



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	Folder
8	2

General, 1986, undated.

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

Marcy Syms Merns
and
Jerry H. Labowitz
announce their marriage
on Thursday, the sixth of February
Nineteen hundred and eighty-six
New York City

The happy couple will be residing at
Five Horizon Road, Apartment 2809
Fort Lee, New Jersey 07024

MONDAY, FEBRUARY 10, 1986

Copyright © 1986 The New York Times

Sales Lag At Retailers In Region

New York Area Totals Poorest Of This Decade

By ISADORE BARMASH

New York's biggest retailers completed their poorest fiscal-year sales performance of the 1980's last month, a spot-check has found. Erratic consumer buying, excessive price cutting and only a small rise in tourism were cited by the retailers as key reasons for the disappointing results.

Seven of the city's largest retail companies had an average sales gain in their city stores of 1.2 percent for the 1985 fiscal year ended Feb. 1 compared with the year before, according to the spot-check.

In the metropolitan area as a whole, counting both city and suburban stores, the average sales rise for the seven retailers was a bit better, at 2.6 percent.

Results of Earlier Years

But it was still the most meager annual sales gain of the decade, significantly lagging the results of the five prior years. These were: 1984, 6 percent in the city and 6.7 percent in the area; 1983, 8.5 percent and 10.5 percent, respectively; 1982, 3.2 percent and 5 percent; 1981, 7.7 percent and 7.6 percent, and 1980, 7.4 percent and 6.8 percent.

Some merchants concede that they are baffled by an apparent conflict between economic signals and consumer attitudes.

The unemployment rate in New York State edged down in December to 5.9 percent and to 7.1 percent in the city, they note. But The Conference Board, a business-oriented research group, is expected to report this week that its consumer attitude survey showed some slippage in January. On Friday, the country's largest chains reported basically sluggish sales in January, with Sears, Roebuck & Company, the largest retailer, saying that its gain was only 1.1 percent over January 1985.

Local Sales Disappointing

Last month was also a big disappointment in the New York area, with three of the major retailers reporting lower sales than in the previous January. The month's average gains were 1 percent in city stores and 3.6 percent in the metropolitan area. For the year as a whole, there were four monthly declines and three puny monthly gains which, after adjusting for inflation, represented declines from the year before.

Retailers participating in the spot-check were Abraham & Straus; B.

Continued on Page D3

D3

Sales Lag at Retailers In the New York Area

Continued From First Business Page

Altman & Company; Bloomingdale's; Gimbel New York stores; Lord & Taylor; Macy New York and Saks Fifth Avenue. Sales percentage changes are obtained monthly on a non-attributable basis.

"It's pitiful, but then retail business nationwide hasn't been good either," one retail executive said. "Our feeling is that the main reasons for the lag are consumer uncertainty, particularly on taxes and possibly the Federal deficit, and just too much price cutting that makes people wait for even lower prices instead of running in to buy."

There is a sense among retailers, too, that the public has been temporarily satiated with certain categories of goods, such as home electronics, linens and household textiles and footwear, sales of all of which have recently slumped. In electronics, despite the popularity of the video cassette recorder, the total merchandise category has not sustained its growth of prior years even with reduced prices and considerable promotion.

Merchants said that intensified competition in both the city and area appeared slowly to be siphoning off market share from some of the long-entrenched retailers.

Among the competitive changes are a revitalized former Gertz chain now combined with the Stern's division of Allied Stores; the growing entrenchment of such off-price apparel retailers as Marshalls, Syms, Loeh-

mann's, Filene's Basement and others; the expansion into Long Island of Caldor, a large discount-store division of the Associated Dry Goods Corporation, and the growth of flea market centers in the metropolitan area.

"There was something of a shift in market share among some of New York's big, conventional retailers," one retail executive said, speaking of the year as a whole. "It's partly due to the maturing of newer strategies that prompt customers to move from one store to buy in another and partly due to the fact that some customers are just fed up with all the pricing hoopla."

It was noted by several industry experts that some of the best results in both January and the year were rung up by so-called better stores or those that offer more fashion and service and charge higher prices.

Gulton Opposes Bid

PRINCETON, N.J., Feb. 9 (Reuters) — Gulton Industries said its board, with the advice of its financial adviser, Goldman, Sachs & Company, had determined that Mark IV Industries' \$30-a-share offer for all Gulton shares was inadequate. It recommended that shareholders reject the bid, which is valued at a total of about \$96 million.

REMEMBER THE NEEDIEST!

LOVE POTIONS OF THE STARS

Who wants to slip one to whom?



RITA MORENO

In order to insure that we all have a reasonable love life, I would divide my love potion among Khadafy and others in power who threaten our existence.

PAUL ANKA

Joan Rivers, so she'll play nice if I'm ever on "The Tonight Show" with her.

DICK VAN PATTEN

My whole family, to make sure they will always love me.



DR. JOYCE BROTHERS

A love potion might have done wonders for the way Freud (above right) viewed women. Most of his experiences were with neurotic women of his time; his concepts of them were therefore very chauvenistic. Had he been more smitten, his attitudes might have changed, and his visions of them would have been less self-limiting.

DINA MERRILL

To David Koch so that he would give the New York City Mission Society a big grant to build low-cost housing for needy people in Harlem and the Bronx.



ADRIENNE BARBEAU

The Ku Klux Klan and people everywhere who believe that one man is better than another because of the color of his skin.

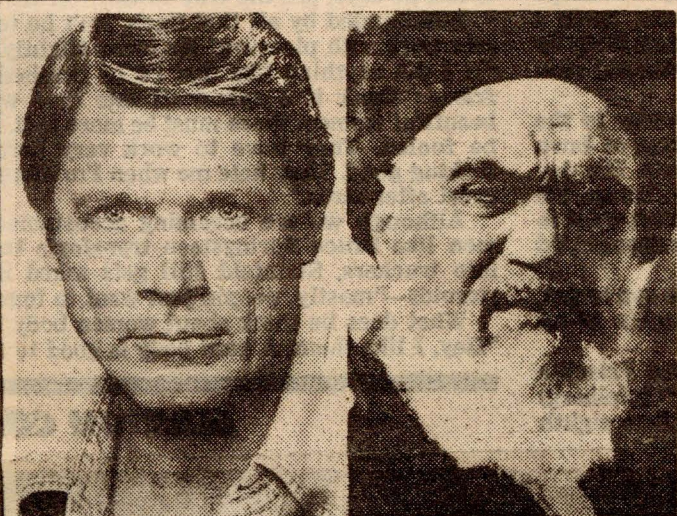


DIANE VON FURSTENBERG

No one. I would be too afraid of having not thought it through.

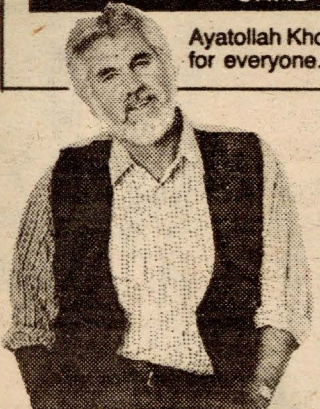
LYNN REDGRAVE

Willie Nelson, because I just adore him. I've never met him. I've never even seen him live. But I've heard his songs, and his singing voice is so attractive, I expect his personality would live up to his voice.



CHAD EVERETT

Ayatollah Khomeini. Love is good for everyone.



KENNY ROGERS

In 1975, I slipped Marianne Gordon a love potion when I appeared in "Hee Haw" with the First Edition. It worked—Marianne and I were married two years later, and the potion hasn't worn off yet.



LEONA HELMSLEY

No one. I already have one man hypnotized—Harry Helmsley.

MARCY SYMS

Khadafy. There is not enough love and understanding in the world. As much as television has brought the world closer together, we still lack empathy toward other cultures. Maybe Khadafy would view our culture with more affection after a love potion.



WILLARD SCOTT

Sissy Spacek (inset above), because we both love the farm—especially the hay-stack.



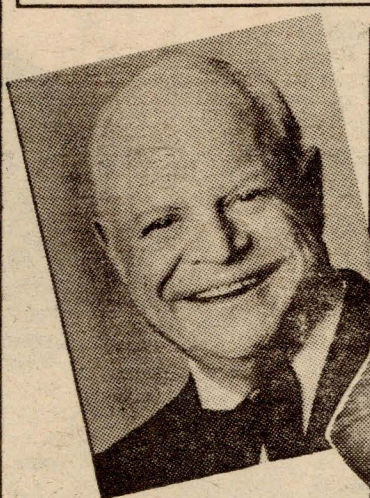
ISAAC ASIMOV

To no one. If a woman doesn't fall in love with me for any reason other than that I am I, then the love is of no value. Besides, I am taken.



BEVERLY SILLS

Gorbachev.



DON RICKLES

Edna Mae Oliver and Zasu Pitts (right). They're both gone now, but they were my idea of great sex symbols. I'd love to have them back on earth so I could give them a love potion.

GARY COLLINS

I'd like to give a love potion to those people who have been involved in kidnaping their own children. A dose of love might make them see the devastating effects of their act on the children.



AMY S. BERGER

LEA BAYER
RAP

BETWEEN THE LINES

HONORING ARONSON: "MAYOR ED KOCH" was at the head of the escalator to greet guests attending the dinner-dance honoring **ARNOLD ARONSON** Tuesday night at the New York Hilton's Grand Ballroom. However, the Fund For Higher Education, which was honoring the Batus Retail Group's chairman and CEO with the presentation of its Flame of Truth Award, either didn't invite the mayor—or he couldn't make it. Thus, a member of **LE CLIQUE** filled in very nicely—saying, "How am I doin'?"—which the real Ed Koch might not be as apt to ask these days—considering the growing revelations of corruption in New York City politics. "RONALD and NANCY REAGAN" were also there, plus clowns and mimes from **Le Clique's** roster of strolling players. But, of course, much more important was the large turnout of major manufacturers and retailers at the event, of which **RONALD RUSKIN**, president, Batus Retail Group, was dinner chairman. Giving their own special salute to Aronson were **LARRY PHILLIPS**, **SY SYMS**, **AMBER BROOKMAN** and **MICHAEL CARDAMONE** (MG Originals), who wore headbands—with Aronson's name printed thereon—inspired by the headband worn by Chicago Bears Quarterback Jim McMahon during the recent NFL playoffs. "We play tennis with Arnold every day," said Phillips, explaining the special salute. And that's what it was.

—M. P.



Arnold and Sheila Aronson

PHOTOS BY NICK MACHALABA



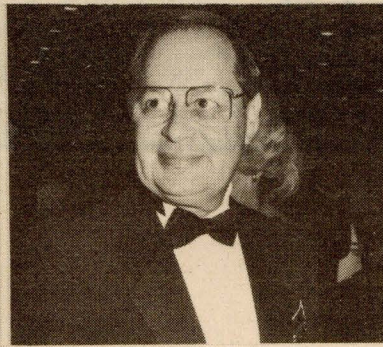
Myrna and Ron Ruskin



Michael Cardamone, Sy Syms, Amber Brookman, Larry Phillips



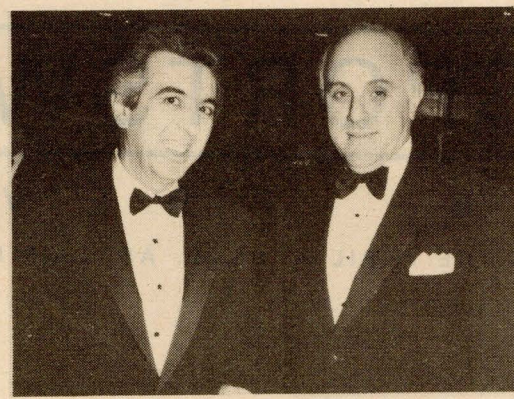
"How am I doin'?"



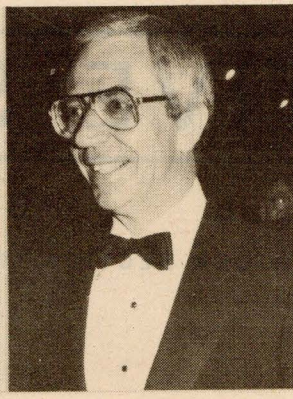
Norman Fryman



Mark and Jackie Shulman



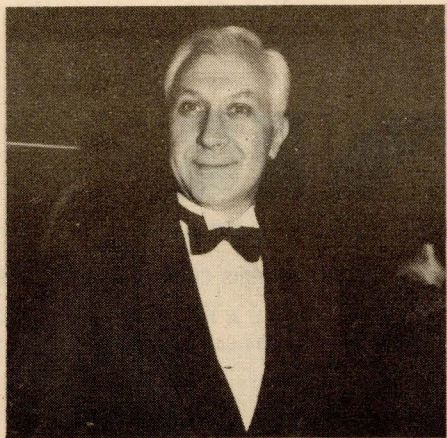
Joe Siracusa, Ed Kaminow



Larry Shelton



Bob and Bernadette Matura



Guido Petruzzi



Burt Tansky

MEXICAN MET: The Mezzanine Gallery at the Metropolitan Museum of Art was the place to be early Tuesday evening... The "Friends of Mexico" hosted a cocktail party for superstar photographer **ANNIE LEIBOVITZ**... The reason was her super series of posters done for the Mexican Tourist Board... According to Leibovitz, "This was one of the hardest shootings I've ever done... because it's trying to capture the essence of Mexico and all its beauty..." She did...

DINING OUT: **GIANNI** and **ANABELLA VALENTINO** were in New York for a few days to visit their Mario Valentino shop and just generally see what's happening in the city... They had dinner one night at Mezzaluna with **AL. B. ARDEN**... Tuesday night they had a small cocktail party at their Trump Tower digs and then it was off to Cafe Luxembourg for dinner... Also at Cafe Luxembourg was **LLOYD ZIFF** (he was also at the Leibovitz party)... Body By Jake's own **TINA DU LEMPS**... "BUZZY O'KEEFE" was trying out the food and trying not to make comparisons with his own River Cafe... Of course...

—P. S. A.

BACK TO THE FUTURE: Carson Pirie Scott's Department Store Division and Express-Ways Children's Museum, both based in Chicago, will join forces at Carson's State Street store Saturday in an attempt to expose today's youth to a variety of career paths. Helping to influence tomorrow's leaders at "So You Want To Be... Kid's Career Fair" will be men and women representing over 50 different occupations, from police officers to scientists, athletes to artists.

From 11:00 a.m. to 3:00 p.m., kids in Carson's "Grill" restaurant on the eighth floor will be able to try on uniforms, handle equipment used on the job, and participate in related hands-on activities. Of special interest will be **SCOTT VALENTINE**, who portrays the character, Nick, on the popular NBC television sitcom, "Family Ties." He will give a behind-the-scenes look at his television and acting career. Other notables participating include: **STAN MIKITA**, former Chicago Blackhawk, and **MAYOR HAROLD WASHINGTON**. The professional line-up will also have a dancer, florist, doctor, judge, dentist, firefighter, mailman, architect and zoo keeper, among others, participating. What, no retailers?

—R. E. H.

DAILY NEWS
Tuesday Sept. 9, 1986

OH, THOSE TALKING ORANGUTANGS!

They probably never acted before. So what are these people doing on TV?

By BRIAN MOSS

Daily News Staff Writer

'O H NO," PEOPLE say to Wayne Greenstein when he tells them he's in the juvenile furniture business. "Are you that guy?"

He is, he admits. And you've probably seen him yourself. "It's had an interesting effect on my social life," adds Greenstein wryly.

Greenstein, 32, is better known as one of the corny Coronet brothers, who 52 weeks a year, as often as 40 times a week, and particularly late at night, interrupt your TV time with a pitch for the Coronet toy and furniture store in Westbury, L.I.

These pitches, though, aren't tossed from Madison Avenue. Instead, they're put together by Greenstein and his family. The ads are filled with Greenstein's brother and mother and feature strange situations (including the well-known crib chatter about a talking orangutang).

Yet the strange spots—streaking across the screen



like loopy curveballs—have helped the store's sales surge in the nine years since Greenstein has owned it to make it the biggest independent kid's furniture store in the country, Greenstein says.

The cheerful Greenstein isn't the only area businessman to have become a TV celebrity. Lots of locals have taken to television to pitch their products, and lately the airwaves, particularly late at night, have been filled with unusual



I PAY, I PLAY: Marc (above l.) and Wayne Greenstein (above r.) and Bernadette Castro (far l.) make their own ads.

commercials.

What a crew. The Coronet brothers, Bernadette Castro, Ed Lewis from Newmark & Lewis, your Anchor Bankers, Marcy Syms—everybody's getting into the act. Including Carmelo Giuffre.

Giuffre owns the Bay Ridge Toyota, Lincoln-Mercury, Mitsubishi, Subaru and Hyundai dealerships,

and may be on the air from 50 to 100 times a week in his dense Italian accent talking about his origins in pizza parlors while Neapolitan music plays in the background.

It may seem strange to the occasional viewer, but it hammers home Giuffre's dealerships' message: "We deliver."

"They are unique," says

Sid Patterson, whose Rego Park advertising agency, Sid Patterson and Associates, produces the spots. "He's very recognizable, people come into his showroom and say, 'Hey, we know you from television.'"

Patterson says Giuffre's ads have increased his floor traffic and added to his credibility. The commer-

cials, Patterson adds, "are just another way to stand out from all the clutter."

Depending on the station and the time period and the number of spots purchased, local TV time can cost anywhere from a bargain-base of \$50 for a 30-second spot to \$10,000, Patterson says.

Dr. Ernest Pecoraro, a chiropractor with offices in

downtown Manhattan and Flushing, has been offering \$5 consultations in TV spots since last August. "I'm Dr. Pecoraro," he says, introducing himself.

He says he has heard both praise and criticism from colleagues. "A few, they don't think it's professional. They think it's unethical. I think it's more unethical that people are suffering and you can do something to help them and they don't know about it."

About his unusually low first-time fee, Pecoraro says, "A lot of people don't know what a chiropractor does, but for \$5 they can come and see what it's all about."

He, too, has become something of a celebrity. "A lot of people on the street recognize me. I have three brothers—one's a chiropractor, two are surgeons—and they're always asked if they're related to me."

Of all the celebrity pitchmen, though, Greenstein as a Coronet brother has become the best known, possibly rivaled only by Tom Carvel for cult followings. He says he has been recognized even by non-New Yorkers because his commercials appear on WOR, which cable companies around the country carry as a superstation.

Greenstein's done his Coronet shtick at local clubs, his brother Marc has started to do standup comedy, and Wayne even did a dial-a-date with Howard Stern. (He never met the date.) "I still find it hard to believe," Greenstein says.

Scrapbook

Television

TV VIEW

WALTER GOODMAN

Almost Anything Beats Pledge Week

In the same sense that torture is a persuasive argument, the fund-raising days and weeks — or is it months? — that have lately concluded on WNET/Channel 13 are powerful arguments for permitting public television to sell commercial time. For more than a year now, it has been permitting sponsors to celebrate themselves with enhanced logos and more elaborate claims of their value to civilization without any noticeable deterioration in programming. Let's stop flirting and go all the way; let the advertisers shuck off the camouflage and advertise their products, if there is any chance that it will spare us some of the mind-softening soliciting, which now goes on for 16 days at a stretch.

These displays are not edifying. Many of the pitchman's standard techniques are employed — the shameless pandering to the audience's high opinions of itself, the ooze of self-righteousness. The incessant message is: "We are holding civilization's fort against the barbarians and your tax-free contribution will certify how enlightened, sensitive, cultured you are, how different from the nation's unwashed, you happy band of the elect."

In giving telegenic people with nothing to say endless minutes to say it and apparently leaving them to their own devices much of the time, public broadcasters assure commonplace, often ungrammatical spiels, witless exchanges and vacuous interviews.

The channels do what hucksters have always done — lay on their biggest crowd-pleasers, galas from Vienna and whatnot, and then interrupt them for excruciating noncommercial commercial messages. Even as they rejoice over their achievements in money-grubbing (WNET/Channel 13 brought in more than \$2 million and more than 40,000 new pledges this month), the public stations seem to forget that their role is supposed to be that of a superior alternative to commercial television, not a more annoying one. They have become auction houses, with all the phoney elegance that goes with that line of trade, and fan magazines devoted mainly to "Master-

piece Theater," bringing us yet again the wisdom of the actress who played Rose on "Upstairs, Downstairs" and impresarios specializing in potboilers. The vapidness of the conversations at the intermissions to the galas equals anything you can find on the early-morning chatter shows, and the earnest pleas for money are a lot less exciting than beer commercials.

It is no secret that these endurance contests are unendurable to large numbers of viewers, and a few public stations have attempted to lure contributions by promising to stop the begging for a certain period, say during the pledge month of low-viewing August, if enough people send in donations. That has paid off in contributions in Boston and San Francisco, but not in new members.

In a recent speech, John Jay Iselin, president of WNET/Channel 13, called, as he has before, for letting sponsors "buy into whatever we have to offer, on our terms." Those terms, which already apply to the channel's experiments with 30-second spots, permit benefactors to express their devotion to the environment and other worthy entities, but not to tout a particular product. They may not buy time adjacent to an offering of their choice, and unlike the channel's own interruptions for funds, they may not break into a program.

Mr. Iselin's call is well taken, but does not go far enough. The rules about no interruptions and no adjacencies are sound. Interruptions are annoying and an insult to the program, and the power of corporations to choose where their advertisements run would increase the ever-present temptation of stations to suit their programming to a sponsor's desires.

But why not let the sponsors promote their products? Would it be any less dishonest for the oil companies to tell us how great their gas is than to gas about how great they are? If we public-television viewers are as sophisticated as those people on the tube keep telling us we are, we will be no more likely to believe that the Mobil brand of oil works better than the Exxon brand than to believe that

Mobil and Exxon are in business to do good works.

Would commercials undermine public television? It's difficult to see how. The role that public television's major benefactors, notably the oil companies, play in programming is already very substantial, not to say dominant. Most public-television stations produce very little of what they show, and almost nothing of wide popularity. And even major producing stations, like WNET/Channel 13, might more accurately be called packagers, since they buy more shows than they make. Exxon's representatives shop the world for what they want on "Great Performances," and Mobil keeps close watch over what goes into "Masterpiece Theater." Does anyone believe that they would entrust their millions and their celebrated series to some station functionary?

As for the commercials themselves, they could not be in worse taste than the fund-raisers. So, give the sponsors a minute at the beginning and end of a show, probably in peak time, for them to say what they want about their products, within the current generous bounds of hyperbole. That will not interfere with the pretense that the stations are in full control of their own destinies.

The question then will be whether the relatively small public-television audience will be attractive enough to advertisers. Do they drink enough beer, wash enough clothes, perspire enough? They probably do more per capita showering than most Americans and assuredly eat

Portrait of a Pioneer



D. W. Griffith, often called the father of modern cinema, is this week's subject on "Film on Film," Saturday night at 10 on Channel 13. The hourlong documentary features an interview with Lillian Gish.

more tofu. The sort of firms that are attracted to buying spots on Channel 13 are Chanel and Gucci.

So, Mr. Iselin, let's make a deal: Let's join in lobbying Congress for permission for public-television stations to carry commercial advertising, on condition that you cease and desist from on-the-air soliciting. I pledge to double my contribution and buy only the brands of gasoline advertised on WNET/Channel 13, and all my socks at Syms.



Mortimer Adler

Aspen Institute
"A Vision of the Future"
July 20 - 26, 1986



John Myser



Diane Morris



Theodore Pedas



James Weeks



Galen Wagner



Irma Wyman



Joyce Richardson



Matthew Kelly



Donald Saunders



Jerry Labowitz



Patricia Michals



Ronald Reimann



Howard Wilson



Kenneth Burk



Nancy Wagner



Regina Burk



George Michals



Paul Piazolo



Marcy Merns



Jonathan Olmsted



Robert Matt



Worth Bruntjen



Leonard Greenberg



Sheridan Fenwick



Ernest Savoie



Darcy Closs



Phyllis Greenberg

SYMS CLOTHING CAREER DAY

We want to see you if you can merchandise stores, control inventories, motivate personnel and sell. Positions are available in our stores in Roslyn, L.I., Manhattan, Westchester, Bergen, NJ, Woodbridge, NJ, Secaucus, NJ and Philadelphia, PA for:

- **STORE MANAGERS**
- **DEPARTMENT MANAGERS**
- **ASSISTANT STORE MANAGERS**
- **ASSISTANT DEPARTMENT MANAGERS**

To learn more about Syms and the opportunities available either call for an appointment or if convenient apply in person on January 19th, 1988 at our open house with your resume between the hours of 9:00 a.m. and 5:00 p.m. If you are not available on this date please call or send resume to arrange for a mutually convenient interview date:

SYMS CORPORATION
ATTN: TIMOTHY A. PRANSCHKE
SYMS WAY
SECAUCUS, N.J. 07094
201-902-9600

SYMS

An Educated Consumer is Our Best Customer



National Conference
of Christians and Jews

Greater New York Region

Educating For Better Human Relations

NCCJ is a not-for-profit human relations and civic organization, founded in 1928 by Charles Evans Hughes, Newton D. Baker, S. Parkes Cadman, Robert W. Strauss, Carlton J. Hayes and other distinguished Americans, to combat the bigotry of racism, anti-Semitism and anti-Catholicism espoused by the millions of KKK members at that time. Today, there are over seventy regional offices throughout the country.

The NCCJ convenes groups of different backgrounds helping them to develop respect and understanding for each others' beliefs.

Programs in human relations skills and techniques are conducted for clergy, educators, police, parents, students and community organizations throughout the year.

The purpose of the NCCJ in setting up such programs is to educate in the belief that well-informed citizens, who have become sensitive to the needs and rights of their fellow citizens, constitute the foundation upon which our democratic society thrives.

- **NCCJ advances Inter-Religious Dialogue**

A pioneer in inter-religious dialogue, the Conference provides opportunities for leaders of all religions to share problems of mutual concern, theological and secular, and to work together on community problems.

- **NCCJ trains Youth**

NCCJ has pioneered in programs providing young people opportunities to discuss issues of deep concern in a complex society. The Conference works closely with students beginning at the elementary school level, and provides leadership training conferences for high school and college students.

- **NCCJ assists in Education**

The training of teachers has aided these professionals to acquire new human relations skills enabling them to better understand students from different backgrounds.

- **NCCJ works in Cooperation with the Police and the Community**

By conducting unique programs providing intergroup relations training for police, the Conference aids in promoting cooperation between law enforcement officers and community leaders.

- **NCCJ works in the Community**

By convening groups in the community who have differing points of view on issues that affect the community, the Conference enables them to work together for the common good.

- **NCCJ as a Resource**

Above all, the Conference has become a major resource for the community in fighting prejudice and discrimination. Many human relations concepts and programs, widely used today, are largely the result of its early efforts.

NATIONAL CONFERENCE OF CHRISTIANS AND JEWS, INC.

GREATER NEW YORK REGION

Chairman

MURRAY HARRIS

Executive Director

MARGARET GILLMORE

Executive Board

HON. HERBERT BIENSTOCK

MELVIN BLAUVELT

HON. BLANCA CEDAÑO

DONALD E. CREAMER

PATRICIA C. FAY

DONALD D. GABAY, ESQ.

SHELDON HARNICK

ROBERT K. HARRIS

SYLVIA K. HASSENFELD

CANDACE LEEDS

JEROME R. MCDUGAL

HON. FRANKLIN H. ORNSTEIN

STEVEN P. PAPADATOS

HENRY PETERSON

HON. LUCILLE ROSE

ALVIN I. SCHRAGIS

DR. WILLIAM G. SHARWELL

THEODORE SPAR

CONRAD D. STEPHENSON

ELLY STONE

LEONARD WASSERMAN

NORMAN WAXMAN

71 Fifth Avenue, Suite 1150, New York, N.Y. 10003 (212) 807-8440

NATIONAL OFFICERS

National Chairman, Executive Board

NICHOLAS V. PETROU

President

JACQUELINE G. WEXLER

Treasurer

JOHN LUONGO

Vice Chairwoman, Secretary

LYN REVSON

National Co-Chairmen

HOWARD P. ALLEN

IRA A. LIPMAN

V. J. SKUTT

*"For Distinguished Service
in the Field of Human Relations"*

*National Conference of Christians and Jews
Menswear Division
Brotherhood Award Luncheon*

in honor of

Gordon E. Allen
Retired President V.C.O.O.
Cluett, Peabody & Co., Inc.

and

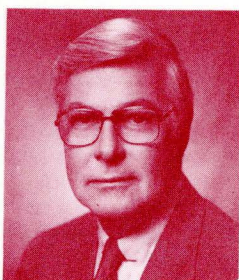
Sy Syms
Chairman of the Board
Syms Clothing Inc.

Special Recognition

Stanley Blacker
Owner
Stanley Blacker, Inc.

Grand Ballroom
The Pierre Hotel

October 23, 1986



GORDON E. ALLEN joined Cluett, Peabody & Co., as a sales trainee in The Arrow Company in 1950, the year of his graduation from Brown University. For the next 18 years, he served in posts of increasing responsibility at Arrow in sales and merchandising. In 1968 he became marketing vice president of Alatech, Inc., a Cluett subsidiary, rising to its presidency in 1971.

In 1973 he was advanced to a group executive of Cluett, and in 1974 to corporate vice president, becoming an executive vice president of the firm in 1975 and a director in 1976. He was elected president of Cluett in 1979 and chief operating officer in 1984. He retired from Cluett in March of 1986.

Active in industry affairs, he is a past chairman of the American Apparel Manufacturers Association and is an industry advisor to government in trade negotiations on renewal of the Multifiber Arrangement. He is a director of CITYFED Financial Corp., Palm Beach, Florida and a director of City Federal Savings Bank of New Jersey and a member of the Advisory Board of Manufacturers Hanover Trust Company in New York.

He was an active member of the Westfield, New Jersey Presbyterian Church for 31 years. He served as a member of the Board of Trustees, was Treasurer of the Church, and Chairman "Every Member Commitment", and was on the Long Range Planning Committee.

Mr. Allen and his wife Sally have been married for 35 years. They have three daughters, Janet, working in Europe as a Management Consultant, Judith, a Wall Street Executive and Betsy, a Veterinarian.

After having resided in Westfield, New Jersey for thirty two years, Gordon Allen and his wife Sally have recently moved to Cape Cod.



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

Sy Syms was born in Brooklyn. After service in the Army, he attended New York University, majoring in broadcasting. He spent two years as a Sportcaster in Maryland and West Virginia. Then, in 1951, Sy returned to New York to join his brother in the retail haberdashery business.

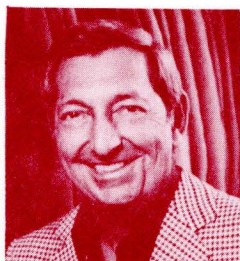
In 1960, Sy went into business for himself, opening a clothing store at the corner of Cortlandt and Greenwich Streets . . . the same intersection where his father once had a store. Since then, successfully adhering to the philosophy of "An Educated Consumer Is Our Best Customer", the Syms clothing chain has grown to fifteen stores in seven markets . . . New York, Buffalo, Boston, Florida,

Washington D.C., Philadelphia and Chicago.

Since 1974 Sy Syms has been the principal voice of Syms on all TV and radio commercials broadcast by Syms in their seven market areas. Six years ago, daughter Marcy joined him on the commercials and son Robert recently became the third member of the Company to share this duty. Copy and placement of all advertising is handled by Syms Advertising, a wholly-owned subsidiary.

In 1980, Syms purchased the prestigious 85 year old men's haberdashery firm of A. Sulka & Company with stores in New York, London, Paris, San Francisco, Philadelphia, Houston and Chicago.

As a concerned citizen, Sy Syms is deeply involved in philanthropies . . . among them, Boys Town of Jerusalem, PAL, Israel Bonds, Jewish Hospital at Denver, Catholic Charities, Inner City Scholastic Fund, Educational TV, Lincoln Center, Kennedy Center in Washington and several others. He is an Executive Board Member of the Better Business Bureau of New York City. He is still keenly interested in sports and follows them avidly, as well as playing competitive tennis. And Sy is very proud of his six children and pleased that four of them are active in the firm.



STANLEY BLACKER is a native New Yorker and attended George Washington High School and New York University, where he received his degree in business and finance.

Prior to joining his father Morris M. Blacker in the clothing business, he served in the United States Army during World War II.

After a ten year association with Blacker Brothers, and following the death of his father, he formed Stanley Blacker, Inc. in 1955.

Under his leadership, Stanley Blacker, Inc. has risen to a most prominent position in the mens and ladies tailored sportswear industry.

Mr. Blacker is the proud father of four children, Patricia, Gail, Lauren and David, and a grandson, Matthew.

He resides in New York City, but spends weekends in Southampton with his wife Aimee. He is an avid tennis player and is involved in many local activities.

Stanley has been very involved in philanthropic work, and has been very active in a multitude of charitable causes such as United Jewish Appeal, Federation of Jewish Philanthropies, American Cancer Society, The Lighthouse, The Boy Scouts of America and many others.

He has served as a trustee for the Metropolitan Synagogue for the last ten years.

Program

National Anthem

Invocation

RABBI JOEL S. GOOR
Metropolitan Synagogue of New York

Welcome

MURRAY HARRIS
Luncheon Chairman
Murray Harris Associates, Inc.

Presentation of the National Brotherhood Awards

Harvey Weinstein
West Mill Clothes Inc.

GORDON E. ALLEN

E. O. Hand
Hartmaxx Corporation

SY SYMS

Presentation of the Special Recognition Award

Albert Baxt
Cliflex Corporation

STANLEY BLACKER

Chairman
MURRAY HARRIS
Murray Harris Associates, Inc.

Committee

JAMES J. AMMEEN
ROCK ANNESE
York Shirt Corporation
LARRY ASHINOFF
Coronet Group of Companies
ALBERT BAXT
Cliftex Corp.
MARVIN BLUMENFELD
Eagle Clothes/April-Marcus, Inc.
B. G. COX
The Joseph & Feiss Co.
HERBERT DREXLER
Drexler Apparel Textiles Ltd.
ROGER EULAU
Alexander Julian
BERNARD FEINBERG
Tiger Button Co., Inc.
MURRAY H. FINLEY
*Amalgamated Clothing &
Textile Workers Union*
DR. JAMES P. GALLAGHER
*Philadelphia College of
Textiles & Science*
ALBERT GOODSTEIN
Goodstein Brothers
WILLIAM GOODSTEIN
Goodstein Brothers
E. O. HAND
Hartmarx Corporation
JACK HODNETT
Jack Hodnett & Associates

ROBERT J. HOY
Lord Jeff Knitting Company, Inc.
JACK HYDE
Fashion Institute of Technology
ISIDORE S. IMMERMEN
*Associated Menswear
Retailers of N.Y.*
ROBERT A. KAPLAN
*Clothing Manufacturers
Association of the USA*
ELAINE KLEIN
Playbill Magazine
SYLVAN LANDAU
Haggar Slacks
LAURENCE C. LEEDS, JR.
Manhattan Industries, Inc.
RICHARD LEIBOWITZ
Drexler Apparel Textiles Ltd.
RICHARD S. LEMBECK
Rodik Textiles Ltd.
BERNARD A. LEVENTHAL
Burlington Industries
BERNARD J. MILLER
Bernard J. Miller, Ltd.
WILLIAM L. MOORE
Burlington Industries
ROBERT E. NAHAS
The Wool Bureau Inc.
PAUL OSTROVE
Paul Stuart Inc.

LARRY PHILLIPS
Phillips-Van Heusen Corp.
DAVID N. PINCUS
PBM
DAVID RAPPAPORT
Damon Creations
BRUCE ROBERTS
Springs Industries, Inc.
WILLIAM RUBEN
Bonwit Teller
BURTON B. RUBY
Jaymar Ruby, Inc.
ROBERT C. RUDOFKER
After Six Inc.
JACK SHEINKMAN
*Amalgamated Clothing and
Textile Workers Union*
LARRY B. SHELTON
The Greif Companies
MALCOLM L. SHERMAN
Zayre
MARCY SYMS
Syms
MARTIN UHLFELDER
Stanley Blacker Inc.
PAUL WATTENBERG
Leon of Paris/Adolfo
HARVEY WEINSTEIN
West Mill Clothes Inc.
IRA WEISER
Syms

NATIONAL CONFERENCE OF CHRISTIANS AND JEWS, INC.

GREATER NEW YORK REGION

Chairman

MURRAY HARRIS

Executive Director

MARGARET GILLMORE

Executive Board

HON. HERBERT BIENSTOCK

MELVIN BLAUVELT

HON. BLANCA CEDEÑO

DONALD E. CREAMER

PATRICIA C. FAY

DONALD D. GABAY, ESQ.

SHELDON HARNICK

ROBERT K. HARRIS

SYLVIA K. HASSENFELD

CANDACE LEEDS

JEROME R. MCDUGAL

HON. FRANKLIN H. ORNSTEIN

STEVEN P. PAPADATOS

HENRY PETERSON

HON. LUCILLE ROSE

ALVIN I. SCHRAGIS

DR. WILLIAM G. SHARWELL

THEODORE SPAR

CONRAD D. STEPHENSON

ELLY STONE

LEONARD WASSERMAN

NORMAN WAXMAN

NATIONAL OFFICERS

National Chairman, Executive Board

NICHOLAS V. PETROU

President

JACQUELINE G. WEXLER

Treasurer

JOHN LUONGO

Vice Chairwoman, Secretary

LYN REVSON

National Co-Chairmen

HOWARD P. ALLEN

IRA A. LIPMAN

V. J. SKUTT



NATIONAL BROTHERHOOD AWARD LUNCHEON

in honor of
Gordon E. Allen and Sy Syms

Special Recognition
Stanley Blacker

tendered by

THE NATIONAL CONFERENCE OF CHRISTIANS AND JEWS



Thursday, October 23, 1986

Pierre Hotel
Grand Ballroom

LOWER DAIS

FROM THE AUDIENCE - YOUR EXTREME LEFT TO RIGHT

BERNARD J. MILLER

MARVIN BLUMENFELD

LAWRENCE S. PHILLIPS

LARRY B. SHELTON

ALBERT BAXT

STANLEY BLACKER

HARVEY WEINSTEIN

GORDON E. ALLEN

MURRAY HARRIS

MARTIN UHLFELDER

SY SYMS

E.O. HAND

BURTON B. RUBY

JOHN BELK

LAWRENCE C. LEEDS

MORTIMER APRIL

HERBERT DREXLER

RABBI JOEL S. GOOR

UPPER DAIS

FROM THE AUDIENCE - YOUR EXTREME LEFT TO RIGHT

ISIDORE S. IMMERMANN

ROCCO ANNESE

NORMAN KARR

BRUCE F. ROBERTS

BERNARD A. LEVENTHAL

B.G. COX

MARCV SYMS

ROBERT J. HOV

PAUL OSTROVE

ROBERT F. REILLY

DAVID RAPPAPORT

OLEG CASSINI

JAMES I. SPIEGEL

JAMES J. AMMEEN

MURRAY WESTREICH

PAUL WATTENBERG

HERB BLUEWIESS

<u>Name</u>	<u>Table No.</u>	<u>Name</u>	<u>Table No.</u>
A C & R Advertising Inc.	15	Stanley Blacker Inc.	2
Aaronson, Gary	5	Blank, Barbara	1
After Six Inc.	26	Blank, Bud	1
Alexander's Inc.	16	Bligh, Charles	12
Allen, Gordon E.	DAIS	Bluewiess, Herb	DAIS
Allen, Judith	8	Blumenfeld, Marvin	DAIS
Allen, Mrs. Gordon E.	8	N. Erlanger Blumgart & Co., Inc.	17
Amalgamated Clothing & Textile Workers	29	Bobbitt, Joseph A.	24
Amalgamated Life Insurance Company	41	Bodell, Ed	18
American Apparel Mfg. Assoc.	31	Bonhomme Shirtmakers	21
Amery, Doug	26	Bonwit Teller	17
Amicale Industries Inc.	7	Bornstein, Ira	23
Ammeen, James J.	DAIS	Roswell, Stewart	31
Annese, Rocco	DAIS	Bresler, Jonathan	27
April, Mortimer	DAIS	Brick, Bill & Guests	38
Archer, George & Guest	36	Bricken, Barry	7
Archer, Barron & Sommers	36	Brodsky, Joe	2
Arnold Shirtmakers, Ltd.	21	Brown, Shim	2
Arrow Woven Label Inc.	23	Robert Bruce, Inc.	31
Ashinoff, Larry	19	Buddey, Tom	26
Augustus Clothiers	23	Burlington Industries Inc.	12
Austin, Jack V.	17	Burma Bibas, Inc.	19
		Byrnes, Tom	23

Balson Industries	36	Caleca, Frank & Guest	29
Barney's	11	Cardeilo, Anthony	7
Barron, Stanley	19	Cassini, Oleg	DAIS
Bass, George	7	Celanese Fibers Operations	20
Bates, Kenneth	26	Chamish, Irwin	19
Baxt, Albert	DAIS	Chereskin, Alvin	25
Baxt, Mrs. Albert	7	Clark, Edward F.	14
Bayer, Martin	23	Cluett, Peabody & Co., Inc.	8
Bayer, Robert I. & Guest	24	Jeremy Cobb Co., Inc.	30
Martin Bayer Associates	23	Cohen, Harold	21
Bear Stearns & Company	20	Cohen, Richard	36
Belk, John	DAIS	Cole, Chuck	12
Berg, Beryl	2	Coleman, Thomas M. & Guests	16
Bergamo, Tony & Guest	36	Compton, William W. & Guests	22
Berman, Ken	23	Congulis, Tony	11
Ken Berman Inc.	23	Consiglio, Sal	30
Bernstein & Sons Shirt Corp.	22	Conti, Joseph	18
Bernstein, Paul	22	Coronet Group of Companies	19
Biderman Industrials USA, Inc.	16	Cox, B.G.	DAIS
Bijari, Kenny	27	Crown Clothing	23
Biltex International Textile Inc.	19	Crown Textile Company	36
Birnbaum, Richard	19	Curtain, Tom	2
Bishop Jr., C.M. & Guest	21	Custom Shirt Shops	36
Blacker, Aimee	2		
Blacker, Gail	2		
Blacker, Stanley	DAIS		
Stanley Blacker Inc.	1		

Name	Table No.	Name	Table No.
Kaminow, Ed	5	Mintz, Ken	40
Kaplan, Robert	DAIS	Montresor, Frank	2
Karr, Norman	DAIS	Mooney's Wine & Spirits	11
Chester Kessler, Inc.	11	Moore, William	12
Kessler, Chester	11	Moses, Martin	23
Klaus, Lester	19	Munzer, Patti	20
Klein, Elaine	25	Murray, Jim	5
Klein, Melvin	25		
Kozinn, Andrew	22		
Krasner, Larry	1		
Krieger, Chuck	23		
		Nahas, Robert	26
		Neiman, Sandy	5
		Neuberger, Henry	36
		New York Joint Board	29
		The New York Times	25
		Nissman, Ken	16
Labowitz, Jerry	3,4		
LaViale, Roger	26	Ober, David W.	27
Roger LaViale Ltd.	26	Olin, Jerome	17
Leeds, Lawrence C.	DAIS	Orenstein Esq., Sidney	41
Lembeck, Richard S.	7	Ostrove, Paul	DAIS
Lev, Mel	1	Otowsky, Barbara Berger	16
Leventhal, Bud	DAIS		
Levine, Arnold	21		
Levine, Sheldon	24		
Levitinn, Edwin H.	7		
London Fog/London Town Corp.	21		
Lord Jeff, Knitting Company	11		
Loria, Lewis J.	7		
		Palm Beach Inc.	5
R.H. Macy & Co., Inc.	40	Parker, Bill	1
Manna, Armand	14	Patel, Homi	18
Milbur Marcus Inc.	21	Pavao, James S.	1
Mareh Shirt Company	1	Pellon	28
Mark, Elliot	32	Pendleton Woolen Mills	21
Marshall's Inc.	37	Penn Pad Co.	31
McCormack, John B.	14	J.C. Penney Co., Inc.	21
McGee, John	12	Phil. College of Textiles & Science	17
McGowan, Jim	40	Phillips, Lawrence S.	DAIS
McGregor Corp.	22	Phillips Van-Heusen, Corporation	6
McNeal, Joan	31	Pincus, David & Guests	17
The CIT Group/Factoring	14	Pincus Brothers - Maxwell Inc.	17
Michie Jr., Edwin G.	31	Pinzer, Marvin	27
Milbur, Charles	21	Pirie, Bob	27
Millar, Richard & Guest	30	Playbill Magazine	25
Miller, Al	40	Plitnick, Larry	19
Miller, Bernard J.	DAIS	Polisky, Alfred J.	26
Miller, Martin H.	32	Pomerantz, Irving	2
Miller, Roger	40		
Mindy, Abe	40		

Name	Table No.	Name	Table No.
Pomerantz, Melvin	1	Schwartz, Ira & Guests	41
Post, Gary	39	Schwarz, Herb	7
Pressler, Dick	5	Scott, Ray	22
Pressman, Fred	11	Seltzer, Larry	40
		Sendik, Herb	39
		S. Shamash & Sons Inc.	32
		Shamash, Jack	32
		Shapiro, Herbert	25
		Shaw, Jay	5
Quintiliani, Carlo	40	Sheiness, Paul & Guest	24
		Sheinkman, Jack & Guests	29
		Shelburne Shirt Co., Inc.	25
		Shelton, Larry B.	DAIS
		Sherman, Malcolm L.	10
		Siegal, Henry	5
		Jacob Siegal Overcoat Co.	21
		Sills, Herb	5
RPM Fashions	32	Simons, Virgil	20
Randa Corp.	32	Sinisi, Andrea	14
Rappaport, David	DAIS	Sitomer, Ken	16
Rappaport, Michael	16	Sitomer, Steve	23
Rappaport, Richard	16	Slobotkin, Alan	12
Reich, Daniel	7	Smith, Chuck & Guest	19
Reilly, Robert F.	DAIS	Soine, William	14
Rizzo, Peter	11	Solomon Esq., Aaron L.	41
Roberts, Bruce F.	DAIS	Solomon, Mickey & Guest	32
Roberts, Judge Burton	22	Solomon & Rosenbaum, Drechsler & Left	41
Robinson, Allan	23		DAIS
Rochester Button	32	Speigel, James	32
Rodik Textiles Ltd.	7	Spiegel, Herbert	32
Romanoff, Howard	12	St. Andrews	2
Romer, Richard	14	Stern, Alvin	12
Rosato, Angelo Mr. & Mrs.	2	Stockwell, Earl	27
Rose, Stephen & Guests	15	Suncook Woven Label Co.	8
Rosenbusch, Monroe	7	Supplee, C.B. & Guests	25
Roth, Paul	40	Sweet Orr & Company, Inc.	DAIS
Ruben, William S. & Guest	17	Syms, Marcy	DAIS
Rubin, Milton B. & Guests	20	Syms, Sy	DAIS
Ruby, Burton B.	DAIS	Syms Clothing, Inc.	3,4
Rudikoff, Richard	7		
Rudofker, Robert C. & Guest	26		
		Target Sportswear, Inc.	24
		Tatarenko, Steve	12
Saccer, Larry	5	Tessler, Neil	39
Saint Andre Imports	17	Textile Import	24
Saint Laurie Limited	22	Tiger Button Co., Inc.	27
Samuels, Michael F.	26	F.W. Tipper & Company	27
Schechter, Samuel & Guest	29	Topal, Don	12
Schlomm, Boris	7	Trugerman, Marty	24
Schneider, Marc	40		
Schsia, Don	21		
Schwartz, Hyman & Guest	21		

<u>Name</u>	<u>Table No.</u>	<u>Name</u>	<u>Table No.</u>
Uhlfelder, Elaine	1		
Uhlfelder, Martin	DAIS		
Union Underwear Co., Inc.	30		
Walter Woolen's Company	30		
Warnaco, Inc.	9		
Warren of Stafford	24		
Morton Wasser Inc.	24		
Wattenberg, Gary	39		
Wattenberg, Lee	39		
Wattenberg, Paul	DAIS		
Webb, Alison	20		
Weiner, Steven	18		
Weinstein, Harvey	DAIS		
George Weintraub & Sons	16		
Weintraub, George	16		
John Weitz Inc.	25		
Wenzel, Arthur	31		
West Mills Clothes, Inc.	28		
Westreich, Murray	DAIS		
Whaling Mfg. Company Inc.	1		
Winsch, Kevin	14		
The Wool Bureau	26		
Worman, Michael A.	17		
Wurtzburger, Ron	39		
Wynn, Michael	25		
Zayre Corp.	10		
Zisk, Morton	28		

THE FOLLOWING FIRMS AND/OR INDIVIDUALS HAVE MADE A CONTRIBUTION IN
HONOR OF GORDON ALLEN, STANLEY BLACKER, SY SYMS

AMICALE INDUSTRIES INC.

AMSTER, ROTHSTEIN & E.B. ENSTEIN

BARON, BERGSTEIN & WEINBERG P.C. CPA'S

BAUM BROTHERS IMPORTS, INC.

CLINTON SWAN CLOTHING INC.

E.I. DU PONT DE NEMOURS & COMPANY

WALTER KAYE ASSOCIATES, INC.

THE LESLIE FAY COMPANIES, INC.

LORD & TAYLOR

POLO FASHIONS, INC.

VAN BAALEN PACIFIC CORP.

BUSINESS JOURNAL OF NEW JERSEY

October
1986
\$2.00

Marcy Syms: A Tailor-Made Retailer

The New Jersey 200:
A Five-Year Review

Immunomedics' Crusade
Against Cancer

Is New Jersey
Destined for Stardom?



Marcy Syms,
president of Syms Corp.

U.S. Postage
PAID
Shepherdsville, KY
Permit #12

MARCY SYMS: SUITED FOR THE RETAIL CLOTHING BUSINESS

Marcy Syms didn't come knocking at her father's office door in 1977 looking to become president of Syms Corp. Little did she know that five years later she would occupy the top spot of the \$215 million off-price clothing store chain.

Marcy Syms is a strong believer that people are greatly influenced by their environment.

Her father was pursuing a career in broadcasting but found there was little steady money to be made, especially with a family on the way. So he ventured into the same line of work as his father — retailing. After all, he had grown up listening to all the trials and tribulations of operating a small, men's clothing shop in New York City.

After having graduated from college, Marcy Syms entered the world of broadcast management. But after a few shortlived stints in the business, she found herself knocking at the retail industry's door, specifically at her father's office door.

Today, the 35-year-old woman business executive is president and chief operating officer of that company — the Syms Corp., the off-price clothing store chain that last year earned \$12.7 million on \$215 million in revenues.

"From my background, I felt I knew quite a bit about merchandising just from listening to my father," Syms says. "He worked very long hours. I am the oldest of six children so I was the lucky one. I was allowed to stay up until he got home, and I used to have the opportunity of listening to him talk to my mother about the day, about the problems, the events..."

It was during those years — when

she was in her early teens — that Syms decided she would prefer to enter the professional world, rather than become a housewife like her mother.

"I don't mean it to sound like I'm a staunch feminist, although many people think I am, that I had made a decision I would prefer to work even though it's something my mother never did after she got married. At the time, I didn't see how much was involved with work. It seemed a lot easier than the toil my mother had to do," she laughs.

Marcy was 9 years old when her father, Sy, opened his first store on Cortlandt Street in downtown Manhattan. It was a small shop where the budding entrepreneur sold men's haberdashery. Syms bought most of the merchandise from several vendors who would sell him their overproduction and distressed merchandise.

"He would sell Gant shirts for \$2.99. He got quite a following in the Wall Street area," says the younger Syms, who obviously is extremely proud of her father's rise to retail success. "Since the store was near the Hudson tubes, many customers were also suburban New Jerseyans. So I guess we were as well known to the New Jersey businessman as we were to the Wall Street shopper."

She believes her father's retail strategy has contributed to this success. "With everything having a la-





Marcy Syms sifts through the racks at the company's distribution center.

Photography: Dorab Khandalavala

bel in it and not being a year old, he kept on growing," she recalls.

Within a few years, Syms had opened four small stores in the downtown Manhattan area. In 1971, he decided to venture across the Hudson. "It made sense for us to go to a New Jersey suburb because so many customers were from New Jersey. He also thought we better have clothing for women because men are going to shop at night," she says. "So this was a new experience."

It was also the beginning of the Syms legacy. Today, the Lyndhurst-based company operates 15 off-price apparel stores located along the East Coast and in the Midwest — Norwood and Peabody, Mass., Manhattan, Buffalo, Long Island and Westchester, N.Y., Cherry Hill, Paramus and Woodbridge, N.J., King of Prussia, Pa., Falls Church, Va., Rockville, Md., Ft.

Lauderdale, and Addison and Niles, Ill. A Sulka & Co. Ltd., a wholly owned subsidiary, is a retailer of men's fine haberdashery with six outlets in the United States and others in London and Paris.

Since Syms' first store opened in 1959, its aggregate amount of selling space has increased from 2,000 square feet to about 654,000 square feet. Since 1981, revenues have nearly doubled, jumping from \$112 million to \$215 million.

The backfiring of a marketing strategy last year and the inability to find new locations contributed to a leveling off of net income earned — from \$12,712,000 in 1984 to \$12,715,000 in 1985.

Marcy Syms says she had every intention of becoming an actress — not a retailer — when she was a child and even a teenager.

FOR MARCY SYMS, IT'S LIGHTS, CAMERA, ACTION FOUR DAYS A YEAR

Marcy Syms isn't considered a television or radio personality, but she is the company's media spokesperson.

Since she joined the company, she has appeared on TV and radio commercials, telling viewers and listeners about Syms.

"As a lot of business owners have found, they can talk more passionately, more convincingly about their businesses than anyone else. It gives the company a sense of attribution," she says. "I don't pretend my personality is convincing, but I'm sincere in what I'm saying."

Syms' passion for acting did not quell the nervousness she felt for her first commercial. "I was very nervous about it. I wore glasses and put on makeup to make myself look a lot older. I put my hair up and wore a Peter Pan collar blouse with a little black tie and blazer. I wanted as much between me and the camera as possible."

Since then she has grown accustomed to appearing before the camera. "I have taken off my glasses and now wear natural makeup," she says.

Despite her TV appearances, Syms says she is not easily recognized in public except for in Syms stores. "I'm pleased about that; it (anonymity) is not something I'd like to give up."

She spends about four days a year at the studio, and the company's advertising budget does not exceed 2 percent of the previous year's gross. That's a standard policy.

Syms lives in Fort Lee with her husband, Jerry Labowitz, a senior analyst for Merrill Lynch. He was working for a company that took Syms public when they met.

Involved with a number of community organizations, she is a board member of several groups, including the Men's Fashion Association, the Better Business Bureau and the Jewish Museum Broadcast Archives. Recently, she became the first woman elected to the New Jersey chapter of the international group, Young Presidents.

There is a story behind how Marcy and her father acquired the name Syms. The family's surname was Merns, but because the name of Sy's father's clothing store was Merns, he decided to come up with another name. He took the first two letters of his name and the first and last letters of Merns and created the name Syms. Both he and Marcy have now officially taken on that name, which they feel gives them added credibility among their customers.

"I think that because the name on the building is the same as my name, I always feel a sense of pride," Marcy Syms says. "I know that ultimately I'm accountable because it's my name on the building."

FOR ANY OCCASION. THE HOLIDAY INN NORTH.

The perfect place to celebrate.
Let us host your parties,
banquets and meetings
for 6 to 600 people.

For information call
(201) 589-1000.

Holiday Inn
NORTH

Newark International Airport
160 Holiday Plaza, Newark, NJ 07114
Managed by National Hospitality Corporation



Elise Marks, left, assistant to Marcy Syms, and Irwin Shevik, vice president of operations, talk with their boss.

"As a child when everyone was asleep, I would go downstairs and watch TV — the late, late shows. I actually needed less sleep then than I do now," she jokes.

But when she entered college — Finch College in New York City, which has since been closed — she majored in English Literature and pursued acting outside of the classroom.

"I then had a real audition for the real world and was horrified, intimidated. I was shaken and felt totally insecure," says Syms whose straightforward demeanor is said to show through in both her personal and professional life. "Obviously I was not chosen for this part, and I thought this was no way to make a living. But I was still interested in the entertainment world. I thought a good use for my love of theater would be to enter broadcast management."

After completing a graduate program in the subject at Boston University, she found a job as assistant to the president of WMCA radio — Peter Straus. But Straus got an assignment in Washington, D.C., and Syms was out of a job. She then went to work at WNEW-TV as an assistant producer for a live midday show.

"The stint there didn't last as long as I thought, either, and I started working on a free-lance basis for a media buying service," she says.

During this period, she also kept in close touch with her father. "All along I really was very much aware of what

was going on at Syms. Dad and I would have dinner and talk and I'd hear about all these things," she says.

In 1977 in a rather unpredictable way, Syms linked up with her father's firm.

The retail chain was looking for a location outside of the New York/New Jersey area, and based on demographics focused on the Washington, D.C., area — specifically in Fairfield and Montgomery counties, which are among those with the highest per capita income in the United States.

"And here I was doing free-lance media planning. So I said, listen, I was doing this anyway, and besides which, Syms was really starting to interest me because of its enormous potential. I suggested that I go down there and present a media plan to introduce Syms into the market and that's what I did," she says.

For three weeks, she watched lots of television and listened to lots of radio, trying to figure out what stations Syms potential customers would listen to.

She developed that plan, but did not let the job end there. Syms delved head first into the opening of the Falls Church store. "I was involved in the setup of the store, taking merchandise out of the boxes and putting it on the racks, shelves. We had a ball. You work 12, 14, 16 hours a day, but you absolutely have a great time. Everyone is high. It's like an opening of a Broadway show.

It was after the opening that she

decided to approach her father, asking to join the company in a full-time capacity.

"I thought I wouldn't be let go because of budget cuts, and I thought this was really fun," she says. "When I say something around here, although people might not agree with me, they listen to what I'm saying. I said I think I'm going to stick around."

It is quite obvious that she approached her father in a more serious manner. "We had some conversation about commitment. I really felt I had an opportunity to do other things and I had worked for other bosses. I had a great deal of respect for what my father is and what he has accomplished, and I thought it could work out."

Syms says she also realized it could not be a fleeting commitment. "I couldn't just say let me take the temperature of how this is working in six months. I thought I'd have to wait a good five years before taking an assessment of how I was doing because there were so many things to consider."

After those five years passed, where did she find herself? As president of a company that had just gone public.

When Syms joined the company, however, she did not find herself positioned nicely in a plush office with the luxury of having her own secretary. Her first task was to relocate the company's corporate offices from its

Park Place location. She found a 7-year-old building, which was transformed into a store and offices. "It was totally inadequate, but it was fun. You could hear everyone's business," she says.

Syms did station herself near her father — outside his office, serving as secretary and switchboard operator. "That is a great way to learn a business from the point of view of knowing which vendors we deal with and overhearing how Sy handled situations as they came up," she says. "You saw who went into and out of his office and knew when something important was going on."

Concurrently, she took on the responsibility of handling the company's advertising. And gradually, since she was the person fielding phone calls, she took charge of customer inquiries.

After a year, Syms hired an assistant and started planning, buying and administering all media advertising, thereby forming Syms Advertising as a new division. She got the company's advertising in place in four television markets.

"I was able to visit the markets and made an effort to know each of the station managers in an attempt to get the best price for spots and the placements," she says.

In addition, she administered the company's philanthropic activities. And she was still answering the phones.

Meanwhile, the company had continued to grow, and it became necessary to consolidate all distribution and administrative activities in one location. "The merchandise was being delivered at the separate stores, and we had little control when a vendor delivered an incorrect order," she says.

So she became involved in that effort too. "I have immense curiosity, and the process of building fascinated me — the materials, the architectural plans, getting permits," she says.

A new location was found in the swamps of the Meadowlands. A 100,000-square-foot facility in Lyndhurst was completed in August 1981 and remains the company's headquarters. But Syms is growing out of that building, and plans to move into an existing 300,000-square-foot structure in Secaucus.

As Syms grew in terms of business experience and Syms Corp. in terms of revenues, off-price retailing blossomed in terms of interest. It sparked

Build Your Business Hudson City's Way

Hudson City, the largest Mutual Savings Bank in New Jersey, continues to be a strong supporter of the business community. For updating, expanding, or any commercial financial need, contact the people at Hudson City. They'll give you the kind of warm, personal attention you expect from a savings bank. To get your business to the top, it's good to have friends who are already there.

Hudson City Savings Bank

Edward E. Guest, Vice President
Commercial Loan Dept.
West 80 Century Road, Paramus, NJ 07652
Telephone: 201-967-1900

Member Federal Deposit Insurance Corporation



Successful business begins here...

EXECUTIVE SUITES IN THE CITY

Provides a worldwide network of communication services. One phone call puts you in command of our electronic dictation controls. You can do dictation from anywhere—anytime.

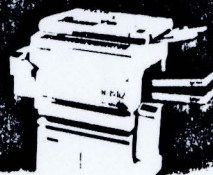
Call Executive Suites today for your access number and information on the many value-added services available.

- Fully furnished and equipped executive offices.
- Secretarial services
- Electronic dictation
- Word processing
- Conference rooms
- Overnight accommodations in a luxurious condo-hotel.
- Zap Mail
- Telex
- Telecopier

Free parking and limousine services are available.

655 Absecon Blvd
Atlantic City, NJ 08401
1-609-348-3600

TOSHIBA's ALL-NEW BD-8412 TURNS REPORTS INTO WORKS OF ART ...AUTOMATICALLY!



Two-color copies at the touch of a button! Two-sided copies! Standard sized copies from different size originals! Multi-page document feeding! Automatic capabilities that can turn every copying job into a work of art! And at 40 copies per minute, the BD-8412 works fast!

See Toshiba's BD-8412 in action, today. The BD-8412. The Master Performer. It's the automatic answer to every business copying need!

TOSHIBA
Call for a FREE demonstration.

ADX
COPY CORPORATION
41A PLYMOUTH ST.
FAIRFIELD, NJ 07006

201-882-2929

THE OFF-PRICE MARKETING STRATEGY BEHIND THE SYMS CORP.

"An Educated Consumer is Our Best Customer."

That's probably one of the most well-known long-standing advertising slogans today, and it belongs to the Syms Corp.

It was Sy Syms who came up with the catchy phrase 12 years ago.

"In describing who his customer is, he came upon that line, and everyone in the company and family who heard it realized it was a real winner," Marcy Syms says. "It positioned us — who we are and who we serve."

She explains that the company does not mean educated in the sense of having a diploma. "We mean educated in the sense of an aware customer who has comparison shopped and knows what a label represents and how much it would sell for at a regular price. "We consider our customer to be a fashionwise, valuewise individual who is concerned with labels and designer names."

That is where Syms' retail marketing strategy comes into play.

Since the beginning, Syms buys leftover merchandise after department stores have made their purchases. And while department stores make these purchases usually six months before a particular clothing season, Syms is true to season, the company president explains.

"We sell summer goods in the summer, winter goods in the winter," she says. "That's late for a manufacturer and department stores, so we can make the purchases after the department stores make theirs."

These purchases are made at a better price because manufacturers are willing to sell this leftover merchandise at reduced prices, usually below wholesale. This translates into savings for customers.

Because of this, Syms is able to offer merchandise at a 29 percent markup of the original purchase price, Syms says. The usual markup

in department stores is 60 percent and in discount stores 30 to 40 percent because most discounters are paying wholesale prices.

"A Syms price tends to be 10 to 20 percent of the wholesale price because it is on a price that is lower than wholesale," she says.

The retail chain also offers an automatic markdown on women's apparel, based on this merchandise's shelf or rack life.

"We co-exist with the department stores but we're really in business to help the manufacturer because at the end of the season if that (merchandise) doesn't get turned into dollars, it's very hard to have the money for your next season," she says.

Syms sees the company's competition as anyone who sells branded merchandise.

In recent years, the company has been affected by the increased popularity of off-price, discount retailers that have popped up throughout the country.

"Up until 1982 if we used the word off-price it was the first time many people ever heard of it," Syms says. "Due to the rapid expansion of such companies as Marshalls, TJ Maxx and others, it has taken some of the uniqueness away from us. Unequivocally we're sharing the same dollar people are spending on clothes, so it's got to eat in on the market share."

What sets Syms apart, she claims, is its men's apparel. "We sell more men's suits than any retailer in the country."

From 1984 to 1985 Syms did not see the kind of growth it would have liked. Revenues increased from \$204 million to \$215 million, and the company earned only an additional \$3,000 in net income — \$12,715,000 on that over the year.

The stunted growth is due in part, Syms says, to the company's inability to find new locations.

The company requires that all store locations be housed in free-standing

buildings located on major thoroughfares. What becomes difficult, Syms says, is finding such facilities in commercial zones, which are comprised mainly of strip shopping centers and malls.

Recently, the company announced plans to build a 50,000-square-foot facility in Georgia's Gwinnett County, outside Atlanta. It is expected to be completed next May.

It is also difficult, she explains, to experience a 20 percent annual growth rate in those Syms stores that have been in existence for 10 to 20 years.

To counter this, the company has brought in broader selections of merchandise for its customer base, including men's, women's, children's apparel and accessories, she says.

Syms talks of a marketing strategy that backfired last year and also contributed to the minimal growth rate.

Between 6 and 7 p.m. Monday through Friday, the store offers dividends, or dollars off, on certain items. It gives customers a bargain-hunting opportunity in what is usually a relatively quiet time of the day for shopping.

Syms began offering a similar discount opportunity from 9 to 10 a.m. on Saturday, with prices reduced 50 percent on certain items.

"We thought we'd really hit them with this. And we did. Syms made a lot of friends and supplied a lot of boutiques and flea markets with merchandise. We found we were servicing other retailers. It wasn't a good thing to continue," she says.

Although she could not estimate how much the company lost, it did affect the bottom line.

After Syms stopped the Saturday discount hour, the company received complaints from customers upset about the decision.

To one grumbling customer, Syms responded, "I didn't want to be mean, but I said, 'Lady, we have to run a business.'"

the company to undertake an initial public offering.

"It seemed for some reason the new kid on the block on Wall Street was off-price retailing. So we all got together, my father, brothers and sisters, and talked about the consequences of selling some stocks publicly on the New York Stock Exchange. We thought there were more

pros to it than cons because we weren't selling the majority share of the offering," she says.

Until then Syms wore a variety of hats, and officially was the secretary of the company. But with the IPO came the title of president. "I was involved in the road show (to promote the company) and I had to be presented as something,"

she says. "So everyone said why don't you be president. And I said why not? I don't mean to make it sound as light as that, but it really almost was. My father said don't let it go to your head."

Participating in the IPO process in explaining the company to prospective shareholders is an "incredible experience for a businessperson to go

through," she says. "I've never been in a hot seat and there's always someone in the audience who's going to throw you a wingdinger of a question. During those several months I think I grew more confident than in any other time of my business career because I felt these were very smart people asking these questions, and by golly, I had the answers."

The \$50 million raised from the 1983 public offering was not placed directly into the business, Syms says. Instead, the money was "a way in which my father who had always invested everything in the company ... would get something for his hard labor."

As president and chief operating officer — a title she assumed in 1983 — Syms says she's viewed at times as a "glorified nag." However, in all seriousness, her main responsibilities include planning, coordinating, working with management, establishing the company's interim and final goals, and being aware of developments in the industry. "I enjoy my job. I'm fortunate because I don't have the opportunity to be bored," she says. "I'm always learning and that's important to me."

She and her father, who is chairman of the board and chief executive officer, are not the only family members active in company operations. Her three brothers hold the following positions: Stephen Merns, vice president and secretary; Robert Merns, vice president; and Richard Merns, vice president-real estate.

While Syms says there have been no major difficulties in running a family-controlled business, she has learned something about working with a parent. "Things that might not have emotional ammunition do. A great deal of watchfulness is necessary in order not to let those things overlap. We both had to adjust to that. But it wasn't all that difficult. We had a good relationship before."

Both have an agreement, she says, about the direction and future of Syms and what's important to maintain during the company's growth.

She says she never hesitates in asking her father for advice. "If I'm stuck on something, I feel I have one of the retail geniuses of my time in the next office. I would be a jerk not to take advantage of that."

How does she respond to comments that the only reason why she's gotten so far in the retail industry is because she's Syms's daughter?

"I just smile."

WHY THE MOST DEMANDING TRAVEL MANAGERS ARE DEMANDING DAMIN.



THE MOST EXPERIENCED. THE MOST FLEXIBLE. THE MOST RESPONSIVE.

When your primary criteria are safety and dependability, consider Damin Aviation's record. More than 25,000 flights a year, to and from Manhattan alone. The most experienced team of pilots, accumulating more than 12,000 flight hours annually. The nation's largest dedicated corporate helicopter fleet—20 modern aircraft, and always a backup. A selection of models to meet your needs and budget. Meticulous maintenance, performed by our people, at our facility.

In short, Damin has depth in all areas. Which translates to unmatched safety and dependability.

For a brochure describing our aircraft and capabilities, please call toll-free 800 553-2646, or clip your card to this ad and mail today. Then you'll learn why the most demanding travel managers are demanding Damin.

(NY) 212-687-6650

(NJ) 201-863-7200



**Damin
Aviation**

900 Lincoln Harbor
Weehawken, NJ 07087
The Power To Excel.

Could you use a strong competitive edge over your competition?

Are you ready for an aggressive marketing approach followed up by success-oriented advertising strategies?

If your answer is yes, give us a call. GM ADVERTISING, INC., the high-performance agency. We are sure that your expectations will not only be met, but most likely, exceeded.

Ask for Gail Mazer, President, at (201) 227-4680.

GM
ADVERTISING
— I · N · C —

Fairfield, New Jersey

Style



Joan Rivers sings "Happy Birthday" to Robin Weir as he lights the candles.

BY DARREL ELLIS—THE WASHINGTON POST

Hair! Hair! for Weir

Joan Rivers Stuns the Stylist on His Birthday

By Ann L. Trebbe
Washington Post Staff Writer

Robin Weir put his arm around Joan Rivers.

"There's no stomach," said Weir to Rivers. "I got on a girdle," said Rivers.

Weir, Washington's premier hairdresser-about-town, acted very surprised. Not by the girdle, but by Rivers. "Totally surprised," he said.

He had no idea, he said, that his "very good friend" Joan Rivers was going to throw him a backstage birthday bash after her show last night at Merriweather Post Pavilion. He thought he was just going to a show after another of his "annual

30th-birthday parties"—he won't tell his age—this one given by his business partner Emory Tidd and hosted by Mary Jo Campbell, his publicist, at her Northwest Washington home.

But if Weir didn't know anything about the party, 70 of his friends, plus the invited press, must have been pretty good at keeping a secret.

About 45 minutes after her show, Rivers came out of her dressing room following a big chocolate sheet cake to a tent set up on a back lot.

But she didn't eat.

"One bite will lead to a second," she said. "We were on Piedmont this

See BIRTHDAY, D4, Col. 1

Robin Weir

BIRTHDAY, From D1

morning and had such good food ...

Many of the guests, including Rivers, were those whose hair he has teased, set or trimmed. Weir said he's been filling in for Rivers' full-time hairdresser for the past year and a half, and that he'll be spending New Year's Day with the comedian in Hawaii. CBS' Lesley Stahl, another Weir client, posed for a picture next to Rivers and her husband. "Look at those natural blonds!" a hairdresser in the crowd yelled out to Stahl and Rivers. "The money that's gone into these heads!" Rivers shot back.

U.S. Treasurer Katherine Ortega was introduced to Rivers as the

"woman who signs your money." Rivers responded with: "Can we talk?"

Weir went down the line, introducing the guests. "Here's my attorney, my banker, my travel agent ... " "Nice ring," commented Campbell as she shook hands with Rivers. "It's a fake," Rivers replied.

At Campbell's party hours earlier, the guests enjoyed cocktails and a poolside dinner before boarding a double-decker bus that took them to the show.

There, most of the stories from the guests were like that of Margaret Uberman, a three-year client and owner of Martin's of Georgetown. "My daughter said one day, 'Mom, you look terrible.' Just so happened Robin was at loose ends, so he said, 'You come right over.' And I did." His banker, Margaret Parke of First American Bank, said she's known Weir since 1969. "He

was a brash young thing just a beauty school," she said. "Robin dear person."

Marlene Stone, who's recently opened a jewelry boutique at Saks-Jandel, said she met Weir 11 years ago. "He did my hair before he was famous," she said. "He's not just a wonderful hairdresser, he's a good friend."

By the time the dinner—pizza and Caesar salad—was served, Weir had already accumulated a tabful of gifts. "When people asked me what I wanted," said Weir, "I told them gift certificates to Syms."

Weir was also given several toasts, one by Campbell before the bus left. "I propose a toast to a wonderful man—although we know this is really his annual 45th birthday," said Campbell, breaking the crowd up. "You keep us beautiful in our hearts and in the image we project."



The New York Times/Marilynn K. Yee

Ken Giddon, the 26-year-old grandson of Harry Rothman, outside his new clothing store at 200 Park Avenue South.

New Name and Image For Harry Rothman's

By LISA BELKIN

For 60 years, it was Harry Rothman's, a store legendary for quality men's suits at discount prices. Next week it will be Rothman's, a streamlining of the name that, its proprietor hopes, will signal a trendier image and attract a younger, more affluent crowd.

The business's new owner is Ken Giddon, the 26-year-old grandson of Mr. Rothman, who died last year. And the shift in approach is in keeping with that of the entire \$13 billion-a-year off-price clothing industry, which Mr. Rothman helped create.

"Off-price customers are no longer people who can't spend money; they are people who can spend money, but don't want to," said Kurt Barnard, a retail consultant who specializes in the off-price market. "They are affluent people who have a good sense of fashion, people who know what they want."

That description could apply to Mr. Giddon, who, until May of 1985 was a foreign exchange trader in Boston. A Phi Beta Kappa graduate of Brown University with a bachelor's degree in economics and political science, he had been scheduled to enter the business school at the Massachusetts In-

stitute of Technology last fall. "I didn't know a lot about the clothing business," he said, "except that I was a good customer."

After his grandfather's death, however, he forfeited his \$400 deposit to M.I.T. to run the family business. Although his mother and aunt wanted to close the store as a tribute to their father, Mr. Giddon eventually won their support and financial backing. His grandfather "didn't want some outsider to buy Harry Rothman's, but everyone thinks that he would have wanted me to run it," he said.

Off-price retailers buy high-quality goods, often designer overruns, and resell them at 20 to 50 percent less than a department store. They can charge less because their costs are lower. They pay less for overhead and advertising and, because they normally pay cash, rarely return merchandise and do not demand advertising allowances, they get a break on the cost of the goods, too.

Some stores, such as Syms, keep the clothing labels intact while others, like Loehmann's and Rothman's, remove the labels and do not mention brand names in their ads. Those stores do not compete directly with department stores, and often

Continued on Page 32

New Name and Image For Harry Rothman's

Continued From First Business Page
can buy their merchandise at an even lower price.

Where off-price began is a matter of debate, with industry lore dividing credit between Rothman's and Loehmann's. Harry Rothman opened his first store in 1926 in a room on Bleeker Street, where he remained, in ever larger spaces, until the early 1940's. The store then moved to Fifth Avenue and 27th Street and, in 1952, to its best-known location at Fifth Avenue and 18th Street.

For most of that time, Rothman's was a rarity in an industry where nearly everyone sold either retail or wholesale. In the late 1970's, however, as consumer and manufacturer complaints about department stores increased, chains such as Marshall's, the Burlington Coat Factory, Hit or Miss, T. J. Maxx and Daffy Dan's got into the business.

But in the past few years, analysts say, department stores have been fighting back, holding flashier promotions, lowering prices and stocking more of the less expensive, private label garments. The counteroffensive has had its casualties. Dayton-Hudson abandoned its off-price store, Plum's, last year, after 10 months. F. W. Woolworth and The Gap stores also withdrew from the off-price arena.

'Price Sensitivity'

To reclaim their more affluent customers, the surviving off-price merchants are "trying to go upscale a bit," said Joanne Legomsky, a retail analyst for Standard & Poor's. "They are improving their presentations, developing new store prototypes. These programs will be limited, however, by the need to keep costs low because of the price sensitivity of the off-price shopper."

Such is the balancing act that Mr. Giddon faces. With sales of \$3 million to \$4 million a year, his grandfather's store was profitable, he said; he projects his own store's breakeven point at \$2.5 million. But Harry Rothman's had become a bit old-fashioned for the new breed of young man. "I

was in that dress-for-success crowd," Mr. Giddon said of his recent banker past. "Harry Rothman's had merchandise that was suitable for me, but it wasn't presented in the way that I would have shopped at the store."

The first thing Mr. Giddon did upon assuming the presidency of the company was hire a consultant, who spent eight months "teaching me how to buy, how to deal with customers, what to look for in a good suit." In the spring, he hired two longtime buyers, Philip Toy, formerly of Ferragamo, and Colleen McFarlane, formerly of Paul Stuart. In June, renovation began on the store's new location, a former bank just off Union Square at 200 Park Avenue South. "It was ugly," he said. "It looked like a bank."

Bank Vault Remains

It now looks more like a clothing store, with the ceilings raised and a circular hole cut in the top floor, providing a balcony onto the floor below. The bank's safe deposit rooms are becoming dressing rooms, with the wooden tables lowered for use as benches. At first, Mr. Giddon had planned to remove the bank's imposing vault, but found that "everyone who came in started to play with the safe." Now he plans to use it as a marketing tool, giving "keys" to good customers and making it a showroom for particularly special deals. When the store reopens on Sept. 11, for instance, it will be filled with discounted formal wear.

The slogan that the store used for decades — "How does Harry Rothman do it?" — will be brought out of semi-retirement and used in some of the ads that will begin appearing in area newspapers. Also unchanged is the store's policy of not disclosing the names of suppliers. "We're sworn to secrecy," Mr. Giddon said. "My grandfather was very loyal to his merchants."

That loyalty appears to have paid off. Though most new businesses have difficulty acquiring trade credit, Mr. Giddon said that "nobody turned me down; that was my grandfather's name."

N Y TIMES
Sept. 1, 1986

The Pike Hits Its Peak

Buyers, Sellers Clog the Road to Rockville

By Eve Zlatos
Washington Post Staff Writer

Rockville Pike was born to sell, and every day 30,000 card-and cash-carrying consumers come looking to buy.

The one-time barrel-rolling tobacco trace has emerged as the Cinderella of Montgomery County—a \$600 million-a-year retail bonanza. According to former Rockville city designer David Chikvashvili, a 1983 study found “that per square foot, retail sales on Rockville Pike are greater than on [Beverly Hills] Rodeo Drive.”

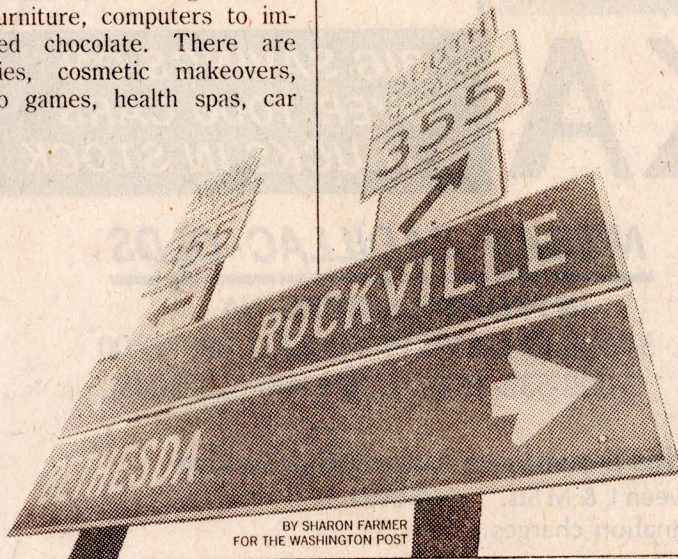
Not only greater, but broader. Rockville Pike, or Rte. 355 between Bethesda and Gaithersburg, offers an unparalleled range of services and supplies, from lumber to silk lingerie, furs to furniture, computers to imported chocolate. There are movies, cosmetic makeovers, video games, health spas, car

lots and restaurants of almost every conceivable cuisine. According to figures from the Greater Washington Board of Trade, Rockville Pike outsells every shopping center in the metropolitan area except the District’s downtown.

“There’s a major concentration of wealth” in the Washington area, as former county planner John Westbrook put it, “and Rockville Pike is the prime shopping strip of the wealthy.”

The Pike has a national audience as well. Nashville lawyer Ellen Pollack mixes business with regular forays to Syms. Upstate New Yorker John Wrocklage and his wife spend Thanksgiving with their daughter in the District to cash in on preholiday specials at White Flint Mall,

See PIKE, A8, Col. 4



BY SHARON FARMER
FOR THE WASHINGTON POST

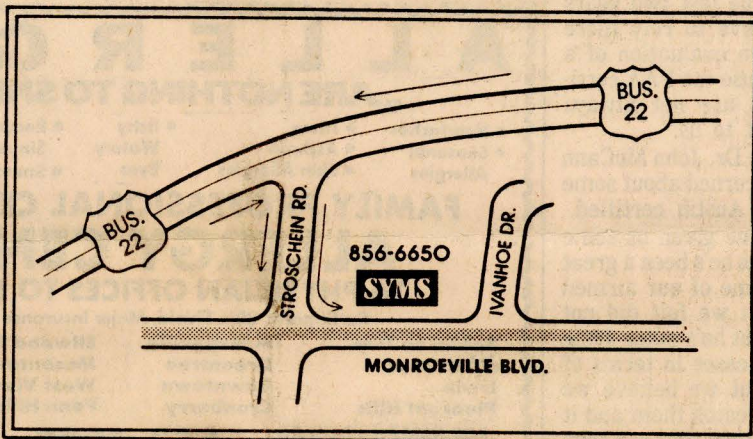
SYMS

An Educated Consumer is Our Best Customer

Dear Consumer:

Our Company is proud to announce the opening of our new store in Monroeville this Thursday November 20th, with Get Acquainted prices.

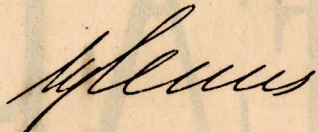
At our stores you'll never see the word sale. SYMS represents, at off price, over 200 world famous designer and brand names in men's, women's and children's clothing. We protect the manufacturers we represent by never using their names in advertising. Their label is on the garment when you make your purchase.



In our Ladies' Department, we have a unique pre-dated automatic 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 November 20th at SYMS on Monroeville Boulevard at Ivanhoe Road.

Sincerely,


Sy Syms

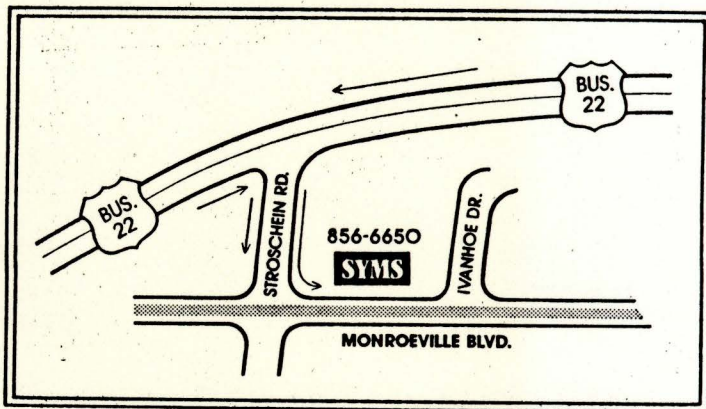
SYMS

An Educated Consumer is Our Best Customer.

Dear Consumer:

Our Company is proud to announce the opening of our new store in Monroeville this Thursday November 20th, with Get Acquainted prices.

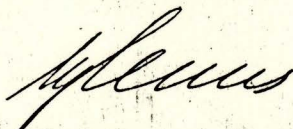
At our stores you'll never see the word sale. SYMS represents, at off price, over 200 world famous designer and brand names in men's, women's and children's clothing. We protect the manufacturers we represent by never using their names in advertising. Their label is on the garment when you make your purchase.



In our Ladies' Department, we have a unique pre-dated automatic 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 November 20th at SYMS on Monroeville Boulevard at Ivanhoe Road.

Sincerely,


Sy Syms

Monday through Friday 10AM-9PM—Saturday 10AM-6:30PM—Sunday 11:30AM-5:30PM.

Scrapbook

CORY REMEMBERS BOSTON

*The Philippine president talks to an old friend
about death, grief, and shopping at Syms.*

By Arnold Zeitlin

HOW IS BOSTON?" CORAZON AQUINO asked the moment I entered her office on the grounds of Manila's Malacanang Palace.

She was radiant in an ivory brocade suit, a person startlingly different from the background presence I remembered from the Aquino house on Commonwealth Avenue in Newton's Chestnut Hill.

In Newton she had been diminutive and quiet, graciously conceding the center stage to her husband, Benigno S. Aquino, Jr., known as Ninoy, the exiled Philippine politician who hungered to become president.

Now it was she who sat at the presidential desk, the poised and purposeful ruler of 56 million people, the presidential flag behind her; now it was she who talked and talked and talked, surprising me with the flow and force of her words. Back in Newton Cory Aquino had almost never spoken when I dropped by to see her husband; but on this day she so surprised me with her conversation that when my recorder clicked, signaling that it was time to change tapes, I was startled to realize that 45 minutes had gone by.

Now she was scheduled to visit Ronald Reagan in the White House on September 17, just before a visit to Boston on September 20. (Her husband had been wary of Reagan. "When you have a hard-nosed conservative," Benigno Aquino once said of him, "who believes it's better to be dead than red and that the only way to talk to a red is with more guns, you're really in bad shape.")

I had been with Cory soon after her husband was shot dead at the Manila airport as he returned to his native land to resume his political opposition to Ferdinand E. Marcos. "Oh, Arnold," she had said that sad day in her Chestnut Hill home, "I never thought it would come to this."

Now, almost 21 turbulent months later, she was in her stately office and I was the first friendly face from her happy days in Boston to visit her there.

She spoke warmly of Boston. Her "second home," she called it, where she and Ninoy had lived their "second honeymoon," almost the only time in their married life they had lived together with their four daughters and son as a family. "It's there I really miss him," she said.

She spoke almost compulsively, remarkable for a politician's wife who had always

worked hard to keep her feelings private. She recalled how she had consulted a Philippine-born Belmont psychiatrist, Steve Agular, to learn if she could cope emotionally with her husband's decision after two years at Harvard and one at MIT to return to the Philippines to face certain imprisonment, perhaps death. She admitted that she still hesitated to return to Boston for fear that the memories of that sweet time with her family would overwhelm her.

I had known her since 1973. I'd observed her composure through her husband's initial solitary confinement and during his nearly eight years in jail after Marcos imposed martial law in September 1972. She had carried on as normal a life with her children as a wife without a husband could manage.

During those years she underwent the

weekly humiliation of body searches by a woman soldier when she visited her jailed husband. There was the further humiliation of having to ask favors from Marcos's defense minister, Juan Ponce Enrile, her husband's official jailer. And she endured conjugal visits in a cell that she knew was bugged with recorders and cameras. (Her husband told her not to worry. "We are married," he said, "and there is nothing to be embarrassed about.")

During Aquino's 40-day hunger strike in 1975, she made the decision to permit the government to force-feed him when she was told that he would otherwise die. She stood by him in 1977 when a military court sentenced him to death on a trumped-up charge of murder. She accompanied him in May 1980 when Marcos permitted him to leave prison and undergo heart surgery in



Corazon Aquino with vice president Salvador Laurel: Toppling a Philippine Rushmore.

Stores offer designer clothes at reduced prices

Sunday. Dressing room is communal. Credit cards and checks OK. Sale merchandise not returnable. Other merchandise returnable only for store credit within seven days of sale.

Loehmann's

Loehmann's in Davie is at 3530 S. University Drive. There also are stores in North Miami Beach, Pompano Beach, Palm Beach Gardens and Kendall. Loehmann's stocks 500 manufacturers' high-fashion designer merchandise — women's clothes and accessories.

The chain calls itself the Rolls-Royce of the discounters. Freida Loehmann started it all more than 60 years ago, buying designer overstocks and overruns at a fraction of wholesale and selling them at a fraction of retail. She bought only first quality, and she cut labels to protect her suppliers. And that is still how the stores are run today.

Loehmann's reminds you of the old speak-easies — the best stuff is in the "back room," a stockroom and dressing room in one. Only you don't have to say, "Joe sent me," to get in. But don't be surprised if fellow customers comment on your choices. "That's not for you, dear. You're swimming in it." Or, "That's your color."

According to Cliff Fostoff, Loehmann's area manager, prices are at least 20 percent less than other discount stores and one-third less than any full-price store. Davie hours are 10 a.m. to 5:30 p.m. Monday, Tuesday, Friday and Saturday; 10 a.m. to 9 p.m. Wednesday and Thursday; and noon to 5 p.m. Sunday. Cash or checks only — no credit cards, refunds, returns or exchanges.

Lord & Taylor Outlet

The outlet is tucked in the back of the Plantation Shopping Center at 7067 W. Broward Blvd. It stocks primarily women's, men's and children's clothes and accessories, all straight from Lord & Taylor counters and racks. Great finds for the careful shopper because Lord & Taylor carries first-rate merchandise — clothes by such names as Christian Dior, Adrienne Vittadini, Ellen Tracy and Calvin Klein. Prices drop by half when the goods hit the door. Some are soon cut more. There are frequent sales with further reductions of 35 percent to 50 percent off markdown

prices. A \$90 linen skirt might be marked as low as \$9.99.

Open 10 a.m. to 9 p.m. Monday through Friday; 10 a.m. to 6 p.m. Saturday; and noon to 5 p.m. Sunday. Communal dressing room. Checks are fine but no plastic. All sales final. No refunds unless there is an unusual reason.

HUSSH

HUSSH, a shopper's bonanza, is at 307 S. County Road in Palm Beach (832-8188). It's packed with evening gowns, cocktail and day-wear by top Seventh Avenue and European designers — Bob Mackie, Judy Hornby, Oscar de la Renta and other greats — at discount prices. Four buyers constantly track down bargains — samples, cancellations and the like. "We carry the same labels as Worth Avenue," manager Judy Lawrence says. "And what's unusual for a discount store is that HUSSH offers the amenities of more expensive stores — individual dressing rooms, one customer per salesperson, and four alterations ladies."

HUSSH sales are incredible. Find new beaded dresses for only \$149, Ultrasuede suits for \$250 and designer gowns for \$249. Prices are often 60 percent to 80 percent off list. Super-bargain gowns may go for a mere \$59.

Open 9 a.m. to 6 p.m. Monday through Saturday. Closed Sunday. Sizes range from 1 petite to 26½. Checks or plastic. Five-day return policy for exchange, but no refunds.

Syms

Syms is a big barn of a place (48,000 square feet) at 5300 NW Ninth Ave., Fort Lauderdale. The store sells brand-name and designer merchandise — men's, women's and children's clothes and accessories, plus bedding, linens, etc. Prices start at 40 percent to 60 percent off list. Most goods are priced by Syms' automatic markdown system, which makes three further reductions 10 days apart. A \$140 designer outfit enters the racks at \$79. If not sold in 10 days it drops to \$67, then to \$54 and finally \$40. These prices and dates are written on the tag. (Keep in mind that if you wait for the price to drop, the garment may be sold. It's a game of chance.)

Syms has 16 stores in the East and Midwest and about 250 suppliers. Open 10 a.m. to 6:30 p.m. Monday, Tuesday, Wednesday and Saturday; 10 a.m. to 8:30 p.m. Thursday and Friday; 11 a.m. to 5:30 p.m. Sunday. Community dressing rooms. No refund policy, but you can return for store credit "within season."

SHOPPING FOR CHEAP CHIC

Bargains in well-made designer clothes abound as long as you know where to shop.



Judy Lawrence, manager of HUSSH in Palm Beach, looks over a hand-beaded cocktail dress designed by Sweelo. Listed at \$800, it sells for \$149 at HUSSH.

Staff photo/
ANNE RYAN

By MARTHA GROSS
Staff Writer

Thump! Another old maxim just bit the dust. You know the one: "You get what you pay for." Well, when it comes to women's wear, that's not necessarily so. The new maxim? You get more if you know where to shop.

Whether you're into trendy garb — be it from Carnaby Street or the pages of *Vogue* — or imbued with uncompromising champagne tastes, you still can find buys in well-made designer clothes. How? By shopping where everything is discounted and wearing blinders everywhere else.

Here are six stores where chic is cheap. You'll do more poking through racks at these stores, and you may have to sew buttons on that bargain blouse. But the shekels you'll save will be worth it.

Sheila's

Find Sheila's at 122 NE First Ave. in Hallandale (454-5577) in a strip known as Schmatta Row. That's an inside joke. In Yiddish, *schmatta* means rag, but these stores sell anything but. They stock lovely evening gowns, high-fashion daywear, sportswear, accessories and cosmetics at discount prices. Owner Sheila Kleeman peddles women's designer clothes — beaded evening wear, jeweled jumpsuits, coordinates and the rest — in a wide range of sizes. These are clothes with detailed finishing in the latest looks. "No mother-in-law styles," Kleeman says.

A beaded dress will cost about \$300. A few racks hold super-duper bargains for \$9.90 or \$19.90. Gorgeous \$300 buckskin separates were for \$69.90 last month. If you've never been to Sheila's or Schmatta Row, figure on spending the day. And figure on wondering, "How long has this been going on?"

Open 10 a.m. to 5 p.m. Monday through Saturday. Closed Sunday. Reductions of 20 percent to 80 percent. Private dressing rooms. (Tiny, but private.) Checks or credit cards OK. All sales final.

Nice stuff

Nice Stuff is an Easter basket full of goodies. Make



Staff photo/DEBORAH J. MEEKS

Nice Stuff's Margulies stands by to help as customer tries on earrings at the jewelry counter.

that two baskets — one at 680 W. Hallandale Beach Blvd. in Hallandale (458-1755) and one at 7814 NW 44th St. in Sunrise (742-8800). They stock the au courant looks by hot new designers (Outlander, I.D., Jessica McClintock) as well as styles by hallowed names (Albert Nipon and Anne Klein).

Irregulars are always marked and often look perfect. An invisible pulled thread can send the price of a \$90 blouse to \$30. Prices start about half or less of re-

tail, and sale racks are lower. Designer sweaters or jumpsuits may go for \$15. Nice Stuff also stocks magnificent costume jewelry — to-die-for, custom-designed delights from France, Italy and New York — at very good prices.

Open 10 a.m. to 5 p.m. Monday to Saturday. Closed

Syms to Purchase N.J. Warehouse

NEW YORK — Syms Corp. said it has agreed to purchase the former Emerson Electronics facility in Secaucus, N.J., from Archlane Corp., N.V., for \$11.8 million.

Syms intends to use the 300,000-square-foot building for its executive headquarters and warehouse and distribution center.

Closing is expected after certain conditions are met, including compliance with the New Jersey Environmental Clean-Up Responsibility Act, Syms said.

TIN ANGEL
MT. WASHINGTON
PITTSBURGH, PA.



OUR NEWEST BABY!!!!!!!!!!!!

PITTSBURGH 11/20/86

1st
transaction
Pittsburgh

SYN

8818

0191 0016 007

1420 MENS GLOVES	MDS 1N	15.00
TOTAL		15.00

CASH TENDER 15.00

NO REFUNDS - CREDIT SLIPS ONLY

11/20/86 10:02

(Advertisement)

An Educated Consumer

Since the care you give your clothing often determines how long it will last and look well, it is important that you have as much information as possible. Most garments have care labels as required by the government and they should be your guide. In earlier articles we talked about a booklet published by the Federal Trade Commission titled "What's New About Care Labels." Today we'll examine another section of the booklet.

Ironing and Pressing— Understanding The Terms

You will find on manufacturers care labels some of the following terms. Here's what they mean:

IRON: Ironing is needed. If no temperature is given, set iron at the highest temperature setting.

WARM IRON: Set iron at medium temperature setting.

COOL IRON: Set iron at the lowest temperature setting.

DO NOT IRON: Items are not to be smoothed or finished with an iron.

IRON WRONG SIDE ONLY: Articles must be turned inside out for ironing or pressing.

NO STEAM OR DO NOT STEAM: Steam in any form is not to be used.

STEAM ONLY: Use steam but do not allow iron or presser to come in contact with fabric.

STEAM PRESS OR STEAM IRON: Use your iron at the steam setting.

IRON DAMP: Articles to be ironed should be moist.

USE PRESS CLOTH: Use a dry or damp cloth between iron and fabric.

Where To Find Out More

This and other information can be found in the booklet "What's New About Care Labels" we mentioned above. If you write to the Federal Trade Commission in Washington, D.C. 20580 they will be happy to send you a copy. If you prefer, stop in at one of our stores where we have copies we will be delighted to give you at no charge.

SYMS

An Educated Consumer is Our Best Customer.

NORWOOD

(617) 769-8200

WEST PEABODY

(617) 535-6102

Open weekdays 'til 9 PM

Saturdays 'til 6:30 PM

Sunday from Noon to 5:30 PM

Closed Mondays

(Advertisement)

An Educated Consumer

In an earlier article we talked about the booklet published by the Federal Trade Commission entitled "What's New About Care Labels." We quoted some laundering tips you should know about. So many of you responded that the information was helpful that we are pleased to follow up with tips from the booklet about Dry Cleaning.

Clothing Looks Better and Lasts Longer

Getting the most from the clothing you buy has become much easier since the federal government began requiring manufacturers to attach care labels in most of the textile garments you buy. You will need a clear understanding of the terms used. Here are a few examples:

Dry Cleaning

If a garment says "handwash" is it safe to dry clean? The answer is no. When a label specifies washing and you dry clean it, you do so at your own risk. To be safe you should follow the label instructions.

When the label says "Dry-clean" you can use any normal drycleaning procedure safely, including using a coin-operated machine.

On the other hand, when the care label says "Professionally dryclean, short cycle, Tumble warm" it should not be cleaned in a coin operated machine. It should be taken to drycleaner whose machine can be adjusted to follow the process on the label.

If the garment cannot be cleaned safely, the label must say something like "Do not wash—Do not dryclean" or "Cannot be successfully cleaned."

If the label on leather or suede products says "Leather Clean" it should be cleaned only by professional cleaner who uses special leather or suede care methods.

Where To Find Out More

This and other information can be found in a booklet "What's New About Care Labels" published by the Federal Trade Commission. If you write to them in Washington, D.C. 20580, they will be happy to send you a copy. If you prefer, stop in at one of our stores where we have copies we will be delighted to give you at no charge.

SYMS

An Educated Consumer is Our Best Customer

NORWOOD

(617) 769-8200

WEST PEABODY

(617) 535-6102

Open weekdays 'til 9 PM

Saturday 'til 6:30 PM

Sunday from Noon to 5:30 PM

Closed Mondays

CHICAGO SUN-TIMES

SUNDAY

SEPT. 24, 1986

Find clothing for entire family

If you haven't shopped at Syms, you're missing some of the best buys in the Chicagoland area.

Syms carries clothes for the entire family, luggage, accessories, shoes for men and women and gift items—all at savings from 40 to 60 percent.

Every item in a Syms store has a label. This label is put in at the point of manufacturing by the designer.

"Labels give the consumer a way in which to judge value," said Marcy Syms, president.

"We are recognized as an off price retailer who carries more men's suits than any other company—off price or not off price—in the country," added Syms.

All the suits here will be from well known manufacturers. In fact, Syms carries 22 labels of

men's suits.

Syms carries sizes up to 56. And at Syms, the same suit which is a 40 regular, costs the same price as a 52 extra large. You don't pay that extra price for the larger size.

Syms has a limited tailoring department which will shorten sleeves, shorten hems, or take out waists.

In addition to men's suits, there is a wide selection of men's outer wear, sport jackets, shirts, ties and other items.

Traditionally, Tuesday through Friday, from 6 to 7 p.m., the store manager will announce dividends, where the consumer can take dollars off the Syms price on certain items in the store.

Shop at Syms, Tuesday-Sunday, at their Niles and Addison stores.



Marcy Syms

SYMS

An Educated Consumer is Our Best Customer.

ADDISON
280 West North Avenue
312-620-6445

NILES
9840 N. Milwaukee Avenue
312-699-8484

*Open Tuesday through Sunday.
Closed Monday's. Open Labor Day.*

SYMS

An Educated Consumer is Our Best Customer.

Dear Consumer:

Our Company is proud to announce the opening of our newest store in the metropolitan area at Syms Way in Secaucus, New Jersey this Thursday October 9th with Thank You Prices.

We are particularly proud of this store because it is on the site of our new Warehouse and Distribution Center scheduled to open next year.

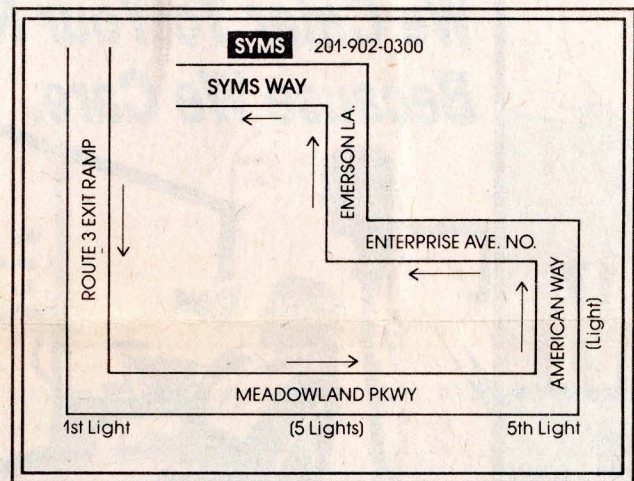
Here, as in all our stores, you will find over 250 world famous designer and brand names in men's, women's and children's clothing. At

Syms, we protect the manufacturers we represent by never using their names in our advertising. Their label is on the garment when you make your purchase. In our Ladies Department we have a unique pre dated markdown pricetag that shows you the date and amount of each markdown.

Thank You Prices start this Thursday October 9th at the newest Syms on Syms Way in Secaucus.

Yours truly,

Marcy Syms
Marcy Syms



THE BERGEN RECORD SUNDAY OCTOBER 5, 1986

SYMS

An Educated Consumer is Our Best Customer.

Dear Consumer:

Our Company is proud to announce the opening of our newest store in the metropolitan area at Syms Way in Secaucus, New Jersey this Thursday October 9th with Thank You Prices.

We are particularly proud of this store because it is on the site of our new Warehouse and Distribution Center scheduled to open next year.

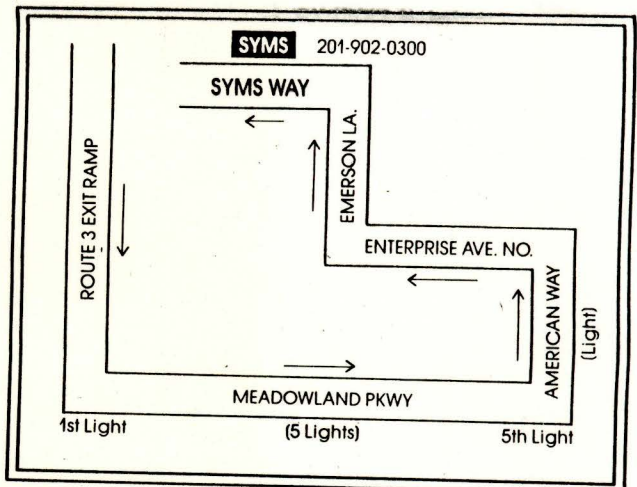
Here, as in all our stores, you will find over 250 world famous designer and brand names in men's, women's and children's clothing. At

Syms, we protect the manufacturers we represent by never using their names in our advertising. Their label is on the garment when you make your purchase. In our Ladies Department we have a unique pre dated markdown pricetag that shows you the date and amount of each markdown.

Thank You Prices start this Thursday October 9th at the newest Syms on Syms Way in Secaucus.

Yours truly,

Marcy Syms
Marcy Syms



OUR NEW BABY!

SECAUCUS!!!!!!

Secaucus
1st sale

SYMS

8804 0003 0001 002

3205 MENS TIES	MDS 1N	2.99
TOTAL		2.99
CASH TENDER		3.00
CHANGE		.01

NO REFUNDS - CREDIT SLIPS ONLY

10/09/86 10:09

OCT. 9, 1986

The IMF-World Bank

BANKERS, From D1

to Loehmann's, dollars or their equivalent are flowing.

The Shoreham Hotel estimates that the 96 parties being held there alone will bring in \$1 million. Florists say business is up more than 100 percent this week. A major liquor distributor says champagne sales have been "like New Year's."

There are gatherings all over the city, and they're being thrown in style.

"It's the most lavish party I've seen," said Neill Heath, National Gallery of Art information officer, when he checked on preparations yesterday afternoon for the Republic Bank-Banco Safra party last night in the gallery's East Building. Some 3,000 guests were expected, including, he said, a number of Supreme Court justices, senators, Kennedy sons, and diplomats present and past.

"Huge urns are standing on the grand staircase holding autumn flowers, asters and roses, four feet high and six feet wide," he said.

The event, though surely one of the fanciest, is just one of the several hundred parties being given this week, chiefly by well-to-do banks and investment companies.

The World Bank, which provides loans to help stimulate economic growth and jobs in poor countries, holds its annual meeting in Washington two out of three years. The IMF and World Bank foot the expenses for the "governor" and "alternate governor" of the financial organizations from each of the 150 member countries to attend; the rest are on their own countries' tabs.

At midday inside the Sheraton Washington, which has served as the headquarters for the conference since the 1940s, the assembled masses clogged every corner yesterday, occupied each seat, lined up for everything. Just to get into an elevator meant waiting in turn behind at least 10 others.

About 550 guest rooms have been converted into offices for the duration, 11 miles of special phone lines installed, a 24-hour print shop opened and, of course, the 54,000 watts of floodlights added. Mary Noel Walker, director of public relations for the hotel, said she has no idea what they're for.

"It's their house during this time," she said. In fact, when the Sheraton was planning its new section in the late '70s, the IMF and World Bank were consulted for suggestions and phone installations were designed to their specifications.

Through the hotel halls, signs pop up at every turn, informing the confused that "YOU ARE HERE" and offering directions to "mail for visitors," "mail for special guests," "complimentary periodicals" and the like.

Those drawn to freebies congregated in the basement, where participants could stuff International Herald Tribune plastic bags with a variety of free publications, from Asia-banking to African Business, Middle East Money to Euromoney, and, of course, Turkey in the 2000s.

Other hotels, unofficial though they be, are packed from the single rooms to suites costing up to \$2,600 a night.

"Our suites are double and triple booked," said Paul J. Saccor, general manager at the Shoreham. "One group will hold one for two nights, and then they'll move out and someone else will move in."

"We normally have a staff of 700, but we've had to bring in waiters and waitresses and bartenders," he said.

The newly opened Willard Hotel on Pennsylvania Avenue was booked to its mansard roof, with groups from four Japanese banks alone. All 30 suites at the Four Seasons are booked at \$295 to \$1,150 per night. "We've had to begin breakfast a half hour earlier, at 6 a.m.," a spokeswoman said. "We've delivered foreign and financial publications to the appropriate rooms, along with truffles, a bottle of cognac in a wooden cask, and for those with spouses, Elizabeth Arden Survival Kits."

At the Vista International Hotel, there were several small luncheons—including a group of four that reserved a dining room sized for 25.

At lunch yesterday, 10 long black limousines with cards lettered in Japanese were double-parked outside the Madison Hotel, where the Bank of America was giving a party for Japanese insurance companies. Limousine companies rank the IMF-WB conference with presidential inaugurations—hectic but big moneymakers.

"Incredibly long hours, seven days a week working," said

Embassy Limousine manager Steve Murphy, whose stretch limos go for \$44 an hour with a 10-hour minimum. "You have to scramble a lot. It's a combination of playing chess and poker at the same time."

Some limo operators have found the game a little too rough to be worth playing.

"A lot of people wind up getting burned on runs like this," said Peter McGhee, owner of Diplomat Limousines. "The regular customers can't get limos because everyone else gets greedy. We're taking care of our regular customers."

Some of the limos have been spotted at Loehmann's in Rockville. One concierge at the Sheraton said that while she had been directing guests to Mazza Gallerie and Georgetown, many were asking for directions to Syms and Loehmann's.

At the Sheraton, spouses were directed to the hospitality table in the lobby where, an official publication explained, "wives of staff members will be pleased to assist you with registering for" a lunch at the new French chancery, a seminar on "women in government" and a trip to the Virginia hunt country ("comfortable shoes are recommended for the trip to Oatlands").

Monday's official hospitality consisted of a "Welcoming Luncheon and Fashion Show" at the Chevy Chase Country Club. Garfinckel's provided the clothes.

"I chose the clothes with them in mind," said fashion director Aniko Gaal. "Bankers' wives and finance ministers' wives—good cut, nice proportions, marvelous fabric. They really loved the Chanel section."

Clothes aren't the only goods of interest.

The Calvert Gallery at the Shoreham Hotel staged a special preview of English paintings and furniture to entice the bankers. Several director generals of foreign banks have shown great interest in a Gilbert Stuart portrait of George Washington that was taken to China in 1800 to show a curious Chinese emperor what Washington looked like. It is worth "over a million dollars," according to gallery Director Peter Colasante, who described the potential buyers as "several Europeans and Asians . . . The Japanese are very interested in American history."

Herb Rothberg, general manager at Central Liquor, estimated that the convention has brought his firm between \$10,000 and \$15,000.

"The IMF has been coming in here, doing a lot of entertaining, and they've been going for the international champagnes," he said. "The name of the game now is catering to people who go for the high-quality imported wines."

The World Bank and IMF seem to attract those people. Rothberg has been selling lots of rare wines and imported rare vintage ports.

The business has not been simply a matter of convention high living. Rothberg says "the bulk of their purchases will be taken back home with them." The sales have been "about, say, 65 percent take-back and about 35 percent local entertaining."

"They want something they can't get back home." Like a good deal.

"I think this is about the lowest price market in the world . . . They are very surprised that our prices are cheaper here than they are back home. Their own prices are very high because of fair trade and heavy surtaxes."

And what would a convention be without flowers?

Ken Sciarretta, owner of the Flower Designer, has been doing between \$15,000 and \$20,000 in business the last week. In a typical week, Sciarretta says, sales run around \$7,500.

From last Saturday up to and including today, he has done about two functions a day, plus complimentary arrangements. Irving Trust, for example, gave him a list of about 60 names. They settled on 60 arrangements at \$40 each.

But nothing too adventurous. "We try to tailor our designs to the customer's needs and the caliber of the people at the function," Sciarretta said. For the bankers his rule has been—"Nothing real flamboyant, none of the ultra-bright colors. Keep it real soft, with the pinks and the yellows, lavenders and blues . . . soft. None of the real harsh colors. We don't use many reds for their flower arrangements and very few of the oranges."

"We do high-level work—custom white-glove work—and that's what they have been buying," said David Ladd, owner of David Ladd and Co., custom florists. "Most everything we have done for them has been English country garden arrangements—a monochromatic style, more conservative for this group."

"We do not use any of the common flowers. We don't use carnations, the mums, we use very few gladiolas . . ."

Ladd's trendy hot pink gerberas (hybrid daisies to the nonfloral), for example, have not been IMF-World Bank favorites, he said, despite the accompanying glitter sticks and confetti.

Washington Post staff members Victoria Dawson and Martha Sherrill Dailey contributed to this report.

IMF-World Bank Conferees Assemble And Share the Wealth

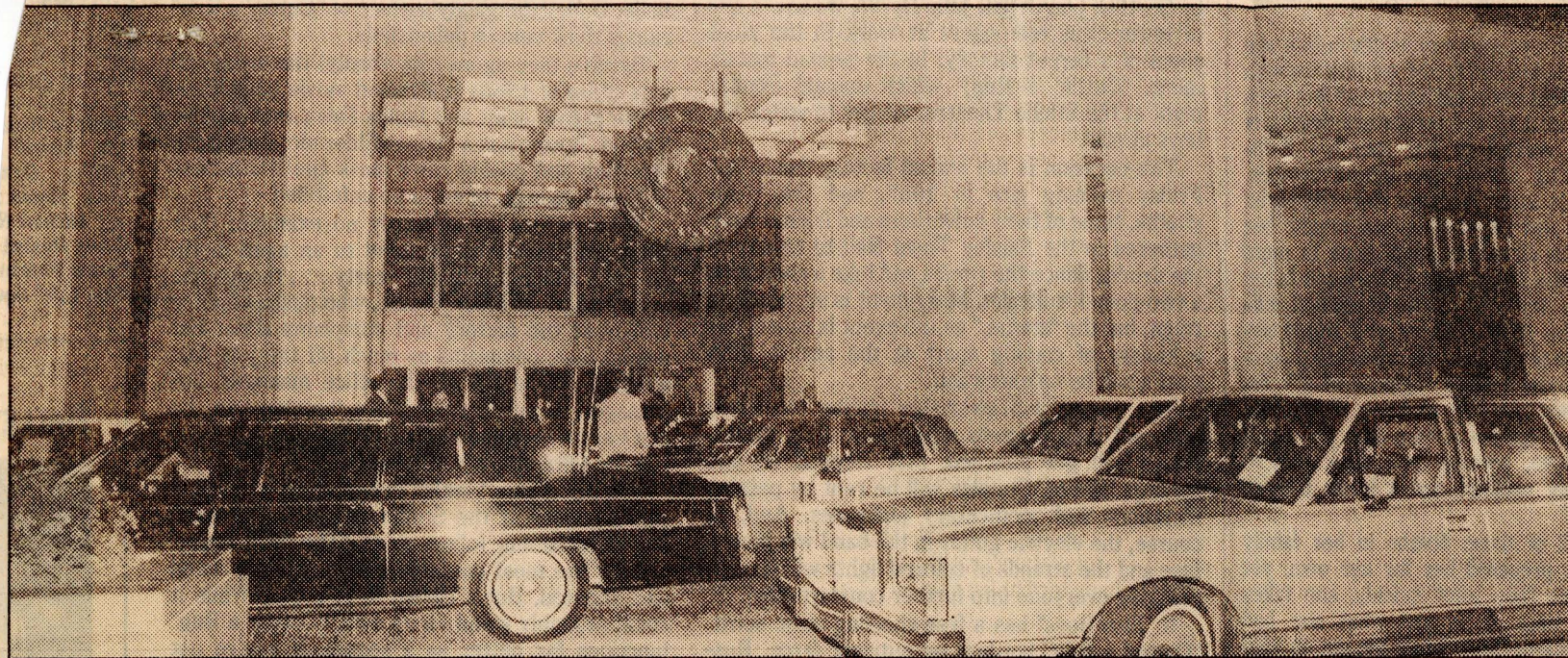
By Sarah Booth Conroy
and Elizabeth Kastor
Washington Post Staff Writers

As noon approached, a long line of black limousines stretched round the driveway, down Woodley Road and onto Connecticut Avenue like some immobile metallic insect. A torrent of gray and blue suits rushed from the doors of the Sheraton Washington. But they were going nowhere fast: No cabs. No movement on the streets. No room to breathe.

On the first day of the annual meeting of the International Monetary Fund and the World Bank, agencies charged with nurturing economies of Third World countries, wise Washingtonians knew to avoid certain corners of the city. Streets were clogged, limousines so plentiful they seemed to be cloning at every stoplight.

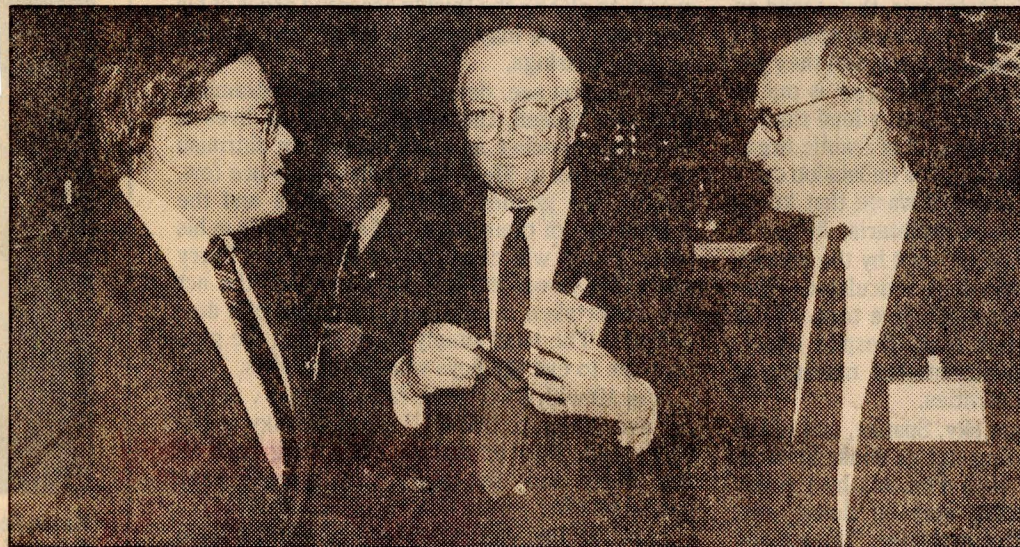
Whatever comes out of the conference—whatever the effect on exchange rates and international debt, whatever deals are made and promises given, whatever is decided about the really big sums—the estimated 8,000 to 10,000 finance ministers, other governmental delegates, bankers and hangers-on here for the conference are leaving behind them a wake of money. Small potatoes, perhaps, when compared with the billions they talk about during their meetings, but not without effect on this city. From Garfinckel's

See BANKERS, D12, Col. 1



Limousines wait outside the entrance to the International Monetary Fund on 19th Street.

BY DARREL ELLIS—THE WASHINGTON POST



Burton Siegel, left, Nestor Riga and Leo Goldschmidt at the Air & Space Museum party last night.

BY HARRY NALTCHAYAN—THE WASHINGTON POST



Lisa Schmidt of Vanderbrook Florists adjusts an arrangement at the East Building.

BY JAMES M. THRESHER—THE WASHINGTON POST

SYMS

An Educated Consumer is Our Best Customer

OPEN EVERY DAY UNTIL CHRISTMAS

CHERRY HILL

Route 70, East of Route 295
(609) 424-0884

KING OF PRUSSIA

Route 202 at Swedesford Road
(215) 644-2000

MONDAY-FRIDAY	10AM to 9PM
SATURDAY	10AM to 6:30PM
SUNDAY	11:30 AM to 5:30PM

SYMS

An Educated Consumer is Our Best Customer

OPEN EVERY DAY UNTIL CHRISTMAS

NORWOOD

Route 1 at Norwood Municipal Airport
(617) 769-8200

W. PEABODY

Lowell Street, 1 mile west of Route 1
(617) 535-6102

MONDAY-FRIDAY	10AM to 9PM
SATURDAY	10AM to 6:30PM
SUNDAY	NOON to 5:30PM

SYMS*An Educational Company to Our Best Customers*

**OPEN
EVERY
DAY
UNTIL
CHRISTMAS**

ADDISON

North Avenue west of Addison Road
(312) 620-6445

WILLES

Milwaukee Avenue North of Golf Road
(312) 695-8424

MONDAY-FRIDAY 10AM to 9PM
SATURDAY 10AM to 6:30PM
SUNDAY 11:30 AM to 5:00PM

CHICAGO MARKET**SYMS***An Educational Company to Our Best Customers*

**OPEN
EVERY
DAY
UNTIL
CHRISTMAS**

ROSLINDALE

Route 1 at Norwood Municipal Airport
(617) 769-8200

W. PEABODY

Lowell Street, 1 mile west of Route 1
(617) 535-6102

MONDAY-FRIDAY 10AM to 9PM
SATURDAY 10AM to 6:30PM
SUNDAY NOON to 5:30PM

BOSTON MARKET**SYMS***An Educational Company to Our Best Customers*

**OPEN
EVERY
DAY
UNTIL
CHRISTMAS**

CHERRY HILL

Route 70, East of Route 295
(609) 424-0884

KING OF PRUSSIA

Route 202 at Swedesford Road
(215) 644-2000

MONDAY-FRIDAY 10AM to 9PM
SATURDAY 10AM to 6:30PM
SUNDAY 11:30 AM to 5:30PM

PHILADELPHIA MARKET**SYMS***An Educational Company to Our Best Customers*

**OPEN
EVERY
DAY
UNTIL
CHRISTMAS**

ROCKVILLE

On Rockville Pike
(302) 964-3335

FALLS CHURCH

At 7 Corners, Virginia
(703) 241-8500

MONDAY-FRIDAY 10AM to 9PM
SATURDAY 10AM to 6:30PM
SUNDAY 11:30 AM to 5:30PM

WASHINGTON MARKET

(Advertisement)

An Educated Consumer

A leather or suede garment is usually a major investment and it is important to choose it carefully and care for it wisely. The International Fabricare Institute has published a booklet entitled "Consumer Care of Leather and Suede" and we have selected some care tips from the booklet that you may find useful.

Leather and Suede— Two Sides Of The Same Hide

Suede is the underside of the leather, buffed to a uniform nap and used as the outside of the garment. Frequent brushing with a soft brush helps remove surface soils. In a smooth leather, the outside of the skin is the outside of the garment. Wipe with a damp cloth to remove surface soils.

Proper Care Begins At Home

These care tips apply to both suede and smooth leathers:

- Wear a scarf, protect collar area from perspiration and body oils.
- If the garment gets wet, air-dry away from heat.
- Store garments in a cool, ventilated area. Leather may dry out if exposed to dry heat, and mildew if stored in a hot, humid place.
- Do not store in plastic bags.
- If staining occurs, take the garment to a professional suede and leather cleaner as soon as possible. Don't try to remove spots at home.

What You Can Expect After Cleaning

Leather garments are made up of skins from various portions of the animal and usually from several animals. The manufacturer matches the skins so that your garment is uniform, but there will be variances in texture, weight and color which may be accentuated after cleaning.

Color

Be prepared for a slight variance in the depth of color after cleaning. The Tanner immersed the skins in a dye bath for uniformity, but various parts of the animal may vary in colorfastness. The cleaner can correct some color variance but must rely on spray dyeing instead of the original immersion process.

Suppleness

During tanning, leathers are impregnated with oils for suppleness. Some oils are lost in cleaning, and although the professional leather cleaner has special additives to restore suppleness, there could be some change in the feel of the garment.

Where To Find Out More

This and other information may be found in a booklet "Consumer Care of Leather and Suede" published by the International Fabricare Institute of Silver Spring, Md. They don't have facilities for large individual mailings, but if you stop in at one of our stores, we will be delighted to give you a copy free of charge.

SYMS

An Educated Consumer is Our Best Customer

NORWOOD

(617) 769-8200

WEST PEABODY

(617) 535-6102

Open weekdays 'til 9 PM

Saturdays 'til 6:30 PM

Sunday from Noon to 5:30 PM

Open Mondays 'til Christmas

(Advertisement)

#3 An Educated Consumer

Everywhere we look today we see advertising that seems to announce a sale at 50% off. But the real question is...50% off what? Unless you know the true regular price, how do you know you're getting a true 50% off?

Brand Names Help

It's one reason why brand names are so important. As an example, if someone offered you a brand new Cadillac for only \$11,000 you'd know you were getting it at 50% off because you knew the name and thereby the approximate regular price. The same is true in the supermarket or anywhere else that well known brand names are sold.

How Do You Judge Value in Apparel?

The same guidelines you use in buying cars or groceries should apply to buying apparel. To determine whether the 50% offer is worthwhile you must be able to compare the reduced price with the regular price. When you are buying a man's suit or a lady's dress and have never heard of the brand name or don't know the true regular price, 50% means nothing. You may be paying the full price even though you are told it is 50% off.

A Guide To Better Apparel Buying

Your best defense is simply a knowledge of brand names and prices. That's what consumer education is all about. If you know the brands that have been satisfactory for you over the years, and approximately what they normally sell for, you are an educated consumer who cannot be fooled by false price reductions.

If you don't have this knowledge simply shop your favorite stores. You should quickly get a feel for what you like and some idea of the regular price. Now you can read sale wisely. If there is no brand name or one you don't recognize, it may not be a "good deal" just because it's marked 50% off. And when you recognize a "good deal" you are indeed an educated consumer.

SYMS

An Educated Consumer is Our Best Customer

NORWOOD

(617) 769-8200

WEST PEABODY

(617) 535-6102

Open weekdays 'til 9 PM

Saturday 'til 6:30 PM

Sunday from Noon to 5:30 PM

Closed Mondays

(Advertisement)

#2 An Educated Consumer

Educated consumers know not only how to buy well but also how to get the most value from the clothing they buy. One of the most important steps you can take is to be sure you treat your clothes as they were meant to be treated. They'll last longer and look better.

The Government Can Help

Over the years the federal government has been the consumer's best friend in making sure that you are properly advised about taking care of your clothing. There are strict and well enforced rules that require an apparel manufacturer to sew washing or cleaning instructions into most textile garments. The FTC, for example, has published a handbook defining the terms commonly used and what they mean in our everyday lives. Here are a few examples:

Washing

Care labels must tell you what temperatures to use unless all temperatures (cold, warm, or hot) are safe.

The listed temperature ranges for the three categories are:

HOT: up to 150°

WARM: 90° to 110°F, or hand comfortable;

COLD: 85°F, or initial water from cold tap.

Bleach is safe to use unless the label warns against it. Be sure to follow the instructions on the bleach container.

If a care label has no instructions about ironing it means that ironing is not needed. Ironing instructions are required only when ironing is necessary.

If the label says "No Spin" or "Do Not Spin", remove material at start of final spin cycle.

When the label says "Wash Inside Out", turn products inside out to protect face of the fabric.

Where To Find Out More

This and other information can be found in a booklet "What's New About Care Labels" published by the Federal Trade Commission. If you write to them in Washington, D.C., 20580, they will be happy to send you a copy. If you prefer, stop in at one of our stores where we have copies we will be delighted to give you at no charge.

SYMS

An Educated Consumer is Our Best Customer

NORWOOD

(617) 769-8200

WEST PEABODY

(617) 535-6102

Open weekdays 'til 9 PM

Sundays from Noon to 6 PM

Closed Mondays



Cuvee Chevillot

Baron La Rose Rouge

Music by Emery Davis

Menu

Vichyssoise

Fresh Chives

Roasted Sliced Filet of Beef

Bordelaise Sauce

Bouquetiere of Fresh Garden Vegetables

Roasted New Potatoes

Winter Salad

Concorde Cake

Black & White Truffles

Demi Tasse

December 8, 1986

Inner-City Scholarship Fund Assists New York

Scrapbook

Inner-City Scholarship Fund was initiated in 1971 for the specific purpose of providing financial aid to non-public schools in the disadvantaged neighborhoods of the South Bronx, Harlem, the Lower East Side and parts of the West Side of Manhattan.

The 79 non-public schools supported by the Fund provide quality education to 33,000 students from all ethnic backgrounds and creeds. Over 90% of these children are from minority groups; 92% of their families have been described by the Federal Government as economically deprived.

The effectiveness of these schools is demonstrated each year. Standardized tests indicate that these children are achieving on a generally higher grade level than students in comparable schools. A greater percentage of them are finishing high school and over 85% of the high school graduates go on to college.

All contributions are restricted solely to Inner-City Scholarship Fund and are overseen by a Board of Trustees who have demonstrated their leadership and concern for the future of New York City.

Inner-City Scholarship Fund gratefully acknowledges the participation of the following organizations and individuals in underwriting the cost of the Tenth Annual Inner-City Award Dinner or providing extraordinary leadership gifts. As a result of their generosity, total proceeds from the Award Dinner will directly benefit the children of the Inner-City schools supported by the Fund.

TENTH ANNUAL INNER-CITY SCHOLARSHIP FUND AWARD DINNER

LEADERSHIP SUPPORT

Alexander & Alexander
Allied Corporation Foundation
Allied Stores Foundation
Allied-Signal Inc.
American Telephone & Telegraph
David Berdon & Co.
The H.H. Brown Shoe Company, Inc.
Cantor, Fitzgerald Securities Corp.
Capital Cities Foundation
Champion International Corporation
Chase Manhattan Corporation
Bernard Chaus, Inc.
Stanley L. Cohen
Collin Construction Co., Inc.
Consolidated Edison Co. of New York, Inc.
Crane Fund
Emigrant Savings Bank
Richard Fay
Allen Fine
Fisher Brothers Foundation, Inc.
Florasynt, Inc.

Theodore J. Forstmann
J. Gregory Gavin
The Grace Foundation
Hausman Belding Foundation
William Randolph Hearst Foundation
Jay Higgins
Integrated Resources, Inc.
Interlangue Ltd.
The William and Ester Kaufman Foundation
John W. Kluge
Michael Kugler
LaSalle Industries, Inc.
Estee Lauder Inc.
Leber Katz Partners
Lewis E. Lehrman
Martin Leibowitz
Loews Foundation
Manufacturers Hanover Trust Company
Melville Corporation
The NL Industries Foundation, Inc.
National Starch and Chemical Corp.
Leeda and John O'Grady

Peat, Marwick, Mitchell & Co.
The Penn Central Corporation
Philip Morris Incorporated
Joseph Picone
RJR Nabisco
The Reader's Digest Association, Inc.
Francis C. Rooney, Jr.
Salomon Brothers Inc
Richard Schmeelk
Marvin H. Schur
Selecterm, Inc.
Student Loan Marketing Association
Sy Syms
Touche Ross & Co.
Mr. and Mrs. William J. Vouté
William K. Warren Foundation
Westvaco
Ruth and Paul Woolard
Xerox Foundation
Yonkers Racing Corporation

SYMS

An Educated Consumer is Our Best Customer.

From now until Christmas, all Syms stores
will be open 7 days a week for your convenience
Our store hours will be:

NEW YORK

Westchester - Tarrytown Road, Elmsford (914) 592-2447

Long Island - Exit 37 Long Island Expressway, Roslyn (516) 621-3030

MONDAY-FRIDAY	10AM to 9PM
SATURDAY	10AM to 6:30PM
SUNDAY	11:30AM to 5:30PM

Manhattan - 45 Park Place (212) 791-1194

MONDAY, TUESDAY, WEDNESDAY	8AM to 6:30PM
THURSDAY, FRIDAY	8AM to 8PM
SATURDAY	10AM to 6:30PM
SUNDAY	11:30AM to 5:30PM

NEW JERSEY

Woodbridge - Route 9 and King George's Road (201) 826-4400

Paramus - Route 17. Closed Sundays (201) 791-7422

MONDAY-FRIDAY	10AM to 9PM
SATURDAY	10AM to 6:30PM
SUNDAY (Except Paramus)	11:30AM to 5:30PM

Secaucus - Exit Meadowlands Pkwy. at American Way - then left at
Enterprise Ave. No. - right on Emerson Lane to Syms Way (201) 902-0300

MONDAY, TUESDAY, WEDNESDAY	10AM to 6:30PM
THURSDAY, FRIDAY	10AM to 9PM
SATURDAY	10AM to 6:30PM
SUNDAY	11:30AM to 5:30PM

*N.Y. Times Tues.
12/2/86*

Dallas. And she stayed with him when he chose to remain in the United States rather than return to his Camp Bonifacio cell in Manila. Finally, she faced a shocked, inquisitive world after he was assassinated.

I have never seen her cry.

But in her office that day her eyes reddened as she spoke of Boston. She was closer to tears than I had ever seen her. She recalled her visits to Boston in November 1983 and in May 1984, after her husband's shooting. She spoke of small memories: the house, the first time she shoveled snow off the walk, the first Thanksgiving turkey she ever roasted and how she had filled it with the spicy stuffing used in the Philippine dish chicken relleño, and her visit in May 1984 to her husband's favorite men's store, Syms.

"The two times I've gone back to the United States," she said, "it's really been emotionally very difficult for me to go back to Boston. It reminds me of the time I was happy. I did not realize it would be so hard.

"I went to Syms. Syms was one of Ninoy's favorite stores. And I knew each time he would go there, it would take him so long. Then it dawned on me—oh, it's so different now, it's so sad.

"I told my daughter, 'I think we'd better go.' It's things like that. As far as our house is concerned, I really can't stay there."

Boston was where she heard for the first time a suggestion that she run for president. She told me the suggestion came at a dinner in her honor at the downtown Harvard Club in May 1984. Ben Brown, the retired director of the fellows program under which her husband had worked at Harvard University's Center for International Affairs, had the idea.

"Me?" I asked him. "What do I know about being president?"

"He said, 'Nobody knows. There's no school for presidents.'

"I just thought it was something unthinkable."

PSYCHIATRIST STEVE AGULAR, A SOMETIME mah jongg partner of Benigno's and adviser to his wife, and now president of the Benigno S. Aquino Memorial Foundation, says he believes that our conversation that day in her office was cathartic for Cory.

It was early in 1983 that Cory consulted Agular after her husband decided he must return to the Philippines, whatever the consequences. She wanted advice on how to survive another round of prison. She asked Agular about tranquilizers to get her through the anguish. He never prescribed them.

"The only thing I kept telling Ninoy was," she said, "Do you think you are ready for another long term of incarceration?"

"And he said, 'This time it won't be so long. I have my heart problem, and we can always use that as an excuse.'

"I said, 'Well, I hope you are right. But anyway, Ninoy, just think it over very carefully because the children and I can manage since we will be living outside of prison.'

"The whole thing I really viewed with some amount of apprehension. In fact, I asked Steve, 'Isn't it more difficult the second time around?'"

"Of course, he said, 'Oh, no, Cory. It will be easier because you already know what to expect.'

"So I accepted it, not realizing that coping with Ninoy being in jail would have been the least of my worries."

Despite a cabled warning from Enrile that he should delay his return a month because the Philippine government claimed to have uncovered an assassination plot against him, Aquino set his arrival date.

"The date of his return became August 21," she said. "That's my father's death anniversary. I told him, 'Ninoy, I guess it will be lucky for you.' I just thought to myself, Maybe it will be a good thing."

Her father, Don Pepe Cojuangco, had died in 1976. His daughter had been among the last to reach his bedside. She had been visiting Ninoy in his cell.

"The night before Ninoy left, both of us couldn't sleep. I felt rather chilly, which was unusual since it was August and supposed to be summer, and though the night was cool, it wasn't cold enough to make one feel chilly.

"I decided to get up and put on socks. And I said to Ninoy, 'You know, this is exactly how I felt after you were arrested, the day of martial law.'

"He said, 'Oh, let's not talk about it. I told you long ago this is what we have to do.'

"I said, 'Yeah, I just wanted to let you know how I felt.' So that was that."

On the way to Logan Airport the next day, she recalled, "As we passed the places he had frequented, he said good-bye to them. 'Good-bye, MIT. Good-bye, Boston.'

"He asked Kris [their youngest daughter] to buy a poster of Boston. And Kris said, 'Dad, I already have posters of Boston.'

"He said, 'No, this one is for me, to put in my cell in Camp Bonifacio.'"

She and the children planned to follow him to Manila.

Cory recalled that he had said, "Look, we can ask our friends in the State Department for you and the children to stay behind."

"I said, 'The only reason I stay in Boston is for all of us to be together. So there is no reason for me to stay anymore.' At that time I was grateful enough just having those three years.

"From the time Ninoy left Boston, I kept reading the Bible every day. Many times I would open to the part of Jonah. And I said, 'What does this have to do with Jonah?'"

"Later on, when all this was over, I realized there was need to awaken the people, and certainly this is what Ninoy had done.

"When the call came that he had been

shot, I was hoping it was not fatal. But when I was told that blood was spurting out of his head, I told my children, 'I guess it was better that Daddy was dead. Otherwise he would be a vegetable, and that was something that Dad always said he would never want happening to him.'

"They were crying. I said, 'We'd better just pray because there's nothing we can do.' After that it was just so many things happening at once. We had just finished praying, and there was the doorbell ringing, and there was Consul General Iguchi [Takeo Iguchi, the senior Japanese diplomat in Boston and a family friend] coming over to make sure we were okay and to tell us that he had informed the Newton police to sort of look after us."

ALMOST PRECISELY THREE YEARS BEFORE that terrible day of August 21, 1983, I had accompanied Cory and Ninoy as they hunted houses in Newton and Brookline on their second full day in Boston. Ninoy was ebullient. He was free after more than seven years in military jails. During lunch that day at Legal Sea Foods in Chestnut Hill, I wondered how the customers in that crowded dining room would react to knowing that in their midst was this rare jailbird. Cory was so quiet, I have difficulty remembering that she even was with us that day. She already had efficiently entered Kris, then 10, in the Mount Alvernia school right around the corner from what was soon to be their Commonwealth Avenue home.

"We chose that house because of its ideal location," she said. "It was just across from Boston College, the biggest Catholic university of the United States, run by Jesuits, where my third daughter was studying and very near my youngest daughter's school. Both of them just walked to school. So that was the prime consideration.

"And Ninoy could drive to Harvard. After Camp Bonifacio, where he spent most of his imprisonment, it was such a beautiful change for him. We were living like a regular family again. All of us were there. It was the first time in a long time that we were all together."

"You were so quiet in Boston," I said in her Malacanang office.

She smiled.

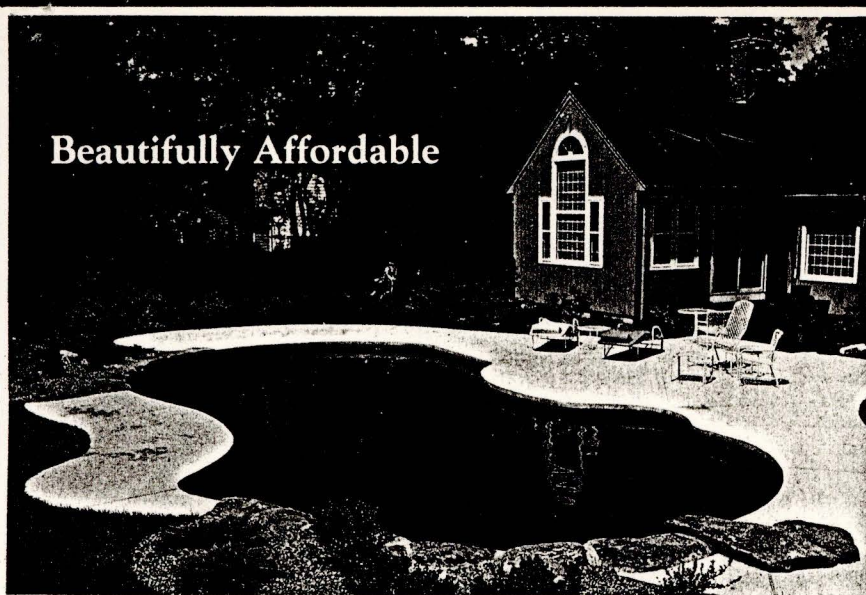
"I know, Arnold," she said. "You knew Ninoy. And you knew that nobody else could put a word in if he was around. How else could I have kept marital peace and bliss?"

"At night, then he would ask me, 'What's the latest from your side?' Then I'd tell him. I would always tell him the minuses. He would say, 'Why do you have to tell me these things?'"

"I said, 'Well, Ninoy, I am so afraid because each time I see these people around you, they tell you only the good things.'

"And so he was saying, 'Let others tell me the bad things. Why does it have to be you?'"

Beautifully Affordable

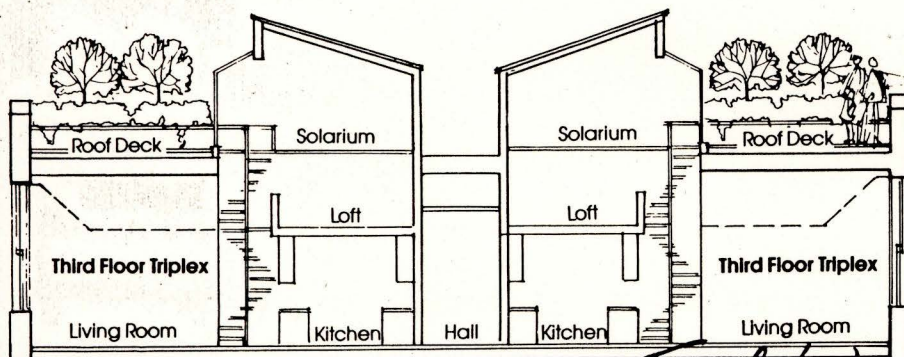


When planning a pool, avoid confusion & concern by choosing the builder that builders choose. From Channel 2's "This Old House" to the most prestigious condominiums & hotels, Andrews is the name to depend on. Yet Andrews costs no more. For a complete design plan at no cost or obligation, go to the source for the latest state of the art from circulation to decking. You'll be amazed at what is available.

1-800-272-SWIM

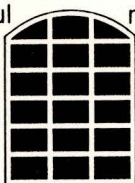
6 Republic Rd.
N. Billerica, MA 01862
NH Residents
(603) 889-5052

**POOLS by
ANDREWS**
GUNITE CO., INC.



Superb Cambridge Triplexes

Located in school building that is undergoing a beautiful renovation, Lincoln House offers a few dramatic two-bedroom triplexes, each with high ceilings, two baths, den, dining room, loft, solarium greenhouse, roof deck, and much, much more. Priced from \$305,000 and with over 1,800 square feet, these exceptional units also offer on-site parking and a very convenient location. Call 742-8649 for an appointment.



Lincoln House

Just west of Porter Square on Mass. Ave.: go south on Walden Street and take your first right onto Mead Street.

MEMOIR

"Look, Ninoy," I said, "they are all so afraid to lose favor with you. It will have to be me."

"My daughters would also give it to him. 'Look, Dad,' they said, 'you're not supposed to be doing these things.'"

Ninoy had remarked to Cory that Marcos's successor wouldn't last six months because of the problems the old politician would leave behind. Once he put it this way about the Marcos succession: "If he goes tomorrow, the Philippines are going to have a hell of a time until someone else emerges from the scramble. If you make me president of the Philippines tomorrow, in six months I would be smelling like horseshit."

"Ninoy never dreamed it was his wife who would take over," she said, "but he also never envisioned that there would be more Filipinos who would awaken and would no longer be apathetic but would help themselves and their country."

Now a portrait of Benigno S. Aquino, Jr., hangs across from the desk of the president of the Philippines. His wife need only look up for an instant from her work to see him.

Aquino had wanted his wife to remain a simple woman. Their first night in Boston, Ninoy and Cory dined in the Andover home of Dr. Mariano Ezpeleta and his wife, Mary Rose, whose grandfather was the physician who delivered Cory. Mary Rose, whose family fled the Philippines after martial law because Marcos seized their property, lectured Cory on life in Boston, suggesting among many other things that she learn to drive.

"Leave my wife alone," Mary Rose recalls Ninoy telling her quietly after dinner. "I like her the way she is."

When Cory later showed up wearing a hat in the fashion of the elegant Mary Rose, Ninoy mockingly called her Mary Rose. She never again wore a hat. And she never learned to drive. Ernie Maceda, a Philippine attorney who also fled the Philippines for political reasons and who is now a member of Cory's cabinet, fondly recalls Ninoy buying dresses for Cory in a New Jersey discount barn.

Steve Aguilar recalls the pride in Aquino's voice as he pointed out his composed wife at the last of many Boston farewell parties before his departure.

"Look at her," he told Aguilar. "If she were any other woman, she would be broken down, sobbing now."

"I guess I'm like that," she said at Malacanang. "I know that in time of crisis I cannot afford to break down. I just have to see all this through. And always, in the back of my mind, is the thought that when things quiet down, I can really cry my heart away."

"But somehow things have never quieted down. Many widows have told me, 'Cory, it is going to be very hard once the people go and you're all alone.'"

"And you know, I keep on saying I wish I could be alone sometimes. That time has really never come." □

An Educated Consumer

Everywhere we look today we see advertising that seems to announce a sale at 50% off. But the real question is...50% off what? Unless you know the true regular price, how do you know you're getting a true 50% off?

Brand Names Help

It's one reason why brand names are so important. As an example, if someone offered you a brand new Cadillac for only \$11,000 you'd know you were getting it at 50% off because you knew the name and thereby the approximate regular price. The same is true in the supermarket or anywhere else that well known brand names are sold.

How Do You Judge Value in Apparel?

The same guidelines you use in buying cars or groceries should apply to buying apparel. To determine whether the 50% offer is worthwhile you must be able to compare the reduced price with the regular price. When you are buying a man's suit or a lady's dress and have never heard of the brand name or don't know the true regular price, 50% means nothing. You may be paying the full price even though you are told it is 50% off.

A Guide To Better Apparel Buying

Your best defense is simply a knowledge of brand names and prices. That's what consumer education is all about. If you know the brands that have been satisfactory for you over the years, and approximately what they normally sell for, you are an educated consumer who cannot be fooled by false price reductions.

If you don't have this knowledge simply shop your favorite stores. You should quickly get a feel for what you like and some idea of the regular price. Now you can read sale wisely. If there is no brand name or one you don't recognize, it may not be a "good deal" just because it's marked 50% off. And when you recognize a "good deal" you are indeed an educated consumer.

SYMS

An Educated Consumer is Our Best Customer.

ADDISON

(312) 620-6445

NILES

(312) 699-8484

Open weekdays 'til 9 PM

Saturday 'til 6:30 PM

Sundays from 11:30 to 5:30

Closed Mondays

CHICAGO
TRIBUNE

11/4/86

An Educated Consumer

In an earlier article we talked about the booklet published by the Federal Trade Commission entitled "What's New About Care Labels." We quoted some laundering tips you should know about. So many of you responded that the information was helpful that we are pleased to follow up with tips from the booklet about Dry Cleaning.

Clothing Looks Better and Lasts Longer

Getting the most from the clothing you buy has become much easier since the federal government began requiring manufacturers to attach care labels in most of the textile garments you buy. You will need a clear understanding of the terms used. Here are a few examples:

Dry Cleaning

If a garment says "handwash" is it safe to dry clean? The answer is no. When a label specifies washing and you dry clean it, you do so at your own risk. To be safe you should follow the label instructions.

When the label says "Dry-clean" you can use any normal drycleaning procedure safely, including using a coin-operated machine.

On the other hand, when the care label says "Professionally dryclean, short cycle, Tumble warm" it should not be cleaned in a coin operated machine. It should be taken to drycleaner whose machine can be adjusted to follow the process on the label.

If the garment cannot be cleaned safely, the label must say something like "Do not wash—Do not dryclean" or "Cannot be successfully cleaned."

If the label on leather or suede products says "Leather Clean" it should be cleaned only by professional cleaner who uses special leather or suede care methods.

Where To Find Out More

This and other information can be found in a booklet "What's New About Care Labels" published by the Federal Trade Commission. If you write to them in Washington, D.C. 20580, they will be happy to send you a copy. If you prefer, stop in at one of our stores where we have copies we will be delighted to give you at no charge.

SYMS

An Educated Consumer is Our Best Customer

NORWOOD

(617) 769-8200

WEST PEABODY

(617) 535-6102

Open weekdays 'til 9 PM

Saturday 'til 6:30 PM

Sunday from Noon to 5:30 PM

Closed Mondays

BOSTON GLOBE

10/29/86

An Educated Consumer

Educated consumers know not only how to buy well but also how to get the most value from the clothing they buy. One of the most important steps you can take is to be sure you treat your clothes as they were meant to be treated. They'll last longer and look better.

The Government Can Help

Over the years the federal government has been the consumer's best friend in making sure that you are properly advised about taking care of your clothing. There are strict and well enforced rules that require an apparel manufacturer to sew washing or cleaning instructions into most textile garments. The FTC, for example, has published a handbook defining the terms commonly used and what they mean in our everyday lives. Here are a few examples:

Washing

Care labels must tell you what temperatures to use unless all temperatures (cold, warm, or hot) are safe.

The listed temperature ranges for the three categories are:

HOT: up to 150°

WARM: 90° to 110°F, or hand comfortable:

COLD: 85°F, or initial water from cold tap.

Bleach is safe to use unless the label warns against it. Be sure to follow the instructions on the bleach container.

If a care label has no instructions about ironing it means that ironing is not needed. Ironing instructions are required only when ironing is necessary.

If the label says "No Spin" or "Do Not Spin", remove material at start of final spin cycle.

When the label says "Wash Inside Out", turn products inside out to protect face of the fabric.

Where To Find Out More

This and other information can be found in a booklet "What's New About Care Labels" published by the Federal Trade Commission. If you write to them in Washington, D.C., 20580, they will be happy to send you a copy. If you prefer, stop in at one of our stores where we have copies we will be delighted to give you at no charge.

SYMS

An Educated Consumer is Our Best Customer

ADDISON

(312) 620-6445

NILES

(312) 699-8484

Open weekdays 'til 9 PM

Sundays from 11:30 to 5:30

Closed Mondays

CHICAGO
TRIBUNE

SEPTEMBER 23, 1986

ST. LOUIS

March 1991/\$1.95

REVENGE of the Boy Wonder

Barry Baker takes
on Channel 11

BY JOE BARGMANN

SPRING Fashion

Walk softly, but
wear wild shades

IF ONLY Automatic Tellers Could Talk

An unauthorized peek
at local bank accounts



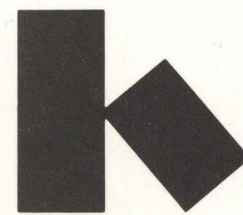
22/25



Wynton Marsalis
March 18th
22/25

On March 18TH, This Man Will Make A Trumpet Talk.

Wynton Marsalis brings his trumpet and seven-piece jazz ensemble to Kean College's Wilkins Theatre on March 18th at 8:00 pm in a scholarship benefit concert. Ticket prices are \$20, \$30, and \$100 (this price includes a reception to meet Marsalis). Tickets are available at the theatre box office or by calling 527-2337 after 10 am. For details on the reception, call the Kean College Foundation at 527-2720.



KEAN
COLLEGE

Union, NJ 07083

It's lunchtime. You have \$5. Spend it and have a good time. That's the assignment we gave to some of our favorite ~~cheapskates~~ ~~tightwads~~ value-conscious shoppers. Below, the results.

Take your first \$1 and buy two apples. Take your next \$3 to the post office. Ask for twenty stamped postcards. Keep in mind that stealing chained down ball points is a federal offense worthy of hard time (why do you think they call it the pen?). Take your last \$1 and buy a fun writing utensil. Now sit down, crunch loudly, and look studious as you write goofy messages to long-lost friends. Disguising your writing, send the last one to yourself from someone mysterious.

My stomach is wanting*, needing, yearning for food. Now. Different. Wild \$5 lunch. Driving, driving, driving for food. Tachibana's Tekamaki. Seaweed. Yes. Rice. Yes. White horse radish, more. Driving, driving, driving for dessert. Wanting. Needing. Sherman's Deli. Yes. Fudge brownie. Yes. Walnuts. Yes. Creamy. Yes. Thick. Yes. Justify my lunch.

*With apologies to Madonna and Justify My Love. Don't read backwards. Tachibana's, 12967 Olive St. Rd., tekamaki, \$2.75; Sherman's Deli, 12937 Olive St. Rd., brownie, \$1.25.

Begin with a banana (less than a quarter) from the Kirkwood Farmer's Market (E. Argonne at Taylor). Stroll over to the Great Harvest Bakery (110 E. Jefferson) for a scrumptious homemade blackberry muffin (79 cents) and some cookie and bread samples. Stop at Ribbons and Rhyme (121 N. Kirkwood Rd.) and buy a card (\$1.25). Trek down a few doors to Cornucopia (107 N. Kirkwood Rd.) for a bag of jelly bellies

(\$2.50 for a half pound) and a free cup of gourmet coffee. Goodies in hand, head to the little courtyard a few doors north and compose the message for your card while you devour your lunch. Use the rest of the money to buy a stamp (now a whopping 29 cents) at the Kirkwood post office (222 S. Taylor).

Go to Elsay Landing (Plaza Frontenac) for a large crock of homemade soup (\$2.95). For another \$1.25, you can get a small loaf of homemade bread. Cap it off with a St. Louis tradition: a dark chocolate-covered molasses lollipop (60 cents) from Karl Bissinger's (Plaza Frontenac). Take the remaining 20 cents and go bargain hunting. Your task is equal to that of Diogenes looking for an honest man.

For \$2 plus tax, I'd buy a single rose at Mary's Florist (506 N. Sixth), then walk over to World News at (314 N. Broadway),

where I'd buy a copy of The Atlantic (\$2.64). I'd skip lunch because I'll be chowing down for free in a few hours. Where? I'm glad you asked. At 5:30 I'd mosey on over to AJ's and sample cheese, meatballs, shrimp etc. from the gratis happy hour buffet. Then I'd settle onto a bar stool, ask for water and pull out my Atlantic. I'm well-dressed, intellectual, clean and sober, I've got a red rose sticking out of my chest and two bits burning a hole in my pocket.

What more could a woman want?

A Five Dollar Lunch Haiku

Lunch on five dollars
Raiding the vending machine
Spare change winter noon

Iwould tuck a U.S. Mint-sanctioned portrait of Honest Abe into my Nikes and take off power walking. Destination: 9807 Clayton

Rd., a.k.a. Carolyn's. There, I would order a "veggie"—sprouts, tomatoes, Swiss cheese on whole wheat, \$3.75, a glass of water, gratis, and a chewy chocolate dessert bar three inches thick for only \$.69. I could eat seated at their wrought iron tables indoors or out. Total cost: \$4.65, tax included. Roundtrip mileage: 4.8—enough to wash away the chocolate dream bar, I hope.

With baseball in full swing, no pun intended, slide into Woofies (1919 Woodson Rd.). For only \$2, you can get one of St. Louis' best hot dogs covered with mustard, ketchup, pickles, hot peppers, onion, relish, and tomato. Add either a root beer or an order of freshly cooked fries (73 cents and 90 cents respectively). Go around the corner and pick up a children's video (\$1.59) at Blockbuster (9166 Overland Plaza). Use the extra change for some breath mints. You'll be a hero for bringing the kids a video and with the breath mints, your family will never know you went to Woofies without them.

Does \$5 and a filling lunch in the Central West sound like a contradiction? Try Dressel's (419 N. Euclid) stock pot special served with a piece of French bread for \$4.25. Then go around the corner to Karl Bissinger's (Euclid and Maryland) for a dark chocolate-covered molasses lollipop (60 cents). Make sure to put 15 cents into the meter to avoid adding a \$5 ticket to your \$5 lunch.

\$5.00
There
may be
NO SUCH
THING
as a
free
Lunch
BUT \$5
will get
YOU
PRETTY
DAMN
CLOSE.

FREE!

AN EMPEROR'S CLOTHES

Rule number one: *Never pay full price.*

Rule number two: *Make sure you hit the department stores on weekends; there will be a sale practically every Saturday.*

Rule number three: *Never pay full price.*

MAXIMUM SAVINGS: T.J. Maxx (six St. Louis locations) is unremarkable at first glance, but it holds hidden surprises. Wade your way through the muck, and you'll find sweaters by I.B. Diffusion for \$39.99 and \$49.99 (compare at \$120 - \$150); a blue jean skirt by Essentials Sport for \$5; and Champion workout shorts for \$4.99. Also spotted was a trendy crochet sweater (where everything shows through) for \$39, compare at \$68. T.J. Maxx is a good place to buy flash-in-the-pan fashion items; you can have fun without feeling guilty about it. Also check out the giftware section for some bargains (a soap dish and toothpaste holder were about \$1.50 each.)

Marshalls (seven locations). One day's finds: an Izod cardigan sweater for \$19.99 (department store price is \$42), reduced an additional 25 percent; Wedgwood stemware at \$9.99 per stem (compare to \$40 a stem at fine department stores); Waterford crystal clocks at \$65 (\$86 at the Waterford/Wedgwood store in Plaza Frontenac); a Mikasa picture frame (retail \$30 for \$14.99); placemats for \$1.49. The drawback is that there's not much chance of finding anyone to help you. Also the dressing rooms are cramped (but not communal, more on that next).

SYMS (8750 Manchester Blvd. in Brentwood). The dreariest, most depressing place—with the most incredible bargains! Selection changes daily, so go often. We saw a men's Ralph Lauren Polo shirt for \$39.99; several great outfits by J.G. Hook at 30 percent off list; and a pretty good selection of infants' and toddlers' clothes. Shoe selection was interesting,

too. But about that communal dressing room. You enter a large room filled with mirrors and a place to hang things, and you try on...with fifty other women. It's embarrassing, especially when you can't get stuff zipped and the size four next to you sniffs with disdain.

The Goodbuy's Shop (10460 S. German Blvd., in Frontenac. 993-8765). Women's clothing at nearly 50 percent off retail. The Goodbuy's Shop is an outlet store for the St. Louis-based company Knights Ltd. Catalogue. One day's find: \$99 boots that retail for more than \$300. Named "The Hunt," these are riding boots which feature—guess—a hunting scene. (If your pocketbook couldn't stand even \$99, they also had Sporto duck boots on sale for \$19.) There were velvet skirts for \$24 and Lanz nightgowns for \$24 (what they cost retail ten years ago). Twice a year, the shop has midnight madness sales.

BUSINESS SPECIAL: New York Suit Exchange

(two locations, downtown and Clayton). All suits, \$100; all shoes, \$50; all ties, one for \$12.99, two for \$20 or three for \$25. The ties are all silk, shoe makes include Bostonian, Oleg Casini and Botany 500, and suits are by Hardy Aimes, Oscar de la Renta, J.G. Hook and Ungaro, just to name a few. The day we went, there were 1,700 suits in the downtown store and the manager told us they "turn hundreds of suits a day."

BEST SALE RACK IN TOWN:

Near the back of any THE GAP store, you'll find a rack of one-of-a-kind leftovers from the prior season. Khaki pants, originally \$38, for \$12.99; a lined denim jacket for \$19.99; t-shirts for \$6.99. Why is this rack the best in town? Because the clothes will never go out of style. Occasionally the colors are weird, but mostly you'll find plenty of plain old bargains.

UPSCALE: They wouldn't put it so crassly, but some of the best deals are at **Neiman Marcus** and **Saks Fifth Avenue** (both in Plaza Frontenac). Small discreet sale tables on the first floor of Neiman hold crystal frames, leather pen-holders, bath towels, sable makeup brushes, and the latest retail whims, often for half the original price. And if you have the strength to

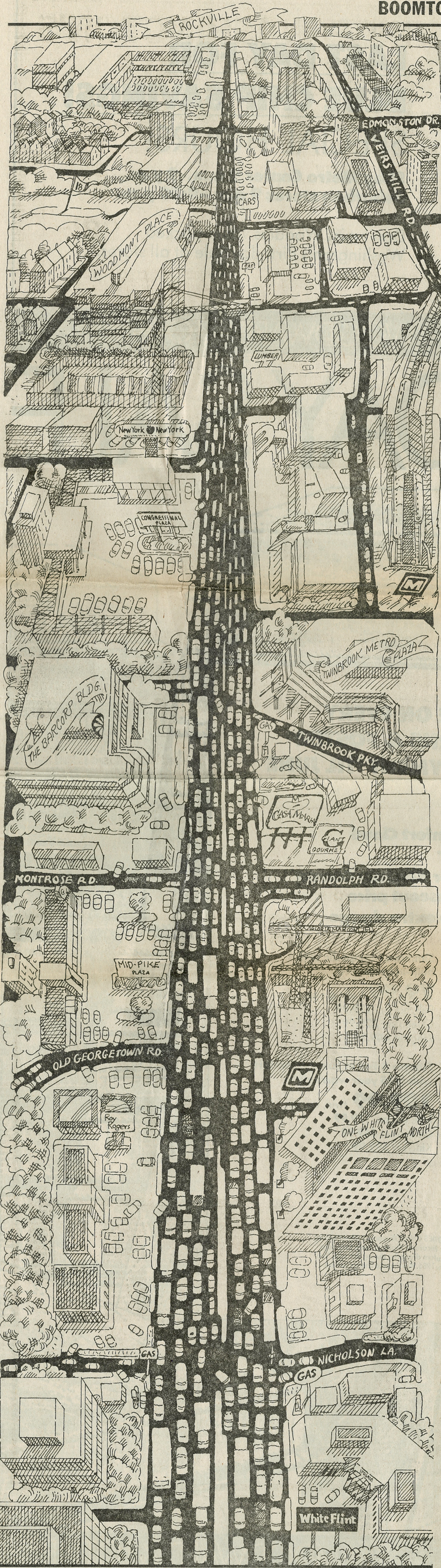


WORTH THE HULLABALOO

While many hipsters are content to ride the crest of the retro-fashion wave, the folks at Hullabaloo, 1556 S. Broadway, shoot the curl to stay one board length ahead. A partial inventory: mood rings \$9.50; M.C. Escher puzzles, under \$20; beat-up blue jeans (and bell bottoms too), \$5 - \$14; an East German officer's jacket, \$15; sunglasses inspired by Catwoman, Jackie O. or John Lennon, \$10 and under; plus scads of yesteryear threads for less than an

Andrew Jackson.

BOOMTOWN BOULEVARD



Each day an estimated 55,000 vehicles travel on Rockville Pike—passing plazas and malls all the way.



Top, Rockville Pike as it looks today near the entrance to White Flint Mall; inset, a lone jalopy travels the road in vastly less congested days.

For Buyers, Sellers, Pike Offers Plenty

PIKE, From A1

which alone accounts for 1.3 percent of the retail sales in the state.

"White Flint has been a major factor in attracting trade from outside the county," according to county Finance Director Dan Lucas. "Montgomery County always lagged behind the state average in per-capita sales tax collections. People eat and make purchases in the District, and especially in the summer, we lose people to the shore."

"But about the time White Flint became operational," Lucas pointed out, "we suddenly exceeded the state average, and now we're 9 percent ahead."

While the Pike's 75,000 daily commuters can see its retail rewards, very few realize that it is also a developers' El Dorado: Existing commercial and industrial property between the White Flint and Rockville malls is worth \$580 million. White Flint alone generates nearly \$900,000 a year in real estate taxes, not to mention the individual stores' personal property taxes.

Rockville Pike may once have been referred to as the "Main Street of Montgomery County," but as Rockville Planning Director James M. Davis concedes, it has almost certainly outgrown the moniker.

"Main Street" can have a "village," small-scale, quaint connotation," Davis said. "Maybe 'Broadway' would be better."

Actually, Rockville Pike is just acting out its historical role as a commercial conveyance. It was blazed in 1750 to join the fur and tobacco market at Frederick with the new port at Georgetown. Paved in 1829, it became a major stage route, and through most of the 19th century it was a toll road paying dividends to local investors.

But after World War I, with the development of residential neighborhoods north of Bethesda and west of Veirs Mill Road, the Pike hit its speculative stride.

In 1954, farmland in Montgomery County sold for \$300 an acre; by 1964, land was selling for more than \$1,300 an acre. The progrowth "County Above Party" County Council rezoned thousands of acres for higher-density development before being turned out of office in 1966, and Rockville Pike is the result.

There are two distinct regions of the Pike between White Flint and the Rockville Metro Center. One is the redeveloping area from Edmonston Avenue north; the other a boomtown strip from Congressional Plaza to Nicholson Lane. A shrinking, underdeveloped buffer lies between.

The north end of Rockville Pike, dominated by the slab-sided county offices and renovated Commons, takes its tone from the high-tech I-270 corridor. The Jefferson Plaza building there, designed for high-end corporate clients, offers a 1980s blend of esthetics (matched black African granite) and athletics (a health spa in the basement).

The newly renovated Edmonston Crossing has signed up a handful of smart-shopper stops, including a vast Eye Lab, the quick-service oculist; Italian shoes, gourmet popcorn, Mexican broiled chicken and designer telephones. And Wintergreen Plaza is geared to lunch-hour convenience: Mexican, Chinese, Indian and Japanese restaurants, plus bagels, pizza and deli food. It offers discount linens, walk-in medical care and computer stores.

Along the southern Pike, retailers continue to look to the upwardly mobile Bethesda-Chevy Chase market for inspiration. White Flint Mall in particular has spawned a generation of conspicuous consumers—the mallflowers. "The big thing in Potomac is to get your parents to get you a Bloomie's card with your name on it," according to a 17-year-old girl. "You always use it to cash your checks."

In mid-December, one Southern-drawing man handed over his American Express card to his 11-year-old son. "He said, 'It's your birthday, get what you want,'" marveled Bloomingdale's clerk William Britton. "The kid spent more than \$600; and what killed me was, that wasn't even his Christmas present!"

Status Locations Expand

But White Flint is no longer the only status-seekers' stop on the strip. The Randolph Road Giant, transformed into the Rockville Gourmet, makes nearly \$40 million a year as butcher/baker/pasta maker to the affluent. Across the Pike, behind a fern-bar wood plank facade, the Lewis of London baby boutique pushes \$325 prams.

And in the triangular island that once housed Korvette's discount department store, Mid-Pike Plaza deals in upper crust discount—cheap chic. Under one chrome-tech canopy are G Street Fabrics, the home of bargain brocade; Crackers discount fashions for kids; off-price shoes; discount jewelry; discount toys and Syms cut-rate couture, the crowning glory.

"I go to Syms anytime I don't have anything better to do," Angela Chappert, who works in the District and lives in Silver Spring, said recently. "Like yesterday—it was a lousy day, raining, and I said, 'I'm getting out of here!' I can get a better buy there than I can find anywhere else. Yesterday I found a Dior nightgown for \$25 instead of \$60, and a dress . . . My husband said, 'You don't need another dress!' And I said, 'Oh, yes I do.'"

Mid-Pike Plaza, in fact, was conceived and redeveloped

specifically to appeal to the new Pike people—"definitely upper middle class, with a lot of discretionary income . . . and status conscious," according to Phil Smith, vice president of Federal Realty Investment Trust. "We also own [the more traditional] Congressional Plaza, and we consciously wanted to avoid competing with ourselves."

The Syms contract was considered so central to the concept that Federal Realty began negotiating with the store before the land lease was signed. Federal Realty also actively sought out an athletic club, ultimately landing the ultra-trendy Holiday ESPRE Centre, a combination body shop and singles bar.

Oscar Taylor's, a \$1.5 million charcuterie, was the final piece. Mid-Pike Plaza is "very much a social gathering place," Smith continued. "Particularly during the day, we have a lot of women who are essentially not working, who go to the health club in the morning, meet for lunch and then shop in the afternoon. So it was very important to have an established, up-scale restaurant like Oscar Taylor's."

A Passage to Sophistication

Ten years ago, no Potomac couple with any claim to sophistication ate out in Rockville. "Where? There was only a Hot Shoppes," one county official recalled with a laugh. And pub crawling on Rockville Pike, known to beer drinkers as "the Northwest Passage," was strictly a blue-collar pastime.

But these days Oscar Taylor's, with its Diamond Jim Brady decor and 80 brands of beer, is just one of a bevy of swank restaurants and bars cashing in on the all-day traffic. And with an estimated 30,000 sales clerks, office workers and middle-level executives working on the Pike, there are plenty of happy hours to go around.

"We get government workers, computer designers, businessmen, Potomac ladies, Bethesda yuppies and every mortgage broker in town," according to Oscar Taylor's bartender Terry Gribben.

"You might think that there's only a certain number of customers out there, and all the bars are just spreading them around," said manager Frank Surowiec, who estimates that his establishment will do \$4 million in sales a year. "But there seems to be a constant supply. The weekend New York, New York opened, we were even busier than usual, and so was Houston's."

Gribben, who grew up in Silver Spring and spent his social adolescence in Georgetown, is one of thousands of young Rockville Pike converts.

"I bought a house around here two years ago," Gribben said. "Now I might go downtown for the Redskins or the Cherry Blossom parade, or if I have friends visiting who want to see the monuments. Otherwise, there's everything you need right here."

What's left of the "old" Rockville Pike revolves around Woodmont Country Club: car dealerships, thrift bakeries, fast foods, funeral homes and furniture wholesalers with alphabet-block signs. But these may be endangered species in a time when developers are snatching up whatever parcels they can find.

Luxury office space is being created faster than it can be leased. Approximately 3 million square feet of office space, not counting the attendant retail, restaurant and support buildings, is under construction or in development between Rockville Mall and White Flint.

The leasing lag for new offices can be as long as a year and a half, "and that takes deep pockets," said Westbrook, the former county planner who is now with Placemakers Inc., a design/development firm in Kensington. "Only the big guys can afford to wait. I have to make it or break it in five years, and I'm not going to make it or break it in that corridor."

That would probably suit some Rockville residents just fine. Many have vociferously protested what they see as the wholesale high-rising of the Pike and its effect on the already heavy traffic—estimated at more than 55,000 cars every day.

A traffic engineering consultant has estimated that the Pike can absorb only another 3.5 million square feet of retail and office space—just a little more than is already approved. The Rockville Pike Corridor Advisory Commission has spent nearly two years wrestling with the issues of congestion versus convenience.

"Rockville's always being promoted as the All-American city," said Charlotte Joseph, president of the Montrose Civic Association and an advocate of development curbs. "The perception of people moving here is of a small town. But how do you reconcile those 'small town' values when you can see Manhattan coming down the Pike?"

"Don't call it 'Manhattanization,'" said developer Lowell Baier, president of the Rockville Businessman's Association. "Just call it 'urbanization.'"

"We'd prefer to call it the 'maturation' of the county," said Edward Rovner, special assistant to County Executive Charles W. Gilchrist. "After all, this is a large part of what makes for quality of life—not just where your kids go to school, but choices of where you eat and go to the movies and buy clothes."

Now that Rockville Pike has financial success squarely in its sites, it must fight to keep the human dimension in the high-rises. Planners have been concerned that an overbuilt Pike might become a commercial Berlin Wall between the eastern and western suburbs.

But commerce, like nature, abhors a vacuum. While land-rush development and Red Line construction have squeezed out many of the homelier service industries, a new community of ethnic and specialty stores is beginning to provide crucial color between the big bland offices.

NEXT: The new international Rockville