hurdman Foundation
McKesson Foundation
Mercedes-Benz of North America, Inc.
Mickelberry Corporation
Moseley, Hallgarten, Estabrook & Weeden Inc.
Mudge Rose Guthrie Alexander & Ferndon
Neuberger & Berman
Norton Simon Inc.
John Nuvven & Co., Incorporated
Oppenheimer & Co.
Owens-Corning Fiberglas Corporation
Panasonic Co.
PepsiCo Foundation Inc.

The Pittston Company
RKO General, Inc.
Restaurant Associates Industries, Inc.
Sears, Roebuck & Co.
Skidmore, Owings & Merrill
The Smith, Barney Foundation
Squibb Corporation
Standard Motor Products, Inc.
The Levi Strauss Foundation
Swiss Bank Corporation
Tavern on the Green
30 Lincoln Plaza
Tishman Realty & Construction Co., Inc.
USLIFE Corporation
United States Trust Company
of New York
Louis Vuitton U.S.A., Inc.
Hiram Walker & Sons, Inc.
Weiss, Peck & Greer
Westinghouse Broadcasting & Cable, Inc.
Wheelabrator-Frye Inc.
Arthur Young & Company
Three Anonymous

Corporate contributors of \$1,001 to \$2,499

AMF Foundation
Alexander's Inc.
Algemene Bank Nederland N.V.
Allied Stores Corporation
Amerace Corporation
American Stock Exchange, Inc.
Arab Banking Corporation
Ashland Oil, Inc.
BEA Associates, Inc.
Banco Nacional S.A. (Brazil)
The Bank of Tokyo Trust Company
Bantam Books, Inc.
Becton, Dickinson & Company
Bergdorf Goodman Inc.
Don Buchwald & Associates, Inc.
Burriss Allison Associates
Canter, Achenbaum, Associates Inc.
Capezio Foundation
Carter Hawley Hale Stores, Inc.
David Chambers & Associates, Inc.
Citizens Utilities Company
Collins & Aikman Corporation
Consolidated Natural Gas Company
Croskill Curtin Co., Inc.
Daben Realty Co., Inc.
Deblinger Sales & Marketing Corporation

Ehrlich-Bober & Co., Inc.
Esquire, Inc.
EXECUSPACE INCORPORATED
The First Boston Foundation Trust
Froelich/Greene Litho Corp.
General Instrument Corporation
General Signal
Alexander Grant & Company
Grinstead Bros.
Grow Tunneling Corp.
Herzog Heine Geduld, Inc.
Hill and Knowlton
Hilton International Co.
E. Holzer Inc.
Joyce Beverages/New York
Kellogg Company
M.H. Lamson Variety Stores
Lasker, Stone & Stern
Lever Brothers Company Foundation, Inc.
Mayer & Schweitzer, Inc.
National Starch and Chemical Foundation, Inc.
The Paige Company
Phillips, Nizer, Benjamin, Krim & Ballon
J. Rabinowitz & Sons, Inc.
Rabobank Nederland
Reavis & McGrath

Reeves Communications Corporation
Rothchild Printing Company, Inc.
Roure Bertrand Dupont, Inc.
L.A. Salomon & Bro. Inc.
The Seaman's Bank for Savings
Shopwell, Inc.
Sloan's Supermarkets, Inc.
Specialty Products Company
J.P. Stevens & Co., Inc. Foundation
Sugar Foods Corp.
Sverdrup Corporation
Thacher, Proffitt & Wood
Thomas & Betts Corporation
Tishman Speyer Properties
Union Bank of Switzerland—
New York Branch
United Brands Company
Washington Forge, Inc.
Whirlpool Corporation
Witco Chemical Corporation Foundation

Corporate contributors of \$1,000

ADT Security Systems
Alliance Capital Management Corporation
American Airlines, Inc.
Angel-EMI Records
Asiel & Co.
Atlantic Bank of New York
The Atlantic Companies
Australia and New Zealand
Banking Group Limited
Baer American Banking Corporation
Banca Commerciale Italiana—New York Branch
Banco Nacional de Panama-New York Agency
Banco Portugues do Atlantico-New York Agency
Barclays Bank International Limited
The Bendix Corporation
Benton & Bowles, Inc.
Arnold Bernhard & Co., Inc.
Broadcast Music Inc.
Brown-Forman Distillers Corporation
Burroughs Wellcome Co.
Burson Marsteller/Marsteller Inc.
Canadian Imperial Bank of Commerce
WM Chelsea Ltd.
Cooper Industries Foundation
Corning Glass Works Foundation
Corroon & Black Corporation
D'Agostino Supermarkets Inc.

Diamond International Corporation
The Distillers Company, Limited
The Dreyfus Corporation
Echo Scarfs
Emigrant Savings Bank
General Host Corporation
The Grand Union Company
David J. Greene and Company
Grow Group, Inc.
Haley Associates, Inc.
Walter E. Heller International Corporation
Heublein Foundation, Inc.
Ingersoll-Rand Company
International Flavors & Fragrances, Inc.
Israel Discount Bank of New York
MEM Co., Inc.
MKI Securities Corp.
The Manhattan Life Insurance Company
Marcus & Company
William Douglas McAdams Inc.
Benjamin Moore & Co.
National Bank of Canada-United States Division
The New Yorker Magazine
Nordeman Grimm, Inc.
North American Reinsurance Corporation
Olin Corporation Charitable Trust
Perkin-Elmer Corporation

Pomerantz Levy Haudek Block & Grossman
The Putnam and Berkley Publishing Groups
Random House, Inc.
The Royal Bank & Trust Company
Royal Insurance
The Russian Tea Room
The S & H Foundation, Inc.
M.A. Schapiro & Co., Inc.
Neil Sedaka Foundation, Inc.
Storer Broadcasting Company
Technicon Instruments Corporation
Transway International Corporation
UBAF Arab American Bank-New York
The United States Gypsum Foundation, Inc.
Weiskopf & Pickworth
Weiskopf, Silver & Co.
Wells Fargo Foundation
Yoo-Hoo Chocolate Beverage Corp.
Richard S. Zeisler & Co.
Four Anonymous

For more information about the Lincoln Center Consolidated Corporate Fund Drive, please contact
Anthony J. Newman, Lincoln Center, 140 West 65th Street, New York, New York 10023, or call (212) 877-1800.



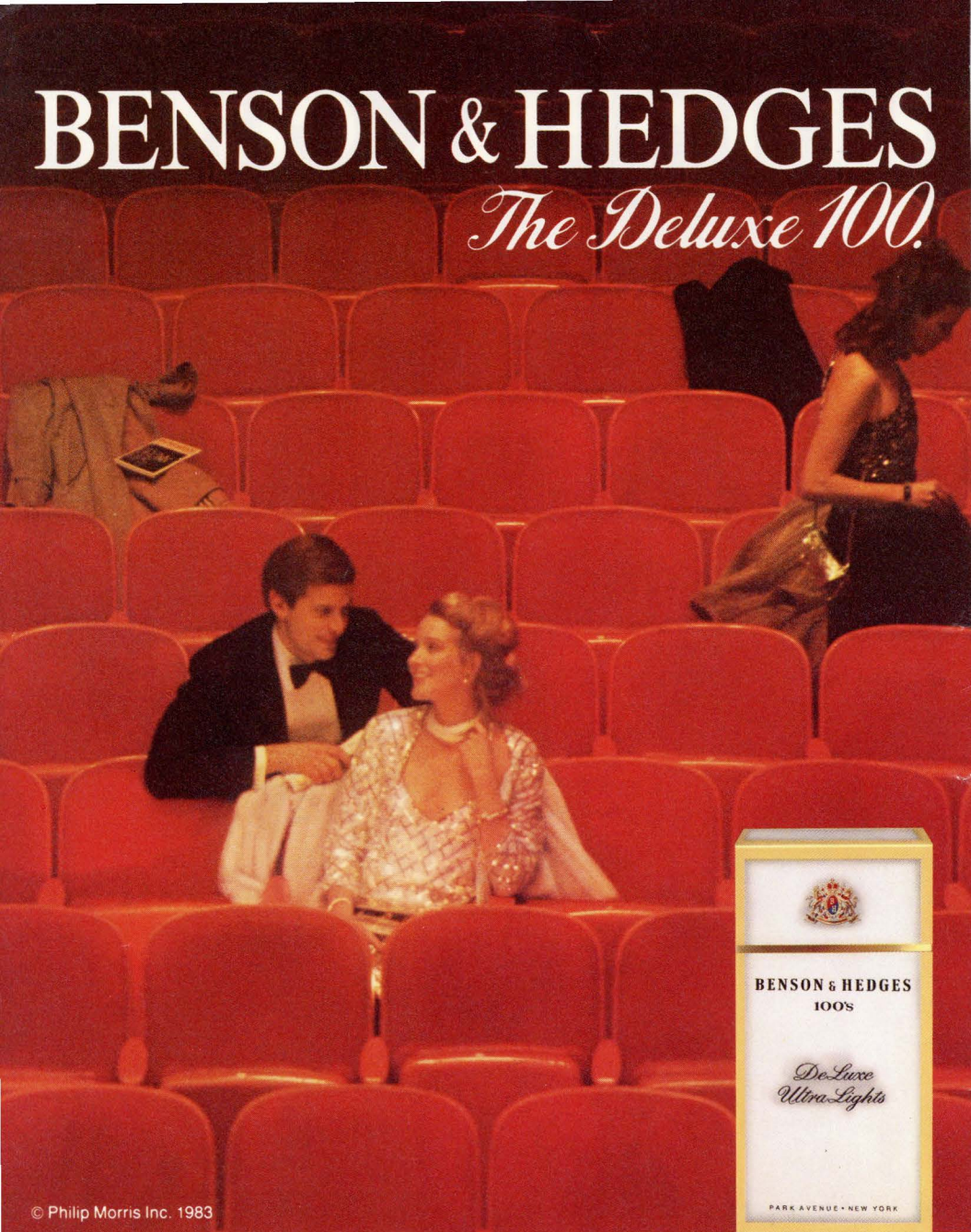
Lincoln Center

Lincoln Center for the Performing Arts / June 1983

stagebill

BENSON & HEDGES

The Deluxe 100.



© Philip Morris Inc. 1983

Deluxe Ultra Lights

Only 6 mg, yet rich enough to be called deluxe.
Regular and Menthol.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

6 mg "tar," 0.6 mg nicotine av. per cigarette, by FTC method.

Universal Leaf Tobacco Co. Incorporated
Wallace-Murray Foundation
Touche Ross & Co.
UMC Industries, Inc.

Warner Communications Inc.
The Warner-Lambert Charitable
Foundation
Westinghouse Electric Corporation

John Wiley & Sons, Inc.
Arthur Young & Company
Young & Rubicam Inc.
Two Anonymous

Corporate contributors of \$2,500 to \$4,999

A.B.D. Securities Corporation
ACF Industries, Inc.
The Air Products Foundation
American Re-Insurance Company
Amstar Corporation
Arnhold and S. Bleichroeder, Inc.
Avco Corporation
NW Ayer ABH International
BBDO International, Inc.
Banca Nazionale Del Lavoro
Bank Leumi Trust Company of New York
The Bank of New York
John Blair & Company
CPC International Inc.
Chubb & Son Inc.
Cluett, Peabody & Co., Inc.
Cole, Yeager & Wood, Inc.
Culbro Corporation
Dankin/Esmark, Inc.
Doyle Dane Bernbach Inc.
Dresser Foundation, Inc.
Empire Hotel
Foremost-McKesson, Inc.
Fribourg Foundation, Inc.
The Howard Gilman Foundation
Grumman Corporation
The Guardian Life Insurance Company
of America
Frank B. Hall & Co., Inc.

H.J. Heinz II Charitable & Family Trust
Hitachi America, Ltd.
Home Life Insurance Company
The Hongkong and Shanghai Banking Corporation
International Paper Company Foundation
Kane-Miller Corporation
LeaRonal, Inc.
Liggett Group Inc.
LIN Broadcasting Corporation
Lord & Taylor
M. Lowenstein & Sons, Inc.
The Macmillan Foundation
Main Hurdman Foundation
MAPCO Inc.
Vera Maxwell, Inc.
Mercedes-Benz of North America, Inc.
Mickelberry Corporation
Moseley, Hallgarten, Estabrook & Weeden Inc.
Mudge Rose Guthrie & Alexander
Needham, Harper & Steers, Inc.
Neuberger & Bernman
John Nuveen & Co., Incorporated
Oppenheimer & Co.
Owens-Corning Fiberglass Corporation
Panasonic Co.
PepsiCo Foundation Inc.
The Pittston Company
RKO General, Inc.
Restaurant Associates Industries, Inc.

The Seamen's Bank for Savings
Sears, Roebuck & Co.
Sherriff, Friedman, Hoffman & Goodman
Skidmore, Owings & Merrill
The Smith, Barney Foundation
Squibb Corporation
Standard Motor Products, Inc.
Sterling National Bank & Trust
Company of New York
Stewart Stamping Corporation
The Levi Strauss Foundation
Swiss Bank Corporation
30 Lincoln Plaza
J. Walter Thompson Company
Tishman Realty & Construction Co., Inc.
USLIFE Corporation
United Brands Company
United States Trust Company
of New York
Van Brunt & Co. Advertising/
Marketing Inc.
Louis Vuitton U.S.A., Inc.
Hiram Walker & Sons, Inc.
Waterman Steamship Corporation
Weiss, Peck & Greer
Westinghouse Broadcasting Co., Inc.
Wheelabrator-Frye Inc.
White & Case
Two Anonymous

Corporate contributors of \$1,001 to \$2,499

AMF Foundation
Alexander's Inc.
Algemene Bank Nederland N.V.
Allied Stores Corporation
Amercac Corporation
American Stock Exchange, Inc.
Arab Banking Corporation
Ashland Oil, Inc.
The Atlantic Companies
BEA Associates, Inc.
Banca Commerciale Italiana-New York Branch
Banco de Bilbao-New York
Banco Nacional S.A. (Brazil)
The Bank of Tokyo Trust Company
Bantam Books, Inc.
Barclays Bank International Limited
Barton Sans International
Becton, Dickinson & Company
Beneficial Corporation
Bergdorff Goodman Inc.
Don Buchwald & Associates, Inc.
Burgess Allison Associates
Canter, Achenbaum, Associates, Inc.
Capezio Foundation
Carter Hawley Hale Stores, Inc.
David Chambers & Associates, Inc.
Chanel, Inc.
Citizens Utilities Company
COMMUNI-VU, INC.
Crosstill Curtain Co., Inc.

Daben Realty Co., Inc.
Deblinger Sales & Marketing Corporation
D'Urso Supermarkets, Inc.
Ehrlich-Bober & Co., Inc.
Emigrant Savings Bank
EXECUSPACE INCORPORATED
Felton International Inc.
The First Boston Foundation Trust
Froelich/Greene Litho Corp.
General Instrument Corporation
General Signal
Alexander Grant & Company
Gristede Bros.
Grow Tunneling Corp.
Haley Associates, Inc.
Herzog Heine Geduld Inc.
Hilton International Co.
E. Holzer Inc.
Ingersoll-Rand Company
Joyce Beverages/New York
Kellogg Company
Kohlberg Kravis Roberts & Co.
M.H. Lamson Variety Stores
Lasker, Stone & Stern
Kenneth D. Laub & Company, Inc.
Estee Lauder, Inc.
Lever Brothers Company Foundation, Inc.
Mayer & Schweitzer, Inc.
Monsanto Fund

New York Stock Exchange, Inc.
North American Reinsurance Corporation
The Paige Company
Phillips, Nizer, Benjamin, Krim & Ballon
Reavis & McGrath
Reeves Communications Corporation
Roure Bertrand Dupont, Inc.
Yves Saint Laurent Inc.
L.A. Salomon & Bro. Inc.
Seidman & Seidman
Shopwell, Inc.
Siemens Corporation
Sloan's Supermarkets, Inc.
Specialty Products Company
Standard Chartered Bank Limited
J.P. Stevens & Co., Inc. Foundation
Sugar Foods Corp.
Sverdrup Corporation
Thomas & Betts Corporation
Tishman Speyer Properties
UNIBANCO-Uniao de Bancos Brasileiros S.A.
Union Bank of Switzerland—
New York Branch
The United States Gypsum Foundation, Inc.
Vereins-Und Westbank
Whirlpool Corporation
Witco Chemical Corporation Foundation
Sid Woloshin Inc.
Three Anonymous

Corporate contributors of \$1,000

ADT Security Systems
Alliance Capital Management Corporation
American Airlines, Inc.
American Society of Composers, Authors
& Publishers
Angel-EMI Records
Asiel & Co.
Atlantic Bank of New York
Australia and New Zealand
Banking Group Limited
Baer American Banking Corporation
Bairnco Corporation
Banco de Credito Nacional S.A.
Banco Nacional de Panama-New York Agency
Banco Portugues do Atlantico-New York Agency
The Bendix Corporation
Benton & Bowles, Inc.
Arnold Bernhard & Co., Inc.
Bond Adhesives Company
Bowater North America Corporation
Broadcast Music Inc.
Brown-Forman Distillers Corporation
Burroughs Wellcome Co.
Cahill Gordon & Reindel
Canadian Imperial Bank of Commerce
Consolidated Foods Corporation
Consolidated Natural Gas Company
Cooper Industries Foundation
Coming Glass Works Foundation
Corroon & Black Corporation
Crompton & Knowles Corporation
D'Agostino Supermarkets, Inc.

Diamond International Corporation
The Distillers Company, Limited
Clifford Drake & Co., Inc.
Dresdner Bank AG
The Dreyfus Corporation
Dresdner Bank AG
Echo Scarfs
Esquire, Inc.
General Host Corporation
The Ginger Man Restaurant Group
The Grand Union Company
David J. Greene and Company
Grow Group, Inc.
Harris Trust and Savings Bank
Walter E. Heller International Corporation
Heublein Foundation, Inc.
Harry Hyman & Son, Inc.
International Flavors & Fragrances, Inc.
Israel Discount Bank of New York
H. Kohnstamm & Co., Inc.
Lebenthal & Co., Inc.
MKI Securities Corp.
M&T Chemicals Inc.
MEM Co., Inc.
The Manhattan Life Insurance Company
Marcus & Company
William Douglas McAdams Inc.
Benjamin Moore & Co.
National Bank of Canada-United States Division
The New Yorker Magazine
Olin Corporation Charitable Trust
Perkin-Elmer Corporation

Pomerantz Levy Haudek & Block
Pren-Hall Foundation
The Putnam and Berkley Publishing Groups
Rabobank Nederland
Random House, Inc.
Richardson-Vicks Inc.
The Royal Bank & Trust Company
Royal Insurance
The Russian Tea Room
The S & H Foundation, Inc.
M.A. Schapiro & Co., Inc.
THE SECURITIES GROUPS
Shea & Gould
Storer Broadcasting Company
Tavern on the Green
Technicon Instruments Corporation
Thacher, Proffitt & Wood
Transway International Corporation
UBAF Arab American Bank-New York
United Airlines
U.S. Industries, Inc.
Washington Forge, Inc.
Weiskopf & Pickworth
Weiskopf, Silver & Co.
Weissman & Weissman Incorporated
Wells Fargo Foundation
The Westdeutsche Landesbank—
New York Branch
Yoo-Hoo Chocolate Beverage Corp.
Richard S. Zeisler & Co.
Two Anonymous

Corporations Support the Performing Arts

at Lincoln Center

Each gift to the Consolidated Corporate Fund Drive benefits all of the performing arts companies at Lincoln Center

METROPOLITAN OPERA NEW YORK CITY BALLET NEW YORK CITY OPERA NEW YORK PHILHARMONIC
JUILLIARD SCHOOL CHAMBER MUSIC SOCIETY OF LINCOLN CENTER FILM SOCIETY OF LINCOLN CENTER
LINCOLN CENTER THEATER COMPANY LINCOLN CENTER FOR THE PERFORMING ARTS, INC.

GRAND LEADERSHIP/Corporate contributors of \$100,000 and over

The Bell System	The Bristol-Myers Fund	William Randolph Hearst Foundation
American Telephone & Telegraph Co.	The Chase Manhattan Bank, N.A.	IBM Corporation
New York Telephone Co.	Exxon Corporation	Real Estate & Construction Council
Western Electric Fund		

LEADERSHIP/Corporate contributors of \$50,000 to \$99,999

Bonwit Teller	General Foods Corporation	The Reader's Digest Association, Inc.
CBS Inc.	Philip Morris Incorporated/ Miller Brewing Company/7-Up Company	The Starr Foundation
Citibank		Texaco Inc.
Consolidated Edison Company of New York, Inc.		

PACESETTERS/Corporate contributors of \$25,000 to \$49,999

American Broadcasting Companies, Inc.	Manufacturers Hanover Trust	RCA Corporation
American Express Foundation	Marsh & McLennan Companies, Inc.	R.J. Reynolds Industries
J. Aron & Company	McGraw-Hill Foundation, Inc.	Rockefeller Center, Inc.
Bankers Trust Company	Merrill Lynch, Pierce, Fenner & Smith Foundation, Inc.	Helena Rubinstein Foundation
Celanese Corporation	Metropolitan Life Foundation	A. Sulka & Company
Chemical Bank	Milberg Factors, Inc.	SYMS Clothing Inc.
The Coca-Cola Company	Morgan Guaranty Trust Company of New York	Time Inc.
Grace Foundation Inc.	The New York Times Company Foundation, Inc.	Union Pacific Foundation
Gulf & Western Industries, Inc.	The Pfizer Foundation	United States Steel Foundation, Inc.
International Telephone and Telegraph Corporation	The Prudential Insurance Company of America	Xerox Corporation
Macy's*		

Corporate contributors of \$10,000 to \$24,999

Airco, Inc.	General Telephone & Electronics Corporation	Newmont Mining Corporation
Allied Foundation	Goldman, Sachs & Co.	Newsweek, Inc.
American Can Co.	The Hoffmann-La Roche Foundation	North American Philips Corporation
American Cyanamid Company	The Interpublic Group of Companies, Inc./McCann-Erickson Worldwide	Peat, Marwick, Mitchell & Co.
American Home Products Corporation	Irving One Wall Street Foundation	The Penn Central Corporation
American Standard Inc.	Jaros, Baum & Bolles	J.C. Penney Company, Inc.
Arthur Andersen & Co.	Johnson & Higgins	PHIBRO-SALOMON INC
Atlantic Richfield Company	Lazard Freres & Co.	Reliance Group Holdings, Inc.
Avnet, Inc.	Lehman Brothers Kuhn Loeb Incorporated	Revlon Foundation, Inc.
Block Drug Company Inc.	Thomas J. Lipton Foundation, Inc.	Rockwell International
Bunge Corporation	Marine Midland Bank	L.F. Rothschild, Unterberg, Towbin
Leo Burnett Company, Inc.	Carl Marks & Co., Inc.	St. Joe Minerals Corporation
Chevron U.S.A.	The Merck Company Foundation	Schering-Plough Foundation
CIGNA Corporation	Mobil Foundation, Inc.	Sony Corporation of America
Colgate-Palmolive Company	Morgan Stanley & Co., Incorporated	Foundation, Inc.
Conoco Inc.	The NL Industries Foundation, Inc.	Sperry Corporation Foundation
Coopers & Lybrand	Nabisco Brands, Inc.	Sterling Drug Inc.
Drexel Burnham Lambert Incorporated	National Distillers & Chemical Corporation	Times Mirror
Ernst & Whinney	New York Life Foundation	Union Carbide Corporation
Freeport McMoRan Inc.		Wertheim & Co.
General Electric Company		

Corporate contributors of \$5,000 to \$9,999

Abitibi-Price Sales Corporation	Dean Witter Reynolds Organization Inc.	Morse/Diesel, Inc.
AGVAR CHEMICALS INC.	Deloitte Haskins & Sells	Mortimer's Restaurant
B. Altman & Company	Doubleday & Co., Inc.	Mutual of New York
AMAX Foundation, Inc.	The Dun & Bradstreet Corporation	NCR Corporation
The Amcon Group, Inc.	Edison Parking Corporation	Paul Napolitan Inc.
American Electric Power Co., Inc.	Empire State Building	National Bank of North America
The M.L. Annenberg Foundation	ENSERCH Corporation	Norton Simon Inc.
Avon Products Foundation, Inc.	The Equitable Life Assurance Society of the United States	Ogilvy & Mather Inc.
Backer & Spielvogel, Inc.	European American Bank	Otis Elevator Company
BankAmerica	Fluor Corporation	Owens-Illinois Fund
The Becker and Warburg-Paribas Group Incorporated	Fried, Frank, Harris, Shriver & Jacobson	The Park Lane Hotel
Bethlehem Steel Corporation	General Motors Foundation	Phelps Dodge Foundation
Bloomingtondale's	General Reinsurance Corporation	Richard A. Piehn, Inc.
Booz-Allen & Hamilton Inc.	Getty Oil Company	Price Waterhouse & Co.
Borden Inc.	The BFGoodrich Company	Procter & Gamble Fund
Burlington Industries, Inc.	Goodson-Todman Productions	Prudential-Bache Securities Inc.
Calderon Belts and Bags, Inc.	Great Northern Nekoosa Corporation	Republic National Bank of New York
Capital Cities Communications, Inc.	Grey Advertising, Inc.	Reynolds Metals Company
Carter-Wallace, Inc.	Gulf Oil Corporation	Rogers & Wells
Champion International Corporation	Honeywell Fund	The St. Moritz Hotel
Chesebrough-Pond's Inc.	International Ladies' Garment Workers' Union	St. Regis Paper Co.
CIBA-GEIGY Corporation	Johnson & Johnson	Saks Fifth Avenue-Gimbel Brothers Foundation
Cities Service Company	Kennecott Corporation	Sandoz, Inc.
City Investing Company	Kimberly-Clark Foundation	Schlumberger Foundation, Inc.
Cleary, Gottlieb, Steen & Hamilton	Lincoln West Associates	J. Henry Schroder Bank & Trust Company
Coach Leatherware	MCA/Universal	Joseph E. Seagram & Sons, Inc.
Colt Industries Inc.	McGraw-Hill/KFAC Radio	Martin E. Segal & Co.
The Continental Corporation Foundation	McKinsey & Company, Inc.	Shell Companies Foundation, Incorporated
The Continental Group, Inc.	Melville Corporation	Simpson Thacher & Bartlett
Crum and Forster Foundation	Milbank, Tweed, Hadley & McCloy	Stauffer Chemical Company
Dancer Fitzgerald Sample Holdings, Inc.	Milliken Foundation	Sun Company, Inc.
Dart & Kraft, Inc.	Mitsui & Co. (U.S.A.), Inc.	Tiffany & Co.

For more information about the Lincoln Center Consolidated Corporate Fund Drive, please contact
Anthony J. Newman, Lincoln Center, 140 West 65th Street, New York, New York 10023, or call (212) 877-1800.

The Alliance of Queens Artists is a vital and most unusual Art group. It is made up of artists and craftspersons who are Queens residents. An Art group committed to service in the community, that provides art and skills in many areas of Queens.

AQA has an unique and rewarding association with the Queensboro libraries, working together to best serve the great variety of needs of the many branches throughout the borough. Demonstrations and exhibitions are a source of information about art medias and crafts for Queens residents.

AQA is proud of its rotating exhibitions in the beautiful Con Edison building. AQA is most appreciative of Con Edison's constant support of the Alliance of Queens Artists.

AQA's involvement with exhibitions in many Queens banks has met with great success, AQA brings the art experience on a daily basis to thousands of customers. AQA is grateful for the cooperation of the Chase Manhattan Bank, The Citibank, The Chemical Bank, and the Long Island Savings Bank. AQA looks forward to the help of other corporations who have indicated an interest in the Alliance of Queens Artists.

AQA has gone into the nursing homes with workshops, on a one-to-one basis with the patients who could participate. Bringing joy with a new experience for them.

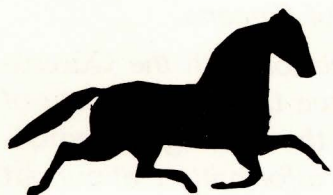
AQA's goal is to have a Queens Art Center, one big enough to be of greater service to the community with workshops, seminars and galleries. Queens is a vibrant borough able to support an Art Center.

AQA wants Art to play its historic role of spreading beauty and joy to all. Art in all its many forms is a most necessary part of life. It is lasting and ever present if one knows how to look for it and use it. The Alliance of Queens Artists wants to be active in providing the HOW.

Annette Leeds
Fund Raising Chairman

BEST WISHES FROM
ALL OF US AT THE

Rita R. Pfohl



SANDY LEVY
STABLE

ROOSEVELT RACEWAY
YONKERS RACEWAY

“The more you know about clothing
the better it is for SYMS where
an Educated consumer is our Best Customer.”

SYMS
Clothing, Inc.

fill
mm

ALLIANCE OF QUEENS ARTISTS

ALLIANCE OF QUEENS ARTISTS



AQA

3rd Annual
Costume Ball
Dinner
Dance

Friday, November 4, 1983 • 8pm-1am
Terrace On The Park, Queens

FRED LUPOLI
President

ANNETTE LEEDS
Chairperson

Door Prizes donated by:

ANNETTE LEEDS SUSAN REINGOLD
EVELYN SCOLNEY MURRAY MARLOWE HAROLD WIND



ALLIANCE
OF QUEENS ARTISTS, INC.
107-29 Continental Avenue
Forest Hills, New York 11375
(212) 520-9842

ESTELLE CHWAT

Founder

ELENA ATLAS

Executive Administrator

OFFICERS

FRED LUPOLI

President

EDWARD McGINNIS

First Vice President

MITCHELL IMBERMAN

Second Vice President

HELEN LEVY

Treasurer

BLANCHE KAPLAN

Administrative Secretary

MADELINE CONDRA

Recording Secretary

BOARD of ADVISORS

LANE BRETTSCHEIDER

President - Lane Floor Coverings, Inc.

BARRY CONFORTE

Publisher - Queens County Magazine

CONSTANCE B. COOKE

Director of Queens Borough Public Library

ABRAHAM P. HO

Curator - Chung Cheng Gallery, St. John's University

NATALIE P. KATZ

Commissioner - New York State Civil Service

EUGENE PACETTA

Vice President - Chase Manhattan Bank NA

JOHN E. ROLLO

Economic Development Coordinator - New York Telephone Co.

AL SIMON

President - TV Satellite Corp.

MARGARET G. SWEZEY

Vice President - Citibank NA, JFK International Airport

ROBERT WEIR

Director of Public Affairs - Consolidated Edison, Queens

COVER DESIGN

CARMILLE MARAVEGIAS

THIRTEEN
salutes

SYMS
Clothing, Inc.

for its support
of the local presentation
of

FRONTLINE




John Jay Iselin
President

scripbook

Business

Rockville Pike: Ghost Town Gives Way to Boom

By MIKE M. AHLERS
Journal Staff Writer

Like most bad news, the news about Rockville Pike traveled fast. And like most bad news, it came in threes.

First word came that the popular Korvettes department store was closing, the victim of lagging buying habits in hard economic times.

Then came word that Woolco and Memco were following suit.

And if local soothsayers weren't such a scientific bunch, it would have been tempting to claim that Rockville Pike was just plain cursed. Nothing seemed to be going right for the area's businesses.

But if the road was cursed nine months ago, the Rockville Pike of today is blessed.

There is a revival of business on "The Pike," and merchants describe the Rockville Pike of today as bigger and better — or biggest and best.

In place of the old Korvettes is a new Syms clothing store and the soon-to-be-opened Holiday Fitness and Racquet Club, heralded by its owners as the "biggest fitness and racquetball club in the United States."

Replacing the old Woolco store will be a new Giant Food-Pharmacy store. When it opens later this year,

it will be the largest of the chain's 133 food stores.

And in place of the Memco store is a new Bradlees Department Store, which opened earlier this month to a torrent of publicity.

Then there's the new kid on the block, the 315-room Holiday Inn Crowne Plaza, that is attempting to glamorize life on the Pike with its plush banquet rooms, gourmet restaurants and special treatment of its executive clientele. The hotel is the first of about 60 "Crowne Plaza" hotels Holiday Inn expects to open worldwide during the next five years.

The businesses, aligned along a stretch of Rockville Pike not more than a mile long, bring with them hundreds of jobs, more than enough to replace those lost during the last two years.

At the Korvettes Center, now known as the Mid-Pike Shopping Center or Syms Plaza, it is a full-blown renovation that is turning an anemic shopping center into a thriving one.

In May, the Chevy Chase-based Federal Realty Investment Trust, a group that buys distressed shopping centers and revitalizes them, acquired a 75-year lease on the shopping center in a deal that reportedly involved no cash up front.

The two-story Korvettes store's

over

depth and height presented special problems to developers wanting to subdivide it into smaller stores. "At the time, we took a little bit of a gamble where nobody else would and very definitely Syms was a factor in our decision," said Max Sweet, head of leasing for the shopping center.

Syms leased approximately 66,000 square feet of the 200,000 square feet vacated by Korvettes, more than half of it on the second floor.

With the Holiday Fitness and Racquet Club, the shopping center found another tenant that could conform to its unusual requirements. Holiday is building an entrance that will lead to the back of the deep shopping center and to the second floor.

When it is opened, possibly as early as October, the club will have seven gyms, an Olympic-size pool, racquetball courts, a whirlpool, a restaurant, a lounge and a one-tenth mile running track said to be the largest indoor running course in a spa in the eastern United States.

Spa officials declined to disclose the length of their lease. But, said spa manager Susan Scott, "I guarantee you, if we're going to sink the amount of money we're sinking, we're going to keep it a long time."

Other businesses that have moved into the shopping center are The Gold Mine jewelers, Goozh Gifts, Shoe Loft, Contemporary Sounds, Cracker's children clothiers and The Smorgasbord restaurant. Soon to be opened is The Great Foodini restaurant and G Street Fabrics at the north end of the center.

"In order to make money on a redevelopment like this, you've got to split it up into smaller spaces. And if you split it up into smaller spaces, you can get \$15 to \$20 (a square foot, as opposed to much lower rates if a shopping center is leased to one bigger tenant.) We get a little bit more than some of our neighbors because we're generating a lot more traffic," Sweet said.

One tenant, the Bell Laundry-Friendly Formal Wear store, is moving out, but only because it found a new spot in the Crowne Plaza, according to manager Steven Boroski. Otherwise, business has been fine, he said.

AFTER THE DEMISE of Woolco just one block away, Giant stepped in to fill the void. Giant had earlier operated a Giant Department Store at the site, but for the past 10 years had limited itself to running a gro-



Journal photo by Linda White

A new Bradlees Department Store opened earlier this month.



Journal photo by Chuck Fadely

After Memco closed, Bradlees said it would move to the area.



Journal photo by Linda White

Syms leased about one-third of the space vacated by Korvettes.

cery store with banking services there.

Now, Giant has big plans for the site. It is currently renovating the interior and southern-most facade of the building and plans to open a 60,000-square-foot food and pharmacy store in early November. By comparison, the typical new Giant store is 45,000 square feet, according to spokesman Barry Scher.

The new store will feature a salad bar, a specialty deli with fresh pasta and a cheese aging box, a service deli, a candy and coffee kiosk, a pastry shop, cosmetic department, frozen gourmet food department, fish department and a bank.

Customers will also be able to buy fresh, ready-to-cook pizza, which they will be able to take home and pop into the oven.

Tenants have already been lined up to fill the space vacated by the existing Giant, though the names of the businesses have not been released. But "with the proposed new tenants in there, you will have a whole new shopping center," Scher said.

SEVERAL MONTHS AFTER the ailing Memco department store was closed, the Boston-based Bradlees announced it was moving into the Washington, D.C., area, filling the stores vacated by Memco.

Bradlees is the 13th largest discount chain in the country, with \$860 million in sales last year, with estimated sales for each store at \$8.1 million, according to "The Discount Merchandiser," a trade publication.

On Aug. 11, Bradlees opened 10 stores in the Washington area, closing a gap in the chain of stores that stretches from New England to Virginia. The Rockville store is the only Bradlees in Montgomery County, but Bradlees simultaneously opened four stores in Prince George's County, four in Northern Virginia and one in Columbia.

THE HOLIDAY INN Crowne Plaza, which opened June 15, has also contributed to the business renaissance on Rockville Pike. The hotel has 14,000 square feet of banquet space in addition to its 315 rooms, enticing conventioners as well as business travelers.

The centerpiece of the new hotel is a six-story tropical hut in the atrium where Hawaiian blowouts and other events attract area residents to the Pike.

Why did the Pike make the transformation from a boom town to ghost town and back?

Most people are quick to note that it isn't the location. The Pike is a well-traveled road in a well-to-do area — two of the reasons that led Federal Realty Investment Trust to take a risk investing in the Mid-Pike Shopping Center.

The villain most often cited is the economy. "The competition in the big department stores was getting awful keen and the recession kind of weeded out the weaker stores from the stronger ones," Sweet said.

"I would guess that in each case, the Rockville (store) was above average within their chain," Sweet said. "But when chains of those magnitudes go down, it just brings them all down."

New Plan for a \$6 Million Mall Acceptable to Earlier Opponents

By DICK DAWSON
News Amherst Bureau

A Bowmansville corporation will unveil plans for a \$6 million Transit Road shopping mall before the Clarence Town Board next Wednesday night.

There is little chance for a repeat of the intense controversy that scuttled a similar project on the same site three years ago.

Paul A. Bernard, president of the Clarence Homeowners Association, an organization spawned by the earlier controversy, Tuesday said the group will not oppose the new plan.

"Some people aren't satisfied that the drainage problems have been taken care of," he said. "Nevertheless, this plan is better than the first. For example, this is an enclosed mall rather than a strip-type plaza."

Conthru Inc., 6495 Transit, Bowmansville, proposes a 15-acre development about 1,300 feet south of Greiner and Maple roads. The single mall building would have 162,000 square feet of floor space for a wide range of specialty shops.

Conthru seeks the rezoning of rear property to a depth of about 900 feet from residential "A" to major arterial. Transit already is zoned for major arterial to a depth of 300 feet.

The mall would be set back about 500 feet from Transit with parking for nearly 800 cars. Anthony J. Renaldo, Conthru's attorney, said nearly 850 feet of vacant, residentially zoned land will serve as a buffer between the mall and homes on Ledge Lane.

Conthru's environmental impact report has been accepted by Clarence's Municipal Review Committee and the town's engineering consultant has approved its drainage plan, Mr. Renaldo said.

The "heavily landscaped" development, across from Syms clothing store in Amherst, would be called the Eastgate Mall, he said.

"The drainage has been thoroughly looked at," Paul McCarthy, Clarence's zoning officer, said. "The traffic situation remains unchanged (since the original controversy) and will stay that way until Transit is widened."

The state "has indicated they're going to widen it in 1985," Mr. Renaldo said.

Mr. Renaldo also represented the original petitioner, Bella Vista Development Corp., also of 6495 Transit in Bowmansville. He said one principal in Bella Vista is a principal in Conthru.

Talks to View Impact Of Laws on Schools

Recent state and federal legislation and court decisions affecting schools will be discussed July 22 at the fifth annual Western New York Conference on Law and the Public Schools. The session, from 8:30 a.m. to 4 p.m., will be in the Moot Court Room, O'Brian Hall, State University of Buffalo Amherst Campus.

Among the topics, will be the role of the school attorney, control of public schools and impact of litigation on school labor relations.

The conference is sponsored by the Erie County Association of School Boards and the Western New York Educational Service Council, with the assistance of the UB Law School, State Association of School Attorneys and area school board associations.

Buffalo News 7-13-83

The Buffalo News/Friday, June 17, 1983

\$3 Million Mall Plan OK'd for Site Near UB

By DICK DAWSON

News Amherst Bureau

The Amherst Planning Board Thursday night approved plans for a \$3 million Snyder shopping and office mall and a 109-unit motel near the State University of Buffalo but rejected a rezoning for a restaurant in the Maple Road-North Bailey Avenue area.

Two conditions were attached to First Amherst Development Group's plan to build a mall at the northwest corner of Main Street and Harlem Road in Snyder.

The developer must get a variance from the Amherst Zoning Board of Appeals allowing a 1.7-acre project in a zoning classification with a one-acre maximum and make the mall accessible to handicapped persons, planners ruled.

Red Roof Inns, a national chain, saw its plan approved for a motel on Flint Road, just off Maple Road, next to the Buffalo Marriott Inn and southwest of UB's Amherst Campus.

But the Planning Board went on record opposed to Bennigan's restaurant, another national chain, at 4101 Maple, just east of Chi-Chi's restaurant. A group of homeowners complained that another restaurant would add to traffic congestion, noise and odors in the area.

The board said it wants to see a coordinated development plan for that area of Maple, rezoned in 1980 for what was proposed as a large office park.

However, the would-be developer of the restaurant still has the option of petitioning the Town Board for the rezoning.

In other business, the board approved plans for a four-story, 45,000-square-foot building in Sheridan Meadows Office Park at Sheridan Drive and Transit Road, the second office building in the park, and for a 28,000 square-foot multiple-tenant building in University Centre on North French Road in the Audubon Industrial Park.

The board also approved a 30,000 square-foot expansion of the 25,000-square-foot Syms clothing store at 7980 Transit Road over the objections of an attorney representing a planned neighboring plaza.

The expanded Syms building will block the Gallery East Plaza from the view of northbound motorists, the attorney complained. The new plaza will have a Krasner's clothing store, he said.

The board also approved an 8,000 square-foot office for Management Adjustment Bureau, a collection agency, on Pineview Drive in the Audubon Industrial Park.

DNR 12/16/83

Intercontinental Apparel Seeks Danik Suit Dismissal

WASHINGTON (FNS) — Intercontinental Apparel, Inc., a subsidiary of Hartmarx Corp., has asked the Federal district court here to dismiss without trial a price discrimination claim filed against it by Danik, Inc., owner of Dash's Designer men's clothing stores. It has also asked that Danik be ordered to pay Intercontinental \$108,000 allegedly overdue for the purchase of merchandise.

In court papers filed this week Intercontinental seeks summary judgment on its six-month-old collection claim. In addition, Intercontinental asks that the court dispose of Danik's claim that it illegally discriminated against Danik by selling Pierre Cardin tailored clothing at different

prices to Danik and to Syms, Inc., one of Danik's competitors.

Attorney Richard Favretto, antitrust attorney for Hartmarx, said the company soon will file similar motions seeking the dismissal of two lawsuits brought by Danik last month against Hartmarx and several of its subsidiaries, alleging price discrimination and restraint of trade.

The motion seeking a summary judgment was the latest twist in a running battle between Hartmarx and Danik, owner of a chain of discount men's clothing stores in the Washington, D.C., area. Intercontinental first filed its collection claim in June. Danik then counterclaimed, seeking triple damages under Federal

antitrust law for alleged price discrimination.

In its motion to the Federal court, Intercontinental claims that according to pretrial depositions, Syms' end-of-the-season closeout buying practices qualify for lower prices as a matter of law. The motion also claims that closeout sales to Syms are legal under the "changing conditions" provision of the Robinson-Patman Act, which allows price changes in order to adjust for such marketing factors as seasonal demand.

In the two more recent cases, Danik is claiming that Hartmarx and two of its subsidiaries, Hart, Schaffner & Marx and Hickey-Freeman, conspired to limit the distribution and sale of their better priced men's suits. The other suit alleges that Hartmarx and three subsidiaries — John Carson Apparel, M. Wile & Co. and Intercontinental — gave an illegal 20 per cent discount to Syms.

Danik also seeks to represent retailers around the country hurt by the alleged price discrimination and restraint-of-trade conspiracies.

Favretto said motions to strike or dismiss both purported class-action suits "will be filed in the near future," probably after the first of the year. In addition, "there will be a challenge to the propriety of maintaining the two cases as class actions, and to Danik's suitability for the fiduciary role of representative of other retailers."

Syms profits rise for third quarter

NEW YORK (FNS) — Syms Corp.'s third-quarter profits rose 27.5 percent while earnings for the nine months jumped 57.3 percent. Sales for the quarter ended September 30 increased 18.8 percent.

Net income for the three months was \$1,573,000, or 9 cents a share, compared with \$1,234,000, or 7 cents. Revenues for the off-price retailer were \$39,315,000 against \$33,094,000.

For the nine months, earnings rose to \$5,597,000, or 32 cents, from \$3,558,000, or 20 cents. Sales advanced 28.5 percent to \$120,994,000 from \$94,152,000.

The latest period included a charge of \$690,000 relating to its recent public offering.

wwd 11/17/83

Newsday FRI 8-19-83

Syms, Lynbrook To Discuss Store

Lynbrook — For the third time this summer, representatives of the Syms clothing chain are to meet with village officials in an effort to reach agreement on the company's proposal to put a clothing outlet on the abandoned Rupp Chevrolet Corp. property on Sunrise Highway.

The meeting is slated for Monday.

Syms wants to build a store with 150 parking spaces, but under village ordinances, the size store they propose would require 300 spaces. The two sides have been unable to reach a settlement despite numerous meetings.

Syms consultant Ray DiBiase, project manager for the Greenman-Peterson Traffic Engineering firm, has said that using local streets and nearby store lots would alleviate any parking problem. Based on that assessment, Syms applied this summer for a special exception to build on the property.

Marsha Caron, head of customer affairs for Syms, and Deputy Mayor Trustee Michael Kranchuk agree that the village appears to be split on the question.

A resident who supports the store, Ray Springstein, owner of Lynbrook Cold Beer, said: "It will be a positive move on the village's behalf to have Syms move in. They would bring customers and activity into this slowly dying place."

But Joseph and Josephine Oliveri, who live on Evergreen Avenue, directly behind the proposed site — near the intersection of Sunrise Highway and Broadway Avenue — are among those who oppose the move. "We don't want Syms here," Oliveri said. "We think they'll bring traffic, noise and congestion to these otherwise peaceful streets."

—Roqua Montez

*ought to you
be interested, didn't
if you see this
for Berkeley*

ICSC AND OFF-PRICE RETAILING

Off-price retailing is here to stay and last year's \$5 billion in sales is expected to double within the next few years, according to a panel examining this booming phase of retailing before a recent Idea Exchange sponsored in New York by the International Council of Shopping Centers.

Currently, said moderator Robin L. Farkas of Alexanders Inc, there are some 14,000 off-price outlets selling apparel and shoes. The concept is not new he pointed out; when the stores were hard-goods oriented they were called discounters, and there are some still around: K mart, Target, Zayre, etc.

The panel, consisting of some of the major retailers in this phase of retailing and a lone developer, was in agreement on a number of major points:

- The off-price customer is affluent, educated, concerned with brand-name quality, a good shopper, and buys for need and pleasure

- Merchandise is sold at 20-60% off the regular retail price

- Developers, whether they are recycling an older center for off-price retailing or building a new mall for this type of tenant, are becoming more sophisticated

- They will be continuing or accelerating their aggressive expansion.

Hit or Miss, a division of Zayre Corp, operates some 300 stores of 3600 sq. ft. each, said real estate director John Roberts. About 3 years ago it changed its approach to upgrade its image and merchandise, and now carries no seconds, irregulars, or out-of-season goods.

It will be opening 85 stores this year, about 30% of them in major regional malls, the rest in strip centers, factory outlet centers, downtown locations. It prefers shopping centers anchored by such off-price stores as Marshalls, Plums, or Loehmann's.

Lionel Levey, chairman of the board of Felsway Shoe Corp, which will operate 200 Shoe Town stores by the end of the year, expects off-price sales to double within the next few years. It is now responsible for over 5% of all apparel and shoe sales.

Felsway's units are 4000-5500 sq. ft. and are located in strips, small, enclosed malls, or freestanding locations. It will enter the San Francisco Bay area this year with 12 stores.

J. Brannam, div. of F.W. Woolworth Co, currently operates 32 units of 25,000 sq. ft., will be opening 12 in the fall and 20 each year, according to VP Stanley Obloy. These units are

in the sunbelt, primarily the Southwest, but are expanding into the Southeast.

The early stores were located in shopping centers anchored by Woolco stores. However, it was later determined that they were catering to different customers; 22 of the first 40 stores were closed and J. Brannam's is not interested in taking over any of the vacant Woolco outlets, said Obloy.

The main thrust of expansion will be in recycled centers specializing in off-price retailing, though it will consider regional malls.

Marshall's operates 140 stores in 26 states and has annual sales of around \$1 billion, some 20% of all off-price sales, according to Senior VP John Ingram. It plans to open 30-40 stores annually in trade areas of 25,000 and up with average income in the high \$20,000s to low \$30,000s.

Most of the stores are mainly in strip shopping centers and will continue to be, though it will consider small, enclosed malls. The average Marshall's has annual sales of \$300-\$500 per sq. ft. and caters to 500-700,000 customers annually. In '82, it paid over \$3 million in percentage rents, Ingram noted.

T.J. Maxx is also a division of Zayre Corp and will open 30 stores of 25,000 sq. ft. each annually and will

be operating 175 by the end of '85, according to real estate director Bernard Galtman. It now operates 87 stores in the Northeast, Midwest, and South specializing in family apparel; it recently added a special area to showcase designer-label merchandise.

It prefers strip centers of 70-200,000 sq. ft. and with a trade area of 100,000 within 5 miles. Galtman estimated that 85% of the outlets have been rehabilitated from other uses, while the remainder are new stores. Some have been opened, also, in regional malls.

Marshall Winston, VP of Lazard Realty, had turned a loser into a winner by recycling the almost 200,000 sq. ft., enclosed Bazaar Mall in Mt. Kisco, NY, into a successful off-price shopping center (See SCD, P. B195). The project must have a pronounced theme of at least 100,000 sq. ft. devoted to off-price tenants with quality merchandise, he stressed. Though desirable, an anchor store is not required.

The Bazaar is located in an affluent trade area, and near highway access, said Winston. The first deals were hard to make, but after Liss Dept Store agreed to lease 12,000 sq. ft., other quality tenants signed and there is now a waiting list. He is currently developing other off-price centers.

Emphasis On Brand Name

True off-price retailing, whether what is being sold is apparel or hard goods, will succeed in the shopping center industry, provided brand-name merchandise is used as a yardstick so the consumers know they are getting a good price, said Sy Syms.

He is president of a NJ-based chain called Syms which operates 11 2-level stores of 40-70,000 sq. ft. in 5 markets. About 95% of the merchandise sold is off-price, 3-3½% is labeled generic goods, and 1-1½% is discount apparel.

Speaking before a recent Idea Exchange in New York sponsored by the International Council of Shopping Centers, Syms compared the terms off-price and discount; the latter term is now a negative word. Off-price is a wholesale term, unrelated to the consumer, and represents offering the retailer brand-name merchandise at a lower price. Regular stores may buy at off-price, sell it to the consumers at the regular price, and then use it as a sale item later in the season, he said.

Regarding the term factory outlet, the manufacturer is selling directly to the consumer through his own stores.

Examples are in such areas as Reading, PA; Secaucus, NJ; Greensboro, NC, etc.

In the apparel industry, Syms continued, 5-6% of all merchandise produced in '82 was off-price. A good portion of goods produced is being sold to consumers as off-price, but in reality is not, and this can become a dangerous practice.

The consumers are becoming more educated, aware of quality, conscious of price. "They will not flock to your strip if you call it off-price, unless it truly is," said Syms.

He is careful regarding the demographics and location decisions behind the establishing of each store. Only one of the Syms' units is in a shopping center; the rest are all freestanding. They must be in high-income areas, away from the main accounts of suppliers, off a major expressway. The current outlets were built by the chain on land it owns, but it plans to lease new stores.

Syms is located at 300 Chubb St, Lyndhurst, NJ 07071, (201) 935-7500.

Scapbook 5/1/83

Letter To editor

Commercial
Leader 7/7/83

Dear Editor,

Syms, Inc. owns six acres of land where Valley Brook Avenue and Chubb Avenue meet. We have constructed a corporate distribution center and executive office building that we are very proud of. We are also proud of the area's continued growth and proud to contribute to that growth by employing 100 people.

At the time we moved into our corporate headquarters we were told there were plans for a state park or light commercial development down Valley Brook Avenue and that the garbage truck traffic, which brings some 400 trucks past our building each day, would short-

ly be put to a stop.

Having followed articles in the local newspapers, I am aware that the original mandate for the recovery plant was a site in Ridgefield. It seems to us that Lyndhurst has gone through some positive and lucrative changes within the past few years. We know of at least three corporations who are holding up a decision to build in Lyndhurst until they know the fate of the recovery plant. The momentum would come to a screeching halt should Lyndhurst once again be identified, not for its industrial, retail, and office development, but for the size and expense of its garbage incinerators.

Syms and all its officers are unanimously opposed to the idea of pursuing a negative future for Lyndhurst. Certainly the short-term gains from any monies the town would receive would be quickly forgotten after the first accident, fire or pollution damage.

We beg the Mayor and Commissioners of Lyndhurst to be prudent and farsighted and think of those who have put their future and the future of Lyndhurst in their hands. We feel the public should be brought into this decision since they will have to live with it now and in the future.

Sincerely,
Marcy Syms

NY TIMES 11-14-82

Lonely Singles Try to Find Romance at Department Store

By WILLIAM E. GEIST

"We're going in," said Martin Gallatin to the 15 apprehensive men and women under his command, one of whom confessed that he would just as soon be parachuting into combat.

Mr. Gallatin had seen his people freeze at this door, but this day the brave charged ahead and the timid swallowed hard and followed, popping into the revolving door at Bloomingdale's, one after another.

This was the culmination of their training in Mr. Gallatin's class, "Finding a Mate in Bloomingdale's," a \$25 seminar for single people seeking to meet members of the opposite sex.

At a briefing before entering the store, Mr. Gallatin had denounced singles bars, computer dating services and the like as largely ineffective ways to meet people for New York's estimated 2 million singles.

Rather, Mr. Gallatin teaches tactics for meeting "mates" naturally, in such places as museums, Laundromats, food stores, buses and Bloomingdale's. Said Mr. Gallatin: "You avoid the 'If-you're-so-great-why-are-you-here?' question."

Mr. Gallatin, a bearded, bespectacled sociologist, likes Bloomingdale's "because it is a kind of Disneyland, with interesting displays and gadgets to aid conversation."

'The Demographics Are Right'

"The 60,000 people in the store on a busy day mean a lot of prospects," he said, "and the demographics are right." A class member, Howard Kaplan, said with a moan, "And I've been going to Syms all these years."

The class entered the fray ever-mindful of Mr. Gallatin's philosophy: "This is highly competitive. You must use sales and marketing skills to sell yourself."

They took mental and written notes from the lecture with them: opening lines, such as "What do you think of this tie?"; and store geography, such as the best departments to find mates.

They fanned out quickly to the electronics department, the men's department, household goods and the card shop — all recommended by Mr. Gallatin — but not to the first floor, crowded with tourists, and certainly not to cosmetics, where Mr. Gallatin said "very serious business is being conducted."

The instructor was available for consultation during this practical exercise. A 27-year-old class member cornered Mr. Gallatin behind a pile of designer handbags for some quick advice. He had struck up a conversation with a married woman, and Mr. Gallatin reminded him that this had been covered under "Special Problems: Married/Attached."

Richard Smith stooped to read a greeting

card, remarking to a young woman that the cards were impractically displayed.

"You need binoculars to see them," he said. "Yeah," she replied without looking up. But he somehow continued the conversation for a few seconds before she stopped responding, and Mr. Gallatin said enthusiastically, "See, they will talk to you."

Other members of the class were self-consciously unbuttoning their coats to give a more casual appearance, body language that Mr. Gallatin had recommended, as well as making obvious attempts to gauge distance between themselves and their prospects, a recommended 25 inches.

To warm up, some could be seen talking to demonstrators of perfume or cooking utensils, as had also been suggested. "They have to talk to you," Mr. Gallatin told them.

A few class members quoted Mr. Gallatin's opening lines verbatim: "How do you like

Continued on Page B2

Singles Rove Store's Aisles For Romance

Continued From Page B1

this tie," one woman said to a male customer. "I don't," he replied, turning away.

Bob Howard came to Mr. Gallatin and said he had gone all the way to the sixth floor "and couldn't think of anything to say about pots and pans." Mr. Gallatin suggested he pick out some sort of utensil and ask someone what it was used for.

Most in the class had carried conversations through the greeting, response and main body stages, as discussed in class, but were unable to make the transition to the critical closing stage — "that's the hard part," explained one class member, "where you go from 'nice Mixmaster' to 'how about a date.'"

Michael Posner seemed to be doing well, having given out three cards with his name and telephone number on them, after animated conversations in the electronics department.

"Everyone is interested in the new gadgets," he said, "and no one understands them."

The group gathered in the back of the store for a scheduled departure. When some members of the class failed to show up, Mr. Gallatin worried: "These sessions are hard. Some never come out." As it turned out, three had gone to the Alexander's store down the street by mistake.

The group went to a nearby delicatessen to discuss the exercise. "Don't worry about rejection," Mr. Gallatin told them. "Success is the ability to talk to people, so that one rejection won't mean so much."

The group lingered, most saying they had no plans on this weekend evening, and the discussion turned to the problem of meeting members of the opposite sex in New York.

"If you are friendly in New York," said Helen Keating Lopez, a 42-year-old widow, "you arouse suspicion, but subtlety doesn't seem to be getting anybody anywhere."

Mr. Gallatin had told them to "show interest, not need" in meeting prospects at Bloomingdale's, something class members said was easier said than done. "I've tried everything," said Mr. Kaplan, staring into a coffee cup, "I feel like giving up sometimes."

Said another man: "I've been having this discussion about not having anyone to date for 15 years, since high school. My relatives always ask if I've met somebody. It's like a disease that won't go away."

"It's tiresome," he said, leaving the table, walking through the door of the delicatessen and pulling his collar up against the blustery chill of an autumn Saturday night.

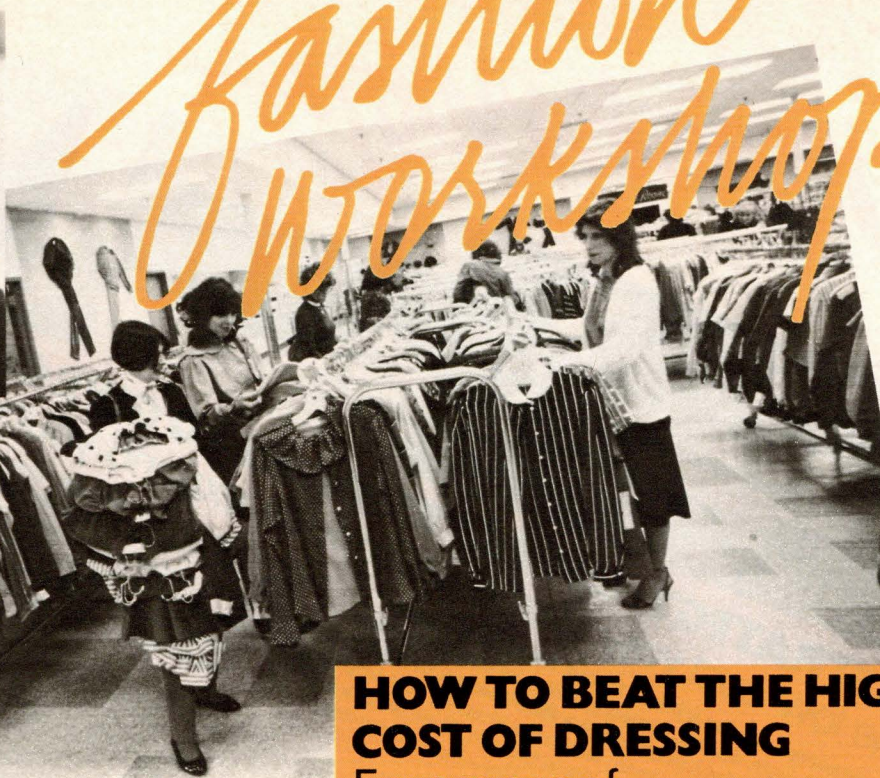
Weekend is where the fun is

Fashion Workshop

NANCY BROWN



I have very little money—that's why I shop discount. You have to shop regularly; I think the best time's the beginning of the season.
Susan Trotta, college student



The discount-store scene: abundance, a mix of quality, definite savings.

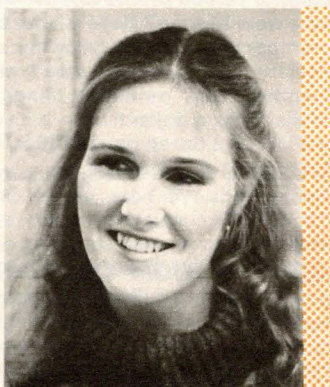


I have to dress professionally for my job. Here, I can do that, plus have something left for weekend clothes. I come often and buy a little at a time.
Rise Moskowitz, legal assistant



Here, I can always afford to buy new clothes. And in business, you need a variety of clothes.
Joan Wamvotich, conference coordinator, meeting planner

When I run out of clothes, I try Loehmann's. It's a hit-or-miss selection, but the savings are about 40 percent.
Christine Hinsch, marketing rep



HOW TO BEAT THE HIGH COST OF DRESSING

Four pages of bankable strategies

Start saving by getting smart about shopping, as the discount-wise women, left, have. More money-and-style-maximizers, below and following.

CLOTHING DISCOUNT STORES "became a national addiction" in 1982, reports *The New York Times*. The big names—Loehmann's (pictured), Syms, TJ Maxx, Marshall's, Hit or Miss, Filene's, Jerry Piller's—are growing, and smaller, one- or two-store operations make saving 30 percent + easier no matter where you live.

- **You benefit most** when you do at least one thorough department/specialty-store scout per season, getting new looks and retail prices well in mind before you shop discount. The reason: You can't spot a find unless you know quality, and what top quality "should" cost.

- **Get to know a saleswoman.** She can tip you off early to arriving designer shipments, or to whatever you request.

- **Frequent visits can yield the greatest savings.** One woman "watched a leather skirt go down in price for months," finally buying it for \$60—down from \$150.

- **Hunt for designer clothes.** There are more than ever at the discounters. While this causes concern within the retail industry, you get the payoff: savings on Calvin Klein, Anne Klein, Perry Ellis, Ralph Lauren, Cacharel and more.

AT DEPARTMENT STORES, markdowns, these days, are plentiful. Shop with some strategies in mind:

- **First stop: the sale rack.** Commenting on the frequency of New York-area sales, one retail adviser said, "Macy's and Bloomingdale's are *not* discounters only about one day a week." Proof, anywhere: a current markdown rack in nearly every apparel department.

- **Look, then wait.** Do get to know new looks early in the season by browsing. But *buy* just three weeks or so later and you profit from first markdowns of 10 to 15 percent.

- **Get advance notice of sales** by opening a store charge.

- **Save costly time** by occasionally using catalogs.

- **Save by charging at the beginning** of your billing cycle.

You get 30 to 60 days' interest-free use of whatever you buy.

- **Be wary of "Special Purchase" promotions.** The merchandise has been bought by the store at a lower price for sale at a promotional (get-'em-into-the-store) price, and it's often lower quality, thus, not a great value.

Fashion Workshop



\$\$ STRATEGY: USE ACCESSORIES TO GIVE CLOTHES LONGER LIFE
 The low-cost way to update, modify, expand your wardrobe

Accessories can be a boon to the fashion bargain-hunter. A belt, shoes, jewelry, scarves can give you a this-season update without the this-season price tag of a new garment. Each season, watch the shaping and emphasis—the total effect—of accessories in fashion. Then wear a new accessory (or an old one) in the new way—instant low-cost

update! A case in point: the new wider belts, above. What's behind the look? An emphasis on the waist—the belt defines it in a new, shapely silhouette this spring. Easy ways to translate the look into your style: Add a wider or a double-wrap belt, instead of your standby narrower one, to reinforce a fitted shape (waistline of a skirt, pants) or to create emphasis in an easier shape.

SPRING'S INSTANT UPDATERS

Knowing what to buy to add to clothes you already own makes the most of them, lets you get away with buying less. The best spring/summer buys:

- Stockings** in lacy, dotted, geometric patterns, for the quickest, cheapest look-changer;
- a **spare top**, body-skimming, or a tank in black or white, to wear instead of a blouse beneath an office jacket; alone, with jeans or pants; layered over a basic tee;
- under a button-up shirt or an **oversized top**—jacket, tee, shirt.

A **slim skirt** gives a silhouette update to almost any top, a **wider belt** the key new emphasis on shape.

A **dress of flat-knit cotton**, in black or white; and a **colored or strappy pump**—classic high heel or with a shaped, lower heel—both have money-saving versatility to go everywhere in your wardrobe.



RON NICOLAYSEN

ARE YOU BEING NICKEL-AND-DIMED TO DEATH?

Save big in the little ways

The panty hose you bought yesterday have a run already, the dry cleaner raised prices again—and you wonder why you can't afford a new blouse? Here's how to be a penny-pincher.

Rule number one: Buy everyday items that wear out fast—like panties and hosiery—in quantity, on sale. It may take nerve at first—feels like spending “real” money on things you're used to buying for a dollar here, a dollar there—but you'll save money: about \$8.50 on a dozen pairs of \$3.50 stockings, for instance.

SPEAKING OF RUNS, you can stop some before they start by wearing Peds over hose, above. Other stocking-savers: line shoes with Dr. Scholl's cushioned insoles; stow hose in lingerie bags (or plastic bag) to prevent snagging on drawers. Take care of your nails.

AVOID THE HIGH-COST DRY CLEANER by occasionally using coin-operated bulk dry-cleaning machines. For the look of professionally laundered cotton shirts, place just-washed, wet shirts in plastic bags in refrigerator; iron when damp.

INSTEAD OF A NIGHTGOWN, wear his tee to bed. And don't underestimate its sexiness!

GLAMOUR

MAY
\$1.75

56 LITTLE
VICTORIES TO
CINCH
SUMMER BEAUTY

HOW TO LOVE
A MAN WHO MAKES
YOU LOVE TOO FAST

25
STRATEGIES
TO BEAT
THE HIGH
COST OF
DRESSING

FANNY
FITNESS

HOW TO GET
YOUR BOTTOM
IN TOP SHAPE

LOVE, AT LAST!
THE GOOD NEWS
ABOUT
MATING LATER

ONE GOOD MAN!
WHEN, WHERE
AND HOW
TO FIND HIM



If blondes have more fun, what do Ultra Blondes have?



A true Ultra Blonde will never, ever tell you. You'll never know what Ultra Blondes have more of until you try it yourself.

Introducing Ultra Blonde, by Miss Clairol®. In six new "beyond blonde" shades that look like nature's own. Ultra Blonde's ultra-lightening action lets blondes go blonder and light browns go lighter than ever before possible with one-step Miss Clairol® shampoo-in haircolor. Of course it has an ultra-rich conditioner, too.

So go as blonde as you can go with Ultra Blonde.

Otherwise, you'll never, ever know what you've been missing.





A22
12/13/83



Mona Gilberg, Allyn St. George and Norman Karr



Barger Tygart and Sal Schiliro



Mary Ann Buonomo and David Gill



John Weitz



Marcy Syms



David Tracy

Photos by Nick Marchalob

A WELL-TIMED TALE: When MONA GILBERG, past president of the Young Menswear Association, pinch-hit for vacationing YMA president BOB ROSENBLUM, at a press conference last week she read a letter from a former YMA Scholarship recipient. In his letter, student LARRY GROGAN apologized for the delay in sending a thank-you note but said he'd been very busy. He wrote that he'll be up in New York in January since J.P. Stevens invited him for a second interview. How timely, considering DAVID TRACY, vice-chairman of J.P. Stevens was in the crowd as one of the recipients of the 1984 AMY Honors Awards. (How could he turn Grogan down now?) Other textile/apparel executives named to the 1984 AMY Honors List were W. BARGER TYGART, national merchandise manager, men's wear of J.C. Penney; SAL SCHILIRO, president, Madison Avenue Sales Group; and SY SYMS (who couldn't attend the cocktail reception), chairman, Syms and Sulka.

GILBERG was pointing out some of the previous winners in the crowd — such as JOHN WEITZ, NORMAN KARR, MARVIN LORD and SYLVAN LANDAU — when someone called out, "What about THE SAINT?" GILBERG said he wasn't mentioned since he hasn't received the award yet.

Then someone said of ALLYN ST. GEORGE, "He just became a saint," to which NORMAN KARR added, "He has to be canonized first."

The \$2,000 annual scholarships were awarded to LISA ANN ASHLEY, of North Carolina State University; MARY ANN BUONOMO, of F.I.T., and DAVID GILL of Philadelphia College of Textile and Sciences. Additionally, YMA is making a memorial scholarship grant in memory of the late BERT BACHARACH to be awarded at the annual scholarship dinner dance Saturday, January 7 to KIM WUEST, a senior at the Philadelphia College of Textiles and Sciences.

—L.L.

SHOPPING

*MW's whistle-stop tour and rating
of selected Manhattan retailers. Here's what's
happened to "service with a smile."*

BY DONALD CHARLES RICHARDSON

It's an often-told tale, but notorious in its consistency, of the miserable service a customer receives when shopping the big stores. Everyone's heard the endless variations on the theme: standing in a men's department, growing a long, white beard, while waiting to find a salesperson who can explain the difference between poly/cotton and cotton/poly . . . or, to unlock the rack of leather jackets so one could try one on . . . or, to answer the burning question of exactly who is the man who labels his clothing "Henry Grethel" . . . or, heaven forbid, to interrupt a conversation with a fellow employee.

All of these are very typical of the larger stores. Right?

None of these situations could happen in a service-oriented specialty store. Right?

That's what MW thought.

But is it necessarily true?

Is it true that the salespeople in specialty shops are more congenial and better informed? Are they more interested in the customer than their department store counterparts? MW decided to see for itself just how well some of the salespeople were doing. Selecting a cross-section of New York City specialty shops, along with three large department stores for comparison, MW went shopping.

Dressed quietly in neat, non-designer sport clothes and acting as a potential customer, we made one visit to each of the chosen stores, waited to see how long it took to gain attention, selected a garment made by a designer or labeled manufacturer (MW did not visit any store that is exclusively private label), asked about the label, elicited information about fit, durability and style, waited for suggestions on coordinating garments or other possible purchases from the salesperson, and, in general, ascertained what kind of treatment an interested, if uneducated, consumer would receive. In an effort to give all of the shops an even chance, MW only visited the stores during off-rush hours when the customer load was lightest and, of course, never identified ourselves as other than a prospective buyer.

One question put to each salesperson, regarding the origins of the garment we selected in each shop, received answers varying from the totally ignorant to

the competent, if not particularly incisive. The most disappointing factor in the majority of cases was the complete lack of interest exhibited by the salespeople—along with an apparently uncompromising decision to avoid smiling.

There were, of course, exceptions to this situation, which are duly noted. In Bloomingdale's, for instance, a saleswoman showed us a suede shirt-jacket and helped us into it. Then, while directing two women to the ladies' room, finishing up a sale at the register and pointing out merchandise to other customers, she valiantly called out suggestions for wearing the shirt and the many uses it had; she was smiling all the while.

Stone Free was remarkable, not only for being one of the two places that suggested merchandise other than what we had requested (Bergdorf-Goodman was the other), but for its friendliness.

An interesting situation occurred at Design Observations, a shop which is divided into two parts, with separate entrances for the men's and women's sections. By mistake, we wandered into the wrong side; however, we were greeted warmly by a charming saleswoman who proceeded to discuss a sweater that had caught our eye, until we gradually noticed our mistake. When we mentioned the mixup, she explained that the sweater was really unisex, but if we wanted to go into the men's department, we would have to go next door. She was gracious and smiling throughout. When we reentered the shop by the correct door, we were met with apathy and indifference.

An interesting sidelight that appeared as MW proceeded on this investigation was the disregard for marked sizes. Apparently, the way a customer wears his clothes, tight or loose, combined with the variations in cut from label to label, has frightened salespeople away from making suggestions about this formerly crucial segment of selling.

In the interest of fairness, two qualifications should be definitely made. The amount of time involved in a "lengthy" wait depends on how patient an individual is, keeping in mind that 10 minutes in a customer-less shop with adequate salespeople can feel like 10 hours. And it should be stressed that this exercise was strictly a one-shot tour and that an

Dimitri

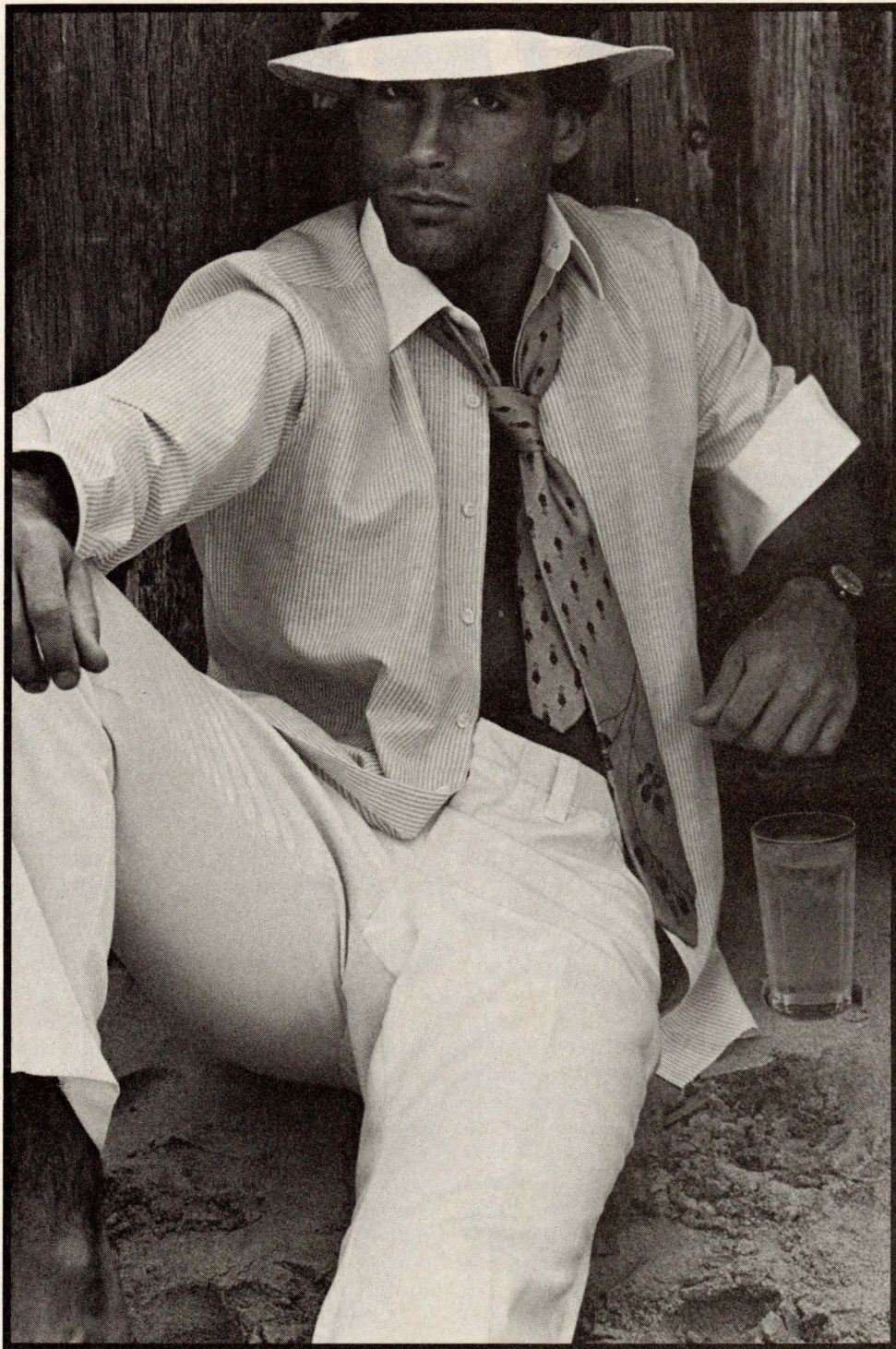


Photo: Ken Haak

Dress shirt in pencil stripes
of blue, tan, grey or rose.
White collar and cuffs.
Made to retail for about \$27.50.

Pacific Shirt Co.
933 East 11th Street
Los Angeles, California 90021
213/489-4590

Pure silk tie with
jade and rust floral
design on taupe background.
Retails for about \$18.50.

Cavaliero Cravats
36 East 31st Street
New York, New York 10016
212/679-3982

THE WASHINGTON POST

SUNDAY, DECEMBER 23, 1984 G3

Un-Sales in the Sunset

■ A sale by any other name is still a bargain. And while Syms says in its commercials that it doesn't have sales, we discovered that on Saturday morning from 9 to 10 it announces a half-price special for early shoppers. Last week it was half off the final price on silk blouses, including Giorgio Armani and Hanae Mori labels. Syms also gives daily discounts between 6 and 7, such as \$5 off the ticket price of certain announced items.

GOVERNOR KEAN

and

Public Officials

**Please prevent the HMDC rezoning
of Lyndhurst's land for a Garbage
Incinerator.**

The rezoning would:

VIOLATE the Meadowlands' Open Space Master Plan.

IRREVOCABLY DAMAGE the New Jersey
Meadowlands' image and property values.

INFLICT A GRAVE INJUSTICE upon
those who, in good faith, relied upon the Master
Plan and invested in the Meadowlands — to say
nothing of the health hazard posed on Meadow-
lands' families that are living as close as 4,000 feet
from the proposed Lyndhurst incinerator site.

Prevent this tragedy from happening.

*Citizen Action Committee Against Situating the Garbage Incinerator in Lyndhurst.
Harmon Cove Towers, Secaucus, NJ 07094, Jack Greer, Coordinator.*

New
York
Times
3/11/84

Scrap book
N.Y.C.

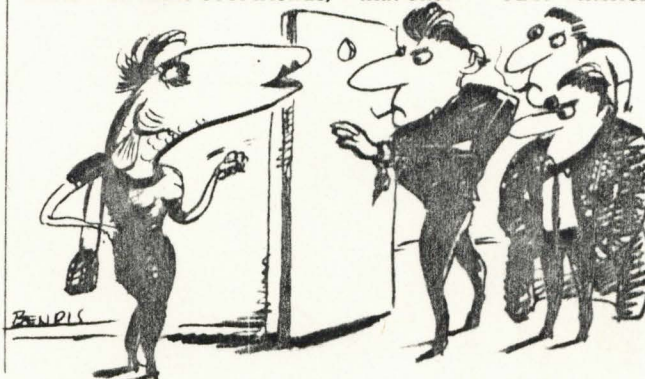
Getting the Word

NOT LONG AGO, I RODE THE D train to John Dewey High School in Bensonhurst, Brooklyn, to learn the newest street words. I sat in on three classes taught by Phil Weinberg (or Homeboy Phil, as his students sometimes call him). The kids provided the following expressions and explanations:

If you're *maxin'* and *relaxin'* at your *crib* with *fresh* people, and all *sea life* is *barred*, you're hanging out at home with some cool friends,

and all people (especially women) who don't meet your standards are excluded.

Or, if you have *juice* (good connections), you may be *zooted* on *chill bo* (high on good pot), and if any *toy* (wimp) attempts a *dis* (put-down) or *houses* (steals) your books, you'll just tell him to *step off* (get lost) or, as a last resort, *put a head out* (put out a contract) on him. But you'll probably have to *fess* (lie) to your mother about that one. AMY VIRSHUP



GALLOPING CONSUMPTION

ALL FOR NOTHING

MY MOTHER WANTED TO BUY me something really special, something I'd never go out and buy for myself. You know, diamond earrings, a fur coat. A *fur coat*. The papers were loaded with fur sales, and they had been working on my subconscious for some time. But shopping

around for the perfect coat at the best price was more than I could face.

I had just about decided that I wasn't the fur type anyway—I mean, I'd be afraid to check it in a restaurant or wear it on the subway, and I'd have to get a whole new wardrobe to go with it—when a friend said she'd seen a Pauline Trigère mink at Syms, on Park Place, for \$900. In fact, she said, all the coats were in that price range. Friends at the office were skeptical, but I know that in New York all things are possible.

On my lunch hour, I trekked from midtown down to the Wall Street area. I rode the escalator to Syms's fourth floor, "Marcy's Place," and sure enough, there was a rack of elegant full-length furs.

Excitement mounting, I began pawing through them, looking for the \$900 Pauline Trigère. Most of the minks seemed to be much more expensive—\$10,000 reduced to \$5,000, for instance—and I was having trouble figuring out which sizes were which (the price tags all had "940," "950," and such marked next to "size") until the saleslady explained that 950 meant size 10, and so on. Finally, after I'd examined every last tag and found nothing in *any* size for less than \$1,099 (a silver fox), it dawned on me: My friend had mistaken the sizes for the prices.

Back at the office, everyone got a good laugh out of it. And so did I, when I remembered Syms's motto: "An educated consumer is our best customer."

QUITA McMATH

Illustrations: left, Terry Allen; right, Keith Bendis.

Doctor in The House

FOR THE PAST SEVERAL months, ads have been appearing around town for a service that promises to "reinstate the physician's housecall in Manhattan." The company is called Professional Home Visits, and it charges \$100 to join and \$80 for each house call.

As it happens, similar services have existed in all five boroughs for some time. Among them are Doctors on Call, Cunningham House Calls, and Physicians House Call Service, all based in Brooklyn. They charge \$45 to \$50 for a house call, and no sign-up fee is required.

More important, the New York State Department of Health is investigating several house-call services, including PHV, to see if they're violating the Public Health Law. The reason: Physicians who visit patients sometimes reimburse the services a portion of the fee. The Health Department says it's against the law to run a profit-making physician-referral service and for a doctor to participate in fee splitting.

Albert Lynn, a co-founder of PHV, sees nothing unethical or illegal about the

way his firm does business. "We individually contract for administrative services with each physician who is part of the PHV group. They make the house call and collect the \$80 fee from the patient. We do not gain referral fees or engage in fee splitting."

There is, surprisingly, another way to find a doctor who will visit you at home. The Medical Society of the State of New York is on record as encouraging doctors to participate in home health care. And all five New York City medical societies offer free referral services to the public.

"We give a caller the names of three physicians in a neighborhood, from a roster of about 700 in Manhattan, and describe their qualifications," says Helen Duguay, spokeswoman for the New York County Medical Society. "Some of them make house calls, but you have to check that yourself." The number is 399-9048, and, according to Duguay, it's "very busy."

JANTCE HOPKINS TANNE

PEN & PENCIL



"A theorist? I understood my daughter to say that you were a terrorist!"

ANTHONY HADEN-GUEST

Off-price retailers in fashion

By Bruce A. Mohl
Globe Staff

Six years ago, Ralph Banner decided to give up what he calls the easy life of a Merrill Lynch stock broker.

He opened a men's clothing store in Needham.

From the start it was a gamble. Banner had once been a skiwear manufacturer, but he was a novice at retailing. So was his son,

Joseph, who joined him. His wife was the only one who had ever worked in a store, and that was as a security guard.

Their new store had fake wood paneling and tile floors, a decor inherited from the previous tenants, lab workers for the Environmental Protection Agency.

The Banners didn't mind. Neither did their customers, who apparently didn't care if the store looked good on the way in as long as they looked good on the way out. They came to Banner's Designers Clothing Ltd. because they could find the same brand-name suits and sportcoats carried by the big-name department and specialty stores for less. Much less.

Banner currently sells a three-piece Calvin Klein suit for \$189. At Bloomingdale's, Filene's and Jordan Marsh, a Calvin Klein three-piece suit goes for more than \$280.

The same is true with shirts. Designers Clothing sells a Calvin Klein shirt for \$16, or three for \$45. Calvin Klein shirts go for \$28.50 at Filene's and Jordan Marsh. Bloomingdale's sells them for \$26.50.

No one is predicting Bloomingdale's and the others are about to stop ringing up sales. But retail analysts say Banner's Designers Clothing and the so-called off-price retailing phenomenon he represents are beginning to pinch traditional stores' profitability.

When discount department stores came on the scene in the 1950s and 1960s, department stores survived by abandoning such hard goods as appliances and focusing on higher-quality fashion merchandise for the higher-income consumer.

Now comes the off-price retailer who is targeting the same higher-income customer with what appears to be the same merchandise. Off-price penetration in some markets is estimated to be as high as 20 percent.

"If any traditional store is vulnerable and hanging on right now, those are the ones that are going to be put out of business as time goes by," said Willard M. Salzer, a retail analyst with Cushman & Wakefield Inc. in New York.

Off-price retailers are able to undercut a traditional store's prices by 20 percent to 50 percent by reducing operating costs and buying goods more cheaply from the manufacturer.

Profit levels depend on volume. Banner already has opened three more stores, including one downtown on Devonshire street. His sales have been doubling each

Ralph Banner, left, and son Joseph gambled and won with Designers Clothing Ltd. GLOBE PHOTO BY JOSEPH DENNEHY



Boston Globe Tuesday April 27, 1982

I THOUGHT we could have the
GLOBE DO A STORY ON vs. R Giallardo W. Peabody STORE

Consumers finding off-price retailers are in fashion

■ OFF-PRICE RETAILERS

Continued from Page 45

year and soon he expects to expand outside Massachusetts.

Other, larger, off-price retailers are capitalizing on the same trend. Marshalls, a division of the Melville Corp., is showing sales and earnings gains of 30 percent per year.

Filene's recently expanded its version of off-price retailing by opening four new basement stores in the New York City area.

Zayre Corp. in Framingham operates two off-price chains, T.J. Maxx for the family and Hit or Miss for the "career woman." In the midst of a sluggish retail environment, their sales grew 40 percent last year and are expected to do the same or better this year.

"The future of off-price retailing is, in theory, 25 percent to 30 percent of all soft goods [apparel] markets," said C. William Ress, president of a retail consulting firm based in Columbus, Ohio.

Retail economists estimate the total apparel market is approximately \$82 billion, which, if Ress is correct, would mean the off-price sector might some day account for \$24.6 billion in sales.

Zayre officials speculate that off-price retailing, geared to the moderate-to-better-income consumer, may be what self-service discount stores were to the lower-middle and middle-income consumers of the past two decades. Self-service discount stores today are the largest single sector of all general merchandise retailing.

Over the last decade, sales at department stores on an inflation-adjusted basis have declined. To offset these losses, department stores and specialty stores have raised their profit margins. This was the opening off-price retailers have exploited.

The off-price trend, for a change, is moving from East to West and already entire shopping centers of off-price retailers are springing up in the South.

The basic premise is to reduce operating costs by locating in areas where rents are cheaper and using



'We're (Designers Clothing Ltd.) the same as Jordan Marsh except the price is different.'

— Joseph Banner

simple store decorations. At some stores, sales help tends to be minimal or nonexistent, the retail equivalent of warehouse food stores, complete with shopping carts.

Lately, however, the tendency at many off-price outlets is to specialize and offer the same services found at traditional specialty or department stores. Banner, for example, offers the consumer assurance that he'll have a complete line of suit sizes. He also bars irregulars from his racks, provides plenty of sales help and lets a tailor operate independently on the premises.

"We're the same as Jordan Marsh except the price is different," said Joe Banner, Ralph's 29-year-old son.

Jordan Marsh spokesman Lee Slayton regards the comparison as inaccurate. He sees little impact from the off-price retailer. "There always must be some impact, but I think it's minimal," he said.

Salzer, the retailing specialist at Cushman & Wakefield, claims department stores that don't recognize the threat are going to be in for a shock.

"With an array of off-price retailers entering a market," he said, "they'll come in little by little and the traditional stores won't notice them in these early stages. Pretty soon, they'll have a new competitor in that market that's beating their brains out and it will be too late to take corrective action."

Corrective actions already are limited, Salzer said. Department stores and specialty stores could cut their prices to compete, but such a move might clash with upscale image-building efforts.

Price cuts also would depress profits, since most department stores face the high fixed costs associated with prime locations and large staffs working on commission.

Walter Raymond of the Menswear Retailers of America, a group of generally full-price haberdashers, says members of his organization are "very much concerned and bitter. They're being squeezed."

Perhaps the off-price retailer's major weakness is his image. As retail consultant Ress said: "For years, there's been a feeling among consumers that if it's cheaper it's not as good."

Howard Israel, president of Bed & Bath, a fast-growing New England chain, laments the sound of "off-price." "Don't describe me as off-price, please," he said. "It sounds like I'm doing something wrong."

Operators of traditional stores do nothing to discourage this consumer perception. Richard Kapelsen, president of Kaps, an exclusive men's store in Burlington and

Lawrence, claims some manufacturers are selling goods of lesser quality to off-price retailers.

"Does the customer really know what he's buying?" he asks.

Probably not, said David Ryan, sales manager for Jules Hertling Industries Inc., a New York men's suit manufacturer.

"There's all types of things you can do to a suit," Ryan said. "You can use lower-quality fabrics or lesser-quality trimmings. It's not a difference that the normal consumer will recognize, but the suits are not the same."

Off-price retailers maintain their merchandise, unless so marked, is of the same quality as that found in traditional stores. In fact, they claim most traditional stores now use private labels in their clothes to prevent the consumer from making a shopping comparison. Some claim traditional stores are buying inferior goods and selling them under private labels at inflated markups.

Manufacturers of fashion clothing are caught in a bind. These days costs are up, orders are down and manufacturers increasingly are being asked to carry the inventory load for their customers. In short, they are being asked to take more of the risk.

The response of many has been to open up their own factory outlets or to sell some of their surplus goods to off-price retailers. Usually they sell to off-price retailers in geographical regions where there is no overlap with their traditional customers.

This play-it-both-ways strategy occasionally backfires, however. Kapelsen at Kaps stopped ordering men's suits from Jules Hertling because the New York manufacturer also was selling to Designers Clothing.

Larger stores tend to carry even more weight. "I think it would be dangerous for a manufacturer to offend companies like Jordan's and Filene's," said Slayton, the Jordan Marsh spokesman.

Analysts tend to dismiss such threats. "A manufacturer is under tremendous pressure to use his plant, his machinery and his employees. Those goods will have to go

somewhere," said Byron Carter, president of Venture Horizons Inc., a retail consulting firm.

Most retail analysts see the department store adapting to the new competition by offering the consumer a more enjoyable and more distinctive shopping experience.

"There's a place for various kinds of distribution," said Michael Babcock, the new president of Filene's.

"The department store's sheer size makes them a formidable competitor," adds Israel of Bed & Bath. "No one can sell fashion the way they can. After all, they're selling sizzle. They're not selling steaks."

Off-price retailers in fashion

By Bruce A. Mohl
Globe Staff

Six years ago, Ralph Banner decided to give up what he calls the easy life of a Merrill Lynch stock broker.

He opened a men's clothing store in Needham.

From the start it was a gamble. Banner had once been a skiwear manufacturer, but he was a novice at retailing. So was his son,

Joseph, who joined him. His wife was the only one who had ever worked in a store, and that was as a security guard.

Their new store had fake wood paneling and tile floors, a decor inherited from the previous tenants, lab workers for the Environmental Protection Agency.

The Banners didn't mind. Neither did their customers, who apparently didn't care if the store looked good on the way in as long as they looked good on the way out. They came to Banner's Designers Clothing Ltd. because they could find the same brand-name suits and sportcoats carried by the big-name department and specialty stores for less. Much less.

Banner currently sells a three-piece Calvin Klein suit for \$189. At Bloomingdale's, Filene's and Jordan Marsh, a Calvin Klein three-piece suit goes for more than \$280.

The same is true with shirts. Designers Clothing sells a Calvin Klein shirt for \$16, or three for \$45. Calvin Klein shirts go for \$28.50 at Filene's and Jordan Marsh. Bloomingdale's sells them for \$26.50.

No one is predicting Bloomingdale's and the others are about to stop ringing up sales. But retail analysts say Banner's Designers Clothing and the so-called off-price retailing phenomenon he represents are beginning to pinch traditional stores' profitability.

When discount department stores came on the scene in the 1950s and 1960s, department stores survived by abandoning such hard goods as appliances and focusing on higher-quality fashion merchandise for the higher-income consumer.

Now comes the off-price retailer who is targeting the same higher-income customer with what appears to be the same merchandise. Off-price penetration in some markets is estimated to be as high as 20 percent.

"If any traditional store is vulnerable and hanging on right now, those are the ones that are going to be put out of business as time goes by," said Willard M. Salzer, a retail analyst with Cushman & Wakefield Inc. in New York.

Off-price retailers are able to undercut a traditional store's prices by 20 percent to 50 percent by reducing operating costs and buying goods more cheaply from the manufacturer.

Profit levels depend on volume. Banner already has opened three more stores, including one downtown on Devonshire street. His sales have been doubling each OFF-PRICE RETAILERS, Page 47



Ralph Banner, left, and son Joseph gambled and won with Designers Clothing Ltd. GLOBE PHOTO BY JOSEPH DENNEHY

Mythmakers offer garbage incineration as answer

By JAMES M. HILBERT

James M. Hilbert, a resident of Rockaway Township, has a doctorate in medicinal chemistry and is author of several research articles on physical/analytical organic chemistry and metabolism. He is a member of the Rockaway Township Environmental Commission. A Daily Record editorial stated the Hempstead, N.Y. garbage incineration plant was closed because of odor problems. True enough. However, the plant was never reopened for a far more serious reason — dioxin pollution. Earlier, an editorial stated there was a successfully functioning garbage incinerator in the Meadowlands. No such plant exists.

When it comes to garbage burning, inaccuracies, legends and myths proliferate. State Department of Environmental Protection officials and county freeholders are not willing to confront the difficult problems of waste disposal, so they seek to convince us there are easy answers.

Last year, it was a "safe" landfill. Now it's a garbage incinerator. The incinerator is marketed with a mythical name, "resource recovery," despite the fact that the only resource recovered is a minimal amount of energy (compared to the energy saved by recycling). It is usually presented using the catch-phrases of the 80's, "high-tech" and "state-of-the-art," which have about as much meaning these days as the old

"New! Improved!" labels on laundry detergent boxes.

The facts about garbage burning give a completely different picture. In Europe, Japan, Canada, and the United States, incinerators have caused serious air and water pollution of a kind no one has ever had to deal with before.

An incinerator could cost up to \$250 million. Functioning ones have been subject to huge cost overruns. In fact, plants across the country have failed due to inexperience with unproven technology and inadequate cost projections and analyses. Let's look at just one aspect of the problem — pollution.

Incinerators are not the "good, clean ratables" advertised. They constantly emit large quantities of fly ash from their stacks. This fly ash, especially the microscopic ash particles which are easily breathed in, is loaded with pollutants.

Prof. F. W. Karasek described the problem very succinctly in the scientific journal, *Analytical Chemistry*: "Evidence of the presence of most of the PCDDs (dioxins) at high parts-per-billion levels has been found in each fly ash sample analyzed, regardless of the type of garbage, the design of the incinerator, or the detailed composition of the mixture of more than 400 organic compounds found adsorbed on the particles." Some of the pollutants you might be inhaling from the more than 400 chemicals are:

DIOXINS. Dioxins are a family of 75 chemicals. They are formed from the burning of ordinary garbage (hazardous waste input is not necessary) at the relatively low temperatures at which these incinerators operate. Scientists have noted in their publications that the proposed 1500-1800 degree operating temperatures won't destroy them.

Some of the family members ("isomers") are relatively benign. However, one isomer, 2,3,7,8-TCDD, the major toxic component of Agent Orange, is potentially one of the deadliest compounds ever made. Animals given small amounts over long periods of time seem to waste away slowly and die.

A letter from physicians at the National Institute for Occupational Safety and Health in the *Journal of the American Medical Association* has described a link between 2,3,7,8-TCDD and a rare form of human cancer (at least, rare up to now).

Several other dioxin isomers are proving to be just about as toxic as 2,3,7,8-TCDD, and they are all in garbage burning fly ash in higher levels. Many other isomers in the fly ash emissions are reported as non-toxic, but what is really meant is that they haven't been tested.

PCDFs. The polychlorinated dibenzofurans are close chemical cousins of dioxins. Like the dioxins, several of these chemicals are ex-

remely toxic, and they are found on incinerator fly ash.

FORMALDEHYDE. Prof Theodore Goldfarb (State University of New York) has stated incinerator emissions of formaldehyde, a known carcinogen, may represent an even greater threat than dioxins.

HEAVY METALS. In addition to the organic chemicals, research has shown at least 30 heavy metals are emitted from incinerators. These include lead, known to cause nerve disorders, and cadmium. Cadmium is responsible for a disease in Japanese children known as "Itai-Itai" (It hurts! It hurts!). In these children, bones become so brittle they break with ease.

HYDROCHLORIC ACID (HCl). Emissions of HCl have been reported at 60-130 pounds per hour from a garbage incinerator in Virginia. Once airborne HCl hits water (remember how humid it's been) it forms an acid which, in those quantities, is likely to corrode and destroy pollution control equipment, allowing the release of still more dioxins.

Constant bombardment of our air with these chemicals could spell disaster for Morris County. However, the pollution is not limited to the air. Ash fallout loaded with pollutants will rain down on our streams and lakes, polluting our water, and that of people downstream.

Hydrochloric acid will cause acid

rain and acid fog, further degrading our water. Pollution control equipment (scrubbers, precipitators, baghouses, etc.) was not designed for this type and size ash particle, and studies of emissions indicate it is of limited use. Worse, as the equipment is subject to constant HCl and metal chloride emissions, it may become inoperative in as little as six months.

Mythmakers contend garbage burning eliminates landfills. However, ash residues with all the chemicals that do not escape into the air (about 30 percent of the garbage that goes in) must still be landfilled. Incinerators do not eliminate landfills. They just make them more deadly since the landfill will contain mostly hazardous ash instead of ordinary garbage.

There are no federal or state regulations regarding dioxins and related chemicals. There are only a few regulations of any kind that apply to garbage incineration. Proposed DEP guidelines have no force of law, do not discuss dioxin, and do not require the use of the best available control technology for HCl or more common pollutants.

Mythmakers will tell you we must have one of the "easy answers" — a landfill or an incinerator. Cities in California and Oregon refused to buy the myths and voted for a moratorium on burning while research is done on the problem.

MEETINGS: L.H.S. AUDITORIUM

THURSDAY FEB. 9 7:30 P.M.

WEDNESDAY FEB. 15 7:30 P.M.

FOR MORE INFORMATION CALL: 939-1022 939-6797 939-8482 939-2030

James Hilbert
625-9147

Consumers finding off-price retailers are in fashion

■ OFF-PRICE RETAILERS

Continued from Page 45

year and soon he expects to expand outside Massachusetts.

Other, larger, off-price retailers are capitalizing on the same trend. Marshalls, a division of the Melville Corp., is showing sales and earnings gains of 30 percent per year.

Filene's recently expanded its version of off-price retailing by opening four new basement stores in the New York City area.

Zayre Corp. in Framingham operates two off-price chains, T.J. Maxx for the family and Hit or Miss for the "career woman." In the midst of a sluggish retail environment, their sales grew 40 percent last year and are expected to do the same or better this year.

"The future of off-price retailing is, in theory, 25 percent to 30 percent of all soft goods [apparel] markets," said C. William Rens, president of a retail consulting firm based in Columbus, Ohio.

Retail economists estimate the total apparel market is approximately \$82 billion, which, if Rens is correct, would mean the off-price sector might some day account for \$24.6 billion in sales.

Zayre officials speculate that off-price retailing, geared to the moderate-to-better-income consumer, may be what self-service discount stores were to the lower-middle and middle-income consumers of the past two decades. Self-service discount stores today are the largest single sector of all general merchandise retailing.

Over the last decade, sales at department stores on an inflation-adjusted basis have declined. To offset these losses, department stores and specialty stores have raised their profit margins. This was the opening off-price retailers have exploited.

The off-price trend, for a change, is moving from East to West and already entire shopping centers of off-price retailers are springing up in the South.

The basic premise is to reduce operating costs by locating in areas where rents are cheaper and using



'We're (Designers Clothing Ltd.) the same as Jordan Marsh except the price is different.'

— Joseph Banner

simple store decorations. At some stores, sales help tends to be minimal or nonexistent, the retail equivalent of warehouse food stores, complete with shopping carts.

Lately, however, the tendency at many off-price outlets is to specialize and offer the same services found at traditional specialty or department stores. Banner, for example, offers the consumer assurance that he'll have a complete line of suit sizes. He also bars irregulars from his racks, provides plenty of sales help and lets a tailor operate independently on the premises.

"We're the same as Jordan Marsh except the price is different," said Joe Banner, Ralph's 29-year-old son.

Jordan Marsh spokesman Lee Slayton regards the comparison as inaccurate. He sees little impact from the off-price retailer. "There always must be some impact, but I think it's minimal," he said.

Salzer, the retailing specialist at Cushman & Wakefield, claims department stores that don't recognize the threat are going to be in for a shock.

"With an array of off-price retailers entering a market," he said, "they'll come in little by little and the traditional stores won't notice them in these early stages. Pretty soon, they'll have a new competitor in that market that's beating their brains out and it will be too late to take corrective action."

Corrective actions already are limited, Salzer said. Department stores and specialty stores could cut their prices to compete, but such a move might clash with upscale image-building efforts.

Price cuts also would depress profits, since most department stores face the high fixed costs associated with prime locations and large staffs working on commissions.

Walter Raymond of the Menswear Retailers of America, a group of generally full-price haberdashers, says members of his organization are "very much concerned and bitter. They're being squeezed."

Perhaps the off-price retailer's major weakness is his image. As retail consultant Rens said: "For years, there's been a feeling among consumers that if it's cheaper it's not as good."

Howard Israel, president of Bed & Bath, a fast-growing New England chain, laments the sound of "off-price." "Don't describe me as off-price, please," he said. "It sounds like I'm doing something wrong."

Operators of traditional stores do nothing to discourage this consumer perception. Richard Kapelsen, president of Kaps, an exclusive men's store in Burlington and

Lawrence, claims some manufacturers are selling goods of lesser quality to off-price retailers.

"Does the customer really know what he's buying?" he asks.

Probably not, said David Ryan, sales manager for Jules Hertling Industries Inc., a New York men's suit manufacturer.

"There's all types of things you can do to a suit," Ryan said. "You can use lower-quality fabrics or lesser-quality trimmings. It's not a difference that the normal consumer will recognize, but the suits are not the same."

Off-price retailers maintain their merchandise, unless so marked, is of the same quality as that found in traditional stores. In fact, they claim most traditional stores now use private labels in their clothes to prevent the consumer from making a shopping comparison. Some claim traditional stores are buying inferior goods and selling them under private labels at inflated markups.

Manufacturers of fashion clothing are caught in a bind. These days costs are up, orders are down and manufacturers increasingly are being asked to carry the inventory load for their customers. In short, they are being asked to take more of the risk.

The response of many has been to open up their own factory outlets or to sell some of their surplus goods to off-price retailers. Usually they sell to off-price retailers in geographical regions where there is no overlap with their traditional customers.

This play-it-both-ways strategy occasionally backfires, however. Kapelsen at Kaps stopped ordering men's suits from Jules Hertling because the New York manufacturer also was selling to Designers Clothing.

Larger stores tend to carry even more weight. "I think it would be dangerous for a manufacturer to offend companies like Jordan's and Filene's," said Slayton, the Jordan Marsh spokesman.

Analysts tend to dismiss such threats. "A manufacturer is under tremendous pressure to use his plant, his machinery and his employees. Those goods will have to go

somewhere," said Byron Carter, president of Venture Horizons Inc., a retail consulting firm.

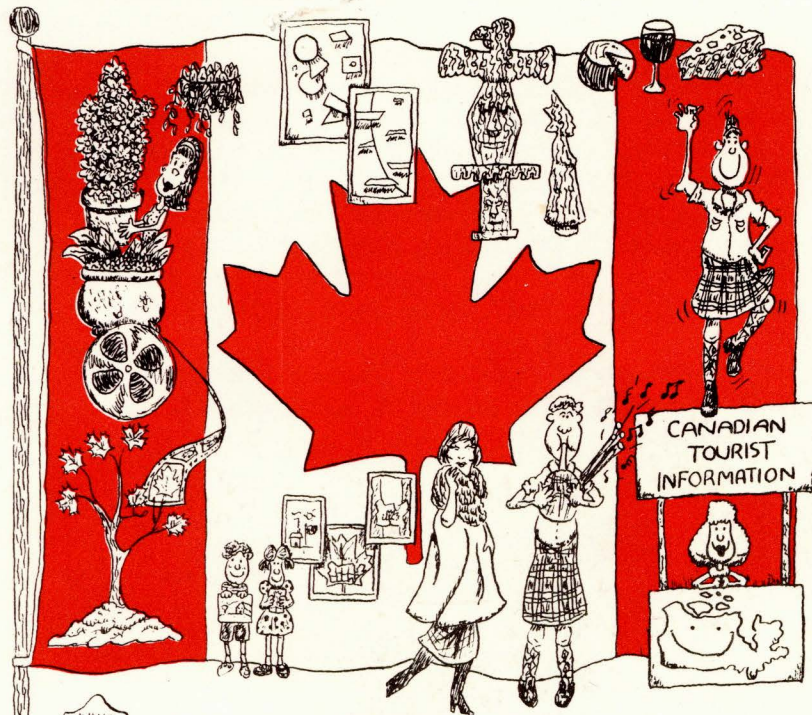
Most retail analysts see the department store adapting to the new competition by offering the consumer a more enjoyable and more distinctive shopping experience.

"There's a place for various kinds of distribution," said Michael Babcock, the new president of Filene's.

"The department store's sheer size makes them a formidable competitor," adds Israel of Bed & Bath. "No one can sell fashion the way they can. After all, they're selling sizzle. They're not selling steaks."

Continued from previous page

AN INTERNATIONAL FRIENDSHIP DAY FOCUS ON CANADA



A cultural extravaganza

of sight, sound and taste to delight the whole family

CENTER FOR TOMORROW
Amherst Campus
University at Buffalo

SATURDAY, MARCH 3, 1984
10 a.m. - 5 p.m.

Lunch served 11 a.m. - 2:00 p.m.

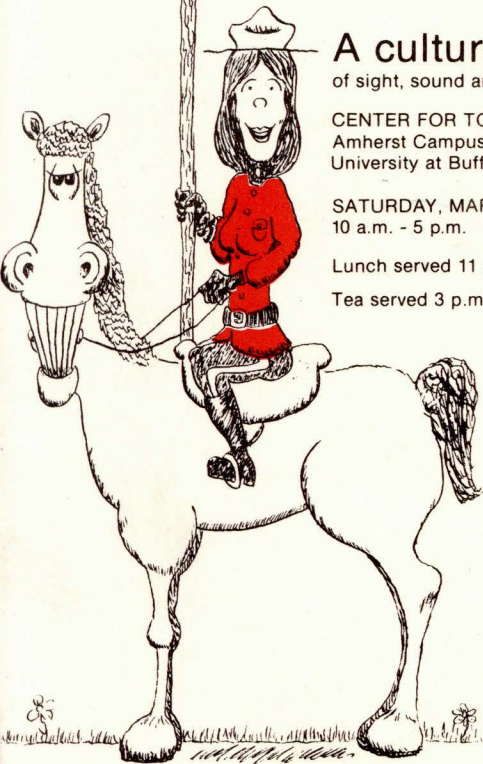
Tea served 3 p.m. - 4:30 p.m.

APR 10 REC'D

*mom scrapbook
front page &
spmo page*

Sponsored by: The Women's Club — SUNYAB

Donation: \$1.00



Poster Designers for INTERNATIONAL FRIENDSHIP DAY---
FOCUS ON CANADA

The poster design selected was designed and illustrated by Paul Zakris. Paul is a graduate of the Advertising Design and Production program at Mohawk Valley Community College. He is currently preparing for a Bachelor of Fine Arts Degree in Communication Design at the State University of New York at Buffalo Department of Art and Art History. His main focus is in cartooning.

The other members of the Visual Communication Design course who submitted layouts for the poster are:

Russell Antersol
Susan Atkinson
Joseph Back
Sharon Bellows
Judy Brown
Guy Burgstahler
Peter Catalfu
Mary Herod
Raymond Karsten
Rhonda Kelley
Tod Martin
Andrea Perrine
Leslie Silverman
Charaspong Wacharamai
Eric Young

UNDERWRITERS

ADAM, MELDRUM, & ANDERSON CO., INC.

Luncheon

ANONYMOUS DONOR

General Expenses; Plaque

CANADIAN CONSULATE GENERAL
OF BUFFALO

Maple Tree; Souvenirs; General Expenses

CITIBANK

Bagpipers

GLENNY TRAVEL LIMITED OF FORT ERIE

Highland Dancers

SYMS

Luncheon

UB OFFICE OF THE PRESIDENT

Publicity, Promotion, General Expenses

US AIR

Trip To Montreal



CONTENTS

	Pages
POSTER DESIGNERS FOR INTERNATIONAL FRIENDSHIP DAY FOCUS ON CANADA	2
UNDERWRITERS	3
THE WOMEN'S CLUB OF SUNYAB	5
HEIM MIDDLE SCHOOL CHORAL GROUP AMHERST HIGH SCHOOL STRING QUARTET THE SANDRA BALD JONES DANCE STUDIO	7
BAGPIPERS---THE GORDON HIGHLANDERS	8
IMPRESSIONS OF CANADA "A Children's Art Exhibit"	9
Impressions of Canada continued	11
BIOGRAPHICAL SKETCH OF ARTISTS	13
SCHEDULE OF EVENTS	14-15
Biographical Sketch of Artists continued	17
FASHION SHOW By Norman Kraus	19
FLORA DISPLAY - Creations by KINGS FLOWERS AND GIFTS THE TRILLIUM FLORAL SHOPPE	21
PATRONS	22
CANADA - SELECTED BIBLIOGRAPHY	23
MANY THANKS TO THE FOLLOWING WHO ASSISTED THE PLANNING COMMITTEE	24
COMMITTEE MEMBERS	25

APR 24 REC'D

Creative Arts Rehabilitation Center, Inc.

Invites You to Attend the

Spring Dinner Dance

Monday, May 7, 1984

at

Doubles

788 Fifth Avenue

Cocktails at 7:30 P.M.

Dinner at 8:30 P.M.

Silent Auction

Black Tie

With many thanks for
your continuing support.

Jane Stern

BENEFIT COMMITTEE

Special Events Chairman

Mrs. George A. Stern

Dinner Dance Chairman

Mrs. E. Stephen Benson

Mr. and Mrs. Wesley Addy

Dr. and Mrs. Daniel C. Baker

Craig D. Burrell, M.D.

Mr. and Mrs. Joel Charleston

Mr. Theodore V. Fowler

Mr. and Mrs. Ronald M. Freeman

Mr. and Mrs. George M. Jaffin

Mr. and Mrs. Steven D. Grand-Jean

Mr. and Mrs. Cameron F. MacRae III

Mrs. Carole K. Newman

Mr. and Mrs. Trevor C. Potts

Mr. Raphael Scobey

Mr. and Mrs. Bruce W. Schnitzer

Mrs. Linn Howard Selby

Mrs. Howard Stein

Marcy Syms

Mr. and Mrs. Lewis van Amerongen

For information:

Benefit Committee
Creative Arts Rehabilitation Center, Inc.
251 West 51st Street
New York, NY 10019
Tel: (212) 246-3113

Sy Syms outfits college chair



Sy Syms
Will give lectures

Sy Syms, head of an East Coast discount clothing chain, has endowed a chair of marketing and merchandising at Yeshiva University, the university president, Dr. Norman Lamm, announced yesterday.

The amount of the endowment was not revealed at Syms' request, but the donation will pay for a professor, secretarial staff and probably for guest lecturers.

Syms, who has made himself a "brand name" by performing his own radio and TV ads, also will give lectures to marketing students at the New York university.

Syms is active in Jewish charities and civic affairs, heads the Syms Corp., which has stores from the Northeast to Florida and also owns A. Sulka & Co., a clothing retailer with shops in the U.S. and in London, Paris and San Francisco.

Street 2/24/84
Journal
Syms Corp. (Lyndhurst, N.J.)—Marcy Syms, 33-year-old president of this off-price clothing retailer, was named to the additional post of chief operating officer of the parent and of Syms Inc., the retail subsidiary. She succeeds her father, Sy Syms, who continues as chairman and chief executive officer of the parent and its subsidiaries. Miss Syms also continues as president of Syms Advertising and A. Sulka & Co., two other subsidiaries.

THE NEW YORK TIMES,
FRIDAY, FEBRUARY 24, 1984

• Syms Corp., which runs apparel stores, has named Marcy Syms, president, to the additional titles of chief operating officer of both the corporation and Syms Inc.

Sunday, May 6, 1984

SYMS

An Educated Consumer is Our Best Customer.

MAY 1984

Dear Consumer:

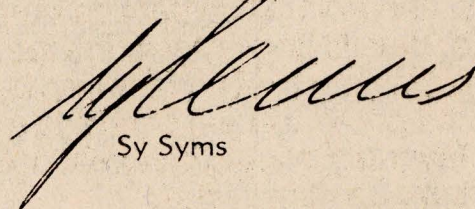
Our Company is proud to announce the opening of our new store in Cherry Hill this Thursday, May 10th, with Get Acquainted prices.

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 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 price tag on all dresses and outfits that shows you when and how much each markdown will be.

Get Acquainted prices start this Thursday, May 10th, at SYMS, Cherry Hill on Route 70, 1/2 mile east of Route 295. (609) 424-0884.

Yours truly,



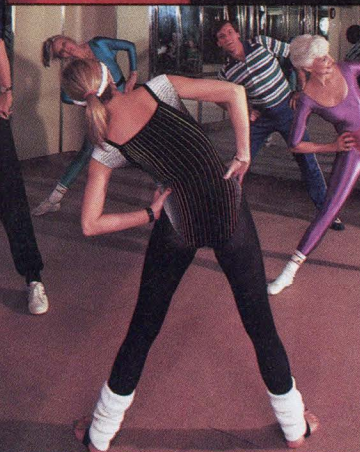
Sy Syms

SS:ecf

The Philadelphia Inquirer

Queen Elizabeth 2 — A Floating City at Sea

Party Cruises — to Nowhere



Cruise down the mighty Hudson, past the Statue of Liberty and into the Atlantic. You'll sail around Long Island and into the Sound before returning to New York, all the while savoring the best the Queen has to offer.



Charles H. Bendheim
National President

MESSAGE FROM CHARLES H. BENDHEIM, NATIONAL PRESIDENT

As President of the American Committee for Shaare Zedek Medical Center in Jerusalem, may I take this opportunity to welcome Mr. David Caplan, the first President of the newly formed President's Club. As leaders in industry, your association with Shaare Zedek will create a broad-based support and interest in "the Hospital with a Heart." You will, I am sure, derive great personal satisfaction and joy from your identification with the Shaare Zedek Medical Center. It has served the community of Israel and the people of Jerusalem for over 100 years. The tradition of care and concern unique to Shaare Zedek is the hallmark of this great medical center. We appreciate and are grateful for your sharing in this great humanitarian endeavor.



Ludwig Jesselson
Chairman, National
Board of Directors

MESSAGE FROM LUDWIG JESSELSON, CHAIRMAN OF THE BOARD

It gives me great pleasure to welcome the Presidents' Club to the ranks of supporters of Shaare Zedek Medical Center in Jerusalem. In its over a century tradition of love combined with quality medicine, Shaare Zedek Medical Center has acquired a unique reputation as a house of healing. During peace and war, its devoted staff of physicians, nurses and medical technicians serve with exceptional loyalty and dedication. The unique character of this medical center is the warmth and attention to the patients' needs that has earned it the reputation of "the Hospital with a Heart." We welcome you and feel confident that on a forthcoming visit to Jerusalem and Shaare Zedek Medical Center, you will be proud of your association.

EXECUTIVE BOARD OF THE PRESIDENTS' CLUB

David Caplan
President

Joseph Baum
President
Joseph Baum Company

Raphael Benaroya
President
American Licensing Group

Christopher Bent
Divisional Merchandise Mgr.
B. Altman & Co.

Kenneth Brecher
Vice President
Plus Marketing International Corp.

Lynn Dell Cohen
President
Off Broadway Boutique

Howard Cowan
Assistant General Agent
Louis Beers Agency

James Emden
Senior Vice President
Edward S. Gordon & Co.

Howard Falberg
Vice President
Associated Dry Goods

Eddy J. M. Florijn
General Manager
Vista International Hotel

Hon. Anthony Gaeta
President
Borough of Staten Island

Joel Goldfarb
President
J. G. Company

George Goldring
Founder
Great American Health
Food Bar Chain

Martin Goodstein
Vice President
Goodstein Management

Boris Kliot
President
Riviera Sunglasses

Debbie Kraut
Model
Ford Agency

Aaron Laniado
Vice President
Jordache Enterprises

Dr. Barbara Leibowitz
Associate Medical Director
Ayerst Laboratories

Anthony Leichter
Executive Vice President
Swig, Weiler & Aronow
Mgt. Co., Inc.

Dr. Bea Loerinc
Associate Professor
Baruch College

Louis Perlman
President
CRU Consultants

Yossi Ratner
Vice President
Tri Component Products

Miryam Ruzow
President
Gottex Industries

Hon. Joseph E. Spinnato
Commissioner
New York City Fire Department

Irving Spitalnick
President
Spitalnick Associates

Marcy Syms
President
Syms, Inc.

Howard Teich, Esq.
Attorney

Andrew Weiss, Esq.
Attorney
Smith & Weiss



Michele Ofir
National Director
of Special Projects

Morris Talansky
Executive Vice Chairman
International Board
of Governors

**American Committee for
Shaare Zedek Hospital
in Jerusalem**
49 West 45th Street
New York, New York 10036

Sheila Mints
Executive Coordinator
(212) 354-8801



CUNARD

SHIPS • HOTELS • RESORTS
555 Fifth Avenue, New York NY 10017

QUEEN ELIZABETH 2, CUNARD COUNTESS • REGISTERED IN GREAT BRITAIN
CUNARD PRINCESS, SAGAFJORD, VISTAFJORD • REGISTERED IN THE BAHAMAS

THIS IS NOT AN OFFER OR A CONTRACT. THE ATTENTION OF THE PASSENGER IS SPECIFICALLY DIRECTED TO THE TERMS FOR CARRIAGE OF PASSENGERS AS SET FORTH IN THE CUNARD PASSAGE CONTRACT, COPIES OF WHICH ARE AVAILABLE FROM CUNARD OR YOUR TRAVEL AGENT.



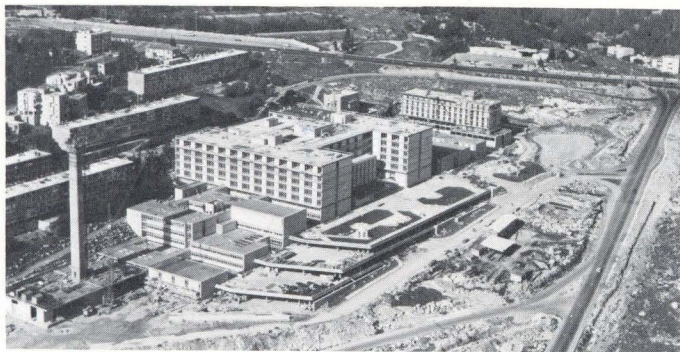
*At Sea . . . Where The Action Is
Romance, Relaxation, Sun and Fun*

*The Inaugural Event of the
Presidents' Club*

of Shaare Zedek Medical Center in Jerusalem

A three day Party Cruise aboard the Queen Elizabeth 2





SHAARE ZEDEK MEDICAL CENTER IN JERUSALEM

QE2—The Greatest Ship in the World

From the moment you step aboard, the luxury of the Queen is apparent. Her staterooms are the largest, most comfortable at sea. Her other facilities include 4 restaurants, 2 ballrooms, 6 bars, an exciting new disco and indoor/outdoor center, casino, theatre, shopping arcade, gymnasium, 4 pools (2 indoor, 2 outdoor), paddle tennis courts, golf driving range, library, cardroom and skeet shooting.

Once at sea you'll discover a multitude of activities to choose from. There is the fabulous "Golden Door" Health Spa with exercise areas, Jacuzzi Whirlpool® Baths, hydrocalisthenics, massage, sauna and a full fitness program—including special dishes on the menu and a full luncheon buffet. Or, you can just relax on one of the sun decks or beside one of two outdoor pools. A steward will serve you morning bouillon at eleven and tea at four!

You'll also find a new indoor/outdoor center featuring a fabulous new setting for buffet breakfasts and a new gathering spot at night for dancing under the stars. There's also an exciting new disco. With its climate controlled atmosphere, the new indoor/outdoor center affords new enjoyment of the enjoyment of the pool and a spectacular sea view.

QE2 also sports a brand new Computer Learning Center where you can learn how to use a personal computer and enjoy the challenge of computerized games. Among the Queen's other exclusive shipboard programs are lectures by distinguished guests, programs on investing and more.

After dark, the Queen comes alive with cabaret, dancing, and gaming in the Player's Club Casino. Try your luck at the roulette or black-jack tables or a turn at the slots. And, of course, there is dancing into the wee hours in the disco.

THE PRESIDENTS' CLUB

This prestigious club will provide you with a unique opportunity to meet prominent men and women like yourself—presidents and top executives of every industry whose strong leadership abilities have led them to make their marks at a very young age. Through your involvement in the Presidents' Club and your \$1,000 annual membership contribution, which also includes the cruise aboard the Queen Elizabeth 2, you will be helping Shaare Zedek Medical Center to provide the most modern and comprehensive medical care for all the people of Jerusalem and Israel.

The Presidents' Club is supporting the vital Emergency and Trauma Departments of Shaare Zedek Medical Center. The staff of these departments is on constant alert to quickly receive and care for victims of terrorist attacks and road accidents, as well as members of the community with problems ranging from a stomach ache to a heart attack. The underground facilities are protected against blast, splinter and debris from conventional bombing or nuclear attack.



*The Presidents' Club of
Shaare Zedek Medical Center in Jerusalem*

cordially invites you

to join us on

A Fabulous 3-Day Party Cruise

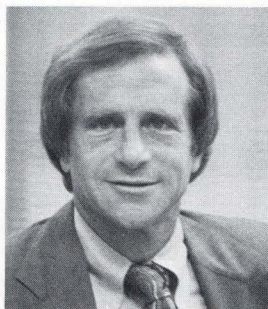
aboard the Queen Elizabeth 2

A Gift to new Members of the Presidents' Club

Sunday, June 24, 1984

*Kosher and Glatt Kosher
facilities available*

*Double occupancy only
First class accommodations*



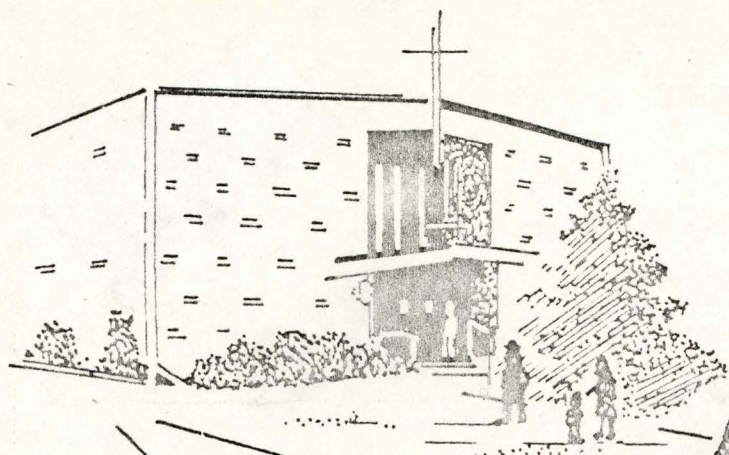
DAVID CAPLAN

David R. Caplan, President of the Presidents' Club of Shaare Zedek Medical Center in Jerusalem, is currently President and Chief Executive Officer of the Head Sport Division of the Leslie Fay Company.

During his more than thirty years in the garment and textile industry, Mr. Caplan has been President of Manes Fabrics, Concord Fabrics and Evan Picone. Dynamic David Caplan has many times been honored as "Man of the Year" in his industry.

Born in St. Louis, Missouri, Mr. Caplan is a graduate of Notre Dame University and the Harvard Business School.

Married for thirty-two years, Mr. Caplan and his wife, Barbara, have five children and live in Rye, New York.



Situated quietly off the highways . . .



church of st. mary

2001 SPRINGDALE RD., CHERRY HILL, N.J. 08003

ST. MARY'S R. C. CHURCH

CHERRY HILL, NEW JERSEY

DEAR PARISHIONER:

Clara Peller (the "little old lady" on the Burger King Commercials) isn't the only one who wants to know where the beef is. Truth in advertising concerns us all. What do we get when we put our money on the counter? Is the product worth the price we pay for it? A clothing store that recently opened in the area has the slogan "the educated consumer is our best customer". The more we know about the products we buy the less we will be led astray by false claims. For the most part - the best way we can educate ourselves about products is to inspect them carefully and to try them out before we buy them.

Our spritual life sometimes presents us with the same situation. From time to time we are presented with "new and improved" ways of participating in our religion. Here too we must become "educated Christians" in order to see the full value of what is being offered to us. There have been many "new-fangled" products that have come out on the market in the past which we never thought we would have any use for. Yet after trying them out, became a part of our lives.

As "educated Christians" we should always be willing to carefully inspect any "new fangled" idea or practice that our Church offers us. We should also be willing to at least try it out. Who knows, it just might be something that will make our faith more meaningful.

Special Section:
The Top Home
Repair People



Hot Local Stocks of 1985
Why Psychiatrists Are Blue
How to Get Jewelry from Women

WASHINGTONIAN



JULY 1984 \$1.95

BEST & WORST

The polls are closed, the ballots are counted, and the results are in. All hail to the winners in the sixth annual *Washingtonian* readers' survey of the Best and Worst in Washington.

NEIGHBORHOOD TO SHOW TO OUT-OF-TOWNERS

- 1) Georgetown
- 2) Old Town Alexandria
- 3) Potomac
- 4) Foxhall Road
- 5) Kenwood (during cherry-blossom season)

BOOKSTORE

- 1) Crown Books
- 2) Kramer Book Stores
- 3) Waldenbooks
- 4) B. Dalton Booksellers
- 5) Second Story Books

SHOPPING MALL

- 1) White Flint
- 2) Tysons Corner
- 3) Georgetown Park
- 4) Fair Oaks
- 5) Montgomery Mall

SHOPPING STREET

- 1) Wisconsin Avenue, Georgetown
- 2) M Street, Georgetown
- 3) King Street, Alexandria
- 4) Connecticut Avenue, Northwest
- 5) F Street, Northwest

GOLF HOLE

- 1) 17th at Congressional Country Club (plays as the 18th hole during the Kemper Open)
- 2) 13th at Burning Tree Club
- 3) 18th at Army Navy Country Club
- 4) 18th at Woodmont Country Club
- 5) 9th at Congressional Country Club

BEST & WORST

READERS PICK THE BEST

RADIO DEEJAY

- 1) The Greaseman, WWDC (FM 101)
- 2) Elliot & Woodside, WRQX (FM 107)
- 3) The Weasel, WHFS (FM 99.1)
- 4) Donnie Simpson, WKYS (FM 93.5)
- 5) Baker & Burd, WPGC (AM 1580 and FM 95.5)

LOCALLY BORN NATIONAL CELEBRITY

- 1) Shirley MacLaine
- 2) Goldie Hawn
- 3) Marvin Gaye
- 4) Sugar Ray Leonard
- 5) Warren Beatty

FAST-FOOD HAMBURGER

- 1) Wendy's
- 2) Roy Rogers
- 3) McDonald's
- 4) Burger King

BARGAIN

- 1) Smithsonian museums
- 2) Syms
- 3) Metro
- 4) Matinees
- 5) Circle Theater

When executives put on the greasepaint

Pitching the product directly to the public

By Ron Stepneski
Business Writer

Leon Atkind of Clifton wiggles his red-socked toes on television to make the point that his NBO discount menswear chain sells "everything except shoes."

Rocky Aoki of Englewood appears in a chef's hat to introduce his new Benihana Frozen Foods.

And Oakland resident Robert Marcalus shows up in a supermarket peddling his family's Marcal paper products.

They and other northeastern New Jersey business executives are making their own television commercials these days and reaping the rewards of personalizing their products.

"It's become an in thing," said Atkind, who heads the \$50-million Secaucus clothing chain. "I'm a natural ham and I get a tingle of pleasure from it."

Takes courage

The personalized TV campaigns can cost from \$1 million to \$10 million a year in order to be effective, but generally pay off with sales increases, company officials say.

Advertising executives who work with this type of advertising say the public identifies with executives as average Americans attempting to succeed in the free-enterprise system. Viewers may feel it takes courage for appearing on television and tend to believe

Putting executives on the air dates back to the early days of broadcast, but caught fire in 1971 when Frank Perdue began to do his own commercials.

what executives say about their product or service, they add. As a result, the spokesman breeds trust that can often translate into a purchase, they contend.

"I think the basic reason they work is they're honest, and that gives the product credibility," said Val Venet, president of Venet Advertising, which produces commercials for Marcal Paper Mills of Elmwood Park. "An amateur is always a little stiff, but some of that is good, because it shows the honesty."

The idea of putting executive spokesmen on the air dates back to the early days of radio and television, but caught fire around 1971 when Frank Perdue began to do his own commercials, advertising executives say.

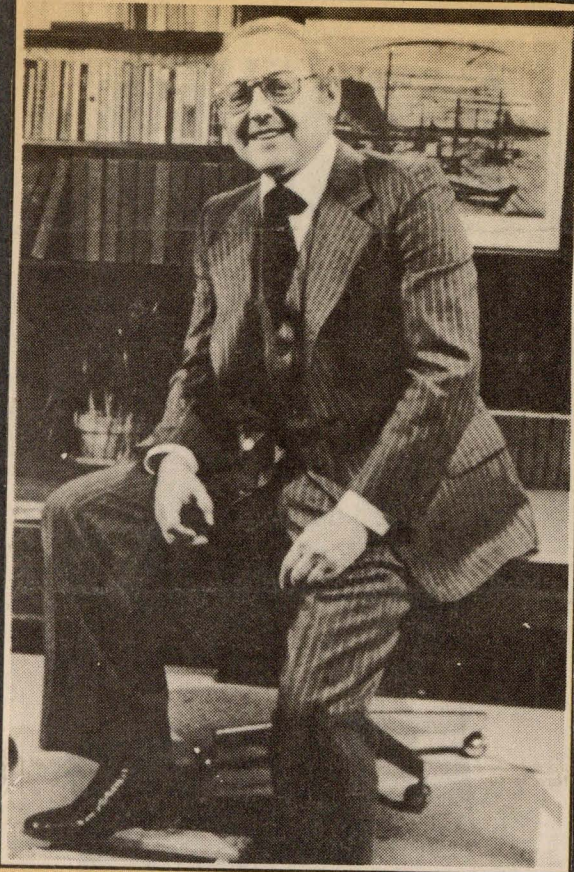
His first — "My chickens eat better than you do. If you want to eat as well as my chickens, you'll eat my chickens" — won wide acclaim and started the Maryland company's 20 percent annual rise from \$80 million in sales to about \$600 million in sales this year. Agency officials say the firm spends about \$10 million a year on advertising.

"It was one of the most successful advertising campaigns of all time," said Ed McCabe of Scalli, McCabe & Sloves, the New York advertising agency that conceived the idea. "It had a combination of outrageous elements going on that made it very inventive. No chicken had ever been advertised before when we broke the campaign. Frank had a funny voice, humor, and wit. Today, Perdue has phenomenal awareness and market share."

Although it took considerable effort to persuade the introverted chicken magnate to perform, Perdue said he has been pleased by the results of his 13 years on TV, if occasionally ruffled by the public familiarity from his celebrity.

"One thing I've become convinced of is that advertising pays," he said in a telephone interview from his Salisbury, Md., office. "The biggest feedback I get is that I'm credible. If I'm credible, that's good selling."

Other longtime practitioners include craggy-



Sy Syms stars in TV ads that have helped his stores grow to a \$150-million company.



Frank Perdue, with young look-alike Eric Lamendola, led the revival of TV ads that featured executives.



Tom Marcalus promotes his Marcal paper products in an ad set in a supermarket.



Staff photo by Joe Giardelli
NBO Chairman Leon Atkind models his red socks, as he does in the discount clothing store's TV ads.

Furrier hopes fame sells stock

Fred the Furrier hopes to turn his television fame into even greater fortune by selling stock in his fur company.

Fred Schwartz, who promotes his own salons at Alexanders department stores on TV, plans to offer 1.2 million shares in The Fur Vault Inc. and open a chain of retail stores, company official say.

Schwartz, who uses the slogan "Come in from the cold, Gloria," will use the money to abandon Alexanders next year and supply Bloomingdales, according to the prospectus. He will also open free-standing Fred the Furrier outlets in Paramus, on Long Island, and in other locations.

His recognition from five years of commercials should help him sell the American Stock Exchange issue just as TV exposure seemed to help other TV spokesmen who turned to the stock markets.

"An investor feels a lot more comfortable having heard of a company beforehand," said one broker, who asked that his name be withheld. "If a broker calls up and a customer has heard of a company before, it certainly helps sell it."

Sy Syms, for example, raised \$52 million for his family trust on the New York Stock Exchange last year and retained majority ownership of the Lyndhurst-based clothing firm that bears his name.

Rocky Aoki of Englewood similarly raised \$5.5 million on the over-the-counter market last year to fuel the introduction of his new Benihana Frozen Foods and other projects.

Schwartz's company has tripled revenues and increased earnings tenfold since he went on television to hawk his wares five years ago, according to the prospectus. It earned \$5.2 million on \$34.9 million in sales in the year ended May 31, compared with \$1.9 million on \$24.1 million in sales the year before.

He and his brother Harold run one nondepartment store outlet in Seacaus called the Meadowlands Fur & Coat Company.

— RON STEPNESKI

voiced Tom Carvel, head of the Yonkers, N.Y., ice-cream franchising company that bears his name; Midlantic Banks Chairman Robert Van Buren as "The Hungry Banker," and, of course, Sy and his children Marcy and Robert Syms, who used TV to help build their Lyndhurst-based Syms Corporation into an 11-store, \$150-million company.

The national list of TV executives keeps growing following the success of Chrysler's Lee Iacocca and others. Locally, some such as President J. R. Konner of Malcolm Konner Chevrolet in Paramus have thus far limited their public exposure to radio commercials.

Atkind, who founded the regional NBO chain in 1971, launched his TV career in 1975, when he rented a low-priced Florida television studio to produce his first commercial. Although the studio had hired actors to speak for the stores, he said the actors spoke with a southern accent.

"I said, 'People in New York don't talk like that,'" he recalled. "What the hell? I can do better." So I got on and talked like people in New York. The director said, 'You're a natural.' The first take was okay."

Atkind says credibility counts. "It seems to me a guy should be regular, like if you met him in a bar, you'd

buy him a drink and have a nice conversation," he said. "You can't be standoffish. You have to be warm. The customer has to trust you."

Nationwide expansion planned

The campaign helped his tristate chain grow from three stores with \$8 million in sales to 14 stores with \$50 million in sales, including outlets in Paramus, Clifton, and Nanuet, N.Y., he said.

This year, he sold half the firm to Dylex Inc., a 1,000-store Canadian retail company, and he plans to expand nationwide, starting with seven new stores in the Washington, D.C.-Baltimore area next year.

He said the "everything except shoes" campaign, developed two years ago by a freelance advertising agent, has been the firm's most successful commercial to date and he will continue to use it in the new market areas.

A Paterson native, the 69-year-old clothier described himself as a former band singer and party entertainer who enjoys the spotlight. In addition to increasing sales, the commercials have brought him a touch of celebrity.

"The power of television is unbelievable," he said. "People stop me everywhere and say, 'How come you're wearing shoes?' Some say, 'I

know who you are.' And I say, 'That's right. I'm Tom Carvel.'"

Nick Marcalus, the 41-year-old president of Marcal Paper Mills, said he also stumbled unintentionally into his role as television spokesman for the \$200-million family-owned firm. When he expressed dissatisfaction with his former advertising agency's radio campaign, they challenged him to do it himself.

Dissatisfaction led to role

"I said, 'Okay, I will,'" he recalled, starting on radio to ease into the role and transferring to television last year. "It's a natural thing to do. If you believe in your own product and you're enthusiastic, it's easy. You don't have to be a professional actor to be convincing. You forget there's a TV camera there."

Marcalus launched a new set of commercials this year in which he speaks with actors pretending to be consumers in a supermarket. He tells them Marcal Sofpac bathroom tissue and Fluff Out Facial Tissue have been improved and promises greater value than ever. The commercial ends with the women asking each other if he's the guy they've seen on TV.

"I can't say it's hard work," Marcalus says. "It can be taxing and exasperating because each one takes about 10 to 20 takes before the director gets what he wants. But it's a lot of fun, a departure from what one normally does in business."

In addition, he said the spots have raised the annual business increase from 5 percent to 20 percent a year for his \$200 million Marcal Paper Mills paper products company in Elmwood Park.

Rocky Aoki already had some fame as a speedboat racer, backgammon champion, former Olympic athlete, and owner of the 47 Benihana Japanese restaurants, before launching his ads for Benihana frozen foods this year.

Aoki has produced \$7 million in sales for his new Benihana frozen foods over the past six months and expects to sell \$24 million worth in its first full year.

"We are not stars, nor are we considered stars," Aoki said. "We are simply business people trying to do our best. I appear in the commercials because I created the product. I don't have to act. I simply tell the truth."

Executives step into the spotlight



Rocky Aoki donned a chef hat to introduce Benihana frozen foods.

Syms Corp.

LYNDHURST, N.J. (FNS) — Syms Corp. reported earnings rose 12.7 per cent in the second quarter and 18.3 per cent in the six-months.

In the quarter, ended June 30, the off-price apparel stores operator said earnings grew to \$3,420,000, or 19 cents a share, from \$3,035,000, or 17 cents. Sales were up 10.3 per cent to \$54,385,000 from \$49,289,000.

For the six-months, earnings increased to \$4,761,000, or 27 cents, from \$4,024,000, or 23 cents.

DNR 8/10/84