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possibly yet another 12 trillion later in the 1990s. Canada's National Energy Board might link approval of the sales to a U.S. promise to pay back the gas at some future time.

• Finally, in what has got to be one of the worst public relations goofs of the year, Maryland residential heating customers of the Washington Gas Light Co. learned they would be liable for a \$30-per-month surcharge if they installed an electric heat pump. Why? Because the customer would use the heat pump in fall and spring, when it would be more economical than burning gas, and cut the company's sales.

Just how wrong the Carter experts were about an impending disaster shows up best in a chart published along with the National Energy Program showing a predicted sharp drop in U.S. gas production if the plan were not passed. The predicted production level for last year has already proved to be too low by more than 1 trillion cubic feet. The Administration cried wolf, but the wolf hasn't shown up.

Most of the new gas has been found as the result of drilling in areas where the likelihood of finding some gas, but not big new reserves, was high. Signif-

icantly, most of the new gas was intended for the intrastate markets in which prices are not controlled. Drillers are still wary about moving in a big way into riskier, higher-cost areas—such as deep onshore zones below 15,000 feet and some parts of the outer continental shelf—because of the continued uncertainty over the future price of gas that has to cross a state line to reach market. Some are going ahead, however, as Texaco's gas strike off the New Jersey coast this month demonstrates. The pending natural gas bill would settle the pricing question—whatever the bill's other merits or demerits. It probably matters a lot less precisely *how* it is settled than that it is settled.

Present federal laws hold the price of natural gas flowing from one state to another to \$1.50 per thousand cubic feet. This price is unrealistically low considering the cost of finding and developing much gas today. Unfortunately for the nation, Senator James Abourezk (D-S. Dak.) is fanatically opposed to giving even an inch to the gas industry. He has threatened to filibuster the pending bill because it allows gas prices to rise. Abourezk, whose heated opposition to the oil industry often seems irrational,

claims that he wants to hold down prices for consumers—as if depriving the country of needed supplies could conceivably keep down prices.

Further confusing the picture, the gas industry's Independent Petroleum Association of America is also fighting the pending bill. The IPAA is afraid that provisions discouraging industrial use of natural gas might so damage overall demand as to make it impossible to sell gas at the higher prices allowed. So even though the bill would let prices rise substantially and would end price controls entirely by 1985, some parts of the gas industry are against it.

This political mess notwithstanding, the underlying situation is clear enough. There is plenty of gas potentially in the offing: Canadian gas; possibly Mexican gas; synthetic natural gas; liquefied natural gas imports; Prudhoe Bay gas. There is even the possibility of tapping the 49,000 trillion cubic feet of gas dissolved in brine in a deep geopressurized zone along the Gulf Coast. The problem isn't gas. With due respect to Carter and Energy Secretary James Schlesinger, the problem isn't even the lack of a national energy bill. The problem is regulation. Too much of it, that is. ■

Come Shop In My Loft

Inflation is driving the would-be well-dressed man to pipe-rack discounters—where, amid genuine bargains, he shops at his own risk.

IN THE \$2.4-BILLION-A-YEAR men's retail clothing business more and more men are buying their clothes at warehouse-like manufacturers' retail lofts, low-overhead urban "off-price" retailers and suburban Route 4 glass-walled factory outlets where motley legions of size-42 regular ride the pipe racks *ad infinitum*. These discounters may already have an estimated 10% of the market and are gaining steadily.

This new breed of fat bird feeds off the recent years' massacre of men's clothing manufacturers (GGG's, Kuppenheimer, Michaels-Stern) and name retailers (Rogers Peet, Weber & Heilbronner, Robert Hall) brought on by high costs, cheap foreign imports, mercurial style shifts and the on-again, off-again disenchantment with business suits among American men.

The new retailing big-shot names are Syms, BFO (Buyers Factory Outlets) and NBO (National Brands Outlets), among many in the East. In Houston and Dallas, it's Kuppenheimer Outlet Store and Men's Wearhouse. In Los Angeles it's C&R Clothiers, Inc., there's Baron's



"Off-price" retailer Sy Syms

Growing in a "glorified warehouse."

and National Dry Goods Co. in Detroit and in Chicago there's The Suitery. Unless their radio and TV ads have driven you to distraction or you live far from the big urban centers, you are probably aware of their presence.

"Even the executive who makes \$50,000 a year," says one clothing manufacturer, "by the time he has paid his taxes and sent his kids to school, he has to shop in these places. In the old days he'd go to a department store and use his credit card."

In these inflationary times there are fewer and fewer men who can afford to pay the full retail price for the traditional hand-tailored garb of the well-dressed businessman (FORBES, June 26). Instead they join their blue-collar (and their no-collar) fellow citizens looking for bargains in places like these:

1) Manufacturers' retail outlets. Some suit manufacturers such as St. Laurie, Ltd. and Sussex Clothes, Ltd., for years one of the best-known labels among better men's suits, have turned turtle. In order to cope they have curtailed wholesaling—selling to retailers—and instead

are selling their fully labeled goods in downtown Manhattan lofts direct to the consumer. Murray Kozinn, president of the 65-year-old St. Laurie firm, has been selling this way for four years. He says he adds about \$30 to his wholesale price for a hand-tailored suit of foreign-woven worsted cloth that a retailer would "key-stone"—mark up 100%—and sell for about \$300. Kozinn's St. Laurie price: \$185. All of his manufacturing is done in a 30,000-square-foot loft downstairs from his selling floor.

2) "Off-price" retailers. Like old-fashioned "job lot" stores, they buy overstocked inventories from retail stores and clothes overproduced by manufacturers. They may also buy up extra piece

sales. The catch is that the troubled store will probably also be used as an outlet for merchandise bought from other sources—much of it inferior to the retailer's own goods. Alibis one well-known liquidator, "You can't afford to run out of size 15-34 if you're running a sale." In the effort to keep a "Going Out of Business" sale well stocked, of course, it could go on forever.

That's one of the risks the consumer faces in many stores: Next to the genuine \$300 suit selling for \$175 may be a genuine \$175 suit selling for \$175. Obviously, the salesman has motives for steering you to the latter.

To be sure, the variations on the major themes are as different as the men who

Like Sy Syms, Dorman sells only labeled goods of makers with designer and brand names. And like other off-price sellers, Dorman-Winthrop and Syms remove the designer labels in the suits and jackets they sell before the garments leave the store.

The bird that casts the biggest shadow over the ruins in the men's clothing business is a New York-based "merchandise consulting" firm called April-Marcus, Inc. It was April-Marcus who stepped in recently when the well-known Sussex firm got into financial difficulty. According to April-Marcus President Marvin A. Blumenfeld, his firm underwrote the debt-ridden manufacturer's liabilities, guaranteed payment on their piece goods and helped Sussex reorganize as a manufacturer's retail outlet retaining only a handful of retail customers. In return, April-Marcus gets a piece of the Sussex action from here on in. "We take only a few percentage points," insists Blumenfeld.

In much the same fashion, April-Marcus gets a percentage off the top from 130 men's clothing retail and manufacturing operations in the U.S. doing about \$100-million worth of business annually. Some of them are liquidations, most are factory outlets, but they all need April-Marcus' buying power (it does all of their piece-goods buying) and credit rating to stay afloat. "Most clothing retailers are always at least 60 days late paying their bills," says Blumenfeld. "We pay a week ahead of time."

The April-Marcus touch helped turn the once highly regarded Kuppenheimer manufacturing name into a come-on for a Texas factory-outlet chain. Six years ago the Kuppenheimer name was sold by its owner, Louis Roth & Co., to the Reston Slacks Co. of Columbus, Ohio because, according to Louis Roth President Michael Roth, "There was no longer enough demand for a \$275 Kuppenheimer suit to support its manufacture." April-Marcus "made a marriage" between Reston and a former Washington, D.C. retailer. What emerged were four Texas factory outlets with the Kuppenheimer name up over the door selling \$79 polyester suits bearing the once-revered Kuppenheimer label. "That's still a well-respected name in Texas," says one employee. The other 50% of the merchandise is coats, jackets, suits and shirts of lots of other colors, cuts and obscure origins from out of the labyrinthian April-Marcus distribution system. As Marvin Blumenfeld says, "We pay foreign manufacturers \$30 a suit instead of \$50 because we've got the cash."

Will it last? Listen to Sy Syms: "Every retailer in America will soon be operating this way."

But, of course, the shopper buys at his own risk. Can beating inflation be this important? ■



Brand labels at half the normal retail price

An "educated consumer" with a good eye can dress like an uptown shopper.

goods from manufacturers at prices as low as 40% off regular wholesale, to be cut especially for suits and sports clothes for their clientele. Says one merchant, "They will clean a manufacturer out at the end of a season, regardless of fabric or pattern." Off-price merchants may also pay as much as 65% off for "seconds" or "manufacturer's mistakes." (It isn't unusual for a manufacturer to have a bad run of 400 suits that can't be regularly wholesaled.)

3) Liquidations. What might be called the "endless bummers"—these are retail stores and bankrupt manufacturers whose "Going Out Of Business" sales have a way of going on forever. It is one of the oldest wrinkles in the clothing trade, refined to a science by a hard core of professional "liquidators" and flourishing as never before. Typically, a well-known but financially distressed retailer will call in a liquidator who, for a percentage of the gross, puts up enough money for the store to remain open and organizes well-advertised "clearance"

run the stores. Trained radio broadcaster Sy Syms, for example, has a seven-store "off-price" chain on the East Coast that began back in 1960 selling irregular shirts, socks and underwear at a single downtown Manhattan location. He still sells some irregulars in those items, but he insists that the suits and sports jackets he retails at prices from \$78 to \$188 are all perfectly fine overproduced garments or goods made specially for Syms from overstocked piece goods. "We'll pay 25% off the wholesale price for a garment that would sell to a retailer for \$137.50 and sell it at our \$158 price point," says Syms. "But, to make it worthwhile," says a competitor, "they will also sell something they got much cheaper at the same price." Says Syms, "I'll sell something I bought for \$100 at \$158. But an undesirable suit or jacket can't be sold for a higher price."

In Los Angeles, merchant Morton Dorman prides himself on buying only high-quality \$200 to \$500 suits for his two "off-price" Dorman-Winthrop stores.

Retailing roller coaster

Sales of women's apparel look strong, while other retailers struggle

Retail industry. From 1 overwhelmed by debt when sales dropped off.

"There are many problems if companies become too aggressive in trying to grow — and grow through debt financing," said Small.

One area retail recruiter who asked not to be named said that, compared to the rest of the retail industry, the women's apparel sector is showing more sales and higher profits. But he also said sales of women's clothing were so abysmal two years ago due to the showcasing of wild and impractical fashions that the latest rebound appears great in comparison.

"They're still not at the same skyrocketing level of three or four years ago," he said.

The same recruiter said that overall, retailers of all types "are basically holding their own. ... They're lean and mean right now."

In the job market, this means there is "not a need for a lot of bodies," but there are pockets of demand for skilled and experienced workers in a wide range of management and supervisory positions, from company presidents down to store managers, he said.

"When you need a buyer of tops or men's accessories, you need someone who has done that job before," the recruiter said.

Kozel said women's clothing retailers hit a snag a few years back by selling too many leather mini skirts and other trendy items women simply refused to buy.



refused to buy.

Some retailers say both they and their customers have been going back to basics in recent years. People still look for style, but they are also interested in classic looks and being able to mix and match garments for greater versatility.

Officials from Talbots and Syms, two diverse retailers that have been showing strong sales figures, said they have been responding to market demands with clothes for "investment dressing" and are emphasizing shopping convenience for frazzled, time-conscious customers.

Small said stores catering to people with high incomes — such as Talbots — and discount outlets like Syms are "recession proof" because there is always one segment of the population with money and another seeking out bargains. He noted his national, made-to-order design business for men and women has not been hard-hit by economic factors.

Small said he is actually capitalizing on the sluggish economy to move his business to Newbury Street in Boston where rents have dipped.

Talbots, based in Hingham, had sales totaling \$453 million in 1989, up 15 percent from \$392 million in 1988, according to spokeswoman Monet



Sales associate Betsy Lockhart assists Carolyn Ciriack of Framingham at Talbots in Wellesley. PHOTOS BY CAROLYN HINE

LeMon. She said the retail chain recently opened its first store in Japan and plans to open 28 new stores next year.

"Our product is very well-suited to just about any financial climate," said LeMon. "We do not have a trendy look. You can buy a blazer and wear it for several years."

LeMon said Talbots emphasizes "total wardrobing" and service. The stores, for example, keep personalized files for customers with their size, color and style preferences, LeMon said. She said some busy working

women will call and ask a salesperson to set aside several outfits for them to try on for last-minute business meetings or special events.

Syms, the New Jersey-based off-price giant, began selling shoes, scarves, accessories and luggage in its stores about five years ago to help male and female customers save time.

"One thing we all are these days is time poor," said Syms President Marcy Syms.

She also said Syms, which has stores in Norwood and Peabody, has

felt the slump in the Massachusetts economy. Sales are down 3 to 7 percent here since this time last year, Syms said.

One particularly healthy company is the Limited Corp., based in Columbus, Ohio, said Syms, Koziel and others. Syms said the company's extreme specialization and opening of several different stores aimed at narrow sex, age and income brackets, such as Limited Express and Victoria's Secret, has attracted customers.

"We will probably see the growth of this trend," said Syms.



'Sanctuary! Sanctuary! The Yankees are after me!'

APPLE SAUCE

By BETTY LIU EBRON

I need the extra bucks, dad, so I can shop at Barney's

Millionaire men's retailer **Sy Syms** reared a son who is really an educated consumer. After scrutinizing a business deal engineered by his dad, **Richard Syms**, 33, is suing Sy for \$30 million in Manhattan Supreme Court.

According to court documents, young Syms charges that he and his five siblings were cheated when the family-owned Syms Corp. went public in 1983. Richard claims Sy devised a fraudulent scheme in which 70% of the stock owned by the kids was transferred into Sy's account.

That, in effect, gave Sy a \$185 million stake in the company. Although Richard made money when the retail chain went public, he claims he should have gotten \$30 million, the value of the stock then. Richard's lawsuit is in his name only — none of his siblings is beefing about dad.

Sy, a familiar face on late-night TV, is not at all moved by Richard's bleatings. "Suffice it to say we should all have such a horrible father and should all be defrauded so badly," Sy's lawyers retort in his court papers. "What he does have is \$2.4 million that he did not have before."

The case is "frivolous, bogus, without merit," adds Sy's lawyer, **Richard Horowitz**. He also told Sauce's Ingrid Devita they believe the case will be thrown out of court.

How an Off Broadway Hit Stumbled on the Road

By ALEX WITCHEL

You've heard of "Other People's Money," the Off Broadway hit that turned Wall Streeters who didn't know the difference between "The Wild Duck" and Cold Duck into thea-

tergoers. It is the play that Carl Loebl found so inspiring he requested a script for his very own, and that Donald Trump endorsed as "an extraordinarily insightful, timely and witty play—beautifully performed." It is the play for which Warner Brothers paid \$300,000 and in which Dustin Hoffman, Michelle Pfeiffer and Gregory Peck have all expressed interest.

And "Other People's Money" is also the play that abruptly shut down its national tour yesterday at the Fisher Theater in Detroit because it couldn't sell enough tickets to survive.

What happened? The failure of "Other People's Money" to make it on tour — although last night it played its 558th performance in New York and is thriving in Chicago — is an expensive lesson in what it takes to turn a New York hit into a success on the road.

Road Novices

Jeffrey Ash and Susan Quatt Gallin produced the show in New York and on tour, along with Jack Lawrence and Nick Neubauer. It was the first time they had encountered the road. Their tour, originally scheduled to run 24 weeks, began in Baltimore on March 20 and played Philadelphia and Toronto before folding in Detroit. Engagements were canceled in Washington, Cleveland, San Francisco, San Diego and Los Angeles.

Ms. Gallin said: "Our thinking was somewhat arrogant. We had already broken so many rules and won. Jerry Serner was an unknown writer; our director, Gloria Muzo, had never worked in commercial theater before, and the show has been selling out in New York for a year and a half. We thought this play would work, no matter what. We were wrong."

The producers say their first mistake was in violating the industry wisdom that to succeed on the road, a production must tour with a film or television star.



Julie Boyd and Tony Lo Bianco in "Other People's Money."

run, it is difficult, if not impossible, to gain the necessary momentum.

The production of "Other People's Money" at the Minetta Lane Theater in Greenwich Village has never needed a star. The story of a corporate raider who reluctantly falls in love with his opponent opened in February 1983 with Kevin Conway and Mercedes Ruehl in the leading roles. Twelve weeks later it became what its playwright, Mr. Serner, refers to as "the Rocky Horror" of Wall Street, and the show has been doing solid business ever since.

On the road the leading role was played by Tony Lo Bianco, a Broadway veteran who won a Tony nomination as best actor for the 1983 revival of "A View From the Bridge."

The producers discovered that Mr. Lo Bianco's name on a marquee was simply not a strong enough box-office draw. Mr. Ash said: "We didn't realize the necessity for a star. Marvin Krauss, the general manager, gave us a lot of guidance, but we chose not to listen to it. We thought the play was strong enough."

As a result, "Other People's Money" did not generate much of an advance sale anywhere it was booked. Although reviews in

The exception to the road's star rule is a show, generally a musical, that is a star in itself. "The Phantom of the Opera" and "Cats," for example, sell out as events on their own. The producers of "Other People's Money" said they overestimated how well known the Off Broadway play was outside New York.

Mr. Serner said: "When my Aunt Sophie in Phoenix told me she had read about the play in People, I thought that meant everybody must know about it. But our judgment was in error."

The tour of "Other People's Money" cost \$750,000, and Ms. Gallin said the producers lost half of that investment.

When a play goes on tour, a local presenter pays the producers a weekly fee. Though Ms. Gallin would not confirm exact figures, she said that \$125,000 was the average amount that she and Mr. Ash received from a presenter to pay all their production expenses.

Heavy Overhead

It also costs the local presenter an average of \$100,000 a week to keep a show running — for advertising, local stagehands and moving the production into and out of the theater house.

awaiting the play heard those figures and wanted out. Yet, Ms. Gallin said: "In each city, the presenter had agreed to the cast. They know their cities, and we all felt the show was strong enough to work on the merits of its name."

Ms. Gallin and Mr. Ash are making a quick recovery; they plan to remount a West Coast tour of the play for the fall that would include stops in San Francisco, San Diego and Los Angeles. There, Mr. Ash said, the company could then "sit down" or stay for an open-ended run.

There already is a sit-down company of "Other People's Money" doing very well in Chicago, where the play opened with local actors a week after the tour began. It was licensed to an experienced Broadway producer, James Freyberg, who worked with Bob Perkins, a Chicago-based producer who had a lease on the 486-seat Royal George Theater. The other producing partners include Maurice Rosenfield, a lawyer and producer, and Mary Symms of the Symms department store chain, which has stores and offices in Chicago. The production's weekly costs are \$26,000. Last week it grossed \$37,500.

Corporate Audiences

Why has the play fared so well in Chicago when it failed elsewhere?

"Other People's Money" has the largest theater audience there is — nontheatergoers," Mr. Freyberg explained. "We advertised in all the business sections, did a night for chairman of the boards of Chicago-based companies, and passed out fliers in the financial districts."

Mr. Freyberg found that, as in New York, launching the play in Chicago depended on building word of mouth. The play grossed only \$13,000 in its opening week; it certainly needed more of an opportunity to build an audience than the two or three weeks given to a touring production.

Mr. Ash said that sit-down companies were being considered for Boston and Washington but that the producers still favored a national tour. A successful star-driven tour in a large house will always gross more than the most successful sit-down company using local actors in a smaller house.

Next time around the tour of

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The producers say their first mistake was in violating the industry wisdom that to succeed on the road, a production must tour with a film or television star.

Because touring shows are usually booked into a city for only a few weeks, building an advance sale is critical, and stars are the surest way to sell tickets. Productions without a star must depend on good reviews and word of mouth to attract audiences. But when a show has a limited



Julie Boyd and Tony Lo Bianco in "Other People's Money."

run, it is difficult, if not impossible, to gain the necessary momentum.

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The producers discovered that Mr. Lo Bianco's name on a marquee was simply not a strong enough box-office draw. Mr. Ash said: "We didn't realize the necessity for a star. Marvin Krauss, the general manager, gave us a lot of guidance, but we chose not to listen to it. We thought the play was strong enough."

As a result, "Other People's Money" did not generate much of an advance sale anywhere it was booked. Although the reviews in every city it played were generally favorable and its grosses increased each week, it could never catch up. Mr. Sienner observed: "When someone says, 'You gotta see this show,' you don't go the very next night. It takes time."

The exception to the road's star rule is a show, generally a musical, that is a star in itself. "The Phantom of the Opera" and "Cats," for example, sell out as events on their own. The producers of "Other People's Money" said they overestimated how well known the Off Broadway play was outside New York.

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It also costs the local presenter an average of \$100,000 a week to keep a show running — for advertising, local stagelands and moving the production into and out of the theater — which means the presenter needs to make \$225,000 a week just to break even. The highest gross during the tour of "Other People's Money" was in the show's last week in Baltimore, when it made \$174,000.

Presenters in other cities who were

and wanted out. Yet, Ms. Gallin said "In each city, the presenter had agreed to the cast. They know their cities, and we all felt the show was strong enough to work on the merits of its name."

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Next time around, the tour of "Other People's Money" will have its star, maybe Dustin Hoffman, Gregory Peck or Michelle Pfeiffer has a yen to go out on the road.

"If they did," Mr. Sienner said, laughing, "I certainly wouldn't be having this conversation."

Syms Corporation: Off-price and very proud of it

By KRIS HUNDLEY
Staff Writer

When you call the corporate offices of Syms Corporation, an off-price family apparel chain based in Secaucus, N.J., the operator answers with a slogan: "Syms, where an educated consumer is our best customer."

OFF-PRICE
FOCUS

A 27-unit chain that opened its first store in 1959, Syms has taken upon itself to educate the public about off-price retailing. And according to David Bernard, director of advertising, the effort is paying off.

"Our old commercials used to explain what we are," says Bernard, who

heads company-owned Syms Advertising in New York City. "The new ones, which run in markets where the old ones have run for some time, explain how we do it. We want to be credible. And people ask the question about how we offer such bargains. We feel it's our responsibility to answer."

The new Syms commercials, introduced in 1989, show visuals of a variety of the chain's merchandise while a voice-over explains the basis of off-price buying. Says one ad: "A famous manufacturer of men's clothing made 35,000 suits and sold 28,000 to suit stores. What did he do with the rest? Syms."

In their company's 1989 annual report, Sy and Marcy Syms, the father-

SYMS

An Educated Consumer is Our Best Customer

daughter team that acts as the firm's chairman and president, respectively, explain their hopes for the new ad campaign. "That's our business and we believe that a customer who knows how we do it will come to see for themselves," they wrote in a letter to shareholders. "So far the response has been excellent."

Slow but steady

Syms is a slow but steady player in the hotly competitive off-price niche that includes such nationally known

names as Marshalls and T.J. Maxx. While these two giants crank out stores across the country at the rate of about 50 units a year, Syms eschews "growth for growth's sake." The company has added new stores or increased selling space every year for over a decade. But growth averages only about two units annually and then only in carefully selected markets.

"We're constantly looking for sites, but they take a long time to come to fruition," says Bernard of his company's growth strategy. "We have a very tough set of guidelines."

Syms draws all capital for new stores from existing cash reserves and internally generated funds with a minimum of outside borrowing, the retailer says. The chain also subjects new stores in new markets -- and additional selling space in existing markets -- to exacting demographic and psychographic guidelines. The chain's customers, according to its annual report, are predominantly middle-income, fashion-minded and price-conscious individuals.

Typically Syms units are sited near a major highway or thoroughfare in suburban areas of at least 1-million. The chain favors freestanding units, often opening close to major power strips. Only two Syms stores are not freestanding -- a new unit in Trinity Place in the heart of New York City's financial district and a 58,000-square-foot unit in a strip center in Rockville, Md.

Rewards for caution

Such caution has its rewards. In 1989 Syms reported that its 25 stores had net sales of just over \$300-million, an average of \$12-million per store. With its units ranging in size from 23,000 to 68,000 square feet and a total square footage of 1.12 million, Syms averages

MASSAPONAX OUTLET CENTER

Fredericksburg

Virginia

Opening Fall 1990

- Aileen
- Bruce Alan Bags
- Harve Benard
- Bass





- S&K Famous Brands
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1989 Syms reported that its 23 stores had net sales of just over \$300-million, an average of \$12-million per store. With its units ranging in size from 23,000 to 68,000 square feet and a total square footage of 1.13-million, Syms averages \$265.50 per square foot in sales.

These results compare favorably to those of Syms' giant competitors. In 1988, sales at 300-unit Marshalls averaged \$250 per square foot. With total sales that year of \$1.75-billion, Marshalls' stores -- which range from 25,000 to 30,000 square feet -- averaged net sales of a little less than \$6-million per store. Similarly T.J. Maxx, in its 1989 annual report, reported sales in excess of \$260 per square foot.

New markets in 1990

In March, Syms opened two units -- in Houston and Tampa -- bringing the total number of stores to 27 in 17 markets. Using a rule of thumb that a population of more than 2-million warrants two Syms stores, the chain now has a dual presence in the greater Boston, Washington, Miami, Chicago and Philadelphia areas. The New York/New Jersey market boasts six Syms stores.

According to the company's annual report, clustering stores and markets brings double benefits by improving the efficiency of merchandise delivery and allowing the company to use regional media-buying opportunities. "Our advertising is virtually all broadcast, both television and radio," says Bernard.

Expansion plans

With its eye on maximizing overlapping markets, Syms scours the map

With its units ranging in size from 23,000 to 68,000 square feet and a total square footage of 1.13-million, Syms averages \$265.50 per square foot in sales.

for possible sites to buy or rent. "At this point, we own about half our sites," says Bernard.

Syms says its base rents range between \$2.25 and \$7.25 per square foot, triple net. Syms acquired the sites of its three most recent units, in New York City, Houston and Tampa.

Bernard says the company's primary siting guideline goes back to a promise made 25 years ago to its suppliers. "We promised never to open under the nose of one of their regular customers," Bernard says. "That's the kind of thing we think is important."

But Bernard says this "radius of sensitivity" has never been calculated into specific mileage. "It's more a matter of people's shopping habits," he says.

Currently Syms signs can be found in major metropolitan markets as far west as Dallas, as far north as Chicago and in the heartland in St. Louis.

Asked about the possibility of West Coast sites, Bernard says: "I would expect we'll move West over a period of years. But what matters to us is not to suddenly put stores in, say, Montana. It makes much more sense to go from Dallas to Houston."

Inventory

Like its competition at Marshalls and T.J. Maxx, Syms carries first quality, in-season designer and branded apparel for men, women and children.

According to the company, in 1989 60 percent of total sales were generated

staff of six merchandise managers and six buyers in conjunction with merchandise executives and after consultation with store managers.

Most merchandise passes through the company's 237,000-square-foot distribution center in Secaucus, where it is inspected, ticketed and allocated to particular stores. Responding to sales information which is transmitted daily from store to headquarters, Syms distributes merchandise from two to four times a week.

"We've been in business for 30-years," says Bernard. "And we're probably called with merchandise opportunities first, second or maybe third. That means we end up having a huge selection of merchandise, all brand-name, and the consumer winds up buying at 40-, 50- or even 60-percent less than at a traditional store."

Automatic markdown tags

Some of the price tags at Syms carry more than just comparative prices. Women's dresses also carry a pre-dated automatic markdown tag to move the merchandise faster. The date of placement on the floor is stamped on the back of the tag. On the front is what the company believes to be the nationally advertised price, the initial Syms price and three reduced prices. A price reduction kicks in after each ten selling days.

In line with its cautious growth phi-

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Like its competition at Marshall and T.J. Maxx, Syms carries first quality, in-season designer and branded apparel for men, women and children.

According to the company, in 1989 59 percent of total sales were generated by men's clothes and haberdashery; 33 percent of its sales were in women's apparel and accessories. The balance of sales was divided among children's wear, luggage, domestics and fragrances.

Approximately 500 brand-name manufacturers are represented at its stores, though the company does not maintain any long-term or exclusive commitments to purchase from any particular manufacturer.

Buying is done by the company's

advertised price, the initial Syms price and three reduced prices. A price reduction kicks in after each ten selling days.

In line with its cautious growth philosophy, Syms maintains a conservative customer service policy. Though the company accepts checks and its own Syms credit card, no other credit cards are honored. Nor does Syms offer refunds for purchases, instead issuing store credits for merchandise returned within a reasonable period of time.

For more information contact David Bernard, Director of Advertising, 65 W. 55th Street, New York, New York 10019; (212) 265-0044. □

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^{LOREN} New roads in store for Henrietta

Retail business boom adds to traffic burden

By Jim Orr

Democrat and Chronicle

With more stores, led by K mart and Walmart, on the way, shoppers in Henrietta also will get increased traffic and new roads.

The roads come first.

HENRIETTA

Developers of the retail area's next shopping centers are spending about \$1.7 million to lay two new streets, Marketplace and Fison drives, and make other road improvements.

The work is designed to ease traffic flow at the Hylan Drive-Jefferson Road intersection and ramps connecting Hylan and Interstate 390.

"Right now, the road system is barely adequate for the volume of traffic we have..." said Town Supervisor James Breese. "There will be a temporary inconvenience (during roadwork), but the wait will certainly be worth it."

No detours are planned during construction, which is scheduled into next year.

A breakdown:

- The J-shaped Marketplace Drive will intersect with Jefferson Avenue midway between Clay Road and Hylan Drive and intersect with Hylan Drive about a half-mile to the south. It leads to the new Walmart department store and Sam's Wholesale Club, which are being built by Wilmorite Inc. and scheduled to open for the holiday shopping season.

- Fison Drive, an 800-foot, east-west link between Marketplace Drive and Clay Road, will provide access to Walmart.

- A right-turn lane from Hylan Drive to Market

place Drive is nearly done.

- Work will start this fall to add a third lane to I-390's southbound exit ramp at Hylan and to add a southbound turn lane on Hylan leading to I-390. Both projects are scheduled for completion next year.

- Late this year or early next year, an improved traffic-signal system and one turning lane will be added in each direction at the Jefferson-Hylan intersection.

In addition, Scutti Enterprises is improving the drive it will maintain that links the new Marketplace Square shopping center with the Hylan-Jefferson intersection to the south. The center, which will include K mart and Builder's Square, is scheduled to open next year.

The town requires developers to pay for road work made necessary by their projects, then turn over property rights to the town.

"When you're through, you're going to have a huge retail area, probably one of the largest of its kind in the state," Breese said.

Impact studies project that Hylan Drive traffic will increase during peak hours from 1,700 to 1,990 cars on week days and from 2,000 to 2,240 on Saturdays.

On Jefferson Road, traffic during peak hours is projected to rise slightly to more than 2,700 cars on week days on both side of Hylan. On Saturdays, projections are for about 1,190 east of Hylan and 2,620 west of Hylan.

For now, Breese said, the town is not interested in attracting more new retailers to the area.





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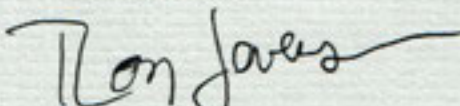
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BEST OF PHILLY

But host Ukee Washington always looks more nervous than the kids.

Discount children's clothes: Syms, 1865 East Marlton Pike in South Jersey, has low prices on Absorba, Lacoste and other duds for the class of 2005.

Fashion-conscious kids' clothing: If you really must outfit baby Ashley in black spandex, the best place to shop for fledgling trendette wear is still Kamikaze Kids, 520 South 4th Street.

Matching mommy/baby outfits: Shop Laura Ashley (King of Prussia mall and other locations). Then go run through a meadow somewhere, barefoot, with flowers in your hair.

Off-the-beaten-track showplace: You need pretty strong bait to lure Philadelphians into the boondocks. So the Glassboro Center for the Arts came up with another powerhouse season that included the New York City Opera Touring Company, the Alley Theatre of Houston, Judith Jamison's dance company and the Kronos Quartet.

Well-bred dolls: Don't look for Rainbow Brite or She-Ra, Princess of Power at Corbett's Collectable Dolls, 123 Creek Road in Rancocas Woods, N.J.; the selection of shepherdesses, brides and other professionals, however, is unmatched anywhere in the area.

Doll house rehab: If PBS decides to make a series called *This Old Doll House*, Creative Crafts Doll House Centre, 425 Haddon Avenue in Haddonfield, would be the place to shoot. It has more furniture than IKEA, only a lot smaller. They also do electrical and structural repairs.

Ties: M.L. Lawrence, 1604 Walnut Street, offers plenty of reasons to get rid of that skinny black leather tie.

Mechanic who won't kid you: Tony Turchi's overflowing parking lot at 635 East Germantown Pike in Lafayette Hill is testimony to his way with a wrench—domestic or foreign.

Jukebox: 16th Street Bar & Grill, 264 South 16th Street. Everything from the Fine Young Cannibals to Louis Armstrong. Except it makes you want to dance, and there's barely room to stand and wait for a table on weekend nights.

Bike shop: Bike Tech, 1234 Locust Street, is still the place to go when you decide to take off your training wheels.

Magician: Prestigious Philly prestidigitator Mark DeSousa seems to make national awards appear out of his top hat. Doug Henning, look out!

Comeback: Danny and Annette Noble, the British fashion design duo headquartered on 13th Street, are back in the fashion spotlight with a hot new fall line, available at Macy's and Barney's in New York City.

Hair salon, Center City: Moda, 117 South

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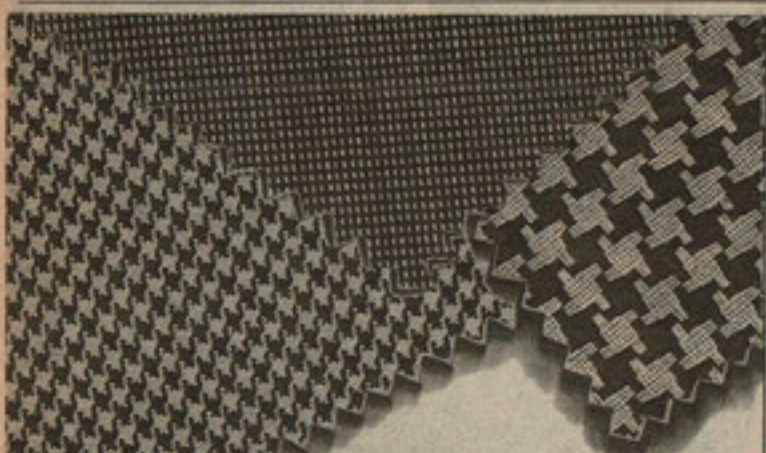
HUBERMAN NAMED DIRECTOR OF SALES FOR AKEMI SONE

NEW YORK — Diane Huberman has been named director of sales for Akemi Sone, a designer collection, which makes its debut in the U.S. Monday.

She reports to Akemi Sone, president, who is based here. Sone, who is also the designer, has been doing business in Japan for seven years and will continue to do so. She is designing a different collection for the U.S. that includes designer-price sportswear, suits, dresses and eveningwear.

Huberman will direct the sales organization and work with the designer to merchandise the collection for the U.S. The firm is operating out of Sone's design studio at 118 Madison Ave. here, and will show its spring-summer collection from 500 Park Avenue Tower, beginning Monday.

Huberman was most recently sales director for KL by Karl Lagerfeld. Previously, she was an account executive for Escada and director of marketing at Here and There, a fashion forecasting service.



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LIQUIDATION OF ITS ASSETS IS UNDER WAY AT FLORIAN

CHICAGO — Florian Fashions, Inc., Cleveland, owner of the Dalton better sportswear business and various moderate-price dress and sportswear lines, is in the process of liquidating its assets.

The company has been winding down its Dalton business since May, when it officially closed its Cleveland factory and stopped paying its workers, according to former company employees. The company also shut down its other Ohio factories, in Canton and Willoughby, it was said. Florian's various moderate-price dress and sportswear labels, including a washable silk sportswear line called Jessica, ceased production in December 1989, the former employees said.

Gregg Lurie, president, confirmed the company is liquidating its assets, and said he does not intend to file Chapter 7 bankruptcy. But he declined further comment.

"Call me back in two weeks to 30 days. I will talk to you then," said Lurie, who runs the business with his brothers, Keith and Kenny Lurie.

The Dalton business, which had its heyday in the Fifties and Sixties as a leading cashmere sweater line, was acquired by Florian in November 1987. Most recently, the Dalton label had been generating between \$14 million and \$20 million in annual volume, according to industry sources, about half or more of Florian's overall volume.

— SANDRA JONES

SYMS NET DECLINES 4.6% IN 2ND QUARTER

SECAUCUS, N.J. (FNS) — Syms Corp. reported a 4.6 percent dip in earnings in the second quarter ended June 30, and a 12.9 percent slide in the half.

In the quarter, the off-price retailer posted earnings of \$3,991,000, or 23 cents a share, down from \$4,234,000, or 24 cents, a year earlier.

Sales in the quarter edged up 4.6 percent, to \$80,974,000, from \$77,419,000. The company noted that sales would have climbed 7.6 percent in the quarter if adjusted for sales from Sulka, an upscale men's wear store, which was sold in July 1989. Of that percentage, Syms said 5.5 percent came from stores that opened in April and May 1989 and two stores that opened in March 1990.

In the six months, earnings dropped to \$5.77 million, or 33 cents, from \$6,624,000, or 38 cents. Sales gained 6.1 percent, to \$146,304,000, from \$137,886,000. Excluding the Sulka sales, Syms said, sales would have gained 9.3 percent.

However, Syms said higher operating costs at the new stores and increased costs of existing stores operating at an almost flat rate of sales resulted in higher expenses.

As a result of the heavier operating costs, Syms said income as a percentage of sales fell to 4.9 percent in the quarter, compared with 5.6 percent in last year's quarter. In the half, it was down to 3.9 percent, against 5 percent in same period last year.

Syms had 27 stores operating at the end of the quarter.

OBITUARY

DOUGLAS H. GRANT

NEW YORK — A memorial service for Douglas H. Grant, 36, will be held today at 11 a.m. at the Pilgrim Congregational Church, Nashua, N.H. Grant died July 30 at his home in Nashua due to complications resulting from AIDS.

Most recently, Grant had

been a sportswear designer at Christian Dior Separates. He was there for several months last year and prior to that, he designed sportswear at Ellen Tracy for about five years.

Grant is survived by his parents, a sister and a grandmother.

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August 1990

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Susan Kleina



LABELS FOR EVEN LESS

here are bargains that seem to just happen—say, an overstock of your favorite shampoo at Duane Reade—and then there are the ones you have to work for. Like those at **REMIN'S**. Located *slightly* northeast of the city in New Rochelle, Remin's is a hike for discount designer clothing, but the extra travel time is more than worth it. The legendary deals at Loehmann's, with all due respect, can't come close.

The Bill Blases, Valentinos, Ungaros, Isaac Mizrahi and other droppable names that fill Remin's racks are nearly half the price (or even less) of what you'd pay in town and are exclusively from *this season's* collections. In the great tradition of Sy and Marcy Syms, second generation retailer Robert Remin discreetly credits his deep discounts solely to "relationships based on over forty years in the designer apparel business."

The large, no-frills store is located on North Avenue (number 665), the type of street on which you'd expect to find





ZOA Group Protests Swedish Expulsion Of 150 Jews

A delegation from the Manhattan Region of the Zionist Organization of America met Friday with the Swedish Ambassador to the United Nations to protest the expulsion of 150 Soviet Jews from that country and to present Israel's record on human rights and its position in the Middle East peace process.

Dr. Kenneth Kelner, President of the ZOA Manhattan Region, led the delegation which includes Marcy Syms, CEO of Sym Clothing, Barry Farber, radio talk show host, and Academy award-winning filmmaker Ray Fox.

The delegation presented a letter which protested the expulsion of 150 Jews because they had publicly expressed their disagreement with the Swedish Government on the subject of Soviet anti-Semitism. The delegation urged that the Swedish government be aware of the validity of their claims that there is anti-Semitism in the Soviet Union, and ensure that the

group would not be sent back to the USSR, but rather be given the opportunity to immigrate to Israel.

The Swedish Ambassador, the Honorable Jan Eliasson, expressed his appreciation for the concern of the ZOA delegation, and acknowledged that there was anti-Semitism in the Soviet Union. He said none of the Soviet Jews had been deported to the Soviet Union. The Ambassador stated that their cases would be decided on an individual basis and that they were free to go anywhere they chose. He said no one would be expelled from expressing their point of view.

The Ambassador expressed his government's disappointment on the PLO's support of Iraq's invasion of Kuwait, but maintained that this does not change Sweden's basic view that there must be a negotiated settlement between Israel and the Palestinians. He also agreed that Israel has a right to choose its own negotiating partner.

Corner On The Bargain Market

Two of the great Lower Manhattan bargain stores are little known in the north of Manhattan. At either end of Trinity Place, across from the World Trade Center, are Syms and Century 21. They deal only in new items, mostly with well known labels, sold at huge discounts, or in some cases at a small fraction of the prices charged uptown. How they do it is something of a mystery, but who cares as long as they are authentic and the price is right.

Shuttle back and forth between Syms and Century, only a few hundred yards apart, gathering your treasures.

Try Syms for a 100% silk blouse in a number of colors and labels (\$24.99) and Century for a solid col-

or wool skirt (\$19.97) or better still a 100% leather suede skirt in rich deep greens and browns (\$39.97). We return to Syms for a dark grey flannel PBM "power suit" (\$139), with or without pin stripes and, for evening wear, a "dinner suit" — a copy of a man's tuxedo with silk-faced lapels and trousers with silk stripes (\$379).

Et pour Monsieur? Well, let's see now. Syms has a blended cashmere navy blue blazer (\$139) or a 100% tan silk tweed jacket (\$119). Any of these will go with all wool grey flannel slacks (\$42.99). Back to Century for two wool turtle neck sweaters (that's right — two of them for \$29.97) in black or soft yellow, green or red.

In addition to men's and

women's sportswear and formal wear, Century 21 has a line of cosmetics, perfumes and discount children's clothes and a basement crammed with kitchen and bedroom things plus china, glass, video tapes and small appliances. Syms might well turn up with anything...linens, luggage and more.

Best of all, if you choose wisely, nobody will ever know where you've been. Come before 11:30am or after 2:30pm. And come often because new treasures arrive every day and a lot of the good merchandise is one-of-a-kind and you can't be sure they'll have what you want in your size. Good hunting. ■

Arthur Prager, is a former diplomat and author of six books.

BURLINGTON COAT COMING TO MANHATTAN

NEW YORK — Burlington Coat Factory will open its first New York City branch in the former Syms on Park Place in lower Manhattan, DNR has learned.

Monroe Milstein, president and chief executive officer of the Burlington, N.J.-based off-price retail chain, confirmed market reports and said the 55,000-square-foot store will open "within the month."

See BURLINGTON, Page 11

BURLINGTON COAT SETS FIRST MANHATTAN UNIT

Continued from Page 3

The site was chosen, Milstein said, because "It was there. It's a densely occupied area and we want to bring quality men's, women's and children's clothing to lower Manhattan."

Burlington Coat has been in the retail business for 18 years and decided to enter New York's rough retail climate because its business is "doing well."

He continued, "Our business is good. We advertise extensively in the New York area, but haven't offered consumers an opportunity to visit one of our stores. We believe the demand is there." Milstein added that the landlord of the property sought out Burlington Coat.

Milstein said the company

doesn't give sales projections, but he expects "men's wear to account for 40 to 50 percent of the business."

Burlington Coat Factory, which operates 134 stores in 37 states, had sales of \$790 million in fiscal 1990. Operating income was \$43.3 million.

Syms closed its store on Park Place earlier this spring after 25 years at that location. The company replaced it with a 45,000-square-foot unit on Trinity Place.

At the time, Marcy Syms, president, explained that the changing character of the Park Place community prompted the move. "The area is much more residential today," she said, "and we weren't getting the same lunchtime crowd that we did in the '60s and '70s."

—LISA MARSH

WEEK OF OCTOBER 8, 1990

DNR-10/8/90



VIEWPOINT

An Educating Restaurateur



Syms is a discount clothing retailer with 22 stores around the country and its sales motto is, "An educated consumer is our best customer." I like to think I am one of Syms' educated customers. I love to go through the suits, looking for marques and fabric labels, feeling the material and trying on this and that. Yesterday, I found a suit made in Italy from featherweight wool. Just right. Sold.

Coincidentally, I had just been in Washington, D.C., for a CHRIE (Council of Hotel, Restaurant and Institutional Educators), where Tony May and his Gruppo Ristoratori Italiana hosted a buffet and announced some scholarships the GRI is inaugurating.

During the evening, I had a chance to talk to Tony about a project he spent five years completing. It is a book, *Italian Cuisine: Basic Cooking Techniques*. It is a labor of love for May, who wants it distributed everywhere in hopes of giving future chefs, restaurateurs, anyone, a more sophisticated view of Italian food.

May was the 1990 recipient of the IFMA Silver Plate in the Independent Restaurant category. He won not only because he is a successful restaurateur who has showcased Italian food in his restaurants, such as Palio and San Domenico, but because he is a visionary with a mission: to make consumers and colleagues more knowledgeable about Italian cuisine. I use the word cuisine deliberately. As with Mexican and Chinese food, the public perception has too long been limited to certain examples of the type, i.e., Italian means spaghetti and ravioli. May and his Italian restaurant group, now 300 strong, are bent on correcting such misconceptions by putting a huge variety of Italian food on their menus.

The message here is that a key part of success in the restaurant business, especially one changing so rapidly, is knowing how to educate consumers so they can appreciate what you are trying to do for them. Whether it's posters explaining dishes, smart wait people who can illuminate the menu or direct-mail pieces that offer restaurant insight, you'll find, as Syms has, that educated diners make the best customers.

Mike Bartlett

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06/52/11 HAYNUS - SEWIL YORK MEN SHL THE

Hickel makes unexpected re

By Richard Mauer

New York Times News Service

ANCHORAGE — Former Gov. Walter J. Hickel succeeded in winning back the governorship in a way few but himself thought he would.

He decided to run only about seven weeks before the election and filed less than an hour before the deadline. In fact, it was a call from White House Chief of Staff John Sununu urging him not to run that pushed him into the race. And he beat the two major-party nominees by running as a third-party candidate.

After the election, Mr. Hickel, 71, was elated. At a news conference after the Nov. 6 election, he recounted how one of the first calls of congratulations came from former President Richard M. Nixon, who had fired him as interior secretary in 1970, and how a later call came from Mr. Sununu's boss, President Bush.

Mr. Hickel, running as an Independence Party candidate, won with a small plurality of 39 percent to 31 percent for the Democratic candidate, Tony Knowles, and 27 percent for the Republican, Arliss Sturgulewski.

Mr. Hickel remains a popular figure among an older generation of Alaskans who built up the territory after World War II and led development through the early days of statehood in the 1960s.

According to surveys of voters leaving the polls, his support came from people who thought that he would bring industry to the state and create jobs, cut the size of the state bureaucracy, reduce government regulation and stand up to the

federal government, which owns a sizable majority of Alaska's land.

For his part, Mr. Hickel has offered few specifics.

What seems most in question is how he will deal with environmental issues, which have become more important to Alaskans since the oil spill from the Exxon Valdez in March 1989. One expected battleground will be the upcoming debate in Congress over opening the Arctic National Wildlife Refuge to oil exploration, and if the refuge is opened, how much of the royalties will go to the Alaska treasury.

Mr. Hickel's record on the environment provides conflicting clues. In his first term as governor, which began in 1966, he made a dramatic gesture to get oil exploration of Prudhoe Bay started. He ordered a highway crew to start their bulldozers and plow from Fairbanks to the Arctic.

The road allowed industry to bring in equipment, but when the ice melted and it became a mud-filled trench in the tundra, the "Hickel Highway" came to symbolize development at any cost.

Mr. Hickel left for Washington when Mr. Nixon called in 1969 and offered him the job of interior secretary. A short time later, an offshore well blew out near Santa Barbara, Calif. Though at first criticized for inaction, Mr. Hickel began taking on the oil industry, ordering new safety controls and prosecuting violators with a vigor not seen before.

His career in Washington ended in 1970, after he sent Mr. Nixon a letter urging him to listen to America's young people who were protesting the Vietnam War.

On campaign stops this year, he often spoke about trying to find some way other than government regulation to protect the environment, a method to make it more expensive for industry to pollute and waste than to conserve.

"The environment is God-given," Mr. Hickel said. "But if you just have the environment without any production, you're not doing what God intended."

Mr. Hickel made two attempts in the 1970s to regain the governor-

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The Boston
Globe
Tues. 11/13/80

Prices to suit fashionable men

IT'S NOT JUST WOMEN shoppers who are looking for fashion at a good price as autumn moves toward winter. Men still need a new suit and tie or two, and they're noticing that prices for these items, especially with designer labels, have risen steadily. Still, with some luck and a little ingenuity, it's possible for men to dress well without paying top dollar.

Karin Whiting, a publicist for Marshall's stores, says consumers there have indicated that they want designer names and are willing to pay a little more, though not full price, for these labels. So Marshall's has complied, with plenty of well-known names on its men's suits, sport coats, neckties, shirts and outerwear, and a recent visit to the Newton store revealed some fine values. A Hugo Boss light gray wool/nylon/viscose blend suit, for example, was marked \$299.99 from an original \$650. Boss is a hot name in menswear, and many men are willing to pay a higher price for that particular brand. Marshall's also had a John Weitz charcoal-colored 100 percent camel's hair sport coat for \$129.99 (from \$295); a 70 percent down, full-length black trench coat for \$99 (from

FASHION, Page 62



GLOBE STAFF PHOTO / BILL GREENE
Steven Gainsboro models a sweater at Botelle.

Prices to suit the fashionable man

■ FASHION

Continued from Page 55

\$189); and a buttery-soft leather jacket from Gant for \$229 (from \$340).

A Perry Ellis suit in 100 percent wool gray check was \$249.99 (from \$575), and dress shirts included a light turquoise all-cotton Geoffrey Beene for \$19.99 (from \$35), and a tuxedo shirt by Polo in Sea Island cotton for \$69.99 (from \$185). Neckties at Marshall's included a silk tie printed with various types of pasta, by Nicole Miller, for \$24.99 (from \$55) and a floral silk by Ted Lapidus at \$16.99 (from \$37.50). The store has a full line of men's shoes in addition to clothing.

Just up and across Needham Street, a few hundred yards from Marshall's, Ava Botelle has opened an Ava Botelle for Men shop, the offshoot of its successful women's store on the same road (Needham Street seems to be the street in the Boston suburbs for discount designer clothing right now). Sweaters are the specialty here, and the best are the colorful mixed texture collages of Boston designer Marienbad, worn so frequently by actor Bill Cosby that they are now nicknamed "Cosby sweaters." Here, they are \$289.99 (from \$375). Botelle also carries the very colorful computer-designed sweaters by Coogi, an Australian manufacturer, in 100 percent wool, for \$209.99 or \$249.99 for the cardigans, from an original \$270 and \$345, respectively.

Additional good finds at Botelle for Men include a very soft poly/wool blend blouson jacket in pea green by Courreges Hommes for \$169.99 (from \$225), a Tony Lambert raw silk multicolor sport shirt for \$69.99 (from \$90), a Bill Robinson gray and beige rayon and wool shirt for \$89.99 (from \$110), and Bill Blass thick cotton bathrobes for \$62.99 (from \$80). Ungaro silk floral print ties are \$39.99 (from \$50) here, and handsome black or brown leather pouch



GLOBE STAFF PHOTO / BILL GREENE

Joseph Turco models suit at Designers Clothing Ltd.

bags/briefcases are \$95 (from \$140). British Khaki 100 percent wool handknit multicolor sweaters are \$139.99 (from \$175), and an olive-brown suede double jacket, made in Spain, is \$829.99 (from \$1,050). Botelle's own label wool sweaters with tiny colored stripings are \$79.99 (from \$110), and a Jhane Barnes wool/rayon/Lycra "stained-glass window" patterned sweater is \$159.99 (from \$225). The store carries a nice group of antique cufflinks for \$14 to \$45.

The best thing about Designers Clothing Ltd. in Newton Highlands (also on Needham Street) is the line of suits for men. The best of these are the Alexander Julian 100 percent wool beige suit at \$179.90 (from \$400), a Baron Anderson all-wool gray suit for \$99.90 (from \$260), and a Givenchy Monsieur gray wool with tiny subtle red striping for \$239.90 (from \$450).

A navy pinstripe all-wool double-breasted Perry Ellis Portfolio suit is \$239.90 at Designers Clothing Ltd., from an original \$495; a navy blue pinstripe with red and light blue striping by Givenchy Monsieur is

\$225 (from \$450). Braces include polka dot Pierre Cardin ones for \$17.90 (from \$22), rust and green ones from Colours for \$18 (from \$22), and black with a purple and green stripe down the center, for \$19 (from \$24.50). The store also carries dark leaf-patterned and graphic silk ties from Italy for \$19 (from \$42.50).

Look for winter coats at Milton's, on Route 9 in Chestnut Hill. The best buy in men's raincoats is a basic-style London Fog for \$119.99 (from \$170), and in topcoats, a Perry Ellis pure wool in olive, camel, navy and gray check is \$329.99 (from \$435). A beautiful pure cashmere navy topcoat made in England is \$399.99 (from \$700), and a Pierre Cardin olive wool one is \$269 (from \$395). You can get a Giorgio Armani suit at Milton's for \$499 (from \$750), and a pure silk necktie with a French Impressionist reproduction painting on the front for \$29.99 (from \$55). Perry Ellis Portfolio shirts in all cotton are a big savings at \$16.99 (from \$48.50), and Valentino silk ties are \$24.99 (from \$42). The store has a new Perry Ellis Portfolio tuxedo for \$329.99 (from \$475).

Sport coats might be the thing to buy at Syms, on Route 1 in Norwood. The store has a brown check silk sport coat by Bill Blass for \$139 (from \$240), a navy wool Pierre Cardin jacket for \$149 (from \$260) and a beautiful pure camel's hair sport

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Sport coats might be the thing to buy at Syms, on Route 1 in Norwood. The store has a brown check silk sport coat by Bill Blass for \$139 (from \$240), a navy wool Pierre Cardin jacket for \$149 (from \$260) and a beautiful pure camel's hair sport jacket by Chaps Ralph Lauren for \$179 (from \$300). A leather jacket by Raffaello is \$199 (from \$375), Hathaway oxford cloth dress shirts are \$17.99 (from \$32.50), and a black trench coat by Austin Reed is \$99 (from \$175).

If you have an inclination toward designer clothing and you have transportation, a trip to Norwood, Chestnut Hill or Newton is worth it this fall. Syms, Designers Clothing, and Milton's have their own tailors on the premises for alterations at an extra charge.

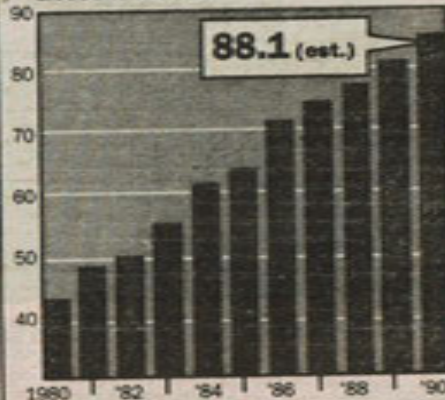
tail outlet concept is New Jersey-based Burlington Coat Factory, which has grown into a 156-store nationwide chain since its inception in 1972.

"Business is ahead of last year by 10%," commented Monroe Milstein, the company's chairman. "We're getting savings of from 50% to 75% on goods right now, and we're making more buys than ever before because manufacturers are not shipping to retailers that are in trouble."

Burlington's sales totaled \$803 billion in fiscal 1989, and Milstein is hoping to nearly double that, to \$1.5 billion, by 1995. He plans to open 10 to 12 new stores annually over the next several years.

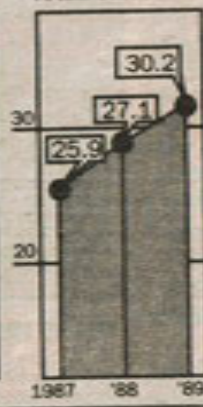
The off-price category has grown by leaps and bounds over the past 10

General merchandise discount stores

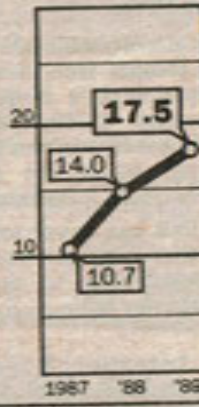


Source: Discount Merchandiser Magazine

Specialty off-price retail sales



Wholesale club sales



GREG MARINELLI DAILY NEWS

products. Today, they accept it as an opportunity to expand distribution.'

— Steven Jacober, trade journal publisher

habits that much in a recession," said Syms. "It's still a case of supply and demand, but they still wait for sales."

But shoppers aren't the only ones coming to the off-price retailers. "We're also in business to back the clothing manufacturers," Syms explained. "The manufacturers would be hard-pressed to replace us, but consumers will always find another place to shop."

One of the places they're shopping is the designer outlet, which has begun to proliferate in recent years, as designers and other famous brands look to grab their piece of the off-price pie. Syms said the emergence of the designer outlets has begun to eat into his business.



MONROE MILSTEIN, above, chairman of Burlington Coat Factory, and opening of one of his New York stores.

DAILY NEWS



How much should a Christmas tree cost? It all depends.

Daily News Business Editor

By HELEN O'CONNOR

Yule pay for tree at stand
Cost depends on 3 factors

DAILY BUSINESS NEWS
SUNDAY, DECEMBER 16, 1990

Business First of Buffalo
Week of January 7, 1991

Sy Syms has never met these people

Krupke wears one of those skinny ties. It measures about an inch and a half wide and it glistens in a decent light. Louella wears a miniskirt which does her no justice. More about both of them in a minute.

These are people I admire, not for their elegance and sophistication but for their independence and gumption. Are they aware that certain fashions have passed them by? Do they care? Are they waiting for a revival?

These are questions that we sometimes must ask ourselves as we study the latest fashion illustrations,

down to his earlobes, which seems to indicate that certain fashion statements can cut across party lines. He was then director of the CIA.

Who makes these decisions about sideburns? They're out. Or are they? Ask a barber. He doesn't know what you want. He just follows instructions. But, if permitted to exercise his artistic freedom, chances are today he will say they could be trimmed right off.

Yet there appears to be no clear consensus on sideburns. I've been checking and a determined minority is still cultivating them. This is just as true in New York or Nashville as it is in Buffalo or Santa Fe. But they don't seem to be a fashion or political statement the way they were in the '60s. They're more a reflection of personality.

Ties are another matter. Neckwear industry designers decide on width as well as fabric and pattern. Will this be the year they start making ties wide again? My friend Krupke is far from salvation because ties have moved through several dimensions since his was fashioned from the end of an obscure bolt of rayon. He is out of the loop. He apparently plans to continue happily wearing his limp swatches until they succumb to an errant gob of roquefort dressing or some other semi-fatal malady.

But back to the issue. Will they be getting wide again in 1991? Have you been worrying about this as you get your life in order and plan for the months ahead? Frankly, it never occurred to me, and I just threw away my last wide tie.

It wasn't really wide wide. It was definitely semi-wide, just semi-wide enough that from a distance it could have been perceived as a semi-regular tie. I once was extremely fond of that tie, with its conservative pattern and its compromising, semi-wide girth.

Although I hadn't worn it for years, I still saved it, waiting for the widths to change again, as I know they eventually will. But the other day I became implausibly impatient and abruptly threw that last semi-wide tie away. Only time will tell whether I'll ever regret such a sudden and unexpected act.

The really-wide wide ties were disposed of years ago. They were difficult to tie and when completed they resembled stylish floral print or striped bibs designed to protect shirts from chowder stains.

That brings us to Louella and skirt lengths. She has been insisting on short skirts with no fashion support. But now skirts seem to be moving up again, if fashion photos are to be believed. Could Louella have sensed change? Or is it a cosmic move related to the stock market? Remember, skirts always go up in a down market. Or is it the other way around?

Columnist Dick Hirsch never liked the way a leisure suit clashed with his mood ring.



BFLO.
TALES

Dick Hirsch

attempting to make an informed assessment of what impact, if any, such news will have upon our lives and the lives of our loved ones.

Sometimes it is tempting to be trendy. But it can be embarrassing when you look back from a historical perspective.

For example, I cherish a photo of myself which I study occasionally, especially when I need a laugh. I see myself with abundant sideburns, incredibly wide lapels on a double-knit houndstooth check suit and a monstrosity wide tie. The sideburns went down to there, the lapels out to here and the tie ... well, words cannot possibly do justice to that particular tie. You just had to be there.

What could I have been thinking of? That was probably the one time in my life when I felt compelled to banish tradition and jump on the fashion bandwagon. I wasn't alone, to be sure, but looking back it seems so laughable. It qualifies as one of my indiscretions.

I remember how vulnerable I must have been when a business associate urgently advised me to get in step, to toss the gray flannel suit and blue blazer and move into something a little more exciting, colorful and fashionable. I probably should never have listened to his advice. He was wearing a beige leisure suit, the kind with short military jacket and bell-bottoms.

I derive no comfort from the knowledge that George Bush was caught in the same movement. Even then, he was conscious of trends and public opinion, and it is incongruous to see an old news clipping of Bush with sideburns



Bettye Lane

Vietnam veterans demonstrating against the war, in a scene from "Making Sense of the 60's," which begins tonight at 9 on PBS.

Review/Television

A Confusing Decade, Its Roots and Its Legacy

By WALTER GOODMAN

"Making Sense of the 60's," the latest PBS opus, tells the story of that "most tumultuous, confusing and controversial decade" through the recollections of some of its participants. These middle-aged folk seem generally pleased with their youthful activities, and they cannot complain of unkindness from the producers of this six-hour series, which begins tonight at 9 on Channels 13 and 49 and runs two hours a night through Wednesday.

The first hour, "Seeds of the 60's," offers a picture of the 1950's that is straight out of the New Left canon. Writers and others, most of whom seem to have been chosen for their congenial opinions, comment on scenes from "Ozzie and Harriet" and other easily put-down television shows. The program delivers a simple scenario: see the poor baby-boomers growing up in the 50's, that

time of social and political conformity, anti-Communist fanaticism, fear of atomic annihilation, sexual repression, weak career-driven fathers, mothers consigned to housework and the pall of Eisenhowerism over the land. No wonder the poor kids rebelled.

The sociological and political simplisms of the narration and the parade of self-flattering reminiscences do not make for a fascinating hour. The program's pleasures are mainly in the glimpses of old television shows, but it's not easy to decide which is sappier, the narration or "Ozzie and Harriet."

In sum, "Seeds of the 60's" takes the youth rebellion pretty much at its own assessment, as the upsurge of the idealistic young against prevailing injustice and parental complacency. The exhilaration experienced by demonstrators is accepted as a sign of grace. The producers seem to be

Continued on Page C18

TELEVISION 'Making Sense of the 60's,' a six-hour look at a tumultuous decade, C11.



Lessons From a Decade of Turmoil

Continued From Page C11

lieve this was the first generational clash in history, and they touch only lightly on the symptoms of conformity and intolerance among the rebels.

The first hour concludes with television footage of the racial confrontations in the South after the Supreme Court's 1954 school desegregation decision. Black parents are presented as inspirations to their children, in contrast to the portrayal of white parents as grotesques.

The message here is that the scenes of brutality against young blacks in the South opened the eyes of young whites to the hypocrisy of all they had been indoctrinated with at home and at school. Perhaps, but those pictures moved older Americans, too; by the 1960's you did not have to be a youthful rebel to march for racial justice. And it seems not to have occurred to any of these commentators that the love and care that baby-boomers had received in the homes that are mocked in this program might have made them more sympathetic to the pains of others.

The second hour of tonight's opener, which is enlivened by folk songs of the period, deals with the civil-rights movement, a rich subject that has been more impressively treated in "Eyes on the Prize." The approach remains celebratory. Here, typically,

Have the social changes begun in the 60's worked out all that well?

is the narrator on the aftermath of the freedom marches: "When the white volunteers returned in that fall of 1964, they were no longer innocent idealists, they were political activists determined to fight racism wherever they found it."

Many of the sound bites parody themselves. A man who grew up to be a rock promoter speaks of "the wrenching of our souls" by the assassination of John F. Kennedy, as though you had to be under 30 to enjoy a good soul-wrenching. There is a lot of self-dramatization in these six hours. A woman recalls "our" fear of walking out under the sky during the Cuban missile crisis. Despite the first person plural, some of the reactions described here cry out for psychological rather than social analysis.

The series improves after the opener. In tomorrow night's treatment of the counterculture, the producers manage to distance themselves from their subjects and give a hearing to

Making Sense of the 60's

A six-part documentary series. A production of WETA-TV in association with Varied Directions International; written by Harvey Ardman, William Duggan Jr., Rocky Collins and Eric Strange; directed by David Hoffman; edited by Jane Buchbinder, Chuck Scott, Will Conroy, Charles R. Boyd, Ruth Schell, Rocky Collins, Sarah J. Kerruish, Noland Walker, Renner S. Coblyn, Eric Strange, Aaron Fischer and Tony Black; Kirk Wolfinger, Charles R. Boyd, Rocky Collins, Eric Strange and Kimberly Green, producers; Ricki Green and David Hoffman, executive producers; Carol Rissman, narrator. At 9 tonight through Wednesday on Channel 13.

critics of the dropouts, a few of whom are able to see the humor in their youthful affectations. One man describes himself as having been a discerning acid head. The scenes of anti-Vietnam protests and inner-city riots bring back the rage of the streets.

Wednesday's program touches on other movements that owe a debt to the 60's, including feminism, gay rights and environmentalism. It concludes with "Legacies of the 60's," a title that promises a degree of reflection not attainable through the sound bite.

There are criticisms in passing — of the way, for example, that some of the antics of the privileged young offended the working class and smoothed the path to the White House for conservatives. Some perplexity is expressed over whether the changes in attitudes toward sex and in family and personal life have really worked out all that well. Yet the overall message remains that the rebels of the 60's had it right, mixed with melancholy that their idealism was defeated by the system, into which most seem to have adjusted without trauma.

Now and then, "Making Sense of the 60's" does make an effort to reassess the impulses and consequences of a heady period, but the work is up against the producers' rote preconceptions and the sound-bite technique. It is possible, after all, to admire those who joined the sit-ins and teach-ins, and to appreciate their contributions to greater openness without going gaga. More critical questioning, off camera and on, might have made more sense of the 60's.

making sense of the sixties

One hundred years after the Civil War another revolution swept our country. The 1960's was a decade that changed the country and the way we think about almost everything: right and left, young and old, black and white, mainstream and counterculture.

Making Sense of the Sixties is the fascinating panorama of the people and events that changed America forever.

Premiering in January 1991, *Making Sense of the Sixties* is underwritten by PBS and the Corporation for Public Broadcasting with additional funding by

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Making Sense of the Sixties is a six-part series about an era whose legacy continues to affect and shape American life today. Each hour-long episode focuses on different aspects of the era including The Civil Rights Movement, The Sexual Revolution, Environmental Concerns, Woman's Rights, Anti-Authority and Anti-War Movements and the conservative backlash. We are pleased to be a part of bringing you this important program. Won't you join us.

FLORIDA	CHANNEL	
Miami,	WPBT 2	1/21-1/23, 9:00-11:00 PM
Ft. Lauderdale		
Tampa	WEDU 3	1/21-1/23, 9:00-11:00 PM
GEORGIA		
Atlanta	WGTV 8	1/21-1/23, 9:00-11:00 PM
ILLINOIS		
Chicago	WTTW 11	1/22-1/24, 8:00-10:00 PM
MASSACHUSETTS		
Boston	WGBH 2	1/21-1/23, 9:00-11:00 PM
MICHIGAN		
Detroit	WTVS 56	1/21-1/23, 9:00-11:00 PM
MISSOURI		
St. Louis	KETC 9	1/21-1/23, 9:00-11:00 PM
NEW JERSEY		
Paramus	WNET 13	1/21-1/23, 9:00-11:00 PM
Secaucus	WNET 13	1/21-1/23, 9:00-11:00 PM
Woodbridge	WNET 13	1/21-1/23, 9:00-11:00 PM
NEW YORK		
Buffalo	WNET 17	1/21-1/23, 9:00-11:00 PM
New York	WNET 13	1/21-1/23, 9:00-11:00 PM
Rochester	WXXI 21	1/21-1/23, 9:00-11:00 PM
NORTH CAROLINA		
Charlotte	WTVI 42	1/21-1/23, 9:00-11:00 PM
OHIO		
Cleveland	WVIZ 25	1/21-1/23, 9:00-11:00 PM
PENNSYLVANIA		
Philadelphia	WHYY 12	1/21-1/23, 9:00-11:00 PM
Pittsburgh	WQED 13	1/21-1/23, 9:00-11:00 PM
TEXAS		
Dallas	KERA 13	1/21-1/23, 8:00-10:00 PM
Houston	KUHT 8	1/21-1/23, 9:00-11:00 PM
WASHINGTON, DC		
Rockville, MD	WETA 26	1/21-1/23, 9:00-11:00 PM
	WMPB 67	1/21-1/23, 9:00-11:00 PM
Falls Church, VA	WETA 26	1/21-1/23, 9:00-11:00 PM

Television/John Leonard

TALKING ABOUT A REVOLUTION

"... *Making Sense of the Sixties* is visually interesting (all that iconography) and surprisingly thoughtful, an excellent primer. . ."

PUBLIC TELEVISION WILL DEVOTE SIX HOURS over three nights to *Making Sense of the Sixties* (Monday, January 21, Tuesday, January 22, and Wednesday, January 23; 9 to 11 P.M.; Channel 13). Once more, then, with gun and camera, into the clamor of styles and the confusion of politics and art, technology and passion, parody and self-righteousness, anarchy and co-optation, the fetishism of commodities and the perfidy of the marketplace, ad hoc class analysis and goo-whiz Götterdämmerung. It was nasty but also cute: sex and drugs, Panthers and Yippies, rock and roll! After which—after helicopters, after Nixon—civilization was safe again for greed and Allan Bloom.

If this news inclines you to leave home for a movie or a therapist—or to set your remote-control phaser on STUN—you'll be making a mistake. *Making Sense of the Sixties* is visually interesting (all that iconography) and surprisingly thoughtful (the talking heads have brains as well as hair). Even the nightly pairings of thematic materials cohere.

Monday, for instance, we spend an hour in the fifties. For all the baby boom and suburban conformity, the Cub Scouts and Little League, the TV Westerns and the cult of the housewife, the anti-Communism and the air-raid drills, there were also ducktailed delinquents in black leather jackets, and Little Richard, and the beatniks. After these "Seeds of the Sixties," somebody like John Kennedy may have been inevitable, but who could have predicted that all that nascent idealism would find its first expression on black college campuses, in the sit-ins, freedom rides, and voter-registration drives of the second hour? Who knew that after the betrayal of the Mississippi Freedom Democratic Party at the 1964 Atlantic City convention, so many students would go back to school feeling that "We Can Change the World"?

Tuesday, in "Breaking Boundaries, Testing Limits," we get the Dionysian counterculture of hippies and hair, pot and contraception, LSD and the Summer of Love, Woodstock and the Diggers. We also get speed freaks and hepatitis, LSD and Altamont. This is followed with "In a Dark Time," an hour of the Apollonian politics of the anti-war movement, the wars on poverty and Southeast Asia, the

teach-ins and Tet, the murders of Dr. King and Bobby Kennedy, Chicago 1968. (I'm all for forgetting Tom Hayden, but can such a series altogether fail to mention Gene McCarthy?)

Wednesday, in "Picking Up the Pieces," we get the Panthers (though not the Nation of Islam) and the Weathermen, Kent State and the women's movement, communes, freak-out, burnout, and Watergate. This is followed, in "Legacies of

and gay rights and the ecology movement, of Native American and senior-citizen activists—it is the introspective habit of these talking heads that seems the abiding legacy of their sixties sojourn. Everything, forever more, will seem more complicated and interesting, connected and problematic, than it was when we were children; certainly marriage is, and maybe even God. These refugees have shrewd things to say about machismo on the left; about



THE FIRE LAST TIME: Counterculture on the march in *Making Sense of the Sixties*.

the Sixties," by introspection and retrospection on the part of the talking heads with whom we've become familiar, in the style of *Reds*, *Zelig*, and Mark Kitchell's *Berkeley in the Sixties*. They include not only many we'd expect, like Carl Oglesby, Greil Marcus, Theodore Roszak, Claude Brown, Graham Nash, Manning Marable, Rick Hertzberg, and Sam Brown, but also, refreshingly, such articulate women as Eleanor Holmes Norton, Heather Booth, Margot Adler, Judith Karpova, and Annie Gottlieb, not to mention a token conservative or two, plus teachers, union leaders, Vietnam veterans, a rock-music promoter, a cartoonist, and a classical guitarist... and even their ruminative parents.

In fact—for all their talk of feminism

the self-destructiveness of a Joplin and a Hendrix; about black-white relations (Watts, says Roger Wilkins, is in worse shape now than it was in 1965) and how the war in Vietnam destroyed the dream of integration; about social justice and shattered illusions. But it's the sense of their own lives as surprising narratives, as creative acts, that compels.

I wish more attention had been paid to the degeneration of "participatory democracy" into Little League Leninism and the tantrums of the cadres. And more to what happened to the nonviolence of Dr. King, Allen Ginsberg, and Joan Baez. And more, as well, to the rest of the world. After all, the natives were also restless in Paris, Rome, and Madrid, in Warsaw and Prague, at the London School of Econom-

ics and as far away as Red Guard China. Obviously, there was something Oedipal about the multiplicity of insurrections: Kill the father; abolish the past. But just as obviously, we weren't all revolting because of Vietnam and marijuana, or because our parents, with one eye on Freud and the other on Spock, pampered us too permissively, or at the instigation of the KGB or the CIA or because Chairman Mao wanted to get his jollies.

If you have to quote from a media brat like Timothy Leary, why not Marshall McLuhan? Nevertheless, *Making Sense of the Sixties* is an excellent primer, not least because it reminds us of why the eighties were so contemptible.

In *The Last to Go* (MONDAY, JANUARY 21, 9 to 11 P.M.; ABC), overly familiar material is so warmly rubbed it glows. Tyne Daly stars as the wife and mother whose doctor-husband finds another woman even as her children grow up into their own sexual and career confusions in distant cities, and she's left alone in the big house that was supposed to be her meaning in life. It's a kind of *Mrs. Bridge* for television, adapted with care by William Hanley from Rand Richards Cooper's novel, directed with love by John Erman, and featuring Terry O'Quinn, Tim Ransom, Annabeth Gish, Sarah Trigger, Amy Aquino, and David Spielberg in a cast worthy of Daly's enormous gifts as an actress.

Line of Fire: The Morris Dees Story (Monday, January 21, 9 to 11 P.M.; NBC) means well, and Corbin Bernsen as the Alabama civil-rights lawyer who takes on the Ku Klux Klan in court does his best to make us forget his Arnie Becker on *L.A. Law*. Jenny Lewis, a joy on *Shannon's Deal*, is just as wonderful as the daughter her father neglects for such a righteous cause. But in spite of an expensive look, the trial scenes are preposterously staged, and the production throughout is slackly offhand, with little bursts of violence to jazz up pious doldrums. We're exhorted instead of moved.

In brief: The Days and Nights of Molly Dodd returns for its final thirteen episodes (Saturdays, starting January 19; 10:30 to 11 P.M.; Lifetime), and I know the father of Molly's child, and you don't. I will tell you that he proposes to Molly, and she accepts, and her dead father seems happier than her frantic mother about everything, but this isn't *Twin Peaks*, so don't miss the first five minutes on the first of these Saturdays. . . . **Seinfeld** (Wednesdays, starting January 16; 9:30 to 10 P.M.; NBC), in which the agreeable stand-up comedian Jerry Seinfeld leaves the stage periodically to find himself in his own sitcom, is back for what I hope will be a long run after last summer's tryout.

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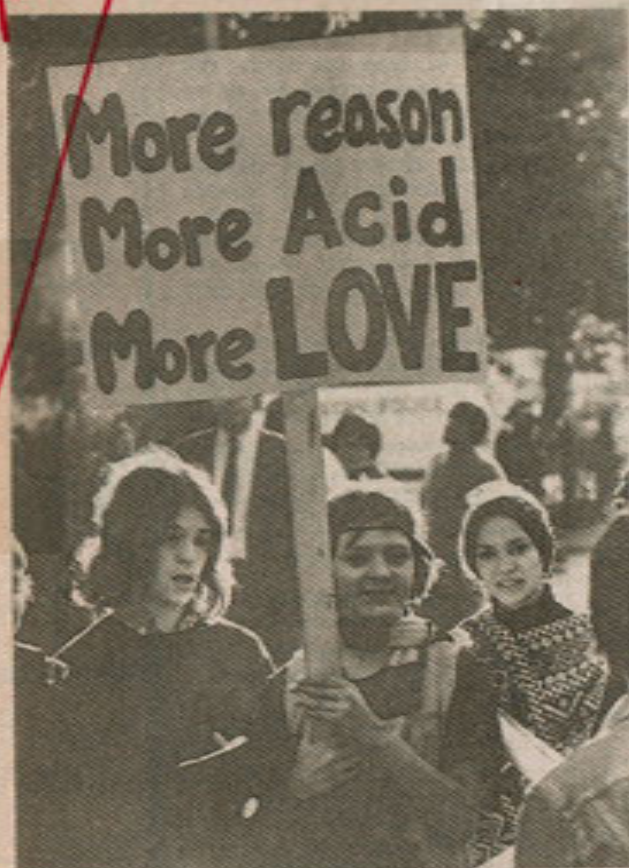
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Chicago Tribune Tuesday, January 22, 1991

D



"Making Sense of the '60s" charts a chaotic progression from early euphoria to social upheaval.

A series as compelling as the decade it dissects

By Rick Kogan
TV/radio critic

Making Sense of the '60s," an ambitious, six-hour documentary that represents TV's first lengthy look at one of the most remarkable 10 years in this century, is much like the decade it seeks to parse: alternately exhilarating, depressing, familiar, otherworldly, poignant and chilling.

It should leave the viewer, depending on that person's age, in some state of intellectual exhaustion: a little woozy to totally whipped. It comes at us in densely packed one-hour segments presented as two-hour shows over three nights (8 p.m. Tuesday, Wednesday and Thursday on WTTW-Ch. 11).

And though the pairs seem to fit together neatly enough, so much is going on—images, many of them never before seen and some frighteningly familiar—that one is likely to yearn for the reflective time that could have come from six one-hour installments. (Mind you, that's possible in

this age of VCRs.)

Still, all viewers will find themselves engrossed and, to some extent, enlightened by what they see and hear in this remarkable show.

Tuesday begins in a cagey manner. "Seeds of the '60s" takes us into the 1950s with the flight from the inner city to wide suburban lawns: Baby Boomers in the Cold War age; Cub Scouts and Little League; kids practicing air raid drills and being drilled in conformity ("Obey authority, control your emotions, fit in with the group—and don't even think about having sex").

Bending the bars of the cage, we start with those blissful JFK-fueled years of idealism, along with the early drama of the civil rights movement. "We Can Change the World" shows us when we really

Television

See *The '60s*, pg. 7



The six-hour documentary traces the origins of the women's movement.

The '60s

Continued from page 1

thought we could. Then Kennedy is killed.

Wednesday contains the most ebullient hour ("Breaking Boundaries, Testing Limits"), which is part of the most compelling pairing. Followed as it is by "In a Dark Time," which dives into often violent socio-political upheaval, "Boundaries," with its hippies and rock beat, is the "happening" before the storm.

Together, the hours form an alliance of silliness and strife. The Summer of Love is followed shortly by the Tet offensive; pot comes a few minutes before poverty. One moment we are watching Beatlemania, the next we are reliving the assassinations of Bobby and Martin.

Smiles and tears

Of the show's three nights, perhaps Wednesday's is best at capturing the chaos of the era. There are tears in your eyes almost before the smile has faded.

Thursday in "Picking Up the Pieces," we meet the Black Panthers, travel to Kent State and the Watergate, watch as such minority groups as American Indians, the handicapped and women employ methods learned in the anti-war and civil rights movements to turn up the volume for their causes. Finally, in "Legacies of the '60s," we get a panorama of insights and regrets from those who shaped and shared the decade, looking back from today's perch.

Big and thorough as it is, "Making Sense of the '60s" stumbles at times. There are some glaring oversimplifications in the script, and the unfortunate omission of



Vietnam veterans demonstrate against the war in a segment of "Making Sense of the '60s."

"Making Sense of the '60s"

A six-hour, three-part documentary. A production of WETA (Washington, D.C.) in association with Varied Directions International, of Camden, Maine. Executive producer for WETA is Ricki Green; director and executive producer for Varied Directions is David Hoffman; narrator is Carol Rasmussen. Airing at 8 p.m. Tuesday, Wednesday and Thursday on WTTW-Ch. 11.

1960s players such as Gene McCarthy and the Black Muslims.

Also, there is a problem with perspective. Weren't similar upheavals occurring in other countries?

I remember Paris. And what of those who never marched, dropped acid or "upped" the Establishment? There were millions of them.

Part of the problem, certainly, is that there is no consistent vision driving the six hours, as there was with Ken Burns' "The Civil War." Different writers and producers crafted each hour, and though they were surely chosen for some expertise about, or passion for, their specific slice of the '60s, the mesh doesn't always work.

But given the bulk and texture of the program (to mention everything in it would take this entire page), these failings are relatively minor.

There was no helter-skelter to the producers' methods. Hundreds of people were interviewed, including such obvious notables as critic Greil Marcus, musician Graham Nash and American Indi-

an activist Dennis Banks, but also some surprises: filmmaker Oliver Stone and comic Robert Klein. Vietnam veterans, teachers, parents and former freaks.

What was arguably the most vocal and introspective generation of the century continues to be so, offering insights, telling anecdotes and moving memories.

They can be funny or heart-breaking.

"He said, 'Students have been killed at Kent State.' I thought, My God, it's not enough to send us halfway around the world to die, now they're killing us in the streets of our own country," says Vietnam veteran and poet William Erhart. "I sat down on the curb and cried."

Band leader needed

It might have been beneficial to have had one articulate and impassioned baton leading this chorus—a Shelby Foote for the '60s—but there's no arguing with the potency of the various voices.

This will certainly not be the last major TV documentary look at the decade. But "Making Sense of the '60s" is no mere primer.

If it is unable to make complete sense of the decade, who could have expected that? It reminds us—and shows others too young to know—not only what a wild time it was, but what a wild one it remains for those who would seek its meaning.

The Decade That Mattered

MAKING SENSE OF THE SIXTIES; PBS; Jan. 21, 22, 23

By RICHARD ZOGLIN

This decade mania is getting out of hand. Pundits had barely finished figuring out what distinguished the '80s from the '70s (now what was that difference again?) when they set about trying to characterize the '90s, a decade still in diapers: the "get real" decade; the Nervous '90s. How about the Name-Obsessed '90s?

Ah, but the '60s; now there was a decade to reckon with. It had personality and definition; it made an impact. It was the decade of the Beatles and the Kennedys, Vietnam and Kent State, the Generation Gap and the Credibility Gap. Negroes became blacks, and black became beautiful; the campuses exploded; draft cards went up in smoke; and sexual taboos disintegrated. When the '60s ended (sometime early in the '70s), the world—and we—had changed.

The very momentousness of its subject, however, is the biggest hurdle facing the six-hour PBS series *Making Sense of the Sixties*. So many pieces of the story have been told so often, in documentaries from *Eyes on the Prize* to *Berkeley in the '60s*, that a curtain of boredom threatens to fall even before the stage is set. Much of the material is distressingly familiar: the expected film clips (Martin Luther King, Woodstock, the Democrats at war in Chicago) annotated with the ex-



Rebels with a cause: grooving at Woodstock
A documentary that pierces the fog of familiarity.

pected clichés ("The age of heroes was over").

Yet the series pierces the fog of familiarity with a strong sense of direction. A key decision was to focus not on the big events but on the sociological shifts that the decade engendered. The people interviewed are, for the most part, not well-known personalities but articulate ordinary people: campus activists, Vietnam veterans, former hippies, union leaders, teachers, parents. Many of the clips have a grass-roots freshness (a dropout cheerfully concludes an impromptu lecture on the

evils of the work ethic by saying, "So we struggle, in our own humble way, to destroy the United States"). And if there are some curious historical lapses (the show recounts the collapse of Lyndon Johnson's presidency without once mentioning Eugene McCarthy), the series makes a respectable stab at fulfilling the promise of its title. The decade does make a little more sense.

The youth rebellion of the '60s, the documentary points out, was a logical reaction against the conformist, prosperity-driven, communism-obsessed '50s. The revolt was especially threatening to Middle America because it went beyond politics and challenged the fundamental values of society. And if it ultimately failed to achieve its more grandiose goals, it left its mark in myriad ways, from college ethnic-studies departments to a new role for women. "Maybe the youth rebellion didn't get what it wanted," the narrator asserts. "But perhaps this generation—and America—got what it needed." In a program that utilizes music cannily, the song that accompanies the closing credits is a symbolic summing up: Cat Mother's mellow, rocking version of *Side by Side*.

Making Sense of the Sixties has its own generational identity: it is the latest in a growing library of historical documentaries, mostly on PBS, that have mined the film, video and photographic archives to chronicle the American experience. The masterpiece was last fall's *The Civil War*. But other programs have offered definitive TV accounts of everything from the 1929 stock market crash to the life of Cole Porter. Not a bad legacy for the '90s: the Golden Age of the Documentary. ■

Milestones

MARRIED. Barbara Eden, 56, genial co-star of the 1966-70 NBC-TV sitcom *I Dream of Jeannie* and, more recently, of CBS's *Dallas*, both featuring Larry Hagman; and Jon Eickholtz, 52, a real estate developer; she for the third time, he for the second; in San Francisco.

SUIT FILED. By Delta Burke, 34, who plays the pouty, spoiled Suzanne Sugarbaker on the CBS television series *Designing Women*; against Mozark Productions and Columbia Pictures Television; on the ground that she was written out of an episode of the sitcom as punishment for her clashes with the show's producers; in Los Angeles. The actress seeks \$55,000, unspecified punitive damages and a court declaration that the defendants' actions have voided her contract.

HOSPITALIZED. Morris ("Mo") Udall, 68, witty, liberal, 16-term Congressman; for a concussion, cracked ribs and a broken scapula sustained when he fell down a flight of stairs in his home; in Bethesda, Md. The veteran Arizona Democrat is fighting Parkinson's disease.

DIED. Steve ("Steamin' Steve") Clark, 30, a guitarist for the heavy-metal rock group Def Leppard; of undetermined causes; in London. Clark's girlfriend found him on the living room floor of his home in the Chelsea district. Def Leppard's albums *Pyromania* and *Hysteria* combined have sold more than 15 million copies.

DIED. Alan Wiggins, 32, fleet-foot outfielder and second baseman whose use of drugs cut short a promising career; of tuberculo-

sis and other illnesses his family attributed to his substance-abuse problems; in Los Angeles. In his seven seasons with the San Diego Padres and Baltimore Orioles, Wiggins batted .259 and stole 242 bases. In 1984 his five stolen bases in a game tied the modern National League record. Wiggins underwent drug rehabilitation three times, and was suspended indefinitely in 1987.

DIED. Fred Fortess, 77, a pioneer in the invention of synthetic fabrics; in Philadelphia. During World War II, Fortess helped develop man-made rubber and easy-care and flame-retardant textiles.

DIED. Carl Anderson, 85, co-winner in 1936 of the Nobel Prize for Physics for his discovery of the positron, a positively charged electron; in San Marino, Calif.

PEOPLE ARE **TALKING** ABOUT

By Julia Reed

Mantras for the nineties Tone down, tighten up, and stay home. It is better to be heard than seen (out on the town). The New Retreat is bad news for trendy restaurants and glitzy benefit committees, but it's good news for publishers, especially of cookbooks. The season's hottest is the new edition of *Fannie Farmer* (Knopf), and even James Beard is back. There's a new biography, *Epicurean Delight, The Life and Times of James Beard* (Knopf) by Evan Jones, and Barbara Kafka has edited *The James Beard Celebration Cookbook* (William Morrow), to raise money for the James Beard Foundation. The foundation—"dedicated to remembering the history and promoting the future of American food"—shouldn't have much trouble. Even Elaine's—better than going home to Mama any day—is offering Mama's food. New chef Peter Dullagan serves up roast chicken and the best mashed potatoes. . . . Meanwhile, the best novels are touching tales of the domestic life we're all going back to. One of the most powerful: *The Ragged Way People Fall Out of Love* (North Point Press) by Elizabeth Cox, due next month. The funniest: *Killer Diller* (Algonquin Press) by Clyde Edgerton. OUT are the blockbusters à la John Jakes that no longer justify their phenomenal advances. MORE OUT are exercises in self-indulgence from the Brat Pack. Advance publicity on Bret Easton Ellis's *American Psycho* is literally terrifying: gruesome, sadistic murders are recounted as breezily as the hundreds of yuppie brand names, a send-up, says the author, of our so-called materialism. Penguin editor Nan Graham simply sent it back, refusing to option her house's paperback-reprint rights. . . .

Rebirth of the blues We're in a downturn, if not a recession. We have to pay more taxes after all. Maybe that explains why everybody's singing the blues again—even the Simpsons. Their new album, *The Simpsons Sing the Blues*, features Homer jamming with Chuck Berry and Rod Stewart. Late blues great Robert Johnson, who last recorded in 1937, has finally made *Billboard*'s pop chart with a two-CD set, and John Lee Hooker received a sold-out tribute at Madison Square Garden last fall. Now Bo Diddley's appearing in a Nike ad, and Willie Dixon ("Crossroads") has written his autobiography, *I Am the Blues: The Willie Dixon Story* (Da Capo). "I ain't figured this out yet," says Diddley of his surge in popularity, but Hooker says he's got the answer: "The blues knows no nationality. Black people have the blues, white people have the blues. God put man here and God put woman here and that gave us love and hate. And that's the blues." . . .

Back to the past First it was the Civil War. Now PBS returns to the same decade, different century, to tell us about our "most tumultuous period since." In *Making Sense of the Sixties*, a six-part series beginning January 21, "extraordinary ordinary people" (???) attempt to analyze the "confusion" of the era. . . . Same era, different analysis, better music: *The Doors*, due in March from Tri-Star, starring Val Kilmer as Jim Morrison, Meg Ryan as his girlfriend. . . . So eager are we to eliminate the eighties from our collective imagination that any other decade will do, even the seventies. Club kids sick of house music and bored with Madonna are dancing to the disco beats of Gloria Gaynor and Donna Summer. Manhattan's Roxy has reintroduced roller skating. Can platform shoes and leisure suits be far behind? . . . Such is the rage for all things seventies that a seven-tape series from V.I.E.W. Video features memorable TV specials of the decade by the likes of Lou Rawls, Sonny & Cher, and Raquel Welch. "If you look historically at nostalgia," says V.I.E.W. president Bob Karcy, "it runs in a twenty-year cycle. In the 1990s stuff from the seventies seems nostalgic. Two years ago it just looked out-of-date." . . . Yes, but how will David Frost look? He's talking again, an hour a month on PBS. The show premieres January 2 with President and Mrs. Bush. . . .

Gothic revival In this age of lowered expectations, not only are our lifestyles becoming more monastic, so are our houses. Ecclesiastical decor is all the rage. In London, designers on the trail of the Neo-Gothic have made a store called Watts one of the hottest design outlets around—it is actually a supplier of wallpaper and fabric to churches. . . . More tips on Gothic style can be found this month when NBC resurrects *Dark Shadows* twenty years after its death. Now on prime time, the new version of the supernatural soap opera promises all the usual stuff about life, death, and the afterlife, but with, the producers say, "a more elaborate look and feel." •

InsideRetailing...

A BI-WEEKLY REPORT ON REGROWTH STRATEGIES IN RETAILING . . . BY LEBHAR-FRIEDMAN INC.

February 4, 1991

Volume XVI, No.9

INDUSTRY SEEKS WAY OUT OF TROUBLED WATERS

At Wal-Mart they don't worry about the recession. As one of its executives said last fall, "Our whole attitude toward the recession is that we do not intend to participate." But unfortunately this positive thinking was not pervasive at the recently concluded National Retail Federation's (NRF) annual meeting. Panel after panel dealt with the economic dilemmas of the day, some with hopeful suggestions of how they might be resolved.

It's been a long time since anyone present could remember a session entitled, "What Happens After Bankruptcy? Industry Impact." The chore of handling this touchy subject fell to John Pomerantz, ceo of Leslie Fay Co., who quipped that in 35 years in the business he'd never been asked to speak before the group and when the big chance came, it was "about a subject I know very little about, but one that I am learning very rapidly."

But he put a positive spin on his remarks, when referring to the Campeau debacle, he said, "Frankly, while they are probably buying less in the industry, we are trying to do more business with each of the stores that is now Federated-Allied. We have actively discussed not only how to do more business, but how to help them sell more of our merchandise. *The point here is that they need us and we need them and it is to our benefit to see them emerge as a healthy, lean customer with their traditional spheres of influence intact.*" [ed. ital] He expressed what is felt by many -- that retailing has changed and the buyer-seller relationship along with it. There is little question that the seller has a vested interest in his customer base and that wisdom dictates that he do everything he can do to sustain it.

But are the major retailers are doing all they can to insure their continued existence? Are they realistically dealing with the deep demographic and psychographic changes sweeping through their customer bases, changes that are magnified by the economic turndown and the Gulf crisis. Are they changing their internal structures fast enough to reduce their high operational costs, or are they just cutting down on their one strength --customer service -- by cutting back on their sales help?

Are they devising pricing strategies that have any customer believability, that can turn merchandise and be capable of producing profits? After the deluge of price-cutting over the past few months, one would have serious doubts.

Sy Syms of Syms clothing stores uses the slogan, "An educated consumer is our best customer." And he built a business based on this theme. When it came to ladies fashions, his firm spelled out its mark-down policy in detail. Anyone who walked into his stores was aware of it and appreciated the consistency of the price/value formula it represented.

The same can be said of Wal-Mart, Target and others who use everyday pricing low-pricing policies. It's the consistency of these stores' price points that helps to impart a feeling of confidence in the customer. This doesn't preclude sales events, but the point is that customers recognize them as sales events and not just another level in a downward movement of prices which they believe were too high to start with.

Perhaps, if there were realistic mark-ons to start with, the result might be a greater sell-through and the production of needed gross profit dollars.

Rosalind Wells, chief economist for the NRF, forecast soft sales through the first half of the year, with sales on the upswing for the second half. But the main hope is that when Pomerantz talks to the NRF the next time he's given a topic more to everyone's liking.

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2/9/

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- ALL I NEED IS A WEEKEND HERE - A WEEKEND THERE...

I NEED IT BAD

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Is it too much to ask? For over 26 years I work my fingers to the bone, and what do I get? (...Yeah: boney fingers...very funny...) While the other big time retailing moguls are relaxing on the sun-drenched sands of Palm Beach, Palm Springs, and Palm Gardens, I'm up here slogging around, checking on bankruptcies, insurance salvage losses, closeouts and stuff like that, trying to find the lowest prices in New England. Now isn't that worth a few days in the sun?

If everybody would buy just one extra thing: a set of sheets, a book, a pair of pants, a dining room set, ...then I could justify the expense of a weekend in the sun.

So How About It, New England: Help a Freezing Businessman get a Tan. Spend More at Building #19.

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BOY OFF
AT MIAMI
...has mother

EVERYTHING
READY by (we hope)
THURSDAY

MRS. B GOES...
I BET MR SYMS
GETS TO GO...
I KNOW FOR A FACT
THAT THEY SEND
T.J. MAX FOR
THE WHOLE
WINTER.

- ALL I NEED
IS A WEEKEND
HERE - A
WEEKEND
THERE...

I NEED
IT BAD

- HELP SEND THIS BOY TO FLORIDA!

EVERY LITTLE
PURCHASE
HELPS....

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Spend More at Building #19.

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WE CAN'T
PUT THIS
BOY OFF
AT MIAMI
...has Mother //

EVERYTHING
READY by (we hope)
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Spring Fashion

This year ties lead the way for men, and the accent is definitely on fun

By Sharon A. Britton
SPECIAL TO THE GLOBE

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"Just look at these," he said, plucking from the rack a silk tie with an exceptionally bright red and orange pattern. "The wilder the better this year," said Rosenholtz, himself wearing a broad floral print tie with a powder blue background.

"You can't even give away small prints or stripes," he said.

For women, it's the year of the dress. But for men, it's the year of the tie. And while paisleys and stripes will no doubt continue to be the mainstay of conservative businessmen's wardrobes, florals and wilder geometrics are working their way into many closets this spring.

Light-weight wool spring suits accompanied with subtle prints at the office during the day will be fit up at dinner and at weddings with the new broader patterns and brighter colors, say local haberdashers.

For some, the new look will become part of the everyday wardrobe. Even a conservative clothier such as Wallachs (Burlington Mall and Northshore Shopping Center) is offering a selection of floral-print silk ties in a range of colors that include touches of rust, red and lavender.

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GLOBE STAFF PHOTO / JIM WILSON

Philip Prince, left, wearing a Bisilie suit, Bill Blass tie and Bally shoes, is fitted for a shirt by Gene Capozzi at Syms in West Peabody.

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Three-button, single breasted suit jackets that shorten up on the lapel are a slight trend this spring, said Morgan. And pleated pants, which have become steadily more popular, may eclipse the plain-front look at some point, he said. He encourages customers to try the pleated look. Pants with pleats "fall better, look better," he said. Cuffs have been reappearing on many suit pants and on dress pants.

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Black Tie And Beret: At A Party With A French

By Joan Foster Dames
Of the Post-Dispatch Staff

THE BIRTHDAY PARTY for Vincent van Gogh thrown by the Alliance for the Mentally Ill brought women out in a variety of chic clothes under the "Black Tie or Beret" dress code.

Marti Sterling was spotted coming up the stairs of the Sheldon in an elegant black and white satin dinner suit sporting fabulously intricate lace stockings in black and quipped, "It's amazing what French stockings will do!" Her black satin jacket flared just above the hip and her white satin skirt ended just above the knee. Her ensemble was by Chetta B., and she found it at Syms.

Dr. Jackie Bogard was also in black and white, hers a casual but elegant cotton knit by Betsy Jones. The white top bared good shoulders, and the tea-length black skirt flared from gathers at the waist and was cinched

by a wide black suede belt with bright gold buckle.

Diana Valleroy also chose black and white, her dress a torso-hugging white on black dotted swiss with shoulder and yoke of white silk shantung edged in lace. The dress, from Fashion Gal, was young and fresh.

Linda Schmitt found a Rimini at Famous-Barr with a keyhole neck, long sleeves and tea-length skirt softly gathered at waist and cinched with a black belt fastened by two rhinestone crescents. A simple strand of pearls accented the bold look with her dark beauty.

Pat McManus wore a a Michael Olson she found at Arthur's in St. Clair Square. The silk dress was patterned in fuchsia flowers on back for its chemise top that ended in a blouson pouf at the hip punctuated with a short, short black silk skirt.

Linda Carroll had found a dramatic dress at Lord and Taylor's in Chicago

of purple sequins that framed her good dancer's body well (actually Carroll is a lawyer, but she looks like a dancer). The bodice followed a diagonal line across the torso to the bottom of the hip on one side and to about mid hip on the other. From this diagonal line emerged a flared skirt of sequins that moved piquantly as she walked.

Ann Carr Sheehan was in simple knit, as were many of the women whose look was understated.

One young woman, Kathleen Ritchie, wore a man's dinner jacket and black tie with a shiny leather mini skirt, black stockings and provocative shoes of black leather with high, high heels and sexy ankle straps. Her attire was found by date John Bratkowski.

Joe O'Connell was chic in beret, jauntily angled on one side of his noble brow as was the oh-so-French beret of Dick Wrausmann, who was on the committee.



Linda Carroll in dramatic purple sequins.

SOCIAL STUDIES

The And Beret: At A Party With A French Accent

Joan Foster Dames

Post-Dispatch Staff

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Jackie Bogard was also in black and white, hers a casual but elegant ensemble knit by Betsy Jones. The white flared good shoulders, and the long black skirt flared from the waist and was cinched

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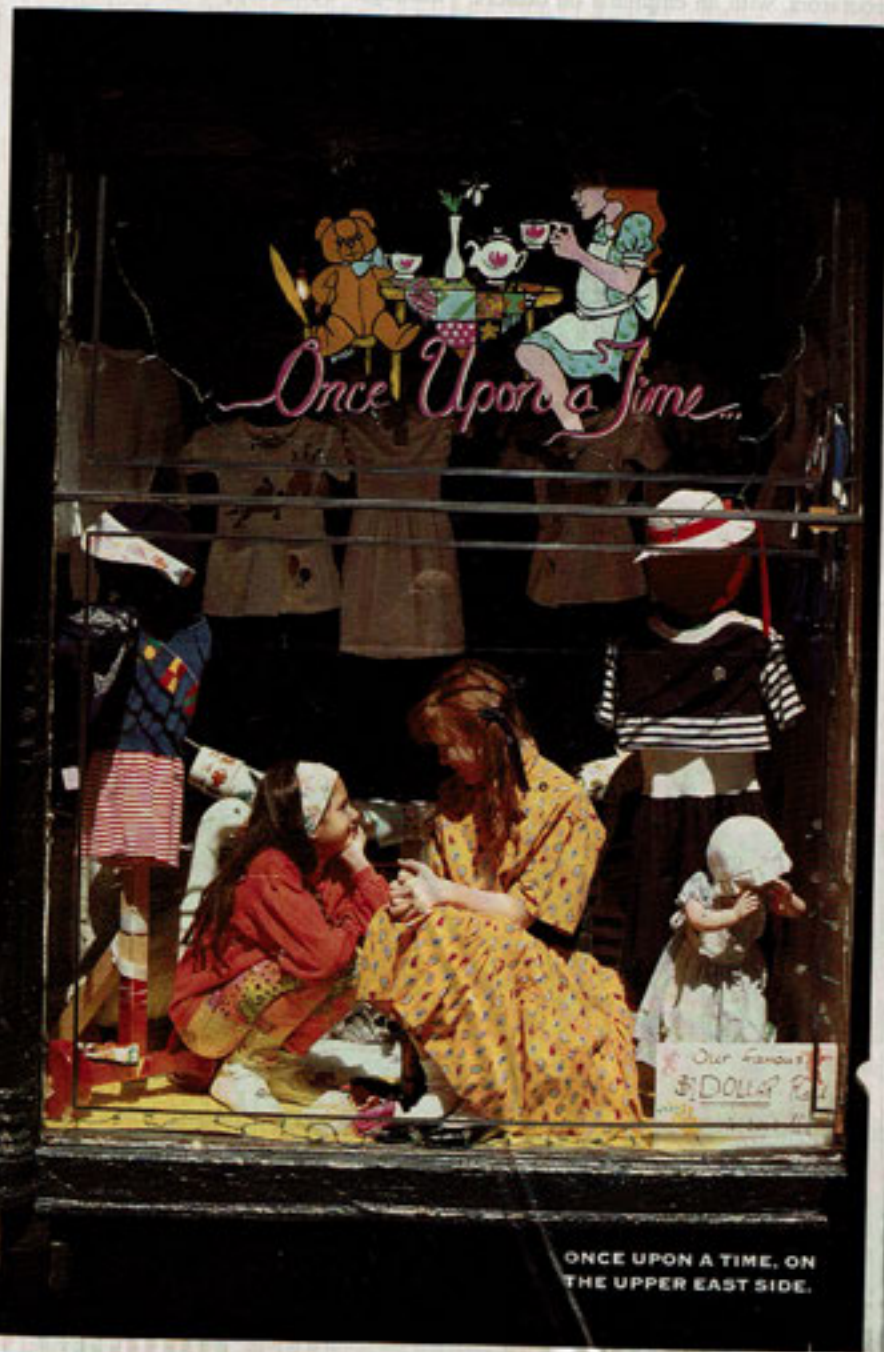
Bringing up baby without breaking  the bank — everything you'll need, from  bikes and trikes to cribs and coats • By Barbara Ensor

NEW YORK IS JUST THE PLACE TO GET IT ALL for less—the tiny overalls, the easel, and the Big Apple Circus clown. All it takes is a little effort and ingenuity.

PARTIES

THE LEAST EXTRAVAGANT birthday parties are often the ones children enjoy the most. Audra Herman, who works in the Early Childhood Center at the Children's Museum of Manhattan, recalls the most successful birthday party she ever gave for one of her own children: She moved all the furniture out of one room, taped brown paper to the floor, and passed out colored markers to the guests. The excellent *Penny Whistle Party Planner* (\$13.95; available at **Penny Whistle Toys** and bookstores around the city), by Meredith Brokaw and Annie Gilbar, offers many inspired ideas for celebrating children's birthdays. Very often, extra help for the event can be found in your immediate circle: An older brother or friend might perform a few magic tricks or sing some songs. If your child is set on having a T-shirt-decorating party and you're not sure you can cope, consider posting a notice at the **Parsons School of Design** (66 Fifth Ave., sixth floor; 741-8940; closed Sat. and Sun.) to find someone who is good with children and handy with fabric markers.

If you're losing sleep, though, worrying that the children will scoff at the homemade turtle shells you intend to strap to their backs, consider hiring a professional. Established children's-party performers range from \$100 to several thousand dollars an hour for an elaborately staged event. You'll get the best value if you hire someone through a personal recommendation, because agents typically tack another 50 to 100 percent onto the price. **John Colligan**, a former Montessori teacher from Ohio, discovered his true vocation when the four- and five-year-olds in his class talked him into telling them the story of Orpheus and Eurydice seven



ONCE UPON A TIME, ON THE UPPER EAST SIDE.

times in one afternoon. Now he's brought his storytelling talents to Manhattan, teaching his craft in after-school programs and telling tales for \$100 a party. Colligan likes to have a serious chat with the birthday child well before the party, to establish whether his or her passions lie with the *Twelve Labors of Hercules* or *Winnie-the-Pooh*. He can be reached at 580-1650.

Or call in the clowns. The 30 members of the **Big Apple Circus Clown Care Unit** make the rounds of children's hospital wards during the week but are available for children's parties and other events on weekends. To find out about hiring, say, a bubble magician or a puppeteer, call Laine Barton at 226-5077. The Big Apple Circus rate for individual clowns at parties in Manhattan is \$195 for one and a half hours.

Maurice the Bear is a droll, human-size teddy who will breeze into a party of tots, pat all the guests on the back, play peekaboo, and get everybody smiling, all for \$100. To book Maurice, call David Robinson, the man inside him, at 582-4240.

If your cramped apartment doesn't lend itself to the Hawaiian luau your child has in mind, perhaps another locale and a somewhat less exotic activity will do instead. Pool parties at the **West Side YMCA** (5 W. 63rd St.; 787-4400), with an instructor and a party room for cake afterward, cost \$140, plus a \$35 membership fee.

There are two schools of thought on party favors. The first says you spend all the money on a single splendid object—a kaleidoscope, maybe, or a little music box. The second suggests you squander it on a lot of tacky loot—rubber spiders, "diamond" rings, that sort of thing. If you're swayed by the first philosophy, head to **B. Shackman & Co.** (85 Fifth Ave., at 16th St.; 989-5162; closed Sun.). **The Last Wound-Up** (889 Broadway, at 19th St.; 529-4197), or the gift shop at the **Museum of the City of New York** (Fifth Ave. at 103rd St.; 534-1672; closed Mon. and Tues.). If you're after a lot of sparkle without much substance, check out **Rubinstein's and Son Merchandise, Inc.** (874 Broadway, at 18th St.; 254-0162; closed Sun.) and other stores in the same neighborhood, like **Fabulous Accessories** (25 E. 17th St.; 633-6331; closed Sun.) and

Sac's Costume Jewelry (19 E. 17th St.; 675-6440; closed Sun.).

CLOTHING AND MORE

TWICE A YEAR, KATHIE MCGINTY, a photographer who lives in the West Village, takes a subway to the Upper East Side with a shopping bag full of freshly washed and ironed clothes that her daughter has outgrown. She heads for **Once Upon a Time** (171 E. 92nd St.; 831-7619; closed Sun.)—a children's-

Madison Ave., near 80th St., second floor; 988-2440; closed Sun.), sizes go higher than at other resale stores; you can even find clothing to fit your average 16-year-old. **First & Second Cousin** (142 Seventh Ave. So.; 929-8048) is tiny and packed with good buys on used clothes.

Pamela Sheard, owner of the four-month-old **Play It Again** (732 Carroll St., Brooklyn; 718-499-8589; closed Sun., Mon., and Tues.), housed in a Park Slope brownstone, keeps a notebook with the names and phone numbers of people on the lookout for cribs, strollers, and other equipment. When I was there recently, someone came in to claim a serviceable double stroller for about 40 percent off the retail price. Secondhand clothes and toys are clean and well organized.

Phenomenal bargains on new children's clothing are there for the taking for parents willing to put a little effort into shopping: If you check the store from time to time to see what the stock is like, wade through some unappealing merchandise, and buy off-season, you can find extraordinary deals at places like **Jack's Bargain Store** (2 W. 14th St.; 924-5322; and 142 W. 34th St.; 947-4135), **Conway** (numerous branches around the city), **Syms** (42 Trinity Place; 797-1199; closed Mon.), **KidsTown** (93 Nassau St.; 766-1848; and 24 E. 14th St.; 243-1301), and **Century 21** (22 Cortlandt St.; 227-9092; closed Sun.). We're talking cheap: Keds-look-alike canvas sneakers for \$2.99 and leggings for \$3.99 at KidsTown. Someone I know even got a nice winter coat for her son at Jack's Bargain Store for \$8.

For discounts on good-quality, often imported, clothes—albeit at considerably higher prices—scope out **Daffy's** (111 Fifth Ave., at 18th St.; 529-4477; and 335 Madison Ave., at 44th St.; 557-4422). Also, keep an eye on the sale racks at



STORYTELLER JOHN COLLIGAN.

clothing resale store—drops off the bag, buys new clothes for her six-year-old, and, in due course, is reimbursed by mail for the clothes she left on consignment. Many of the sharpest reductions at resale stores are on scarcely worn frocks and fancy dress coats. My own tastes run to white-at-the-knee denim overalls, soft cotton dresses, and little hiking boots. All of these, as far as I'm concerned, are nicer the second time around, and they're also significantly cheaper than when new—anywhere from 30 to 60 percent off retail. At **Second Act Children's Wear** (1046

Dog Grooming

If you don't mind students' practicing on your dog—under the supervision of a licensed instructor—you can have Spot shampooed, cut, and clipped right down to his toenails for substantial savings at the **New York School of Dog Grooming** (248 E. 34th St.; 685-3776). Prices for grooming range from \$25 for a miniature poodle or golden retriever (\$20 if your dog is a

regular customer) to \$50 (\$30 for regular customers) for a sheepdog. De-ticking and de-fleaing are \$5 extra. The school will also flea-dip if you bring your own dip (and fleas).

For discount pet supplies, a mail-order company under the misleading name of **United Pharmacal Co., Inc.** sells animal-care products for cats, dogs, birds, and horses at discount and wholesale prices. Call (816) 233-8800 for a catalogue. —K.O'H.



TIPS

Houston Metropolitan

AUGUST 1991 \$1.95

WHERE TO GET

GREAT

FASHION

ART

COMPUTERS

Stuff

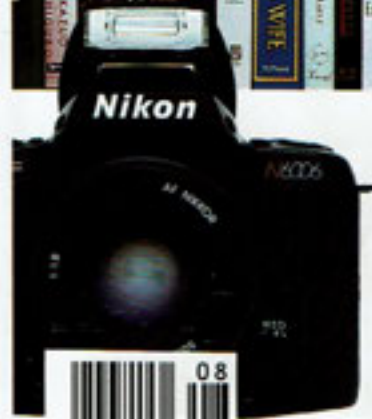
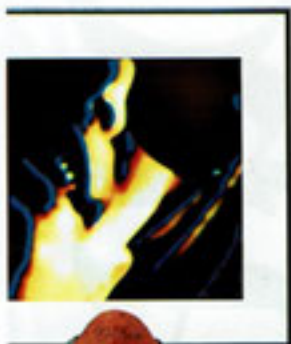
CHEAP

FURNITURE

SHOES

TRAVEL

and much more; see page 40



Due to open at Old Galveston Square any time: **PRESTIGE FRAGRANCE.**

FASHION DEPARTMENT STORES: As new seasons approach, unsold merchandise slides over to designated stores within the chains. These clearance centers offer remarkable discounts — though the good stuff is mixed in with things you get a headache just looking at.

PALAIS ROYAL's West 43rd and Pasadena Plaza locations have Finale Shops. Seen on a good day: Italian wool men's sweaters, originally \$120, for \$9.99, and Oscar de la Renta suits, originally \$365, for about \$80. Mostly women's and children's clothes.

DILLARD'S clearance store (Gulfgate) always has clearance tables piled with goods. Women's World's clearance store is also at Gulfgate, as is Oak Tree's.

The **NEIMAN MARCUS** clearance shop, Last Call, is at the Town & Country Mall. Tip: If you need an excuse to visit Austin, that city has a whole Last Call store.

NORTON BITTO's distribution center (4923 W. 34th, 688-9800) has a blowout sale once a year in August. Call to confirm sale dates.

Love the sale rack at **THE GAP**, with all those \$6 cotton shorts and crisp shirts for \$9.99? The Northline Mall location (697-9772) is The Gap's unofficial local clearance store. Almost weekly a truck pulls up with bushels of their all-cotton clothes and other goodies, marked way down. Seen: leather belts for \$7-\$9, their great T-shirts for \$4-\$7 and much more.

Foley's clearance store is a Hall of Famer (see page 47).

SHOPPING TIP: A regular Marshall Field's shopper recommends having anything you buy there gift-boxed upstairs. It's free, and, says our friend, "they give you good sturdy boxes you can always use for gifts."

Whether she'll admit it or not, every society lioness in Houston flips through the seasonal sales racks of designer clothes at Tootsies. Owner Mickey Rosmarin recently opened a permanent sale store, **TOOTSIES TAKES OFF** (different entrance, same address and phone number: 4045 Westheimer, 629-9990). Here, a witty Moschino cocktail dress, originally \$1,495, goes for \$499; a Paloma Picasso handbag drops from \$750 to \$379; and Donna Karan pumps that were \$310 are now \$69.

DISCOUNT HOUSES: To any local bargain-seeker, **LOEHMANN'S** (7455 Southwest Fwy.) is more than a discount house: It's a legend. It's also surrounded by snarling traffic that makes it a chore to get to on Saturdays.

Here are a few other mark-down markets you might not have thought of: **SYMS** (10770 Westheimer between Wilcrest and West Belt Dr.; 952-6700). We see the ads on TV, but Syms is still west Houston's best-kept secret. It carries more name brands and more popular designers than does Loehmann's, and there's a great men's department: We saw an Adolfo navy blazer, \$129; plus Perry Ellis, Christian Dior,

Geoffrey Beene and Gant dress shirts and ties (shirts average \$22, ties are \$7.99-\$17.99) — and there's a big selection of "extra longs."

In the women's department: Gianfranco Ferre dresses, \$170; Versace dresses, \$150; Courrèges suits, \$259; Polo/Ralph Lauren linen skirts, \$39.99; Calvin Klein skirts, pants, shorts, \$19.99-\$29.99; Nippon Boutique dresses, \$70 (silk) and \$80 (linen). Large lingerie section features Olga, Natori and Wacoal. Shoes: Perry Ellis, Stanley Blacker for Women. You'll also find purses, socks and raincoats (London Fog for \$79.99 — was \$150). Queen-size and petites sections, too.

Texas women who love those silk print dresses can buy a bright bouquet of them for a song at **NEW YORK DRESS OUTLET**, corner of 23rd and Mechanic near the Strand in Galveston (409/762-1916). Career dresses, beaded evening gowns and a few tailored business suits are tantalizingly priced. Most impressive: Gillian silk dresses, seen in department stores for \$225-\$325, are \$159-\$174. Silks by Pat Argenti, with soft styling similar to Gillian's, were \$70-\$85, as were linen and silk-wool dresses. This shop stocks a plentiful selection of sizes through size



24, which is unusual for discounters.

HOSIERY OUTLETS OF AMERICA, 2420 Bissonnet (522-0748) and 9844 Harwin (266-4535), offers Hanes Silk Reflections and Ultra Silk (\$4.95-\$6.50 in department stores) for \$2.50. Round the Clock hosiery sells for \$1.99 (list price \$4-\$6). Christian Dior, Olga and Wacoal lingerie is half the regular retail price, as well as Danskin and Marika exercise clothes for half of retail. Some kids' and men's items, too.

T.J. MAXX (five Houston locations) sells in-season designer and preferred-brand clothing, lingerie and accessories for juniors and women, and clothing and accessories for men and children as well as housewares. Juniors will find Esprit, Generra and Express; for women, Calvin Klein basics, some Adolfo pieces and Liz Claiborne separates. Menswear includes some fine deals on designer dress shirts: Geoffrey Beene, Christian Dior, Perry Ellis and Ralph

Cheap Thrills

TWIST AND SHOUT. Ride the Texas Cyclone roller coaster all day at AstroWorld. \$19.95 plus tax. Cheaper than airfare to Paris or one hour of therapy.

SAIL THE SURF. Rent a wind surfboard at Windsurfing Sports (333-9199) at the Hilton Nassau Bay Marina in Clear Lake; \$15 for two hours, \$25 for four hours. In Galveston, try T Marina (409/744-3693) on Offats Bayou; \$15/hour; lessons are \$30/hour.

SKATE THE TOWN. At Montrose Skate Shop (528-6102), roller-skate rentals cost \$10 for 24 hours, plus \$2 for knee and wrist

pads. This is not the place to act cheap. Pay the two bucks for the pads. Please. Skating downtown sidewalks near the theater district after 10 p.m. can be magical, especially on the glassy smooth white sidewalk around the Shell building. Other great skates: miles of paved paths at The Woodlands and Bear Creek Park.

ROOFTOP HOP. Start on a weekday at the Spindletop Restaurant at the Hyatt Regency Downtown. Have a drink, then head over to The Roof, the Westin Oak's night club, where on week-nights from 4:30 to 8 p.m. there's an hors d'oeuvre buffet for \$2 a person. End the night at Cody's on Montrose, which has a large

BEHIND THE SCENE

THE DONNA STRIKES AGAIN

In the midst of a week that has been a "whirlwind" for Donna Karan, the designer found time between appearances at Barneys New York and working on her spring collections to stop by Tatou Wednesday night to receive the 1991 Lifetime Achievement Award from the B'nai B'rith New York Apparel Unit, Number 2460.

Saying she was surprised when she heard the organization would bestow the honor on her, Karan exclaimed "Lifetime? I'm too young." Maybe not. The "nice Jewish girl," as she called herself, already has plenty of achievements under her belt, like a \$190 million women's business after just six years.

But "The Donna" (as she should be called after such an attention-filled week) also had a highly successful launch of her first men's line this week and is the first woman to be honored by B'nai B'rith.

After accepting her award from past president Seymour Reich, Karan said, "This is certainly not a lifetime of work but maybe this marks the moment I should grow up — I really feel like Peter Pan. For me it isn't work, this industry is like a lifeline, a bloodline, and I hope that what it gives me I can, in some way, give back to you. So that answers what a nice



Linda Beauchamp



Donna Karan and Seymour Reich



Steve Ruzow offers his jacket to Hal Weiss



B'nai B'rith Unit president Mike Traub



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Her most recent achievement, the men's collection that is briskly selling at Barneys, was on her mind. When past president of B'nai B'rith and "Armani man" Hal Weiss asked if the jackets were really as comfortable as she said, Karan had him try on the jacket her president and chief operating officer, Steve Ruzow, was wearing. Linda Beauchamp, president of Donna Karan Menswear, spent part of the day at Barneys gauging customer reaction. One of the more surprising findings



Linda Beauchamp



Donna Karan and Seymour Reich



Steve Ruzow offers his jacket to Hal Weiss



B'nai B'rith Unit president Mike Traub



Marvin and Lee Traub and Michael Gould

was the new 'status symbol' in Japan.

Beauchamp revealed that a customer from Japan had bought a \$3,500 cashmere anorak, along with a cashmere jogging suit and jacket. He also ordered a custom-made jogging jacket. But when custom tailor Martin Greenfield offered to alter the anorak, the customer refused, explaining that having sleeves too long proved that the clothes were not bought in Japan, but in New York or some other Western fashion capital. He wanted to be the first in Japan with the hot new American designer Donna Karan, Beauchamp said.

—ELIZABETH BARR



Cy and Adrienne Syms

Steal of a DEAL

There's always room in a paycheck for clothes at these prices.

by Kathy Flood

Photography by Matt Connolly

Models: Taylor Lorine from Top of the Line Agency, Seen Magazine's Gina Kujawa

What a luxury to be able to buy the fashions you love at any price. Sometimes, though, you just need something new and good-looking and you've got closer to \$25 or \$100 to spare. Bargain hunting can reap terrific wardrobe rewards, as we found when we hit Goodbuys and Syms. In addition to what we pulled from these big-savings stores, we also found superdeals on designer cocktail dresses, shoes, weekend wear, career separates, accessories, and just about everything for summer (for example, black linen pants piped in gold



The Look: "Melissa Steadman Gets Out of Her Darkroom and Heads to the Park": This isn't quite weird enough for Melissa, but it's got her spirit — pumpkin jeans (\$19.99), brick cowl-neck top (\$12.99), and a navy and gold window-pane plaid oversized blazer (\$59). All from Syms. Three-piece total: \$91.98.



The Look: "Audrey Hepburn Meets 007": If Holly Golightly had ever rendezvous'd with James Bond,



at Goodbuys for \$99 and those popular "muslin mink" jackets for under \$100.) We chose transitional looks here, but obviously summer savings are at their peak. Get there before autumn completely fills the stores.

The Look: "Ellyn Warren Goes Shopping With Hope Steadman": Perfect for a Saturday of clothes shopping and a long luncheon, Ellyn would have chosen something like this red and black check Bea Harper Mesa Design rayon shirt (\$36) and sarong wrap skirt (\$28) with a studded black suede Imax shoulder bag (\$25) featuring leather and link rope strap. All from Goodbuys (including Mootsies Tootsies slippers, \$28). Separates and purse total: \$89.



The Look: "Katharine Hepburn Spends a Weekend in the Country": You know how Kate likes her trousers. Well, this wildly comfortable taupe jumper with long split skirt is as good for lounging on a sofa as it is for a stroll across the grounds or a game of October badminton — and only \$29 (originally \$99). The navy sweater by British Vogue is all cotton, a perfect match at \$32. (All-leather Allure flat in navy, \$39). Two-piece total, \$61; with shoes, \$100. All from Goodbuys.



she could have worn this catsuit look that's actually two pieces: black leggings (\$9.99), sleeveless black turtleneck top (\$12.99), both spied beneath a softly fluid designer trenchcoat with attached scarf, \$79. All from Syms (including designer leather boots). Three-piece total: \$101.98.

St. Louis

Business

Automakers report the showroom slump rolled through Aug.

By PAUL THARP

Auto sales were worse in late August than most economists expected, dampening hopes that consumers are ready to buy big-ticket items this autumn.

Sales in the final 10 days of August of domestically made cars fell 16.6 percent from late August a year ago, sharply lower than estimated by economists.

"Detroit is still waiting for evidence of a turnaround that was supposed to have happened months ago," said Arvid Jouppli of Keane Securities in Detroit.

Jouppli believes, however, that Labor Day close-out bargains on 1991 models will boost sales in the third quarter to end the two-year drought in the auto industry, the worst since 1982.

"The recession in the auto industry will probably end in September, and we'll know in a couple of weeks after more showroom reports are in," Jouppli said.

"The average age of cars on the road today is eight years, one-month, which is two years older than usual," he said.

"People are thinking their cars might not last another winter and could be grabbing some 1991 close-outs."

Wall Street had little reaction to the weak sales, sending General Motors down 1/8 to 36 1/2, Ford Motor Co. up 1/4 to 30 1/2 and Chrysler down 1/4 to 12 1/2. The three automakers control about 60 percent of North American auto sales.

Chrysler, whose car sales were down 38.9 percent for the entire month of August, also declared its regular 15-cent quarterly dividend payable Oct. 15 to holders of record on Sept. 15. Chrysler has been preparing to sell 61 million new shares to improve its loss-plagued finances.

Sales of domestic cars for late August were at an annual rate of six million cars, down from the 6.5

million rate expected by economists, and sharply lower than the 7.2 million cars in late August a year ago.

For the entire month of August, sales slowed to an annual rate of 6.1 million cars, compared to 6.8 million in July. The late August rate is the lowest since a six million rate in May.

Memorial Day sales, which are considered pivotal for the rest of the model year, were extremely weak, analysts said, setting the slow pace for summer sales.

General Motors late August car sales were down 16.6 percent to 87,589 from 100,306 a year ago, and truck sales were off 11 percent to 48,849 from 54,909.

Chrysler's total August car sales were down to 16,835 from 27,549, but sales of its mini van trucks were up 27.5 percent to 29,411 from 23,072.

Ford's late August car sales were down 18.1 percent to 51,467 from 62,829 and its truck sales were off 5.1 percent to 44,361 from 46,678.

Sales of so-called translated imports — foreign cars assembled here — were more steady than domestic firms, with Toyota car sales down 1.3 percent to 22,483 in late August from 22,781 in late August a year ago.

Analysts estimate that car sales will total 5.6 million units in 1991, down about 7.5 percent from 6.3 million cars in 1990.

Car sales in the last decade peaked at 11.4 million in 1984 after rising from a low of eight million in 1982 at the close of the 1979-83 recession.

Industry executives are very optimistic about 1992 sales. GM executives expect a 13.5 percent rise in car sales while Chrysler's Chairman Lee Iacocca has predicted a 14.9 percent rise, based on renewed consumer confidence, analysts said.

No matter where blame lies, August sales fell flat

By JENNIFER SHAW

Many retailers yesterday reported flat August sales for the second year in a row, and headlines were the most-used excuse for tired bottom lines.

Sears' chairman Edward Brennan blames Hurricane Bob.

Syms' president and chief operating officer Marcy Syms thinks it might have something to do with the independence of the Baltic States.

Last year, everyone blamed the war in the Persian Gulf.

"We all have to start feeling like we can plan for the future," said the Syms president. "We see the shifting balance of power. There used to be two superpowers, now who has the nuclear bomb?" she asked.

Syms says store activity wasn't nearly as interesting as the Soviet Union. "Things are still sluggish. We haven't really seen any change in the general trend in the last several months," she said.

In Manhattan, Syms has yet to reap the bounty of its move from Park Place to Trinity Place — which is closer to the heart of the Financial Center and to downtown's residential area. "We're seeing new faces but it hasn't shown up as volume yet," Syms said.

Across the nation, big retailers echoed Syms' sentiment, saying sales were unchanged or down from August 1990, when Operation Desert Storm made department stores into wastelands.

Sears' Brennan said stores in the Northeast have been recovering from Hurricane Bob, which had forced temporary closings of some stores.

He also said the slow pace of the economy had hampered sales of big ticket items. Sears' same-store sales fell 2.3 percent, while overall sales slipped 2.5 percent. Same-store sales are the figures for stores open at least a year and are considered more reliable than overall sales figures.

Woolworth Corp. reported a 3.3 drop in same-store sales while overall sales were up 1.4 percent.

Things looked better at Federated Dept. Stores' Brooklyn-born A&S chain. A&S spokesperson Virginia Sanders said the store had come in on plan and "ahead of last year."

And Gap Inc. fared well with a 31 percent same-store gain and a 42 percent rise overall.

Wal-Mart same-store sales rose 10 percent — down from the 13 percent July rise.

J.C. Penney recorded a 5.3 percent drop in same-store results, and a 3.9 percent overall slide.

Limited Inc. said same-store sales were unchanged.

Today's employment stats may spur Fed to cut rates

JOHN CRUDELE



It won't take much to get the Federal Reserve to lower interest rates again.

This morning's employment statistics could do it. Or the pathetically weak late-August car sales reported yesterday by Detroit might scare up another half-point reduction in the discount rate to 5 percent.

But a lot of folks are missing the important point about these interest rate cuts. THEY ARE NOT WORKING — because the majority of Americans will not borrow money at any interest rate if they don't feel comfortable borrowing money. The rate being charged for the loan doesn't matter.

Consumers will gladly forgo a new car, a new house or a Jacuzzi for a sound night's sleep. If they don't think they will remain employed, if they can't pay debts, they won't take on new debt — even if interest rates are low.

Pressure will be on the Fed to cut rates this morning if the U.S. economy lost any jobs in August, according to David Jones, the Fed watcher at Aubrey G. Lanston & Co. Jones, however, is predicting that 100,000 jobs were added to the economy in August. So he isn't expecting a rate cut.

The consensus estimate among economists is that job growth will be in the 22,000 range. The most pessimistic prediction — by Walter J. Williams of American Business Econometrics of Ridge-wood, N.J., who happened to have

been right when he defied the consensus last month — is for a loss of 300,000 jobs. Employment figures — the compilation of which were finished yesterday — are scheduled to be released at 8:30 a.m. today by the Labor Dept.

If that employment number is bad, there should be an interesting discussion at the Fed. Several Fed policymakers have dismissed the importance of the employment statistics, saying they often lag the economy. These members think the nation's economy has already come out of the recession.

Alan Greenspan won't want to take a risk. Bad economic numbers at this point will trigger his rate-cutting instincts. He might have to go nose-to-nose with some other Fed members, but Alan will probably win.

How will the financial markets react to the employment number? The bond market is an easy call. It will go up if the Fed eases rates, and go down if it doesn't.

But stocks could have a wild day, a toasty-turvy session. Bad employment figures and a reduction in rates could initially be greeted favorably by Wall Street, because it always thinks the next cut in rates will be the one that finally stimulates the economy. But the applause could be short-lived. Investors are starting to get very nervous about the economy's lack of response to the Fed's prodding.

Conversely, strong employment numbers and no rate cut could bother stocks at first because Wall Street has its heart set on the Fed doing something. But upon reflection, Wall Street might realize that better employment is what it wanted all along and stocks should eventually rally.

THE RUNOFF: Enough on the

Continued on Page 11

Zero news about the Dow

By CLAUDIA CARPENTER

Stocks went on strike yesterday ahead of today's jobs report. The Dow Jones Industrial average, after posting four straight down days for a total loss of 46.73 points, or 1.5 percent, closed unchanged at 3,008.50. The D.O.O.W. 30,000s unusual average has now struck out with no change twice this year — the first being on July 19, at 3,018.32 — twice last year, once in 1989, and never in 1988. New York Stock Exchange volume quickened to 162 million shares vs. 157 million Wednesday.

C.J. Lawrence market guru Gus Allen cited a "short-term focus" on today's August jobs report, as well as yesterday's weak August car and retail sales. "Things are tough out there," he said. "No way in the world would I want to buy GM stock." It fell 1/4 to 36 1/2. Kmart tumbled 3 to 43 1/2. Limited fell 2 to 25 1/2 but Gap rose 1 1/2 to 43 1/2. Nevertheless, Allen said stocks and bonds are "really the only game in town" for investors. "You don't want to shotgun this market, but you do need a sharp rifle." His picks include Pfizer, up 1 1/4 to 65 1/2, and Ingersoll-Rand, up 1 1/4 to 49 1/2.

Salomon fell 1 to 24 on a S&P downgrade and Pepsi fell 1 1/4 to 29 1/2 on negative comments from a Salomon analyst. Borden got milked 2 1/4 to 33 1/2 on a weak outlook. Heinz slid 2 1/4 to 41 and Kellogg lost 3 1/4 to 10 1/2.

Fireworks exploded in the over-the-counter market, where two of the five most active stocks moved more than 5 points each: software-maker Knowledgeware plunged 5 1/2 to 23 on a management shakeup, and biotech issue Centocor surged 5 to 45 1/2. "Where you have start-up companies, it attracts a lot of people who don't believe," Allen said. "Wildly differing opinions creates conditions for high volatility."

The dollar rose, to 135.80 Japanese yen vs. 135.50 late Wednesday and to 1.7395 German marks vs. 1.7370. Sterling fell to \$1.6940 vs. \$1.6947.

A \$6.4 billion jump in money supply scared bond traders. The 30-year Treasury bond fell 13/32 to 100 5/16 to yield 8.10 percent vs. 8.04 percent. In futures, gold fell \$1.50 to \$347.00 an ounce, silver tumbled 4 cents to \$3.8640 an ounce and October crude oil slipped 12 cents to \$21.89 a barrel.



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News

Anne Arundel
County Sun

Superstores converge on Glen Burnie to duke it out

Volume discounters
favor North County

By Lorraine Mirabella

Staff writer

When Rouse Co. planners built the first enclosed shopping mall on the East Coast, they plunked it down 10 miles south of Baltimore, in Glen Burnie.

Three decades after Harundale Mall put the North County community on shoppers' maps, the demographics seem to keep pointing back that way.

Lately, Glen Burnie's commercial hub has become a hot spot for retailers looking to expand, revamp and experiment. In a matter of months, a number of huge, new-style "megastores" touting "everyday low prices" have moved in, while other retailers have quickly switched gears to better compete.

"You can't say it's just a coincidence any time you see that kind of activity. The research has been done," said Jerry Shields, spokesman for Atlanta-based Home Depot, the highly successful chain of home-improvement warehouses. The fast-growing company launched a major expansion into the Northeast, opening its first Baltimore area store in June near Route 10 and Ordinance Road.

It's no mystery why Home Depot and a handful of others have all gravitated toward Glen Burnie, retailers say.

The location appealed to Leedmark — the European-style hypermarket the size of three football fields with food, clothing and home and office goods under one roof — because 1.5 million potential customers live within 15 miles of the store, also at Route 10 and Ordinance Road.



THE ANNE ARUNDEL COUNTY SUN — GEORGE HOLSEY
Leedmark, a hypermarket the size of three football fields, chose to build in Glen Burnie because 1.5 million potential customers live within 15 miles.

and prosperous" retail center, close to major roads and highways, spokesman Ed Segal said.

Home Depot moved in because of a high proportion of the single-family home owners the chain targets.

Blue cross Arnold Sadal, a co-

ty: "You look at the growth and the way Washington and Baltimore are closing into each other. What we have is almost an intersection of traffic from Washington to Baltimore."

The K mart subsidiary opened a 40,000 square foot megastore

huge assortment of name-brand sporting goods and clothing at low prices.

Last week, Syms, a 31-year-old apparel chain that started on Wall Street, made its Baltimore-area debut in the 55,000-square-foot space near the Department of Mo-

The family-run business chose Glen Burnie partly because of easy access to the Baltimore Beltway. President Marcy Syms said she expects customers will drive at least 30 minutes for the "off price" men's, women's and children's designer apparel. The chain has

Superstores converge on Glen Burnie to duke it out

Volume discounters favor North County

By Lorraine Mirabella

Staff writer

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Three decades after Harundale Mall put the North County community on shoppers' maps, the demographics seem to keep pointing back that way.

Lately, Glen Burnie's commercial hub has become a hot spot for retailers looking to expand, re-vamp and experiment. In a matter of months, a number of huge, new-style "megastores" touting "everyday low prices" have moved in, while other retailers have quickly switched gears to better compete.

"You can't say it's just a coincidence any time you see that kind of activity. The research has been done," said Jerry Shields, spokesman for Atlanta-based Home Depot, the highly successful chain of home-improvement warehouses. The fast-growing company launched a major expansion into the Northeast, opening its first Baltimore area store in June near Route 10 and Ordinance Road.

It's no mystery why Home Depot and a handful of others have all gravitated toward Glen Burnie, retailers say.

The location appealed to Leedmark — the European-style hypermarket the size of three football fields with food, clothing and home and office goods under one roof — because 1.5 million potential customers live within 15 miles of the store, also at Route 10 and Ordinance Road. Besides, Glen Burnie offers an "established, growing



THE ANNE ARUNDEL COUNTY SUN — GEORGE HOLSEY
Leedmark, a hypermarket the size of three football fields, chose to build in Glen Burnie because 1.5 million potential customers live within 15 miles.

and prosperous" retail center, close to major roads and highways, spokesman Ed Segal said.

Home Depot moved in because of a high proportion of the single-family home owners the chain targets.

Plus, says Arnold Sedel, a senior vice president for the Fort Lauderdale-based Sports Authori-

ty: "You look at the growth and the way Washington and Baltimore are closing into each other. What we have is almost an intersection of traffic from Washington to Baltimore."

The K mart subsidiary opened a 40,000-square-foot megastore last month next to the Price Club, off Ordinance Road, stressing its

huge assortment of name-brand sporting goods and clothing at low prices.

Last week, Syms, a 31-year-old apparel chain that started on Wall Street, made its Baltimore-area debut in the 55,000-square-foot space near the Department of Motor Vehicles on Ritchie Highway formerly occupied by Ames.

The family-run business chose Glen Burnie partly because of easy access to the Baltimore Beltway. President Marcy Syms said she expects customers will drive at least 30 minutes for the "off price" men's, women's and children's designer apparel. The chain buys

Please see SHOP, Page 5

Volume stores fight it out along Glen Burnie strip

SHOP

Continued from Page 2

end-of-season, overproduced or discontinued clothing.

"We think it's a great market," said Syms, who watched throngs of shoppers line up outside to await last week's grand opening.

To hear retailers tell it, the Glen Burnie magnet works on customers as well as on retailers.

Shields said Home Depot has done well — in spite of, or maybe because of, the competition.

"A nucleus of businesses helps get the customers into the area," he said. "To some extent it helps to have other businesses around."

"We're pleased with the response," said Leedmark spokesman Segal, noting the store has reached its goal of attracting between 140,000 and 150,000 customers a month.

Sedel described business at the Sports Authority as "sensational" — 5 percent better than projected. The Glen Burnie store and one in White Marsh are the first to break into the Baltimore market.

To Sedel, the chain's success means that founder Jack Smith was right four years ago in pegging the megastore concept as the wave of the future.

"That's what the customer wants, especially for large purchases" — savings of 15 percent to 20 percent, Sedel said.

In some cases, the infusion of superstores — which cut prices by stocking and selling large volumes of goods and eliminating warehouses or distribution centers — has prompted other retailers to rethink marketing strategy.

After Leedmark opened in May, Giant Food Inc. began cutting beauty and health product prices by 10 percent to 40 percent.

In March, shortly before Home Depot opened less than a mile away, hardware chain Hechinger remodeled its Ritchie Highway store into a Home Project Center — dividing it into areas for the kitchen, bathroom, deck and garden and emphasizing lower prices.

By converting all its stores to Home Project Centers — starting in Glen Burnie — Hechinger is preparing to go head-to-head with Home Depot, industry analysts say. Hechinger officials, though, say they're just responding to customer demand, not to new compe-

"I don't see how all the discount stores can continue, because their deep discounts are based on volume."

CARROLL WEYRICH
Office supply shop owner

titition.

While Home Depot attempts to gain a foothold in the area, the Boca Raton-based Office Depot, leader in the office superstore industry, has gone after the local office supply market. So have the Price Club and Leedmark, to a lesser extent.

During a recession, the extra competition has placed an added burden on smaller office suppliers. At International Office Machines and Supplies on Ritchie Highway, a Glen Burnie fixture for more than three decades, sales have dropped about 5 percent each year since 1988, owner Carroll Weyrich said. He attributes most of the loss to the recession but says increased competition has played a part.

Weyrich says the superstores can't fend off tough economic times any better than the mom-and-pop stores, noting the May bankruptcy of the Office Stop chain that forced a Glen Burnie store to close.

"I don't see how all the discount stores can continue, because their deep discounts are based on volume," he said. "If they're not getting the volume, they're not making what they should be making on a product."

To become more competitive, Weyrich has joined a Baltimore group of small office supply dealers called Traditional Office Product Dealers. Cooperatively, they've negotiated better prices from manufacturers and wholesalers.

Though he can't always compete on price, he says, his store offers a more diversified inventory and beats the superstores in customer service and repairs.

Sedel of the Sports Authority disputes the contention that mom-and-pop stores have an edge on service. He promises "the finest customer service and the finest maintained stores" with "prices the best across the board."

How Sy Syms Rerouted the Rag Trade

By MITCHELL MANBER

Growing up in Brooklyn during the 1930s, Sy Merns, like many Dodger fans, aspired to be a major-league baseball player.

Although he never came close to realizing his childhood dream, his work in the clothing business has been "big league" in scope. As chairman of the board of Syms Clothing Stores, Sy Syms — he changed his last name — oversees a mercantile empire of 28 stores in 18 television markets, with an annual gross volume of \$315 million dollars.

In rags-to-riches fashion, Mr. Syms was the youngest of eight children born to two turn-of-the-century immigrants who came from Kiev and Odessa. Mr. Syms' first exposure to the clothing business came while working for his father, Morris.

"My father had a small haberdashery store in lower Manhattan on Greenwich Street," he recalls. "He sold collars, shirts, pajamas, etc. He started it in 1931. First it was called

Dave-Ro Inc., then Merns, then MernsMart." Mr. Syms learned the ropes of the rag trade working in the family business while going to school and later while pursuing a career in radio broadcasting.

Mr. Syms recalls his radio days fondly: "I used to stay in my room four, six hours a day and talk, ad lib on things. I devised a system of doing any kind of sport." While at college Mr. Syms worked at radio

station WINS. Several years later he was auditioning for a five-minute news spot on the popular late-night Symphony Sid show on WEVD when he decided to break out of radio. "I go to this audition and in the anteroom were about 40 men, guys with gray hair, white hair... I say 'what kind of profession did I breka my back for?' That could be me 20 years from today."

Though Mr. Syms speaks tentatively about his days in the family business, it is not without a trace of

bitterness that he recounts how his brother refused his offer to buy into the company, once he had raised the agreed-upon amount of \$6,000. When his bid was declined, Mr. Syms knew it was time to strike out on his own, and with his partner at the time, Irving Pomerantz, opened their first store on Cortland Street, near his uncle's original store. "The business was lucrative from day one," says Mr. Syms. "I started out at \$150 per week. I made \$20-25,000 in 1960."

During the same period, Mr. Syms changed his last name. "When I went on television, if I said Sy Merns that would be advertising the other company," he explains. "So I took the Sy and the 'M' and 'S' from Merns and that's how I came up with Sy Syms."

Mr. Syms established his mark in the retail clothing industry by selling well-known designer labels such as Armani, Christian Dior, and Bill Blass, along with at least 50 major trademarks — including London Fog, Hagar, Hathaway, and Gant — at reduced prices. Predicated on high volume and relatively low margins, Syms business strategy is structured to appeal to the consumer shopping for a bargain.

Designed to evoke a "no-frills" look, Syms stores have common fitting rooms and take no national credit cards. The bare-bones feel is intended to send a clear message to the customer: At Syms the emphasis is on quality and price, not on expensive surroundings. "The psychologi-

Please turn to Page 16



Sy Syms, the Discount King.

Syms Well-Suited Firm

Continued from Page 12

cal effects to the consumer are more important than the product you are selling," says Mr. Syms, smiling knowingly.

"Everything is off-price, not discount," he says of his marketing approach. "I buy under wholesale. Our guide is to sell at retail within 10% of true wholesale."

Trading in merchandise at terrifically low prices, Mr. Syms understands he has to encourage top-of-the-line relationship with his suppliers. It was in the effort to keep his manufacturers satisfied that Mr. Syms made a geographic jump in 1969 and opened a shop on West Flagler Avenue in Miami. "I needed a store in Florida to ingratiate myself with manufacturers to sell summer merchandise during the winter season," he says. In short order, he constructed larger and larger facilities in the Bronx, Buffalo, Paramus, Roslyn, and Westchester.

When the Paramus store came aboard, the company added a line of women's clothes, since there were few male shoppers in the suburbs during the day. Simultaneously, Mr. Syms introduced another marketing innovation — the automatic-mark-down system — whereby each item of clothing is marked down in price every 10 days. He says that this concept "blew the competition out."

As the enterprise grew into a retailing giant, Sy Syms brought four of his six children into the corporate fold. "My father can talk about business all the time. It's his passion," says his daughter, Marcy Syms, who is president and chief operating officer. "We share two basic tenets," says Ms. Syms after working for her father for 13 years. "respect for the consumer and the supplier."

As international chairman of Israel Bonds and treasurer of Yeshiva University, Mr. Syms extends his

business acumen and zeal to the Jewish community. "My main thrust is to try and change an Israeli operation more to an American type of operation — rather than a socialist brotherhood," says Mr. Syms of his involvement with Israel Bonds. Sam Hartstein, Director of Public Relations for Yeshiva University, says of Mr. Syms early link with the university, "It took. It was a *shidduch* — a perfect match." Due largely to his hands-on involvement in raising large sums for the university, much of it coming from his own personal resources, Yeshiva University founded the Sy Syms School of Business in 1983 as part of its undergraduate college.

Though Mr. Syms has maintained a high public profile through his involvement in community affairs, he has avoided the political arena. "I never mix in politics. I'm a merchant. I sell suits and dresses to communists, anarchists, Bolsheviks, as well as Democrats and Republicans. If I back any candidate, if I lend my name, his opponent and his followers may be annoyed..." says Mr. Syms, "and they may stay out of my stores."



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mered another nail into the coffin of fashion's kings and queens. "Everyone's killing off [the] designer [category]," says Kal Ruttenstein, the Bloomingdale's style czar. "I don't think that's the case at all."

Like most retailers whose stores have a big stake in the survival of labels they've relentlessly promoted, Ruttenstein thinks expensive clothes will return with a healthy economy. Meanwhile, designers are hedging their bets with moderately priced lines that keep them connected, however tenuously, to reality.

Donna Karan's DKNY set the new tone. Like the Gap, Karan served up basics, but with a twist of high style. Her collection for spring 1992, shown last month, was insouciant and appealing. DKNY's one-stop shopping offers something for everyone.

Calvin Klein's appeal, on the other hand, is as simple as the denim hot pants, mesh T-shirts, and biker jackets he showed at Calvin Klein Sport. Klein has snapped his Sport line into focus by returning to his forte. No designer does sex better.

Of all the low-priced lines shown in recent weeks, the most fun was Michael Kors's. The designer himself provided narration. "Don't ask me prices. . . I don't know. . . reasonable. . . Every group can be work clothes or casual clothes, depending on how you wear it. . . And if you're at the beach and you want—spur of the moment—to show you can do anything with terrycloth? The white terry wedding gown! Throw it in the washing machine and wear it again the next day."

SPRUCED-UP SULKAL

LIKE CHANEL, HERMÈS, AND GUCCI BEFORE it, 96-year-old Sulka, another once-moldering classic, has gotten a face-lift. Last week, the new Sulka, which previewed in Beverly Hills, was unveiled in a renovated space on Park Avenue and 55th Street. Loaded with retooled merchandise, Biedermeier furnishings, burl-elm-look shopping bags, state-of-the-art service, and a witty new advertising campaign, Sulka has its sights set on big game—the city's best-paid, best-dressed men.

As it happens, Amos Sulka, a Pennsylvania clothing salesman, and Leon Wormser, a French shirt-cutter, began their business

here in 1895 catering to butlers and policemen. By 1911, the two had prospered enough to open a branch in Paris. Over the years, patrons have ranged from John Jacob Astor to Al Capone to John F. Kennedy.

In 1975, Irving Mitchell Felt bought Sulka. In the early eighties, he sold to Sy Syms, better known for his discount emporiums. Branches opened and closed, and Sulka floundered until 1989, when Luxco, the luxury-products company that controls Cartier and Piaget and owns stock in Yves Saint Laurent, bought it and brought in Neal Fox. Trained at Brooks Brothers, Fox came of age as an executive at Neiman-Marcus and went on to run the Raleighs and Garfinckel's department-store chains.

Fox decided to turn Sulka into a couture house for men, providing everything "from

underwear out." The idea is to do "big, big business," just like Hermès or Louis Vuitton. "Sulka was mired in the past," Fox says. "I wanted to make it timeless again."

Retaining what was good about the old Sulka—its custom manufacturing, much done by hand; its shirts, ties ("the best in the world," Fox boasts), and furnishings like Can-



Inside the new Sulka store.

pone's favorite silk robes; and its international image—the company is adding tailored clothes, sportswear, personal shopping, on-site laundry service (\$7 per shirt, returned in a package like new), and computerized wardrobe consulting. Fox's ideal customer "has been through Boss and Armani," he says. "He's the well-dressed guy sitting in first class, and you can't guess what nationality he is. I'm trying to give that guy a home."

Fox offers up one of his new ads, a headless torso in luxurious Sulka styles, paired with headlines like FOR THE MAN WHO KNOWS THAT BULGARI ISN'T NEXT TO HUNGARY and FOR THE MAN WHO KNOWS THE RITZ IS NOT THE CRACKER.

He's a man who'll pay \$1,450 for a fuzzy alpaca bench warmer, \$2,150 for a cashmere jacket. The price tag on a buttery black napa-leather blouson jacket is well hidden. If you need to find it to decide, don't bother. If you have to ask about quality, you don't understand. "You can't see our whistles and bells," Fox says quietly. "But you'll know it's from here if you have it on."

BEHIND THE SCENE



GFT's Leopoldo Borzino



Syms' Sy Syms

NOT WITHOUT A CAUSE

One would never know that times were tough by the turnout at the National Conference of Christians and Jews luncheon last week. An overflow crowd attended the event to honor Alan Dumaïn of Saks Fifth Avenue, Jack Schultz of the National Retail Federation and Herb Goldsmith of Members Only.

Despite the stellar turnout, there was apprehension at the cocktail party about the upcoming Christmas holiday. Attendees complained that since retail business in general is inconsistent from week to week, it is nearly impossible to predict how the season will shake out. They all seemed in agreement, however,

that it was essential to get an early jump on selling.

Later, while accepting their awards, the three honorees talked about everything but business. Dumaïn thanked his mother and late father for instilling in him the insight to appreciate "what I have and other people don't have."

Schultz, who was forever scarred by the death of his son on the bombing of Pan Am Flight 103, praised the NCCJ for its work toward creating harmony among different cultures.

Goldsmith, who has spearheaded a successful corporate anti-drug campaign, took the opportunity to continue his war against drugs. "Drugs are a national emergency. And they can cause us to lose our next generation of leaders and customers," he warned.

—JEAN E. PALMIERI



Jack Schultz, Herb Goldsmith and Alan Dumaïn



Saks' Joe Cecil



Saks' Stan Tucker



Brooks Brothers' Bill Roberti



AMC's Lee Abraham and Maury Johnson

Retailing's Wistful Christmas Dream

Continued from Page 1

versity of Michigan's Consumer Survey Research Center.

"It's possible that Christmas from now on will be like this, with lots and lots of sales," said Mr. Johnson of Shapiro & Associates. "And there's no reason for the consumer to think that's a bad thing — they spend less money and still get what they want."

But something more than mere bargain hunting may be afoot.

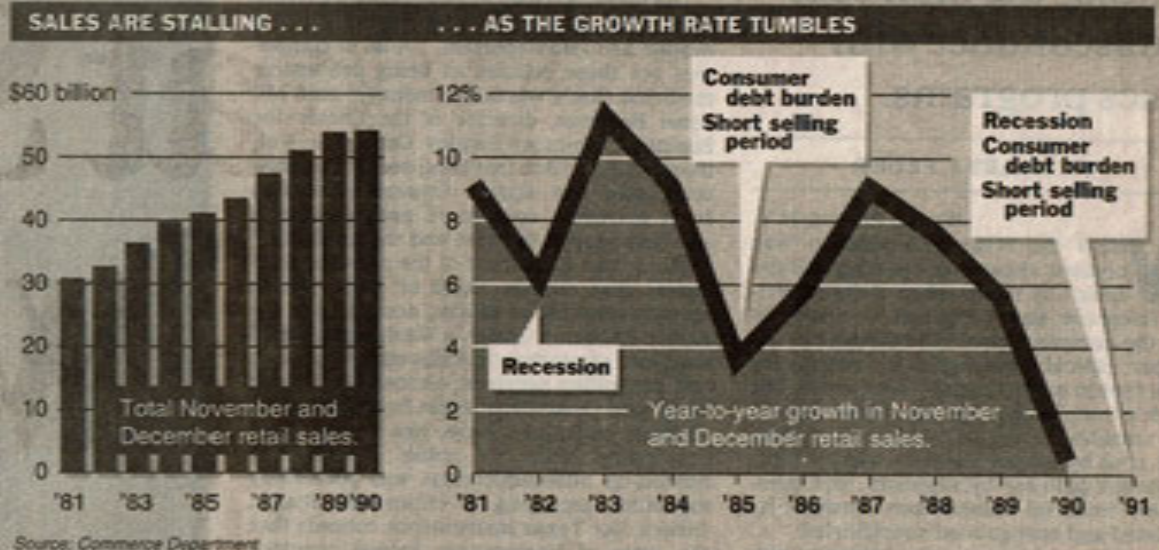
Alice Bird McCord, senior vice president of the National Retail Federation, a trade group in New York, sees a linkage between Christmas shopping changes and population shifts, such things as time constraints on the individual and the growth in the number of working women. But the most important factor, she said, is changing consumer values.

Shoppers are older and better informed, Ms. McCord said, and they're applying their knowledge and experience to purchasing. "They tend to be more practical. They are less easily convinced by promotional devices, and they are more likely to buy fewer, better quality items," she said. "The Christmases when you saw an item like a Pet Rock or something frivolous or outrageously expensive selling out are over."

A monthly study of consumer sentiment by Shapiro & Associates found that 44 percent of those surveyed in September said they planned to spend less on Christmas this year than last. By last month, the figure had risen to 47 percent. Although Shapiro & Associates won't release data from all their sentiment surveys, which run back to the early 80's, they say the

Not a Whole Lot of Jingling Going On

Total retail sales at department, variety and miscellaneous general merchandise stores in the combined November and December holiday shopping season, in billions, and percent change in sales growth.



financial aspects of the business and neglected to cultivate its theatrical elements, which have traditionally driven retail operations, particularly at Christmas. Instead of striving to stock merchandise sold by no one else or generate clever promotions to draw shoppers, stores began relying on markdowns to generate cash flow.

But, paradoxically, though they aren't struggling under massive debt, discounters see plenty of difficulties ahead. Most, like K Mart and Toys 'R Us, are counting mostly on price and volume to save their Christmas season. Toys 'R Us, for example, is bringing out a catalogue for the first time this year, and it is filled with discount coupons worth \$173. (To obtain one, a customer must visit the store.) K Mart is placing its bets on cord-

Learning a Little Discipline

RETAILERS are counting on lean inventories to save them from the markdown malady that has afflicted recent holiday selling seasons.

Federated Department Stores Inc., for example, plans to stage roughly the same number of discretionary promotions — sales designed to build traffic in stores — as it has in the last three Christmas seasons. But the company's president, James M. Zimmerman, warned that inventories are so tight that stores are likely to sell out of merchandise

ers without actually committing itself to taking delivery.

"Inventory plans throughout the industry are so conservative that if sales go better than planned, they'll be sold out awhile before Christmas," said Daniel D. Barry, a retail analyst at Kidder, Peabody. "I think you'll see an unusually low level of markdowns."

Recent history, however, has demonstrated that tight inventories do not guarantee against panic sales. In the months before the 1986 holiday season, stores were also bragging about inven-





Illustration by Javier Romero

Christmas spending sentiment trend has generally been bleak since 1989.

Some analysts think the American public's movement toward quality and value and a turning away from conspicuous consumption is related to the growing awareness of environmental issues and other concerns, like unemployment, corporate downsizing and an increasing focus on family rather than self.

"As it is in every business cycle, you're talking about an aversion to past values, in this case away from the flashy, Rodeo Drive, labels-as-status values of the 80's," said Isaac Lagnado, president of Tactical Retail Solutions, a New York consulting firm. "Skepticism as a value is getting to be very acceptable."

Analysts say the booming business cycle in the 80's masked the development of this new breed of consumer, which caught retailers unaware. Cynthia Cohen Turk, president of Marketplace 2000, a consulting firm in Coral Gables, Fla., said consumers will loosen their grip on their pocketbooks once the economy improves — but not to the point they did in the 80's.

"This is a very discriminating consumer, and that is not going to change when the business cycle picks up again," Ms. Turk said. "They won't tolerate lousy service, old stores, and shoddy merchandise, no matter what its price is."

Pleasing this new consumer at Christmastime has puzzled many retailers; some even confess to being bereft of bright ideas.

"You have so many people selling the same merchandise that price is almost the only thing that drives sales," said Frank Doroff, executive vice president and general merchandise manager of Bloomingdale's. "It becomes a matter of who has the cheaper price."

The extent this has become a problem for department stores is evident in a survey of 1,000 people by Tactical Retail Solutions. The firm found that 75 percent of those questioned felt department stores put high prices on merchandise just so they could mark them down and advertise a sale. And 80 percent said that although they might be unable to find the same

coupons worth \$173. (To obtain one, a customer must visit the store.)

K Mart is placing its bets on cordless ratchets, drills and screwdrivers; home security devices, and in-line rollerblades (better known as Rollerblades), but the company will be happy with Christmas sales only "moderately better" than last year, said Orren F. Knauer, vice president for investor relations.

A few brave souls are experimenting with new approaches.

The Hartmarx Corporation, which operates Wallach's, Barrie Pace and Hart, Schaffner & Marx, among others, mailed a video Christmas catalogue to 150,000 of its best customers. The company hopes the video will stand out from the mass of catalogues in the mail and capture weary shoppers' attention.

"We think the real risk in our business is staying static," said John



Eyler, chairman and chief executive of Hartmarx's specialty stores division.

Other retailers have sought to soften their image of pricey exclusivity. For the first time since its founding in 1978, the Sharper Image, which specializes in glitzy high-tech items, is stocking items costing less than \$50. "What I realized was that we had tremendous foot traffic in the stores but most items were too expensive for the people coming in," said Richard Thalheimer, founder and chairman of the company. "So we went looking for innovative, unusual, fun items priced between \$16 and \$29."

Neiman Marcus warned that inventories are so tight that stores are likely to sell out of merchandise before markdowns are needed.

K Mart is also practicing inventory discipline, said Orren F. Knauer, vice president for investor relations, holding open options to buy merchandise from suppli-

Neiman Marcus began two years ago to devote some of its catalogue pages to gifts for less than \$50 and less than \$100. The strategy is to attract cost-conscious customers who might have thought Neiman's was out of their range.

Neiman's hasn't moved away from big ticket items, but some of the whimsical glamour is absent. The premier "his and her" item in their catalogue this year is not a Chinese junk or a pair of camels, as in the past. Instead, it is the civilian version of the military's LTV Hummer, the boxy vehicle used in the Persian Gulf war to replace the Jeep. The price: \$50,000. Neiman executives are quick to point out the gift's utilitarian nature as a recreational vehicle.

"In the past, the more outrageous the idea for a his-and-hers gift was, the better," said Bernie Feiwel, president of Neiman Marcus's mail order division. "Utility wasn't part of the equation. This year it was."

But most merchants seem wary of making bold new efforts, preferring to rely on the tried and, until recently, true. Many will try to outdo one another with lavish window decorations, install a Santa Claus somewhere on the ground floor surrounded by fake snow and mount Christmas trees festooned with thousands of gilded ornaments and glimmering lights.

"I think the whole industry could probably use some innovation and creativity," said Mr. Doroff of Bloomingdale's. "The Christmas business has become so promotional that you don't focus on unique and different offerings because you can't afford to

panic sales. In the months before the 1986 holiday season, stores were also bragging about inventory control. But by Dec. 20, with few shoppers showing a willingness to spend, many stores started slashing prices. "Hopefully there will be a little better discipline this year," Mr. Knauer said.

take markdowns on that sort of merchandise."

Many retailers and industry consultants admit to a lack of ideas about how to get the industry out of the box it has pushed itself into. Those that do



have a prescription offer a straightforward approach: stick to your guns on price or else find a way to offer goods that no one else has and provide some other exclusivity, like selection or service or high quality. "Instead of giving the customer what he wants at the right price the first time, they give the customer something that may not be exactly what he wants — maybe it's not the right size or the right color because they don't have it in stock — but it's cheap," said Marvin J. Rothenberg, president of Marvin J. Rothenberg Inc., a retail consulting firm based in New Jersey.

"They fail to understand that these value-conscious customers are not just looking for low prices, that they'll pay full price as long as they have the goods they want."

But many of the large department stores now lack the financial stability to gamble on the exclusive merchandise that might become the next Cabbage Patch doll and rack up large profits — but might equally well flop.

They also are reluctant to risk funds on deep inventories. Indeed, this year many stores are carrying tight inventories, hoping to reduce the need to take pre-Christmas markdowns if stock isn't moving fast

A Bleak Holiday Outlook

Americans' spending plans for Christmas 1991.*

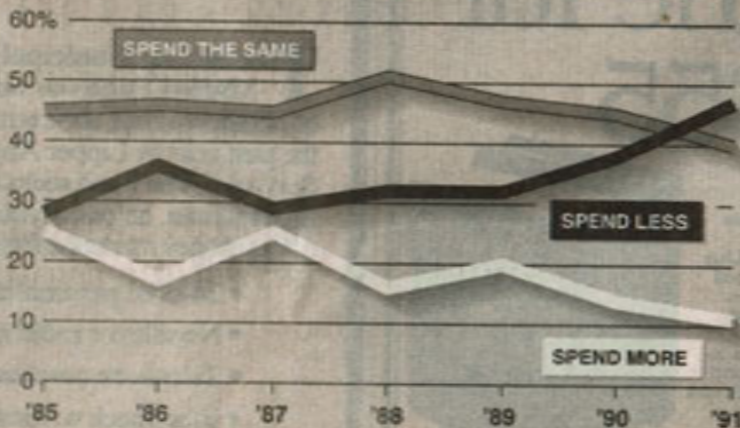


The extent this has become a problem for department stores is evident in a survey of 1,000 people by Tactical Retail Solutions. The firm found that 75 percent of those questioned felt department stores put high prices on merchandise just so they could mark them down and advertise a sale. And 80 percent said that although they might be unable to find the same merchandise in a discount store like **Syms or Dress Barn**, they nevertheless could find a satisfactory alternative at a lower price.

Such attitudes have caught department stores like Macy's, Nordstrom and Bloomingdale's between the high costs of offering ambiance, presentation, service and inventory and the necessity of competing with discounters. Many of these chains are still struggling under heavy debt loads they assumed in buyouts or to fend off takeovers. The unfortunate result, many retail analysts say, is that store executives have had to focus on the

A Bleak Holiday Outlook

Americans' spending plans for Christmas 1991.*



*Based on a survey of 518 Americans completed Oct. 20.

Source: ABC News/Money Magazine Polls

The New York Times

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They also are reluctant to risk funds on deep inventories. Indeed, this year many stores are carrying tight inventories, hoping to reduce the need to take pre-Christmas markdowns if stock isn't moving fast



enough. They have learned that once one store chain begins a pre-Christmas sale, the "stampede" is on. But reduced inventory, of course, further reduces the stores' ability to immediately offer a customer exactly what he wants — at a higher price.

"What retailers need to do is get back to a more traditional pricing structure," said Ms. McCord of the National Retail Federation. "But once you've gotten on the sales train — and we've been on it for a while now — it's very, very hard to get off."

Even Mr. Curtin of the Consumer Survey Research Center, who is generally more optimistic about merchants' prospects than the merchants themselves, said an attempt to hold the line on holiday markdowns would most likely lead to a showdown with customers that few retailers have the fortitude to weather.

"It will only take one retailer in a region to break the ranks, and then the consumer will win," he said.

BY GENE G. MARCIAL

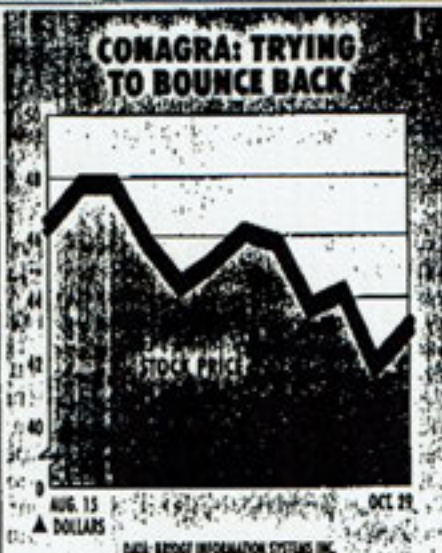
IS THE STREET OVERLOOKING CONAGRA'S BOUNTY?

When major players start dumping a stock, should investors avoid it like the plague? Not necessarily. At least not when the company is ConAgra, the nation's second-largest food processor. True, buyout specialist Kohlberg Kravis Roberts sold a 10.9 million block, or 7% of ConAgra's shares outstanding, in September, and Salomon Brothers followed by unloading 7 million shares in October. But with the stock now at 43, down from a high of 48 in August, some savvy pros are convinced that the shares are a compelling buy.

"ConAgra represents excellent value," says Boston money manager Larry Marks, managing partner of Harbor Capital Management. Marks, who has been buying, thinks the Street has yet to grasp ConAgra's tremendous growth potential, noting that "it has always been valued at a significant discount to the rest of the food group."

Marks explains that acquisitions have transformed ConAgra from a purely commodity-based company into a food processor with annual sales of nearly \$20 billion. He notes that for the past 10 years, ConAgra has posted compounded earnings growth exceeding 20% and a return on equity averaging over 22% annually. "Entrepreneurial management, disciplined financial standards, and a strategy giving the consumer 'better food' are behind the company's success," says Marks.

WHAT'S COOKING. He thinks that ConAgra, which acquired major food-products maker Beatrice in August, 1990, and Golden Valley Microwave Foods in July, 1991, will continue to expand through acquisitions. Internally, Marks expects ConAgra's growth over the next three years to be driven by a recovery in meat-processing margins, accelerated profits in its frozen and dry grocery operations spurred by Healthy Choice and Hunt/Wesson products, and reduction of debt. ConAgra's prepared-foods division accounts for 78% of earnings, and its Agri-Products unit, which sells crop-protection chemicals, fertilizers, and animal feeds, contributes 12%. The trading and processing unit, which trades agricultural commodities and operates the U.S.' largest flour mill, accounts for 10%.



Marks sees net jumping to \$2.50 in the year ending May 30, 1992, and to \$2.90 in fiscal 1993 from \$2.18 in fiscal 1991. He thinks the stock will hit 60 in 12 months.

Analyst Stephen Carnes of Piper, Jaffray & Hopwood is just as bullish on the stock as Marks is: "The company is one of the best long-term global bets around." He thinks the Soviet Union will become a new source of growth overseas, and that "ConAgra could become the major U.S. supplier of food." Carnes figures the stock could hit 100 in the next three years.

DON'T DISCOUNT THIS DISCOUNTER

Bargains may abound at Syms, a big off-price apparel retailer. But to some Street pros, the real deal is its stock, now at 9—about equal to the company's book value and at a modest price-earnings ratio of 8. "With its niche business, Syms could be worth 15 to 18 times earnings," says Clairvest President George Clairmont, who has been snapping up shares.

Based on his earnings estimate of \$1.10 a share for next year, Clairmont thinks the stock could double in the next 12 months. The recession hurt Syms's 1990 earnings, which fell—after rising for four consecutive years—to 80¢ from \$1.09 in 1989. For 1991, Clairmont expects 90¢ a share.

Primarily located in the Northeast and mid-Atlantic regions, Syms operates 27 stores in 17 major markets. The company uses a preset discounting system whereby merchandise that doesn't sell in 10 days is marked down a cer-

tain percentage. If the clothing, mostly overruns or closeouts by famous designers, still hasn't sold in the following five days, the price gets cut again.

Chairman and CEO Sy Syms and daughter Marcy, the company's president and chief operating officer, own 80% of the stock. Rather than pull back during this recession, Syms says he has been scouting for new locations, mainly in Chicago, Boston, and New York, to "expand visibly."

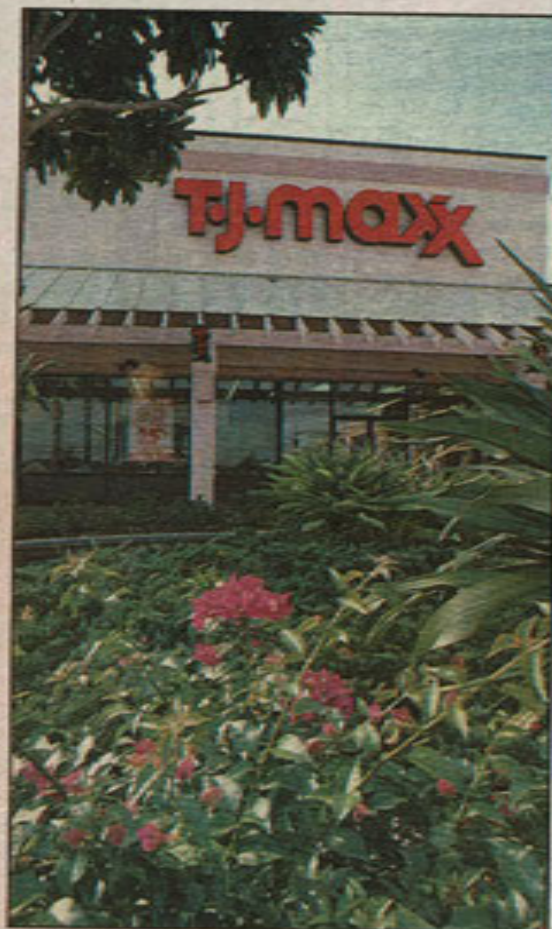
With no debt, Syms has been able to finance its expansion from cash flow. "It's about the only unleveraged big retailer in New York," says one New York money manager, who speculates that the family may take the company private since its stock is so cheap. Sy Syms says he isn't thinking of buying back stock—or selling out—but "at \$25 a share, we may be tempted."

SUCCESSFUL SURGERY AT CYANAMID

Watch the stock of American Cyanamid pop from here on. That's what one New York money manager says now that word of Cyanamid's conversion into a medical-products company is starting to spread. Cyanamid's program to divest most of its chemical operations is well on its way. On Oct. 24, Standard & Poor's reclassified Cyanamid by moving its stock, now selling at 64, from Diversified Chemicals to Diversified Health Care.

What's not yet generally appreciated is the extent of Cyanamid's move into equipment for MIS, or minimally invasive surgery. In MIS, surgeons manipulate instruments inserted into the body through small incisions. It has become the procedure of choice for gall-bladder and several other types of surgery. In the next six months, the company's Davis & Geck unit will introduce a line of hand-held instruments for laparoscopic MIS, including an atraumatic grasper, a retraction grasper, dissector, hooked scissors, and needle-holder.

"As a streamlined company getting 50% to 60% of earnings from health care, Cyanamid deserves a higher p-e," argues analyst Harvey Stober of Dean Witter Reynolds. Some big investors say MIS should push Cyanamid's p-e, now 16, to the 20-plus level accorded most drug stocks. In the next 6 to 12 months, Stober expects Cyanamid to trade at a p-e at least equal to the market's, which should push the stock up to the 80s.



T.J. MAXX

- **Headquarters:** Framingham, Mass.
- **Merchandise:** Name brand clothes for men, women and children; most stores also have giftware, housewares; some stores carry women's shoes and gold and sterling silver jewelry.
- **1990 performance:** Earnings of T.J. Maxx not available, but parent company TJX Co. earnings fell from \$75.7 million in 1989 to \$74.1 million in 1990; T.J. Maxx 1990 sales were \$1.9 billion, up from \$1.7 billion in 1989.
- **Stores:** 409 stores in 44 states. Thirty stores in Florida, including locations in Brandon, Clearwater, Gainesville, Ocala, Sarasota, Seminole, Tallahassee and Tampa.
- **Growth plan:** 45 to 50 stores a year for the next three years, including more sites in West Central Florida.

Tight economic times and wary consumers

By DAVE SZYMANSKI
Tribune Staff Writer

TAMPA

Sharon Rodd, a 25-year-old mother of one from a suburb north of Tampa, used to be a loyal department store shopper in malls.

But today she mainly shops off-price stores in strip shopping centers near her home. Off-price stores sell name brands 20 percent to 60 percent below retail.

Rodd, a part-time secretary, admits she has to spend more time hunting for the right sizes, brands and colors at an off-price store, but she doesn't mind. Spending time means saving money, she says.

"You can always find the time," Rodd said. "I have found the prices 30 percent to 70 percent lower here for dresses. See this \$11 4-toddler boys sweat shirt jacket? The same exact jacket was \$40 at a department store. The same jacket. I don't bother going to the mall now."

Of course, not all shoppers are like Rodd. Some say they prefer department store merchandise, service and atmosphere.

But Rodd is clearly not alone. Thousands of other women like her — married, young, working, middle class, with children — represent the target customer for off-price retailers. Those customers are saying they don't expect to get department store service and ambience when searching through off-price stores, so they don't miss it.

That's why, as the economy continues to stumble and personal income growth stagnates, off-price retailers are enjoying a revival. In 1990, off-price and outlet stores represented 9.4 percent of the \$110 billion apparel market vs. 8.3 percent of a \$100 billion market in 1987.

"We've had a sales increase each month," said Ken Hatfield, manager of the Stein Mart store in South Tampa. "People are looking for brand names for less money. That's why we're doing well."

As a result, off-pricers plan on exploiting the more frugal, more conservative shopping attitudes of the 1990s.

Off-price



ers have been a boon for discount retailers

the revival



Prices at discounters like Wal-Mart, Kmart or Target are still lower, but off-pricers claim consumers can't compare discount-store merchandise with their merchandise. They even bristle at the suggestion that they be called discounters.

T.J. Maxx explains it this way: A \$12.99 blouse at Kmart is made to sell at \$12.99. But a \$20 blouse at T.J. Maxx is actually made to sell at \$35 in a department store because they come from the same suppliers.

Off-price price tags reinforce this marketing technique. Off-price stores list a higher "compare at" price on their price tags to contrast with the store's price.

For example, an off-price tag on a 95 percent polyester/5 percent rayon Pierre Cardin men's robe might say: \$21. Compare at \$70.

At Syms, the company has a unique price tag for women's dresses. Because dress fashions are more seasonal than other clothes, Syms changes the prices on them more quickly, to move the dresses through the store and keep the selection fresher. Every 10 days, if the dress goes unsold, the price is marked down.

Off-pricers say they are able to keep prices low by:

- Buying in volume and late in the season to get good prices on leftover or overrun goods and in some cases, clearly labeled irregulars. Less than 5 percent of T.J. Maxx's stock is irregular.

- Carrying low overhead, including a barebones sales staff, small administration, Spartan store decor and few services. Many stores do not offer boxes with merchandise.

- Doing their own distribution, avoiding costly drop shipments to individual stores.

- Refusing to pay numerous fees from suppliers, such as an advertising charge to use the supplier's brand name in advertising or a fee for returning unsold merchandise. Off-pricers also limit advertising costs in general, because they claim to have everyday low prices and don't need to promote weekly sales.

"We wind up selling within 10 percent of the wholesale price," said David Rosenberg,



ROSS

- Headquarters: Newark, Calif.
- Merchandise: Men's, women's and children's clothing, with a focus on misses and men's wear.
- 1990 Performance: Earnings of \$16.6 million, down from \$28.8 million in 1989; sales of \$804 million, up from \$733.5 million in 1989.
- Stores: 205 stores in 18 states, including 30 in Florida in Tampa, Brandon, Clearwater, Town n' Country, Palm Harbor, Lakeland, Sarasota and Tallahassee.
- Growth plan: 20 to 25 stores a year, focusing on existing markets. Expansion in Florida will be in the Tampa Bay area and in the Palm Beach/South Florida area.



SYMS

- Headquarters: Secaucus, N.J.
- Merchandise: Men's, women's and children's clothing.
- 1990 performance: Earnings of \$1.1 million, down from \$1.5 million in 1989; sales of \$100 million, up from \$90 million in 1989.

T.J. MAXX

- **Headquarters:** Framingham, Mass.
- **Merchandise:** Name brand clothes for men, women and children; most stores also have giftware, housewares; some stores carry women's shoes and gold and sterling silver jewelry.
- **1990 performance:** Earnings of T.J. Maxx not available, but parent company TJX Co. earnings fell from \$75.7 million in 1989 to \$74.1 million in 1990; T.J. Maxx 1990 sales were \$1.9 billion, up from \$1.7 billion in 1989.
- **Stores:** 409 stores in 44 states. Thirty stores in Florida, including locations in Brandon, Clearwater, Gainesville, Ocala, Sarasota, Seminole, Tallahassee and Tampa.
- **Growth plan:** 45 to 50 stores a year for the next three years, including more sites in West Central Florida.



MARSHALL'S

- **Headquarters:** Andover, Mass. A division of Melville Corp. of Rye, N.Y.
- **Merchandise:** Clothing, giftware, jewelry and luggage.
- **1990 Performance:** Marshall's earnings not provided, but Melville earnings fell from \$398.1 million in 1989 to \$385.3 million in 1990; Marshall's had sales of \$2.2 billion in 1990, up from \$1.9 billion in 1989.
- **Stores:** More than 400 in 39 states, including 41 in Florida in Tampa, St. Petersburg, Clearwater, Bradenton, Brandon, Sarasota and Lakeland.
- **Growth plan:** 15-20 stores a year. In West Central Florida, looking at expanding into existing and new markets.

But Rodd is clearly not alone. Thousands of other women like her — married, young, working, middle class, with children — represent the target customer for off-price retailers. Those customers are saying they don't expect to get department store service and ambiance when searching through off-price stores, so they don't miss it.

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"We've had a sales increase each month," said Ken Hatfield, manager of the Stein Mart store in South Tampa. "People are looking for brand names for less money. That's why we're doing well."

As a result, off-pricers plan on exploiting the more frugal, more conservative shopping attitudes of the 1990s.

Of the five leading off-price retailers operating in West Central Florida, all are planning to increase their presence. In the next five years, T.J. Maxx, Marshall's, Ross, Stein Mart and Syms plan to build at least 370 more stores throughout the country, many of those on Florida's west coast.

While off-price retailing has grown more popular recently because of the recession, the concept is not new.

The industry began in the recession of the mid-1970s, when discretionary income was limited. The concept began in Massachusetts with T.J. Maxx and Marshall's setting up Spartan-looking stores outside of Boston.

Since then, other companies, such as Jacksonville-based Stein Mart, have sprung up. Off-pricers, while still specializing in apparel, have added jewelry, shoes and fragrances to their stores.

Recently, some have redesigned their store layouts in the familiar circular "racetrack" floor design, and more clearly marked groups of clothing, such as men's, junior's and infant's, to make shopping easier.

The concept has continued to grow and today there are more than 1,000 off-price stores in the country, including 115 in Florida.

But in the path to larger market share are four large, experienced and entrenched groups of competitors: mall department stores, such as Burdines, Dillard's and J.C. Penney; junior department stores in strip centers such as Bealls and JByrons; mail specialty stores, such as The Gap and Limited; and the huge and growing



Lorraine Hasell of New Port Richey drove to a Ross store in

discount store chains, such as Wal-Mart, Kmart and Target.

When consumers make shopping decisions, they say they study price, value, consistency and timeliness of merchandise and the time needed to shop.

Based on those areas, retail industry experts offer mixed opinions on the future success of off-pricers in Florida.

Some retail experts say the time has arrived for off-price stores. While more well-to-do shoppers can afford to buy in upscale boutiques and department stores, many say they also like what they describe as "the thrill of the hunt" in finding lower prices. They too like saving money.

"I can afford to shop at department stores, but I refuse to buy anything unless it's on sale," said Roberta McClutchy, of Tampa. "I really think these department store markups are large. When they can sell things for 50 percent off and still make money, that makes you think."

"I can afford anything unless anything unless store markup percent off and

For low- and mid-cession makes off-price because people have

Some retired people cherry pick a host of gains, also like off-price

"It is one of the day," said David W. Arthur Andersen & with consumer attitudes like name brands.



Tribune photograph by BRUCE HOSKING
in Harbor to go bargain hunting for a dress.

to shop at department stores, but I refuse to buy it's on sale. I really think these department stores are large. When they can sell things for 50 percent off, they still make money, that makes you think. , ,

— Roberta McClutchy
consumer

class shoppers, the rest- stores more attractive is disposable income. e, with more time to stores for the best bar- stores. trends in retailing to- retail consultant with in Tampa. "It's in step toward value. People they don't like paying

full price for them."

Steve Westerfield, a longtime department store veteran with Maas Brothers and now president of WORKplace, a Tampa Bay area office supplies chain, agrees.

"People take more pride today in saving money than they do on an ego-intensive purchase where they are more proud to say where they bought it," Westerfield said.

That's the advantage of off-price shopping, the off-pricers claim.

low by:

■ Buying in volume and late in the season to get good prices on leftover or overrun goods and in some cases, clearly labeled irregulars. Less than 5 percent of T.J. Maxx's stock is irregular.

■ Carrying low overhead, including a barebones sales staff, small administration, Spartan store decor and few services. Many stores do not offer boxes with merchandise.

■ Doing their own distribution, avoiding costly drop shipments to individual stores.

■ Refusing to pay numerous fees from suppliers, such as an advertising charge to use the supplier's brand name in advertising or a fee for returning unsold merchandise. Off-pricers also limit advertising costs in general, because they claim to have everyday low prices and don't need to promote weekly sales.

"We wind up selling within 10 percent of the wholesale price," said David Bernard, a vice president at Syms. "How can a department store do that? Ninety percent of the time, or more, they can't do that because of their cost structure."

However, some retail consultants say that the marketing claims of off-pricers have to be examined carefully.

While some of the brand name and designer merchandise such as Osh Kosh, Gitano, Nike and Pierre Cardin is the same as department stores, some of it is not.

"It's often not the same," said Neil Thall, president of Neil Thall Associates, an Atlanta-based retail consulting firm. "And the prices are not always lower. You have to look very carefully on what you're comparing."

Off-pricers strongly disagree. They claim all of their name brand items are lower than department stores. Some off-pricers argue that the issue is not price. It's value.

"It's the feeling that you get what you pay for," said Jay Stein, president and chief executive officer of Stein Mart. "The majority of retailers today that are showing increases in sales are those that sell value."

Selection is another issue. One 30-ish female shopper at a Tampa Ross store recently said she works in an office and goes to mall department stores, not off-price stores, to buy her fine suits.

"The selection and quality at Burdines and the department stores is just much better," she said. "But I do buy hose here."

The merchandise at off-price stores is also

See OFF-PRICE, Page 10

on existing markets. Expansion in Florida will be in the Tampa Bay area and in the Palm Beach/South Florida area.



SYMS

■ Headquarters: Secaucus, N.J.

■ Merchandise: Men's, women's and children's clothing.

■ 1990 performance: Earnings of \$13.4 million, down from \$18.4 million in 1989; sales of \$314.4 million, up from \$300.1 million in 1989.

■ Stores: 28 stores in 15 states, including three stores in Florida in Tampa, Miami and Ft. Lauderdale.

■ Growth plan: Three to four stores a year, financed through retained earnings. Looking at several west coast Florida markets for expansion, but won't reveal sites.



STEIN MART

■ Headquarters: Jacksonville.

■ Merchandise: Men's, women's and children's clothing.

■ 1990 Performance: Earnings and sales not available. Privately owned.

■ Stores: 45 stores in 21 states, including 11 in Florida in Tampa, Tallahassee, Jacksonville, Orlando and Pensacola.

■ Growth plan: Six to eight annually. Will open another store in Tampa in 1992. Looking at sites in Clearwater and other west coast communities.

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Off-price retailers benefit from tight times

■ From Page 3

not always consistent because the opportunistic buying of off-pricers provides stores only with whatever "deals" are available from suppliers.

In contrast, a department store or a discount store tries to stock a more consistent selection of merchandise based on what its customers like.

Some off-pricers say this is a non-issue. Manufacturers produce sizes and styles that are popular, so the chances of an off-pricer not being able to consistently buy the popular styles and sizes week after week is slim.

One off-pricer, Ross, experimented with more consistent merchandise ordering, but the project backfired, sending same-store sales — those at stores open at least a year — down 3 percent. Returning to its original buying habits this year, same store sales are up 2 percent.

There's a related argument: freshness. Even off-price fans admit that all of the merchandise is not always in-season.

"I've noticed that when it's the summer, there's some winter merchandise out, and when it's the winter, there's some summer merchandise out," Rodd said.

Off-pricers strongly disagree with this criticism. T.J. Maxx stresses that its trucks stop at its stores every week. Some off-pricers, such as Ross, even sponsor fashion shows, and the name of the game in fashion is what's hot now.



Tribune photograph by CANDACE C. MUNDY
 A circular "race track" floor design is used at the Marshall's store at 3661 W. Waters Ave. in Tampa.

Also complicating the issue is time. As the number of two-income families increases, time becomes a more precious commodity.

Department stores say they offer more consistent merchandise, grouped by manufacturers and designers, so it's easier for shoppers to find and buy.

Off-pricers reply that their stores group items by size and that makes shopping even easier. But

some experts say that doesn't offset the selection at off-price stores.

"Those who want to get in and out quickly and who are not as price-sensitive are likely to be frustrated," Thall said. "They may not find the right size. It's hit or miss."

Some retail experts say the "time poverty" many sociologists are seeing in America in the 1990s will bode well for catalog retailers more than any other segment of the

industry.

"People were cocooning in the 1980s, but in the 1990s, they may be 'burrowing,' or spending even more time and attention at home," said Beth Souther, spokeswoman for Kurt Salmon Associates, a retail management consulting firm in Atlanta. "The only way off-pricers don't work is when people have less and less time. Less time means more mail order."

Finally, all off-pricers are far from being the same.

Stein Mart says that because of the quality of its merchandise and service, it cuts its own niche above off-pricers and below department stores. As a result, its prices are also slightly higher than its off-price brethren. Syms carries a larger selection of men's formal wear than Ross or Marshall's. But Syms doesn't accept national credit cards and Ross and Marshall's do.

The future remains uncertain for off-price stores and their competitors. While some experts see a decline in department store market share and further consolidation, others see off-price and department stores coexisting, serving different shoppers.

"What's happening is that there's a lot of different formats in retailing now and each satisfies a need for a customer," said Barton Weitz, director of the Center for Retailing Education and Research at the University of Florida. "They [off-pricers] will chip away from department stores market share, but won't replace department stores. They'll find a niche for those out to hunt for bargains."



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Steve Halpern regularly reviews more than 400 stock newsletters, choosing what he believes to be the most interesting or informed recommendations for inclusion in this column and his own newsletter, the Dick Davis Digest.

FPL Group

New York Exchange (Symbol: FPL)

52-week range: 27-35 1/4

Friday's close: 34 1/4

"We continue to like FPL Group, the holding company for Florida Power & Light. The utility services one of the fastest-growing regions in the United States. Despite the economic slowdown, the utility added new customers in 1990 at a rate that was twice the national average. In addition, a high percentage of its electricity sales are to residential customers, with a low percentage of industrial users. The stock also has a current yield of 6.9 percent, which is well above the average for utility stocks. We estimate that earnings will reach \$2.65 a share in 1991 and \$2.80 in 1992. We rate the stock a buy."



STEVE HALPERN
INVESTOR
DIGEST

Greg Smith,
chief strategist,
Prudential Securities

BellSouth

New York Exchange (Symbol: BLS)

52-week range: 45 1/2-56 1/4

Friday's close: 46 1/4

"BellSouth has dropped to the bottom of its recent trading price range, providing income-oriented investors with a good buying opportunity. The firm provides local telephone service in nine Southeastern states, publishes directories and holds a leading position in cellular communications.

"Recent results have been hampered by sluggish service regions and rate cuts tied to incentive regulation. However, earnings growth is expected to resume in 1992. The company has made several moves

the best bargains in the current stock market. The firm is in a growth industry, providing security services. It is also involved in the operation of private prisons, another growth area. The company has consistently increased its earnings. We believe Wackenhut will earn \$2 a share this year, up from \$1.80 in 1990. We feel the company could earn \$2.20 per share next year, perhaps more. At current prices, the stock appears to be a good value."

Don Hodges,
First Dallas Securities

Syms

New York Exchange (Symbol: SYM)

52-week range: 7-12 1/4

Friday's close: 8 1/4

"Syms is potentially a 'hot' stock, with an attractive record and powerful earnings. The company operates 28 off-price retail stores along the Eastern seaboard. In our opinion, Wall Street has carelessly overlooked this company because of one bad year and the transitory problems of the 1991 recession. The company now appears poised for strong revenue and earnings gains.

"The stock is currently trading at a 45 percent discount to other off-price clothing retailers based on 1992 earnings estimates — despite the prospects of 25 percent average annual earnings growth over the next two years. Meanwhile, the company has expanded at a steady, manageable pace. It has maintained an excellent balance sheet.

"We believe the positives will soon be recognized by investors and lead to a higher P/E multiple for this issue. We feel the stock should trade at 15 times our 1992 estimate, suggesting a target price of 16 1/4. Purchase of the stock is recommended for aggressive investors seeking above-average capital appreciation. Buy."

Allan Roness,
Fahnestock & Co.

MHI Group

New York Exchange (Symbol: MH)

52-week range: 5/16-1 1/4

Friday's close: 1 1/4

"MHI Group operates five funeral homes and four cemeteries

PERSONAL FINANCE

Analysts say Syms a buy for aggressive investors

By ROBERTA WELLS
PRESS BUSINESS WRITER

Educated consumers searching for value could make Syms stock a good buy for aggressive investors, some experts say.

Secaucus-based Syms Corp., a leading off-price retailer of designer and name-brand clothing, had 1990 sales of \$314.4 million and estimates sales of \$327 million this year.

The company operates 28 stores with a total of more than 1.2 million square feet of sales space in the Northeast, mid-Atlantic and Midwest regions and Florida. It was founded in 1958 by Sy Syms.

AREA STOCKS

"In our opinion, Wall Street has carelessly overlooked Syms because of one bad year and the transitory problem of the 1991 recession," according to a report by Allan S. Roness, a retail analyst with Fahnestock & Co., New York. "Syms is a potentially 'hot' stock with an attractive record and powerful earnings."

Retail analyst Edward F. Johnson, Bay Head, is less optimistic about Syms' potential.

"That's a tough one," Johnson said. "The stock was so depressed last

year. We are looking for earnings of 42 cents a share in the fourth quarter, 90 cents for the year, and \$1 earnings per share in 1992."

Johnson does not rate the stock a buy, noting the absence of a dividend. "We think it's a hold for the long term."

Paul E. Debbas of Value Line also expects the retailer to improve earnings this year because of tighter inventory controls. He sees further improvement in 1992. "We continue to believe that Syms will keep expenses under control," Debbas said.

Spurred by depressed retail sales, resulting in more markdowns and a lower profit margin in 1990, Syms'

stock slid from 12 1/2 per share to 6 1/2 per share, Fahnestock said.

On Friday, Syms (NYSE-SYM) closed at 9 1/4.

"The company has consistently recorded profits for the past 13 years, despite the current depressed retailing market. Moreover, Syms has increased earnings at a compounded average annual rate of 15.5 percent, even if we take into account the company's 25 percent earnings per share decline in 1990," according to the Fahnestock report.

Analysts see pluses in Syms' plans to expand to 34 stores in the next two years, and in its strong operating cash flow and low debt.

"We believe Syms' expansion strategy could generate substantial earning increases in 1992 and 1993," says Fahnestock. "We forecast a return to double-digit sales growth by 1992. Total sales would reach the \$400 million level by 1993. Considering the likelihood of further operating improvement, earnings per share should reach \$1.30 in two years."

One of those improvements, Fahnestock believes, should be a change in "Syms' law" — the refusal to honor anything but cash, a store card or a personal check. "We believe a change in Syms' corporate policy toward major credit card acceptance could substantially boost the company's total annual sales."

1992

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ALL ABOUT CLOTHING

BLACKER LICENSES TMG FOR CLOTHING

NEW YORK — TMG, a division of Target Sportswear, has been licensed to manufacture and market Stanley Blacker-label tailored clothing, according to Bill Stockton, vice-president of sales for TMG.

The new line of suits for fall will be priced to retail at \$225 to \$250, and regularly con-

The company will continue to operate its office at 1290 Avenue of the Americas. Blacker continues to own the firm's Philadelphia building that housed its manufacturing facilities. The manufacturing equipment has been sold to another tailored clothing company, Allegheny Mfg. Co., the new tenant.

**In connection with the arrangement,
Stanley Blacker is no longer in the
manufacturing business.**

structed as well as soft sport coats will retail from \$125 to \$175. Distribution is targeted to department and specialty stores.

Stanley Blacker, Inc., which has been a sport coat specialist since 1955, will no longer manufacture tailored clothing, according to Stanley Blacker, president.

The Blacker company currently has the following U.S. licensees: dress and sportswear, Mareh Corp.; rainwear, Whaling Industries; neckwear, Randa; belts, Lisanter Corp.; hosiery, Sockyard; basic underwear, Dawson Consumer Products; fashion underwear, Pico Mfg. Corp.; and shoes, Syd Levethan Shoes.

Scrapbook

PHOTOS OF AWARD NIGHT HONORING DONNA KARAN

DONNA KARAN HONORED BY N.Y. APPAREL UNIT

Donna Karan was honored by the N. Y. Apparel Unit No. 2460 with the unit's 1991 Lifetime Achievements Award.

The award was presented to Donna Karan by past B'nai B'rith International President Seymour Reich at a Gala Cocktail Reception at Tatou on September 25, 1991. Among the many notable guests in attendance were Marvin and Lee Traub, Bloomingdales Chairman; Zack Solomon, President of Associated Merchandising Corp., Steve Goldberger, President of Alexanders and Cy and Adrienne Syms.

But "The Donna" (as she should be called after such an attention-filled week) is the first woman to be honored by B'nai B'rith Apparel Unit No. 2460.



L to R: Hal Weiss, B'nai B'rith; Donna Karan; Seymour Reich, Past International Pres. of B'nai B'rith.



L to R: Stephan Weiss, D.K.'s Husband; Marvin Traub, Bloomingdales, Pres., and C.E.O.



L to R: Stanley Kreinik, V.P. B'nai B'rith and Steve Goldberger, Pres. Alexanders.



L to R: Andrea Hirsch, Syms; Norman Silver, B'nai B'rith; Adriene Syms, Syms.



L to R: Vicki Hoffman, AMC; Phil Karas, Vice-President; Robin Kaplan, AMC.



Burlington Coat Factory
Sharon Zellman and Rosanne Brown

TONY KORNHEISER

Just Remember: The Bandwagon Doesn't Have Cruise Control

KORNHEISER, From E1

"I'll play quarterback," offered Mark Schlereth. (Schlereth, of course, was merely following in the vaunted Hog tradition of Russ "The Flea" Grimm, who was an exalted backup quarterback before he became a legendary wide receiver.)

"I'll help armor-plate The Bandwagon," said Eric Williams. "We'll outfit it like Clint Eastwood's bus in 'The Gauntlet,' and nobody will stop us."

Actually, I was going to ask Coach "Joe" Gibbs to step in and drive—until I saw him, forlorn, at the side of his car after the game. It seems his keys were locked inside, and he was waiting for somebody with a coat hanger (anybody seen Art Modell?) to snake the door open. The Joe Man . . . needing assistance . . . Joe The Tow.

"This would never happen on The Bandwagon," I told "Joe."

"Why not?" he inquired.

"Because we don't have doors."

How 'bout beating them Giants twice in one year? Not to gloat or anything, but, hey, Phil, what happened, you bleach-blond hoserhead? (Memo to dweeb Giants fan Alan Miller, who wrote a letter praising "Mr. Simms, the ole Skins killer himself," and predicting an apocalyptic Giants victory: I've read better stuff on a parking ticket.) He began like the old Phil Simms, all right—nine completions for 120 yards, and a 10-7 lead barely into the second quarter.

But by halftime, he was more like Sy Syms. He fumbled once, was intercepted twice, sacked twice, and completed three more passes for minus-one yard. Danny Copeland, who Simms embarrassingly faked out on his touchdown run, got revenge with the recovery and one interception. "I wanted to prove my worth," Copeland said. "I didn't want to just go along for the ride." In sincere appreciation of the metaphor, The Bandwagon warmly welcomes Copeland. And, Bandwagon historians please note:

"Touchdown" Terry Orr gave credit where credit was due, admitting that his first thoughts upon diving for, and catching, that pretty 22-yard TD, were, "Is it gonna get me on The Bandwagon, or what?" For Danny and Terry, our weekly review:

Most points scored. Is Kelly doomed to be a day late and a dollar short?

Fewest points allowed. Look who's moved into second: Da Bears! Mike "That Toddlin' Town" Wilbon spotted on M Street wearing Ditka wanna-be letter sweater.

Most shutouts.

Largest point differential, 263. Only one team is close: Indianapolis, with 239. Unfortunately, it's a minus-239. Venturi Update: Crushed by Buffalo, 35-7, only Tampa Bay Bucs stand between Rick "Please, Mr. Custer, I Don't Want To Go" Venturi and 2-44-1. Sunday night, on ESPN's Pig-Out, Joe Theismann said, "Rick Venturi has done a terrific job." Joey, Joey, Joey, at what?

Excuse me, Tony, I was driving this weekend, and I hardly saw any cars with your moronic Bandwagon bumper sticker. Obviously you overrated its cachet.

I guess they haven't read the fine print, where we offer cash—not cachet—to people who proudly display the bumper sticker. Each sticker comes equipped with an invisible infrared sensitive number. Bandwagon Bumper Sticker Scanner Cars cruise the city 24 hours a day, noting these numbers for the big cash giveaway. That's why our motto is: On The Bumper, Or In The Dumpster.

Are you telling the truth?

Would I lie to you?

Before we convene this week's meeting of the Coach "Joe" Gibbs Yea, Though I Fear Walking Into The Shadow Of The Vet Orchestra featuring Andre Waters And His "Swing Late, Sweet Chariot" Dancers, here are the results of last week's Bandwagon Poll: By a 3-1 margin, Wagoners emphatically said that the Redskins ought to play hard against the Giants and Iggles, and not take a snooze. This dovetailed with Monte Coleman's position. "If we lay down, it's a disgrace," he said. "We don't have to win the last two games, but we have to play hard and play to win." Coleman expressed the same sentiment in a team meeting last week. In the locker room Mark Adickes recalled Coleman's words. "He said if we can win the last two games, and build momentum, people will come into RFK thinking we are the best team. But if we

take it easy and lose, they'll come in thinking they can beat us. It sounded so smart, I wish I'd thought of it."

Okay, you know where we're going now. Riding merrily along, The Bandwagon (copyright Anthony L. Kornheiser, U.S. Copyright Office 229W4310036) is proud to welcome Andy Horne, John Love, Chad Levitt, Karin Whitt, whose boyfriend sent a hand-made jigging stick for ice fishing, Ken & Ray, Bob and Linda Casey, John Herr, who sent rock salt for the Minnesota expedition, Linda Shevitz, Stephen J. Bujno, who promises stock tips, Luis Matus, Eve Brockdorff, T.J. Souza, Andrew Morton, working man Matt Krasner, who vows to shovel all the snow from the Metrodome parking lot and keep The Bandwagon comfy, Greg Zajac, Dwight and Maxine Agnew, Mary Ellen Colandene, librarians Joan Grillo and Val Avancena and Brian T. Cook. Raise your hands and repeat after me, "I (state your name and express your heartfelt dismay the punk doofus won't play on Sunday) believe even though home field is a lock, there are no meaningless games, and certainly no meaningless Bandwagon columns."

In closing, courtesy of the Minnesota Office of Tourism, let me offer this listing of preferred ice fishing spots in the Twin Cities area, where you can rent sleep-in ice houses with "predrilled holes" for fishing: Roy's Live Bait, Excelsior, Minn.; In Towne Marina, Waconia; Wayzata Bait and Tackle, Wayzata. You gotta go with the floe.

Atlanta

DECEMBER 1991 \$2.50

CONFESSIONS
OF A FOOTBALL
RECRUITING
CHICK

OPEN BEFORE THE HOLIDAYS

Save your sanity with our complete
GIFT GUIDE for bargain-hunters,
creative shoppers and status-seekers

ALSO INSIDE, Fran's Way: Tarkenton in Crisis



GIFTS

Continued from page 69

dating because of bankruptcies, from manufacturer overstocks and some samples. Two identical items on the rack could be marked at a different price depending on where and when they were purchased by the store. The prices are marked in blue ink on tags or sometimes inside the right shoulder of the garment. On some items, it may be difficult to remove this price for gift-giving.

BARGAIN (MEN'S): Hand-knit Pierre Cardin (\$39.99) at Syms, 5775 Jimmy Carter Blvd., Norcross, 368-0200.

Syms sells a wide selection of sweaters that range from simple cotton to cashmere, all at a significant discount. For example, the Pierre Cardin retails for \$75. Watch for special "dividend" sales in which you get dollars off certain items. Returns are allowed only for store credit. Syms is closed on Mondays. . . . Rolane Factory Outlet also sells Alexander Julian sweaters for less than half off retail — \$39.95 for a sweater that retails at \$98.

CREATIVE (MEN AND WOMEN): Picking a sweater is a virtual no-brainer . . . V-necks or crew necks . . . solids or prints . . . dressy or athletic . . . cotton or angora . . . In the end, though, the gift is only a sweater, hardly the hallmark of innovation. So here's a way to add a creative touch: First, select a seasonal design that is somewhat bulky and has a loose weave. Then add a strand of white or multi-colored battery-operated Christmas lights. Instructions: (1) Simply feed the bulbs through the sweater from the inside. (2) Slither into the garment. (3) Tuck battery pack into waist band. (4) Turn on lights. (5) Amaze friends and family. (These battery-powered lights can be found at area craft stores such as Lee Wards craft bazaar or Michael's arts and crafts.)

STATUS (WOMEN'S): Sometimes nothing's guaranteed to impress like a limited edition in a status box, and she can drape herself in statement with an art sweater (about \$300) by Semplice, from Neiman Marcus at Lenox Square, 266-8200, based on the work of Atlanta figurative artist Linda Ridings-Rubino. Each "canvas" or sweater is black wool or cotton. The sweaters are "signed" by the artist in a black beaded signature on the lower right-hand edge and come with a hand tag that tells the story of the artist and the edition number. Other artists featured in the series are Sergio Lopez, a Brazilian who works in Paris, assemblage artist Winnie Borg of SoHo, and abstract painter Jo Scraba of Brooklyn. Available at Neiman Marcus (266-8200).

STATUS (MEN'S): Give his winter wardrobe a hot Euro-blast with a sweater from the beautiful Giunco line (\$285 to \$465) only at Sebastian's Closet, 3222 Peachtree Road NE (365-9033). Giunco commands such prices because (a) it's imported from Italy, (b) it's crafted from select cotton and wools and (c) its trademark decorative details — appliques and needlework — are the product of human hands.

Home Entertainment

BARGAIN: Canon E40, a lightweight, 8mm camcorder (\$619.99) at Sam's Club, with four locations, came out a winner. Its retail price elsewhere was \$699.99. The \$629.99 price at Pace Membership Warehouse, with five locations, also was a bargain. (Note: A few weeks after price comparisons, however, the Canon E40 went on sale at Circuit City for \$619, so it is possible for the savvy shopper to get a great buy there. In a brief electronics war, Roberts and Circuit City later offered the model for \$599, which was the lowest price found.)

Several electronics stores that advertised "guaranteed lowest price" were not the lowest. And the price at Sam's came with a caveat: Only members can shop at Sam's and Pace, and it costs \$25 to get a membership card. Sam's memberships are limited to government workers or employees of schools, utilities, financial institutions, airlines, railroads or hospitals. Or any business can apply to join Sam's and receive cards for employee use. Membership rules at Pace are similar, though it is easy to qualify as an employee of a business.

CREATIVE: Here's a fun, unexpected gift: an exotic, talking parrot. The best birds come from South America and Africa and can be taught to repeat most any simple phrase or sentence (be careful what he hears). One of the best talkers is the African Gray parrot, which can cost less than \$1,000, but bird experts say they're worth it. Available from pet stores throughout the metro area. Try The Aviary (Market Square at North DeKalb Mall, 634-5930) and For Birds Only (4502 Roswell Road, 851-1800).

STATUS: Transform your family into the newest Jackson Five with the commercial model Pioneer Karaoke Laser Disc Player (\$1,600 to \$3,100, depending on whether the family must buy an amplifier and microphones and assuming a compatible stereo and TV equipment is in place). The karaoke system is a '90s plaything that will enable family members to

sing along with prerecorded music and backup vocals while a music video plays simultaneously on the screen. From Laser Karaoke Live, 2800 New Spring Road, 435-3400.

Telephones

BARGAIN: Panasonic cordless phone, model KTX3720, (\$98.87) at Service Merchandise, 12 locations.

Service Merchandise has cordless phones with a range of features, including 11 with the 10-channel option. The channels allow the user to switch to another frequency when static builds on the line — which comes in handy in this city of the ever-present cordless phone.

CREATIVE: Vintage and antique phones, in working order, are rare but special gifts. Antiques Etc. (1003 Virginia Ave. NE, 874-7042) has a decades-spanning collection of telephones that have been restored: heavy, polished steel square phones from the 1940s for \$175; classic candlestick phones for \$295; the popular "Bette Davis Phone," a delicate model from the '20s that the actress invariably used in her heyday films. All phones are compatible with modern home outlets.

STATUS: Just say "Mumsy" or "Biff" and the VoicePrint voice-dialing telephone automatically rings them up (\$159.99 at Macy's, several locations). The Model 50 dials 20 numbers upon vocal commands and has an LCD that displays the time, date, day and length of all conversations. There's also a security system that blocks all but emergency calls if the owner wishes.

TIPS FOR HOLIDAY BARGAIN SHOPPERS:

- Buy children's stocking stuffers at Everything's A Dollar, where small toys, puzzles, books and trinkets are, in fact, just \$1.
- Look for last-minute deals on food baskets at major department stores or specialty shops the day before Christmas.
- Check for sales at Rich's or Macy's warehouse clearance centers. Watch out for floor samples, refurbished or scratch-and-dent merchandise. Better buys are the items that have been discontinued.
- Consider a one- or two-hour trip to a true manufacturer's outlet mall in Boaz, Ala., where there are 140 stores; Chattanooga, Tenn., where Warehouse Row has 30 stores; or Commerce, Ga., where the Tanger Factory Outlet Center has 30 stores. E

Special Guide to the Area, loaded with maps, tips, bargains, discoveries, and more

BALTIMORE

JANUARY \$1.95

THE ALL NEW

INSIDER'S GUIDE

TO BALTIMORE



BARGAINS



Cheap Chic

*Clothing bargains for men, women,
and children*

Compliment a friend on her beautiful new outfit these days, and she's apt to tell you what a fabulous deal she got on it at her favorite designer outlet. Not only are more people taking advantage of discount and off-price clothing outlets these days, but they're also talking about their finds. Savoring the bargain is half the fun.

Consignment shops, too, have grown in popularity, with two well-heeled prep schools—Gilman and St. Paul's—running secondhand shops that are open to the public as well as to their students. The following is a selective guide to discount and off-price stores for new clothing and consignment shops for secondhand apparel.

ANNIE SEZ (9616 Reisterstown Road, 356-6800). Accessories, especially handbags and gloves, are more of a sure bet here than basic clothing, but Annie Sez carries suits by Christian Dior, Jones New York, and Saville and sportswear by Liz Claiborne, Carole Little, Evan Picone, and Diane Gilman at 20 to 40 percent off. Shoes by Nickels, Liz Claiborne, and Aerosole are 20 to 30 percent off, as is Hanes hosiery.

BODY AND SOLE KIDS (Valley Village Shopping Center, Owings Mills, 363-3011). Funky, urban fashion for children is the main attraction at this boutique. Body and Sole Kids features clothes by Radical Rags, Hollywood Babes, Farlow, C&W, and Tickle Me, labels that show up in better department stores and boutiques. It carries sizes for newborns up through girls' preteen and boys' size 16. Body and Sole Kids has recently added children's aerobic-wear to its stock.

C-MART (1503 Rocksprings Road, Bel Air, 879-7858). Well-known for its hand-scrawled newspaper ads, C-Mart is a favorite of many bargain shoppers. A fair amount of the merchandise is purchased from stores that have suffered fire or flood, which means that you can turn up some of the most spectacular finds from upscale department stores and haute designers. The stock varies widely from one visit to the next—from the ridiculous to the sublime—but it usually carries fashion for all sexes and ages. Discounts are a hefty 50 to 70 percent off list. The best idea is to check the ad in Thursday's *Sun* and head straight for the store if the offerings interest you. And, rare among discounters, C-Mart offers a cash refund for shoes and clothing returned within seven days (except for women's clothes, which the store says often come back damaged or worn).

THE CUTTING EDGE (The Shops at Kenilworth Park, Towson, 339-7579). This discount ski shop is now located inside the Edge Set ski store. In the Edge Set portion of the shop, skiers who want the latest in ski fashions will pay full price. But those who are content with last season's ski clothing, skis, boots, and other paraphernalia will find discounts of 30 to 60 percent off in the Cutting Edge section. The store sells Rossignol, Salomon, Nordica, Bogner, White Stag, and Dynastar, among other brands. Owner Mike Holofcener has made it easy to find bargains by marking discounted



GIRLS' FASHION FOR \$58:
Rothschild wool coat and matching hat
from Mom and Me "Again."

merchandise with tags color-coded by the degree of markdown.

DESIGNER DISCOUNTS (503 York Road, 494-0352; 1430 Reisterstown Road, 486-8867). Besides their special-occasion dresses and evening gowns, Designer Discounts now features a bridal department. They offer discounts of up to 20 percent on this season's famous maker wedding gowns and bridesmaid dresses, with an emphasis on sophisticated ensembles for older brides. Current season fashion by designers such as Carole Little, Adele Simpson, and Albert Nipon is reduced by 25 to 50 percent. The store also has a seamstress on hand and will place special orders and will deliver a gown to a customer in a pinch.

DRESS BARN (six area locations). The best bet here is women's sportswear, which includes Liz Claiborne, Chaus, Cherokee, and Melrose, discounted 15 to 50 percent. Dress Barn is also a good source for casual T-shirts and has recently expanded its selection of cotton and wool sweaters, marked 25 to 50 percent off list price.

FURRY FAKES (1606 Kelly Avenue, 664-4481). Women who prefer fake fur to the real thing will be impressed with the selection of look-alike lynx, Persian

lamb, seal, beaver, mink, and spotted cats. But owner Shirley York also sells real suede and leather jackets, coats, and skirts. She also carries ski jackets, and wool coats in various lengths. Prices are discounted 20 percent, and all-weather wool coats and raincoats on the store's new "discount floor" are 50 percent off.

THE GAP OUTLET (6645 Ritchie Highway, 760-9250). You can find men's and women's Gap clothes at 20 to 50 percent below their original price at the Gap Outlet in Glen Burnie (not far from Syms, Leedmark, Price Club, and the Home Depot). Most are end-of-season clothes from Gap stores, with a small fraction from Banana Republic and Baby Gap stores (owned by Gap). Some of the clothes are irregulars with minimal flaws (a shade off the intended dye lot, for example).

GRAB A BAG (Festival at Woodholme, 1809 Reisterstown Road, 484-7060). The store is full of gorgeous bags by Perry Ellis, Toledano, Marianelli, Liz

Claiborne, Brio, and Stone Mountain. It also carries all those things that help you organize your purse: cosmetic bags, wallets, coin purses, eyeglass cases, lipstick cases, key rings. Grab a Bag also stocks scarves, belts, small Sport-Sac bags, luggage, and briefcases, all at least 20 percent off.

HIT OR MISS (six area locations). This store has spiffed up its stock a bit in the last year, adding Outlander sweater dresses and such fashion items as opaque tights, Chanel knock-off bags, and button covers. Other good bets are wardrobe staples such as leather gloves and silk tank tops. You'll find some Liz Claiborne and Adolfo, and many more unfamiliar brands. All the clothing is inexpensive, and generally 15 to 40 percent off list price.

HOSIERY WORLD (211 W. Saratoga Street, 837-5555). This is still the home of the \$1.66 pair of pantyhose, by Round the Clock, and the store also carries other major manufacturers under private label, available in seven siz-



BLACK TIE FOR \$170:
After Six tuxedo and shirt,
cummerbund, tie, and
pocket square from
Sam Glass and Sons.

NIGHTTIME CHIC FOR \$75:
Silk Studio silk jacquard-and-velvet
dress, suede pumps, and sequined
handbag from Time and Again.



es and thirty colors. Hosiery World also sells the opaque stockings and tights popular this season for \$3 to \$4 and scarves and gloves by Aris. Leotards and tights by Baryshnikov and Marika are 50 to 70 percent off.

THE IN-OUTLET (5730 Falls Road, 323-6911). This nineteen-year-old store still features some very chic, elegant footwear. Although current owner Jo Bielski can't mention the designers she carries, she says those who shop on New York's Fifth Avenue will recognize them. She buys from New York vendors after the major stores have placed orders, gets better prices, and can sell her shoes for about 40 percent less. Prices go even lower during her two major annual sales.

JOS. A. BANK WEEKEND OUTLET STORE (500 Hanover Pike, Hempstead, 239-2700; open Saturday and Sunday, 9 a.m. to 5 p.m., and Fridays before holiday weekends, same hours). At the end of each fashion season, classic clothier Jos. A. Bank sends apparel from its forty stores to this outlet. Men's clothing includes suits, sport coats, trousers, shirts, ties, and underwear, offered at least 50 percent off the original price. Women's clothes, which are similarly discounted, include suits, blouses, jackets, dresses, and skirts.

KAREN'S OF COURSE (10194 Baltimore National Pike, 461-6624). Worth a drive to Ellicott City for women who love to wear knits. You'll find some beautiful knits, from casual to career, with some dressy sweaters for the holidays. The clothes come in natural fabric blends and are discounted 20 to 40 percent. Among the labels Karen's carries are I.B. Diffusion, Richard and Company, Wild Rose, Studio Image, and Joy and Fun.

LEEDMARK (intersection of Routes 10 and 710, Glen Burnie, 787-0008). It's debatable whether Leedmark is worth a trip just for the clothing, unless you have kids and can appreciate discounted play clothes by makers such as Lee, Health-Tex, and Jordache. But the 251,000-square-foot discount emporium's real strength is its diversity, offering competitively priced electronics, housewares, food, hardware, records, carpeting, boating, and automotive supplies, and pharmaceuticals under one roof. So after you have filled your cart with home accessories, compact discs, and food, check out the men's, women's, and children's clothing. The clothes here are conservatively styled and there are no top designer labels, but there are some good values. You'll find brands such as Catalina, Cherokee, SK and Company for women, and

men's dress shirts by John Henry and Pierre Cardin.

LOEHMANN'S (120 W. Ridgely Road, Timonium, 252-7177). One of the area's oldest off-price stores remains one of the best. Loehmann's features women's clothes—from sportswear to formal wear—at 40 to 55 percent off. It stocks some good designer labels, including Anne Klein, Anne Klein II, Christian Dior, Bill Blass, and Nipon, and carries bags by Judith Leiber. The store recently added some men's accessories, including socks, umbrellas, ties, and scarves. And it has eased its longstanding no-returns policy a little, offering store credit for items returned within seven days of purchase.

MARSHALL'S (eight area locations). Because retail stores are buying more conservatively from manufacturers these days, Marshall's is carrying more designer labels than ever before. Among the labels we've spotted there are Hugo Boss, Ralph Lauren, Calvin Klein, 9 West, and Nickels, at prices 20 to 60 percent below those you'd pay in a department store. Marshall's has special sections for petites, maternity wear, and women's sizes 18 to 24W, and for big and tall men.

NEW YORK CITY SHOES (St. Thomas Shopping Center, 9946 Reisterstown Road, 363-8450). A self-service shoe store with a good selection of women's shoes, including Nickels, Glacee, Jamin, Caparros, Via Spiga—and recently added—Stuart Weitzman and Dennis Comeau. Those shoes that are discounted are always 20 to 50 percent off. And the number of half-price shoes is substantial: Owner Gail Kandel says she always has at least two thousand pairs of this season's shoes at 50 percent off. There's also a good selection of hard-to-find sizes 9 1/2 through 12.

ROSS DRESS FOR LESS (four area locations). Brand names vary from store to store, but we found good quantities of gloves and scarves, as well as socks and hosiery by Calvin Klein, Christian Dior, Burlington, and Alexander Julian, discounted 20 to 60 percent. Ross also carries a nice selection of women's lingerie, including Lily of France, Olga, Victoria's Secret, Christian Dior, and Gilligan O'Malley at 20 to 60 percent off retail. In the past year, Ross has strengthened its offerings in men's career wear, featuring dress shirts by John Henry, Hathaway, and Van Heusen, discounted 20 to 60 percent; and

Continued on page 84

BARGAIN

Continued from page 38

ties by Gant, John Henry, and Christian Dior, reduced 20 to 80 percent.

SAM GLASS AND SONS (301 N. Gay Street, 727-1398). This longtime discount store is a favorite with many Baltimore men for casual, career, and formal wear. Sam Glass offers very good bargains on current designer merchandise from Pierre Cardin, Nino Cerutti, Adolfo, Yves St. Laurent, and Chaps by Ralph Lauren, among others. The store stocks suits available in sizes 36 to 56, and also carries topcoats, shirts, neckwear, and raincoats. Prices are 33 to 50 percent off.

SHOE FAIR (220 W. Fayette Street, 752-4211). Since 1950 Shoe Fair has catered to the downtown suit-and-tie trade. This well-stocked store has men's shoes by Cole Haan, Johnston and Murphy, Clarks of England, Timberland, Giorgio Brutini, Nunn Bush, and Dexter. Prices on shoes—and on belts and hosiery—are 20 to 60 percent off list. Shoe Fair also offers a level of service not often found in discount stores, placing special orders for shoes in colors, sizes, or even styles not found in the store.

SHOE LOFT (44 W. Ridgely Road, 252-4758). This self-service boutique is a good place to shop for current season career shoes and funky flats by makers such as Vaneli, Nickels, Caressa, Christiane Perez, and Jazz for 10 to 25 (usually 20) percent off. They'll call their Rockville store to check for your size (that location carries Joan and David Too, Via Spiga, Allure, Studio Paolo, and Martinez Valero). The handbags are worth a look, too. Many carry private labels, and some are identical to bags sold in department stores at twice the price. Twice-a-year clearance sales begin in June and December, when prices go as low as 60 percent off list.

SHOE TOWN (211 Reisterstown Road, 486-3697). All the shoes, handbags, and hosiery at this little self-service store are 50 percent off list price. For women, that includes pumps from Bandolino, Via Spiga, Pappagallo, Capezio, and Nickels, and all-weather boots from Golo. Taller women will appreciate the selection of shoes in sizes 9 to 11. For men, there are casual and dress shoes from Bostonian, Dexter, Nunn Bush, and Marc Alpert. The shoes are a

mix of this season's and last season's styles.

SIMON HARRIS SPORTING GOODS (220 N. Gay Street, 685-1815; 5304 Park Heights Avenue, 542-1765). A Baltimore institution since 1887, Simon Harris stocks plenty of Russell Athletic sweat-wear and has an extensive selection of sporting equipment—baseball, lacrosse, basketball, and football. They service all the gyms where local boxers train and have even sold a pair of gloves to Sugar Ray Leonard. They also sell uniforms for basketball, baseball, football, and volleyball, which the store can embroider or screen print with team names and numbers.

SNEAKEE FEET (Towson Market Place, 825-3922). A division of Kinney Shoes, Sneakee Feet sells discounted, name brand athletic footwear and apparel for both sexes and all ages. There's a mix of current and past season shoes by Adidas, Reebok, Nike, ASICS, and L.A. Gear. The store also sells the popular Russell sweat-wear. Some items are competitively priced, but most are 10 to 30 percent off.

SYMS (6631 Ritchie Highway, Glen Burnie, 761-1145). Now Baltimoreans can experience the store that New Yorkers have raved about for years—Syms. The New York-based chain is an off-price store, selling manufacturer's overstock at 40 to 50 percent off list price. Merchandise includes men's and women's sportswear, career wear, evening wear, coats, shoes, accessories, and children's clothes. You'll find some particularly good values for men here, including sport coats and suits by Pierre Cardin, Bill Blass, and Polo, and a generous selection of half-price tuxedos. Women will find such labels as Jones New York, Liz Claiborne, and Evan Picone, and, in the evening-wear section, some Gianni Versaces and Gianfranco Ferrés. Women's dresses (except for evening wear) are tagged with prices that drop on specific dates: For example, one brocaded evening gown cost \$49 through October 19, \$39 through October 31, and \$30 through November 11. So you can decide to buy now or wait it out.

T.J. MAXX (five area locations). There are some gems to be found amid the racks and racks of ordinary clothes: Evan Picone jackets, Ann Taylor shirts, Rafaella skirts for women; John Henry, Hathaway, and Geoffrey Beene dress shirts and Christian Dior and Chaps overcoats for men; and Health-Tex and

Carter outfits for the kids. The rack of women's scarves and gloves is worth a look. Several bargain mavens we know swear by the Westview Mall store.

THAT HANDBAG PLACE (1500 Reisterstown Road, 486-2233). Selma Pustlin opened this store twenty-four years ago to provide brands not commonly found in Baltimore. She specializes in elegant mid-range and better bags from Judith Leiber, Donna Karan, DeVecchi, Carlos Falchi, Jay Herbert, and others, most 10 to 25 percent off. She can place some special orders (if you like a particular handbag but want it in a color she doesn't have) and some custom orders, at the same discount. Much of the jewelry, scarves, belts, and hosiery (by Donna Karan and Round the Clock) are also similarly discounted.

VALUE CITY (Eastpoint, Harundale, and Westview malls). Dedicated bargain shoppers tell stories of finding designer clothes for amazingly low prices at Value City. This chain buys at large discounts from manufacturers (and sometimes from bankrupt businesses), so it can offer prices 30 to 70 percent lower than those of department stores. Selection varies among stores (the Westview store, for example, carries more upscale brands than some other locations). You'll find Health-Tex for infants, Bugle Boy for children, Adolfo for men, and Liz Claiborne and Perry Ellis for women here. Shoes carry such labels as Bally, Florsheim, Nike, Bandolino, and 9 West.*

Researched and written by former BALTIMORE Magazine staff writer Julie Klavens and associate editor Sara Lowen.

CONSIGNMENT SHOPS

THE CARRY ON SHOP (1830 E. Monument Street, 955-8719). Operated by the Women's Board of the Johns Hopkins Hospital, and in business for sixty-five years (it claims to be the oldest continuous thrift shop operating in the city), this store offers men's, women's, and children's clothing and accessories. Hopkins students find this shop an excellent source for tuxedos, evening wear, blazers, even English-made suits. Collectibles, small housewares, china, and silver are among the finds. All proceeds go to patient care at Johns Hopkins Hospital.

CHILDREN'S EMPORIUM (5006 Lawndale Avenue, 433-9086). This Roland Park shop carries "gently worn"

1/16/92

The Houston Post

FOR THE HAUT

HAUT
NOTE

✓ Turning on the light is fun when you flip the switch through these decorated plates, \$10 at Peconic, Rice Village.



Bargains fo

Resale, discount
stores dress up
man-size deals

BY DEBORAH MANN LAKE
POST MENSWEAR EDITOR

THERE'S CARPET ON the floor and size groupings on the racks. Items are arranged artfully on wooden tables. Everything is neat and orderly. It looks like a typical menswear store.

But what's this? An Armani jacket? Less than \$100? What gives?

The answer: a new movement in menswear. From resale shops to discount stores, designer and Italian menswear can be had at a bargain — something women shopping at local spots such as Loehmann's have taken for granted for years.

From the looks of them, most of these new breed of menswear stores would not leap out as something out of the norm. There is no scent of Salvation Army here. Rather, in these times of great economic stress, they are a breath of fresh air to those who cannot afford the likes of Armani or Perry Ellis at full-blown retail.

At consignment (gently used merchandise) stores Gentleman's Closet in Rice Village and A Man's ReSale on Me-





r the boys



Rice Village and A's ReSale on Memorial Drive, a man can find designer clothes at almost-Goodwill prices.

Not quite as cheap, but less than full retail, are discounters with new merchandise such as Sym's, on Westheimer past the Beltway, and M. Allen, close to the Galleria area on Westheimer.

For best buys, the most important thing you must take into these stores is knowledge. It's a good idea to browse through regular retail stores and acquaint yourself with prices and what is fine merchandise — and what isn't. If you've never heard of Armani, Perry Ellis, Mondo di Marco or Alexander Julian, you need to do some more studying before delving into the world of discount designer wear.

Also, if a consignment store doesn't happen to have what you need, they'll gladly take your name and call you when new merchandise arrives from one of their regular dandies who chooses to recycle last season's wardrobe.

The following is a brief description of the store and the kind of merchandise you can expect:

□ Gentleman's Closet — This consignment store actually opened five years

Please see **BARGAINS, H-6**

The bottom line: Gently worn designer labels come at basement prices: An Armani sports coat, \$99; Missoni trousers, \$69; Perry Ellis shirt, \$32; and Claude Montana tie, \$50. (Below) An assortment of fashionable ties, \$12-\$19. All from Gentleman's Closet, Rice Village.



SEEN • WHAT'S HAUT • HA

Bargains...

From H-1

ago but recent media attention, including a story in the New York Times, has catapulted it from the not-so-acceptable to a '90s trendy shopping spot.

Owner Toni Coleman said customers range from the young professional who "wants to look the part but can't afford to look the part," to a Corpus Christi doctor who spends \$1,000 during each of his twice-a-year visits. Among those with items on consignment (the store agrees to carry a seller's merchandise for a limited time, paying an agreed percentage) are a man who changes out his wardrobe every season and a Corpus Christi judge.

The store is extremely picky about what is acceptable (consignments done by appointment only), which means you will find such items as Brooks Brothers and Armani sports coats in good shape at a great price — less than \$100. Coleman also buys new merchandise from buy-outs when local high-fashion menswear stores close out lines — after final, final markdown — for the season.

Clothes are arranged neatly by type and size. Among our recent finds, a pair of Ferragamo suede lace-up shoes, \$149; an Alexander Julian sports coat (new and tagged at \$595) for \$159; and a London Fog raincoat, \$79.

Ties — new and used — from designers such as Perry Ellis, Zylus and Jhane Barnes, sell for under \$20. A new Claude Montana tie (it was a sample), which has been seen in a Galleria store for \$125, is \$50.

"We sell the same thing as Salvation Army," Coleman said. "But we take all the work out for the customer. We've done the picking through and the sizing."

□ A Man's Resale, by Baubles and Beads, in no way resembles what you would normally recognize as a resale store. The only difference comes in the prices. Unlike Gentleman's Closet, everything at

A Man's Resale is on consignment — generally 90 days — although some of it may never have been worn.

A man who has been around the world will find wonderful discoveries here, such as a navy shawl collar tuxedo with a Bob's Custom Tailors, Hong Kong, label for \$125.

There's also a custom tuxedo by a well-known local tailor that has been marked down to \$49 because of the unusual size, a 38 Long. And a gray pinstripe suit in a 40 Regular with a Sakowitz label goes for under \$100.

Other finds: a pair of size 9½ Lucchese boots for \$140; Gucci loafers for \$98; dress shirts from Calvin Klein, Ralph Lauren and Perry Ellis for \$16-\$22; and an assortment of blue and white oxford cloth dress shirts with Continental Statesman labels brought in by laid-off Continental Airlines employees. The shirts sell for \$16.

The biggest sellers, said owner Patricia Le, are suits in sizes 46 to 52 — so don't think that because it's resale, it's not in your size range.

□ Sym's — This discount store is not as fancy as the others mentioned here, but if you can get past the almost-warehouse-like appearance, you'll find many a bargain treasure. This is the closest a man will come to Loehmann's, although Sym's doesn't cut the labels out.

Well-organized, everything is arranged by color-coded tags for sizes — which include longs and shorts in suits, pants up to size 54, and dress shirts up to size 19 neck, 34 sleeve.

All the merchandise is new — purchased by sharp buyers who snap up someone else's overbuys or a manufacturer's leftovers.

Among the finds: Perry Ellis ties for \$18; colorful, lightweight Mondo di Marco sweaters for \$60 (regular \$100); an assortment of casual shirts from Robert Stock, Gant, Giorgio Armani, Perry Ellis, Lacoste, Missoni Sport and Polo Country at up to half-price (\$18 to \$40); and active sportswear such



Colorful designer sweaters sell for up to 50 percent off

as shirt and short sets from Head, Jimmy Connors, adidas, and Sergio Tacchini for \$20-\$35.

Also, a cotton aviator jacket from Strictly For Men by Emporio Armani is \$99 (down from \$200). Other sportswear labels included Members Only and Colours by Alexander Julian.

After Six tuxedos were \$179 (from \$300); and a double-breasted, medium gray suit by Perry Ellis Portfolio was \$199 (from \$350).

Other labels in sports coats, suits and dress slacks were Givenchy, Monsieur, Polo University Club, Adolfo, Pierre Cardin, Bill Blass, Stanley Blacker, Lanvin and Example by Missoni.

Dress shirt labels included Christian Dior, Hathaway, Pierre Cardin, John Henry, YSL and Perry Ellis Portfolio. Prices ranged from \$15-\$25. While some styles were basic, ones with fashionable stripes and

French cuffs were sprinkled throughout.

Shoe labels were not quite as well-known, although pairs Johnston & Murphy and Bal spotted for almost half price also were available in wide

□ M. Allen — Owner Margaret Allen says his store is like a Marcus, but at discount prices carries mostly Italian merchandise but the lines are not as well as a Zegna, for example. As his tailored wear comes under label Principe di Marzotto, according to the hangtags cost as high as \$1,100 (although there's nothing to compare retails to in Houston). Weir says he can sell his suits for cause he has less overhead, high volume, so that \$1,100 will cost you approximately "There's no marble, no water



Craig Hartley/The Houston Post

Colorful designer sweaters sell for up to 50 percent off regular retail price at M.Allen.

short and short sets from Head, Ray Connors, adidas, and Sergio Tassan Din for \$20-\$35. Also, a cotton aviator jacket from Polo for Men by Emporio Armani is \$99 (down from \$200). Other sportswear labels included Polo, Only and Colours by Al-der Julian.

For Six tuxedos were \$179 (down from \$300); and a double-breasted, medium gray suit by Perry Ellis Polo was \$199 (from \$350). Other labels in sports coats, suits and dress slacks were Givenchy, Polo, Polo University Club, Polo, Pierre Cardin, Bill Blass, Polo, Polo Blacker, Lanvin and Exam-ple Missoni.

Other shirt labels included Chris-tian Dior, Hathaway, Pierre Cardin, Polo, Henry, YSL and Perry Ellis Polo. Prices ranged from \$15-\$100. While some styles were basic, many had fashionable stripes and

French cuffs were sprinkled throughout.

Shoe labels were not quite as well-known, although pairs from Johnston & Murphy and Bally were spotted for almost half price. Shoes also were available in wides.

□ M. Allen — Owner Mel Weingarten says his store is like Neiman Marcus, but at discount prices. He carries mostly Italian merchandise, but the lines are not as well known as a Zegna, for example. A staple of his tailored wear comes under the label Principe di Marzotto, which according to the hangtags can retail for as high as \$1,100 (although there's nothing to compare those retails to in Houston). Weingarten says he can sell his suits for less because he has less overhead and high volume, so that \$1,100 suit will cost you approximately \$589. "There's no marble, no waterfalls

and no Courvoisier," he said.

In general, suits are discounted up to 60 percent, sweaters 50 percent, shirts up to 40 percent and ties up to 50 percent. Shoes can be special ordered from Bally, Cole-Haan, Bruno Magli and Mauri for 25 percent off.

Among items we spotted: sweater labels including Example by Missoni, Jhane Barnes and Laura Pearson. Weingarten said he will be receiving spring Gianfranco Ferre within two weeks.

One customer visiting for the first time was confused by the M. Allen layout — the store merchandise is organized by color instead of sizes. Also, he couldn't figure out the pricing system because the actual discount prices generally are not marked on the items — just the "suggested retail."

□ Other discount and factory

outlet stores can be found in two books by Sue Goldstein: *From the Underground Shopper* (Taylor Publishing, \$9.95) and *The Factory Outlet Guide* (dba Publishing, \$8.95).

The list includes such well-known discounters as Eagle Menswear and The Men's Wearhouse, as well as a spot downtowners have always known about, Merchants Wholesale, which now has an additional store on Bellaire Boulevard.

The factory outlet centers closest to Houston are Lone Star State Factory Stores off the Gulf Freeway in La Marque and the VF Factory Outlet in Hempstead. Lone Star includes Bass Shoe, Bugle Boy, Van Heusen and Windsor Shirt, just to name a few. VF includes Jantzen and Van Heusen.

Remember to know thy merchandise and happy bargain shopping!

SY MERNS

Merchant Of Bronxville Now Takes On U.S. Steel

By G. ALLYN VAN WINKLE

Sy Merns of 10 Westway, Bronxville, who some four years ago was upsetting the Democratic organization in the 2nd (old 9th) Ward, is doing something similar to plans of a much blazer opponent—U.S. Steel.

In 1963 Mr. Merns, a past president of the 9th Ward Democratic Club, threw a spoke in the wheel of the Democratic ward organization when he announced his candidacy for ward councilman in the Democratic Primary. He was beaten by Edward J. O'Neill, who had held the post for a number of years but who lost out to Councilman James R. Downes, Republican, in the November 1963 election.

Mr. Merns operates a clothing store in the New York City financial district at 15 Cortlandt St. in a building U.S. Steel is demolishing, reportedly to build a new 50-story office structure.

His store, one of five he operates under the name "Syms" on the financial district's low-rent western fringe. He handles men's haberdashery and clothing—all of it distressed merchandises—irregular and manufacturers' closeouts.

The Cortlandt Street store is located in a 30-story City Investing Building which was completed in 1907. Most of the rest of the block on which

U.S. Steel's new building will go is occupied by the 47-story Singer Building completed in 1908.

Mr. Merns' operation is the last among some 20 retail shops that once occupied street level space in the big building.

U.S. Steel wants to demolish Mr. Merns' store too, but he has a lease that runs until next May and he has no plans to move until then. He might consider, he admits, if someone pays him what he thinks he will earn by staying there. This is estimates at a minimum of \$100,000.

He says U.S. Steel first offered \$12,000 or a year's rent, then raised this to \$20,000 and finally boosted it to \$22,000. He said he told them "unless they wanted to talk in six figures there was just no reason to negotiate."

He said he thought the wrecker's scaffolding and plywood barrier would discourage people, but points out, "business for July was up 60 per cent over July 1966, and August was better than July. We can net \$10,000 a month at this rate and if U.S. Steel doesn't believe me they can check how much sales tax

I've paid at City Hall. I certainly am not paying taxes on money I don't make."

Mr. Merns says he doesn't want to hold up the operations at the location, but adds, "I run a corporation that employs 60 people and I have to do what's best for the corporation."

He says he'd be willing to move tomorrow if he could find the right place, pointing out that two of his other stores are scheduled for demolition within the next two months to make way for the twin-towered World Trade Center just two blocks from the U.S. Steel project.

He says that Galbreath-Ruffin Corp. of 150 E. 42nd St., real estate representatives for U.S. Steel, have been searching for the right place where he can consolidate his five stores and warehouse, "but it's got to be within walking distance of the noon-day Wall Street crowd."

"If U.S. Steel can find me the building," he said, "I'd take the \$22,000 and give them the keys to this place. In fact they could keep the \$22,000. In the right location I could do even better than I do here."



FREDERIC POWERS

Powers Out Of Hospital, Spurs GOP

NEW ROCHELLE—

Republican County Chairman Frederic B. Powers, who is being discharged today from New Rochelle Hospital where he has been recovering from minor surgery, will immediately begin a series of meetings with party leaders and candidates concerning the November election.

Mr. Powers will spend a week at his home before returning to his post as president of the Rawlins Co., Inc. in New Rochelle, and to Republican party headquarters.

One of the first orders of business will be preparations for the local registration period, Oct. 3, 7 and 9.

SYMS 1ST-QUARTER NET DOWN 25.6%

NEW YORK (FNS) — Syms Corp. reported that earnings in the first quarter dropped 25.6 percent, while sales were up 8 percent.

In the quarter ended March 31, net income fell to \$1,779,000, or 10 cents a share, from \$2.39 million, or 14 cents, a year earlier. Sales increased to \$65.33 million from \$60,467,000. Year-ago sales results include \$1,902,000 in sales of subsidiaries sold July 1.

Syms' discount stock has the shareholders fuming

By Ruth Padawer
Record Staff Writer

Syms Corp., which sells discount designer clothes, is reporting record sales. But some stockholders at the company's annual meeting Friday bemoaned its poor showing on the New York Stock Exchange.

Sales for 1989 hit \$300 million, up 6.2 percent, while net income was \$19.2 million, up 2.6 percent at the Secaucus company — whose motto is "An educated consumer is our best customer."

But the retailer's stock, which generally trades in the \$11 to \$14 range, was unchanged Friday at \$10.75, a 52-week low.

"The market is booming, but Syms stock hit a new low," complained Lila Klein of Fort Lee. "I'm a stockholder and I'm also a very educated consumer, and I hate your ladies department. There is nothing to buy."

"Can Syms be everything to everybody? No, it can't," responded Chairman Sy Syms, star of the company's TV commercials.

Another shareholder asked Syms to explain the slipping stock price. "Listen, I'm a merchant, not a stockbroker," Syms replied.

ME Too

MAY, 20, 1990

THE BERGEN
RECORD

Syms Corporation: Off-price and very proud of it

By KRIS HUNDLEY
Staff Writer

When you call the corporate offices of Syms Corporation, an off-price family apparel chain based in Secaucus, N.J., the operator answers with a slogan: "Syms, where an educated consumer is our best customer."

A 27-unit chain that opened its first store in 1959, Syms has taken upon itself to educate the public about off-price retailing. And according to David Bernard, director of advertising, the effort is paying off.

"Our old commercials used to explain what we are," says Bernard, who

heads company-owned Syms Advertising in New York City. "The new ones, which run in markets where the old ones have run for some time, explain how we do it. We want to be credible. And people ask the question about how we offer such bargains. We feel it's our responsibility to answer."

The new Syms commercials, introduced in 1989, show visuals of a variety of the chain's merchandise while a voice-over explains the basis of off-price buying. Says one ad: "A famous manufacturer of men's clothing made 35,000 suits and sold 28,000 to suit stores. What did he do with the rest? Syms."

In their company's 1989 annual report, Sy and Marcy Syms, the father-

SYMS

An Educated Consumer is Our Best Customer

daughter team that acts as the firm's chairman and president, respectively, explain their hopes for the new ad campaign. "That's our business and we believe that a customer who knows how we do it will come to see for themselves," they wrote in a letter to shareholders. "So far the response has been excellent."

Slow but steady

Syms is a slow but steady player in the hotly competitive off-price niche that includes such nationally known

names as Marshalls and T.J. Maxx. While these two giants crank out stores across the country at the rate of about 50 units a year, Syms eschews "growth for growth's sake." The company has added new stores or increased selling space every year for over a decade. But growth averages only about two units annually and then only in carefully selected markets.

"We're constantly looking for sites, but they take a long time to come to fruition," says Bernard of his company's growth strategy. "We have a very tough set of guidelines."

Syms draws all capital for new stores from existing cash reserves and internally generated funds with a minimum of outside borrowing, the retailer says. The chain also subjects new stores in new markets -- and additional selling space in existing markets -- to exacting demographic and psychographic guidelines. The chain's customers, according to its annual report, are predominantly middle-income, fashion-minded and price-conscious individuals.

Typically Syms units are sited near a major highway or thoroughfare in suburban areas of at least 1-million. The chain favors freestanding units, often opening close to major power strips. Only two Syms stores are not freestanding -- a new unit in Trinity Place in the heart of New York City's financial district and a 58,000-square-foot unit in a strip center in Rockville, Md.

Rewards for caution

Such caution has its rewards. In

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For leasing contact:

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1989 Syms reported that its 25 stores had net sales of just over \$300-million, an average of \$12-million per store. With its units ranging in size from 23,000 to 68,000 square feet and a total square footage of 1.13-million, Syms averages \$265.50 per square foot in sales.

These results compare favorably to those of Syms' giant competitors. In 1988, sales at 300-unit Marshalls averaged \$250 per square foot. With total sales that year of \$1.75-billion, Marshalls' stores -- which range from 25,000 to 30,000 square feet -- averaged net sales of a little less than \$6-million per store. Similarly T.J. Maxx, in its 1989 annual report, reported sales in excess of \$260 per square foot.

New markets in 1990

In March, Syms opened two units -- in Houston and Tampa -- bringing the total number of stores to 27 in 17 markets. Using a rule of thumb that a population of more than 2-million warrants two Syms stores, the chain now has a dual presence in the greater Boston, Washington, Miami, Chicago and Philadelphia areas. The New York/New Jersey market boasts six Syms stores.

According to the company's annual report, clustering stores and markets brings double benefits by improving the efficiency of merchandise delivery and allowing the company to use regional media-buying opportunities. "Our advertising is virtually all broadcast, both television and radio," says Bernard.

Expansion plans

With its eye on maximizing overlapping markets, Syms scours the map

With its units ranging in size from 23,000 to 68,000 square feet and a total square footage of 1.13-million, Syms averages \$265.50 per square foot in sales.

for possible sites to buy or rent. "At this point, we own about half our sites," says Bernard.

Syms says its base rents range between \$2.25 and \$7.25 per square foot, triple net. Syms acquired the sites of its three most recent units, in New York City, Houston and Tampa.

Bernard says the company's primary siting guideline goes back to a promise made 25 years ago to its suppliers. "We promised never to open under the nose of one of their regular customers," Bernard says. "That's the kind of thing we think is important."

But Bernard says this "radius of sensitivity" has never been calculated into specific mileage. "It's more a matter of people's shopping habits," he says.

Currently Syms signs can be found in major metropolitan markets as far west as Dallas, as far north as Chicago and in the heartland in St. Louis.

Asked about the possibility of West Coast sites, Bernard says: "I would expect we'll move West over a period of years. But what matters to us is not to suddenly put stores in, say, Montana. It makes much more sense to go from Dallas to Houston."

Inventory

staff of six merchandise managers and six buyers in conjunction with merchandise executives and after consultation with store managers.

Most merchandise passes through the company's 237,000-square-foot distribution center in Secaucus, where it is inspected, ticketed and allocated to particular stores. Responding to sales information which is transmitted daily from store to headquarters, Syms distributes merchandise from two to four times a week.

"We've been in business for 30-years," says Bernard. "And we're probably called with merchandise opportunities first, second or maybe third. That means we end up having a huge selection of merchandise, all brand-name, and the consumer winds up buying at 40-, 50- or even 60-percent less than at a traditional store."

Automatic markdown tags

Some of the price tags at Syms carry more than just comparative prices. Women's dresses also carry a pre-dated automatic markdown tag to move the merchandise faster. The date of placement on the floor is stamped on the back of the tag. On the front is what the company believes to be the nationally

◆ We're Under Construction ◆

At St. Augustine Outlet Center,



Home Of Florida's First West Point

D H M H

Like its competition at Marshalls and T.J. Maxx, Syms carries first quality, in-season designer and branded apparel for men, women and children.

According to the company, in 1989 59 percent of total sales were generated by men's clothes and haberdashery; 33 percent of its sales were in women's apparel and accessories. The balance of sales was divided among children's wear, luggage, domestics and fragrances.

Approximately 500 brand-name manufacturers are represented at its stores, though the company does not maintain any long-term or exclusive commitments to purchase from any particular manufacturer.

Buying is done by the company's

advertised price, the initial Syms price and three reduced prices. A price reduction kicks in after each ten selling days.

In line with its cautious growth philosophy, Syms maintains a conservative customer service policy. Though the company accepts checks and its own Syms credit card, no other credit cards are honored. Nor does Syms offer refunds for purchases, instead issuing store credits for merchandise returned within a reasonable period of time.

For more information contact David Bernard, Director of Advertising, 65 W. 55th Street, New York, New York 10019; (212) 265-0044. □

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WestPoint Pepperell Mill Store, nationally known manufacturer of bed and bath accessories, has chosen St. Augustine Outlet Center as the site for their first Florida store. Other prestigious tenants, recognizing a wide open manufacturer's outlet opportunity, are coming on board every week. There are no other significant factory outlet centers within 100 miles of this market! ♦ 225,654 square feet of leasable space (154,500 Phase I) ♦ parking for 1,250 cars ♦ with 3,000 feet of frontage on I-95, the site is highly visible from both north and southbound lanes ♦ 32,000 cars pass daily on I-95 ♦ one of Florida's top 10 tourist destinations, with 1.9 million visitors each year.

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Ron Javers

Editor



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Back to Basics

Best of Philly 1990

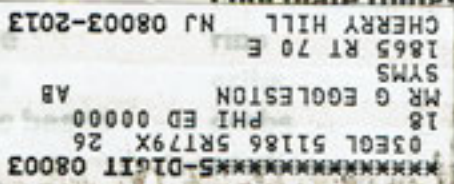
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dolls
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NEWPORT BEACH

BEST OF PHILLY

But host Ukee Washington always looks more nervous than the kids.

Discount children's clothes: Syms, 1865 East Marlton Pike in South Jersey, has low prices on Absorba, Lacoste and other duds for the class of 2005.

Fashion-conscious kids' clothing: If you really must outfit baby Ashley in black spandex, the best place to shop for fledgling trendette wear is still Kamikaze Kids, 520 South 4th Street.

Matching mommy/baby outfits: Shop Laura Ashley (King of Prussia mall and other locations). Then go run through a meadow somewhere, barefoot, with flowers in your hair.

Off-the-beaten-track showplace: You need pretty strong bait to lure Philadelphians into the boondocks. So the Glassboro Center for the Arts came up with another powerhouse season that included the New York City Opera Touring Company, the Alley Theatre of Houston, Judith Jamison's dance company and the Kronos Quartet.

Well-bred dolls: Don't look for Rainbow Brite or She-Ra, Princess of Power at Corbett's Collectable Dolls, 123 Creek Road in Rancocas Woods, N.J.; the selection of shepherdesses, brides and other professionals, however, is unmatched anywhere in the area.

Doll house rehab: If PBS decides to make a series called *This Old Doll House*, Creative Crafts Doll House Centre, 425 Haddon Avenue in Haddonfield, would be the place to shoot. It has more furniture than IKEA, only a lot smaller. They also do electrical and structural repairs.

Ties: M.L. Lawrence, 1604 Walnut Street, offers plenty of reasons to get rid of that skinny black leather tie.

Mechanic who won't kid you: Tony Turchi's overflowing parking lot at 635 East Germantown Pike in Lafayette Hill is testimony to his way with a wrench—domestic or foreign.

Jukebox: 16th Street Bar & Grill, 264 South 16th Street. Everything from the Fine Young Cannibals to Louis Armstrong. Except it makes you want to dance, and there's barely room to stand and wait for a table on weekend nights.

Bike shop: Bike Tech, 1234 Locust Street, is still the place to go when you decide to take off your training wheels.

Magician: Prestigious Philly prestidigitator Mark DeSousa seems to make national awards appear out of his top hat. Doug Henning, look out!

Comeback: Danny and Annette Noble, the British fashion design duo headquartered on 13th Street, are back in the fashion spotlight with a hot new fall line, available at Macy's and Barney's in New York City.

Hair salon, Center City: Moda, 117 South

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OCTOBER 12, 1981



SPRING '82 SPORTSWEAR:
CHARTING A COLORFUL COURSE

11TH HOUR

EDITED BY CRAIG HOROWITZ

THE DOUBLE LIFE OF SY SYMS

Sy Syms insists he isn't performing a balancing act running Syms, the \$50 million New York-based discount chain and Sulka, Park Avenue's luxe emporium.

It actually satisfies a secret passion the 55-year-old merchant had to become a wholesaler—and a retailer—selling the best of everything. "Why can't a man own a Jaguar agency and a Chevrolet agency at the same time?"

And for Syms, operating at the top and, often, the bottom of the price charts, this dichotomy has its moments. "It's easy being at the top of the market. You just use the world's finest fabrics and the world's finest workmanship. Then the price is irrelevant."

Speaking in the deep, resonant voice that makes him one of the memorable clothing pitchmen on New York radio and television when he advertises Syms, he reports that the deal to acquire Sulka was closed on Aug. 1, 1980. "I started negotiations with Irving Felt (chairman of Madison Square Garden) on June 10. It was probably one of the fastest men's wear deals on record."

Describing the Sulka wholesale operation as a "sleeping giant with an untarnished image and name," Syms says that the property hadn't been handled properly to reach its potential. He reports that he first learned about the drawing power of the Sulka name two years ago when he picked up about 1,500 ties and retailed them at \$6.99.

"They flew—the best selling tie we ever had."

At the time of the takeover, the Sulka empire's volume was about \$1.5 million. It included two New York units, one in San Francisco, one in London, and a Paris store owned by Revillon Freres. There's also a store in Japan under a franchise agreement



with Sulka's former owners. The wholesale operation generated about 5 percent of the volume.

Syms also has the rights to Sulka's trademarks and hopes to license the name throughout Europe, the Far East and parts of South America. Licensing arrangements are currently in the hopper for Japan.

Listening to Sy Syms talk about his business day gyrating from Sulka's robes at \$2,500 to the no-nonsense pricing at

Syms, it sounds like he's shuffling a deck of merchandising cards.

"Each operation has its own distinct image. Running both is very natural for me. There's certainly no overlap."

That also means that Syms would never carry a Sulka-labeled closeout in his discount chain. "We'd sell to other off-price merchants—Filene's, for example."

Syms, incidentally, doesn't refer to himself as a discounteer.

NOW, YOU CAN GET THERE FROM HERE

The Designer's Collective will offer private bus service between the New York Coliseum and the Berkshire Place Hotel during their spring/summer exhibition slated for Oct 25-28.

The "D.C. Express", scheduled to begin Monday morning, Oct 26 will make hourly

runs between the two trade shows.

"We realize that retailers want to visit both shows and we are trying to make this as easy as possible for them," said Allan Ellinger, president of the Designer's Collective.

The shuttle service is designed to make getting around in Manhattan traffic easier, thereby making the Designer's Collective more accessible.

"We buy for less and sell for less because we take a very short markup. It's a shame that the men's wear market never let an operation like Loehmann's (the huge women's discount chain) develop. They would have learned a lot." He intimated that retailers like this could have digested overruns and saved many a company on the brink of Chapter XI.

Syms insists that he's hardly a stranger to the kind of luxury merchandise Sulka is known for. "After all, we run the finest quality generics, such as cashmere sweaters." His focus is on similar top of the line items at Sulka wholesale which has had some notable takers for fall '81: Wallachs, Hastings, Baskin's, Jordan-Marsh and Sakowitz, among others.

Putting his energies behind the wholesale part of the new baby, he made sure that not one fabric would be duplicated in the retail part of the operation. He also trimmed the wholesale line to include single-needle dress shirts, elegant silk ties, silk as well as cotton pajamas, silk sport shirts, Swiss underwear and English hosiery.

He enjoys telling the story about Michael Caine shopping the store for the \$2,500 printed cashmere robe he wears in the upcoming movie, "Death Trap." This item is typical of the luxury from Sulka.

He continues, "We're using the finest cottons and silks and doing things like making our own pajamas with hand piped cuffs and legs."

Peter Zucker, formerly with upscale stores such as Bonwit Teller, Garfinckel's, I. Magnin and Neiman-Marcus, was named Sulka's director last March. But he has an old retail pro looking over his shoulder when Syms sits in on a line presentation in the spanking new wholesale offices underneath Sulka's Park Avenue store. —S.E.G.

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The scene was Doubles and the talk was of snobs and money. Yves Vidal and Cappy Badrutt Hand Epitomized it all, describing a shopping trip to a dis-counter — in a Rolls-Royce.



Agneta Currey



Yves Vidal and Cappy Badrutt Hand



Linda and Henry Mortimer

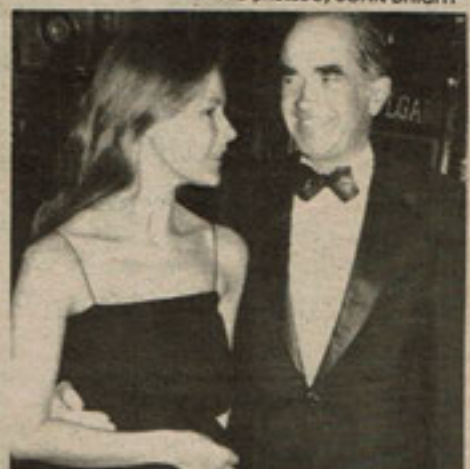
WWD photos by JOHN BRIGHT



Linda and Jay Rossbach



Pat Patterson, Arnaud de Borchegreve and Norma Dana



Mona Hamilton and Harry Platt

IN DOUBLES TIME: The elite gathered for the fifth anniversary dinner-dance in Doubles — one of New York's most exclusive clubs — raised some speculation as to whether society is seeing a return to snobbism.

Although most present doubted it was ever *declassé*, Tiffany's president **Harry Platt** said, "I don't think snobbism is in. In fact, people are more down-to-earth than ever, because our current economic situation requires a realistic approach. Reagan isn't out to hurt the poor and in the end we'll all benefit, by getting a bigger slice of the pie." As for whether any consumer belt-tightening would affect Tiffany's, Platt pointed out, "It's innate for the people of the world to be attracted to pretty things, and that's what we specialize in."

Ed Russell defined snobbism as "the ability to do outrageous things in acceptable ways," while author **Arnaud de Borchegreve** ("The Spike")

found class awareness less conspicuous at Doubles than abroad.

"I'm sure there are lots of movers and shakers here tonight who were once nowhere in their careers," he said. "America is the most dynamic nation in the world. There's far more snobbism in Britain, and no greater example of it exists anywhere than in the Soviet Union, where society is very tight, and members of the Politburo are elected for life."

Another plus the U.S. seems to offer over Europe is discount outlets, according to visiting Parisians **Yves Vidal** and **Cappy Badrutt Hand**, who related over dinner how they recently had taken a Rolls-Royce to Syms in lower New York for some cheapie purchases. While Vidal stocked up on French designer shirts "for \$8 or \$9," he said, Hand bought gloves and sweaters "for \$50 that would have been a lot more anywhere else."

— SALLY RINARD

mm fcl

1981

RUSKIN ROULETTE: The last time a major New York retailer was honored with a testimonial, the honoree, Bruce Burnham, marked the occasion by switching jobs. Another alliteratively named retailer, Ronald Ruskin, chairman of Gimbels New York, was a bit more gracious last week when he received the Israel Prime Minister's Medal at an Israel Bond Tribute Dinner at the Waldorf-Astoria.

His manners notwithstanding, Ruskin nearly had the evening stolen from him when Puritan's Carl Rosen and his company's ex-president, Warren Hirsh of Hirsh-Evans, huddled together publicly in the VIP Room prior to dinner, touching off a minor media event in the process. Hirsh downplayed the tete-a-tete, but did acknowledge that he will be in Hong Kong next month, possibly to strike a deal with Jesse Jeans.

And, for those looking for non-apparel gossip, Ruskin's friend and possible presidential hopeful, Sen. Gary Hart, was on hand to show that politicians need not be styleless. In addition to these other attractions, the Ruskin tribute raised over \$4 million.

—A.K.

Photos by Nick Mochalaba



Baron Guy de Rothschild dancing

Jacques Rouet and Mrs. Edmond Bory



Carl Rosen and Warren Hirsh

Puritan's chic Lee Melits and BATUS' Allan Johnson



Syms' Sy Syms

Ruskin

Hug-A-Poo's Sue and Dan Stone

Izod's Len Resnick and Saks' Arnold Aronson

WALL STREET WORDS: While perusing the Wall Street Journal BTL spotted these two items that were particularly interesting:

"Designer hospital gowns do away with one of the patients' pet peeves, the scanty traditional sick garb that exposes the wearer's backside in the breeze. Stan Herman, award-winning fashion designer, developed the "modesty panel", a pleat of extra material that keeps the patient from blushing. Humana Inc., proprietary hospital operator, uses the gowns in a new hospital and negotiates for mass production.

Sour jokes emerge from a bureaucracy unhappy with Reagan. One mock press release announced a program called RAPE, for Retire Aged Personnel Early. Another reports choice of a rabbit as EPA chief: "Although the nominee is incapable of speech or rational thought, the administration maintained this would not be a problem, given current plans for EPA!"

—P.S.A.

3YO and up, 16m

114	R. Turcotte	4-1
112	Venezia	12-1
112	Bracciale	8-1
111	Alcon	5-1
103	Montoya	4-1
105	Villon	8-1
116	E. Maple	3-1
102	Moon	8-1
111	Monroe	10-1
104	Venezia	12-1

SIXTH—\$12,000, allow., 2YO and up, 16m

112	M. Casteneda	8-1
112	Montoya	10-1
113	R. Woodhouse	2-1
113	Montoya	8-1
106	Montoya	8-1
109	Venezia	5-1
111	E. Maple	5-1
109	Venezia	12-1

Coupled: Gull's Cry-Farouche.

ADVERTISEMENT



New York, N.Y., Sy Syms announces the extension of his store hours at 45 Park Place. After 14 years of representing national brands men's and women's clothing the overwhelming demand from uptown shoppers has convinced Syms, "that time is right," to announce a 9 A.M., to 7 P.M., shopping day.

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off and running

At right, Ms. Kipps angora knit sweater and knit skirt, \$378 (less 20 percent) at Hand-moor, sold 150 in 2½ months.



Best sellers at Hand-moor: Davi Fashions





... unlike most, however, it has an army of salespeople

buyers who comb the market for closeouts and special purchases, usually available three to four weeks after manufacturers have made initial shipments. Occasionally Loehmann's picks up goods from other retailers.

Depending on the time of purchase, Loehmann's pays from 25 to 70 percent less than regular wholesale prices, and then takes about a 30 percent markup, according to sources, giving the customer an initial ticket price at least 20 to 25 percent less than most other discounters.

"We price with the idea of getting the fastest possible turn," said Greenberg. The stores turn merchandise as rapidly as 11 to 13 times a year. Growth in the suburban units last year topped inflation, and Greenberg expects substantial increases this year.

Carving a niche for itself is Off Center, an off-price mall on the edge of downtown which did \$6 million in 1980. The figure was about 15 to 20 percent below projections for the 1½-year-old mall, but John Cole, president, said brisk Christmas and post-Christmas sales were encouraging.

Initial problems were lack of traffic, which mall retailers blamed on inadequate promotion of the center, and the poor impression created by low-quality merchandise and short inventories in some stores. But many of the weak tenants have been replaced by stronger operations, and Cole anticipates sales of \$10 million this year.

The bulk of the 40,000 square feet of selling space (15,000 square feet will be added this spring) is devoted to women's ready-to-wear and accessory shops, geared to a wide range of markets from career to bridal to maternity.

The larger national chains have aggressive expansion plans for this market. Zayre Corp.'s Hit or Miss now has 26 stores in the Chicago area with an estimated volume of \$18 million, or about \$175 a square foot, with three new units planned this year.

Stanley Rutstein, president, is projecting a 5 to 10 percent store-for-store increase this year but, as do some other off-price retailers, he recognizes growing competition within the category.

Rutstein, who has acknowledged the merchandise mix slipped

blouson jacket, \$120 (less 20 percent discount), 640 sold out of 800 in 2½ months; Lester Hayatt cotton twill shorts, \$36 (less 20 percent discount), 69 sold out of 124 in six weeks



WWD photos by BRUC

At Independent, Bonnie Cashin's reversible poplin jacket, \$145, sold out 12 in one day

to lower-end or inexpensive merchandise under a different administration a few years ago, said the company is returning to its original premise of selling medium to better-price goods. The chain commits early with vendors, Rutstein said, and prices run from 20 to 50 percent less than retail.

Also owned by Zayre is T.J. Maxx, which expects to double its six existing stores here by the end of this year. A family discounter which sells domestics as well as gifts, Maxx's volume, estimated at \$30 million, is projected to rise 10 to 12 percent this year, not including sales from new units.

Marshalls, a major discounter for men, women and children, owned by Melville Corp., has seven stores in the Chicago area. Prices are 20 to 40 percent off regular price and merchandise consists of overruns, post-season goods and some irregulars. The stores average \$200 a square foot in roughly 30,000-square-foot units for an estimated volume of \$40 million.

Off the Rax, a moderate-price junior chain owned by The Stop & Shop Cos., claims at least 30 percent discounts off regular re-

tail. It expects to increase its 16 Chicago-area stores to at least 20 and possibly 24 this year.

Outerwear has evolved into a specialty for some discounters, such as Burlington Coat, a chain with headquarters in New Jersey and an affiliate of Amherst Fashions and Robin Fashions. A manufacturer, which also purchases coats from other resources, Burlington opened a 60,000-square-foot unit in Chicago early this year and a 40,000-square-foot unit in suburban Libertyville late in 1980. With discounts said to range from 25 to 60 percent, the locations are projected to generate \$30 million in sales this year.

Another outerwear store is The Coat Rack, in its third year of operation with two suburban units grossing slightly more than \$2 million.

And the off-price fever continues to infect others. Bottega Glasia, a prominent designer boutique, just began cutting 20 percent off prices of its stocks while retaining the same merchandise mix.

— MARLA PAUL

DISCOUNTING IS THEIR BUSINESS!

SINCE MORE and more shoppers "won't buy anything unless it's on sale," department stores such as Sears, K-Mart and Montgomery Ward have responded by offering more "sale days" than ever before. Besides these three price-conscious stores, here are other bargain sources you should know about.

T.J. MAXX: There are 51 T.J. Maxx stores in 14 midwestern and eastern states selling brand-name men's, women's, and children's clothing, as well as domestic items for bed and bath. Shoppers save 20% to 60% off department-store regular prices. Unlike some discounters, designer labels are not cut out. Because new merchandise is shipped to each store at least two to three times a week, be sure to watch out for "mark-downs," which provide you with even greater savings on goods that are not moving as quickly as the store anticipated. T.J. Maxx offers a "hassle-free" return policy that guarantees cash refunds and accepts major credit cards.

MARSHALLS: Quality goods at reduced prices are the trademark of the more than 80 Marshalls stores in 14 states. This chain sells brand-name family fashions and household goods at lower prices by purchasing merchandise at less than the wholesale cost and passing the savings on to its customers. Credit cards are accepted.

LOEHMANN'S: With 52 stores in 23 states, Loehmann's pricing policy promises women's fine fashions at 30% less than retail price and 25% less than any other discount store. Clothing by top-name designers usually has labels cut out as part of the store's agreement with the vendor. Shoppers are advised to inspect their merchandise carefully, since refunds and exchanges are not permitted. Items must be purchased with cash or check.

HIT OR MISS: Located in 19 eastern states, the 244 Hit or Miss stores sell discount-priced women's clothing. Credit cards are accepted. For information, call toll-free (800) 225-0334.

SYMS: Also located on the east coast only, the eight Syms stores sell top-quality men's, women's and children's clothing at off-price. The longer the merchandise remains in the store, the lower the markdown on the price tag. Syms accepts checks and cash only. Its return policy: store credit given on goods returned with sales receipt. To page 137

APRIL 28, 1981

STILL ONLY 59 CENTS

Family Circle®

THE DISCOUNTERS

From page 32

Save at Surplus Stores: Today's surplus store carries much more than excess Army-Navy supplies. Many have branched out to sell camping equipment, sporting goods, housewares and hardware. However, most surplus stores specialize in military-look merchandise, such as khakis, jeans, shirts and outerwear, that is inexpensive but sturdy. To find a surplus store in your area, check the Yellow Pages under "Surplus" or "Army-Navy."

Don't Forget Factory Outlets: Many clothes factories often have showrooms that sell "perfect" merchandise at a substantial discount and "irregulars" at huge savings. Some factory outlets require special admission identification; others don't. It's a good idea to call ahead of time to find out an outlet's admission policy and the hours it operates (some are open only Saturday morning). At a majority of factory outlets, you can't try on the clothing, so visit a store that carries the factory's merchandise ahead of time and try on the clothes to get your right size. To find outlets near you, look in the Yellow Pages under "Factory Outlets" or ask your local library if it has a guide to state factory outlets.

Good Buys at Goodwill: There are now about 1,000 Goodwill shops throughout the country, and for many bargain hunters, Goodwill shops are a veritable gold mine. For instance, where else could you pick up a dress for \$5, chest of drawers for \$15 or an antique roll-top desk for \$450? All items sold in Goodwill shops are in good condition, and besides getting great value for your money, you're helping a good cause. To find a shop near you, look in the phone book under "Goodwill." □

Looking good in the city: Ooo-la-la Sy Syms

By NED McCORMACK
Staff Writer

It was Friday afternoon, late in the afternoon, when the phone rang.

"Daily Argus," said the reporter tersely with the kind of enthusiasm that always shows through when someone answers the phone three minutes before a weekend starts.

A muffled voice said: "Meet me in the garage across the street from City Hall in 10 minutes. It's about the mayor's war on designer jeans."

"Who is this?"

"Don't ask questions, just meet me in the garage. I've got a big story for you."

"Hey listen, I've got to know your name if I'm going to meet you."

"Call me 'Deep Denim' then, if you must have a name...10 minutes."

The line went dead.

The reporter raced to the garage. He knew this meant the weekend would have to start without him but this lead just might be



City Limits

the big breakthrough on the story that had City Hall in a frenzy.

Just the day before, Mayor Thomas Sharpe sent shock waves as far as Manhattan's Seventh Avenue. He had declared: "Designer

jeans and cowboy boots are not appropriate apparel for a city employee who must constantly deal with the public. We are projecting a respect for the image of our city, and employees should project an image of pride in themselves."

Deep Denim was already in the garage when the reporter arrived.

He lit a cigarette and in the brief flash of the match, a silhouette of a slim man in a Chams De Baron top and Jordache jeans flickered on the wall.

Deep Denim, it turned out, was

a mid-level city worker, known to the newspaper as a reliable and well-dressed source.

The man was jumpy. He hadn't gotten much sleep since the mayor placed designer jeans on the "enemies list."

Deep Denim: "There's more to this ban than meets the eye. It all came to me last night when I finally fell asleep."

Reporter: "Are you going to tell me this is all a dream?"

Deep Denim: "Heck no. This is a nightmare!"

"Just listen to me, this whole business about a dress code came about after the mayor met secretly with representatives of the Polyester Lobby."

Reporter: "What are you talking about?"

Deep Denim: "Simply this. The Polyester Lobby figured it was going to make a bundle of dough when Calvin, Gloria, and Sergio started charging \$40 for dungarees featuring pockets too small and too

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of this section

Lookin' good: Ooo-la-la Sy Syms

Continued from page one

tight to put anything in. What smart consumer would ever pay top dollar for pants that couldn't even hold a comb? The

Dickinson Advertising Agency

Lobby came up with the idea for a line of designer polyester jeans.

"The jeans would have a picture of a polyester stitched on the back pocket and would retail for \$10

less than denim designer jeans. The real selling point, of course, was that the jeans would stretch. The front pockets could hold change and car keys and the back pockets could even hold a wallet. At first everything went smooth. When test marketed in New Jersey, designer polyester looked like it was going to be the next rage."

Reporter: "What happened?"

Deep Denim: "The idea bombed. Consumers preferred the status suffocation of designer denim to the comfort and practicality of designer polyester."

Reporter: "So what did they do to recoup the losses?"

Deep Denim: "Well, the first reaction was to play hard ball with the big name fashion designers. The Lobby knew it

couldn't touch Calvin and Gloria but some members thought Sergio might be susceptible to a dirty tricks campaign. It was suggested that anonymous phone calls be placed to immigration officials suggesting Sergio was an illegal alien, a undocumented designer if you will.

Reporter: "What happened?"

Deep Denim: "Cooler heads prevailed and the idea was dropped."

Reporter: "That is all really interesting, but where do Sharpe and Mount Vernon fit in?"

Deep Denim: "Well, the Lobby figured that if polyester wouldn't sell in the free marketplace, maybe the government could be enlisted to help bail out the industry."

Reporter: "You mean like the government helped out Chrysler?"

Deep Denim: "Yeah, but on a smaller scale."

Reporter: "But what's the Mount Vernon connection?"

Deep Denim: "Well the Lobby decided to start in Mount Vernon because its political action committee knew that Sharpe had always been sympathetic toward the synthetic fabric. A meeting was then arranged."

Reporter: "And what happened?"

Deep Denim: "Well the Lobby laid out its bail-out plan. It asked Sharpe to enforce the city dress code, to keep employees

from wearing designer jeans on the job. The plan was that if designer jeans were banned, consumers would once again flock to stores selling polyester. The Lobby figured, if it could take away the option of designer jeans, city workers paid city salaries would once again wear synthetics."

Reporter: "But what was in it for Sharpe?"

Deep Denim: "Sharpe is a politician and can always use an issue. The Lobby offered to make the mayor the national spokesman for polyester. Television spots and everything."

Reporter: "Wow, that's incredible!"

Deep Denim: "You got it. But that's not the half of it."

"Sharpe is preparing for his commercial spots by cruising up and down the hallways of City Hall singing, 'Ooo-la-la Sy Syms.'"

Reporter: "Unbelievable. Some unbelievable dream."

Today Style

BUFFALO COURIER-EXPRESS

THURSDAY, JULY 9, 1981

Is It Curtains for the Private Dressing Room?

By Ilene Fleischmann

Would you walk naked down Main Street for a bargain? If so, you are exactly the kind of "educated consumer" one local discount store is counting on.

Syms, on Transit Road in Amherst, like other "no frills" retailers, operates on the premise that people are perfectly delighted to dispense with all the amenities in order to save a couple of bucks, or as the ads say, buy at "off-price." These stores offer anywhere from 20 percent to 70 percent off the usual retail price by selling irregulars, samples, close-outs and end-of-season merchandise.

There is a price to be paid for such values, however. Customers must do without the niceties they are accustomed to taking for granted, such as personal service and private dressing rooms.

In the retail clothing business, the dressing rooms are the trenches. That's where sales are made or lost, and customers are turned on or turned off. These days, individual private dressing rooms are falling victim to the

surveillance of dressing rooms by security personnel through hidden cameras, two-way and convex mirrors, louvered doors and even peep-holes.

Stroh claims these techniques are not used in Buffalo retailing any longer due to possible law suits. Everyone recognizes the extent to which this is an invasion of privacy, he says, and Buffalo stores are not willing to take such extreme measures.

Dowdall concurs. "I would be very unhappy if I thought someone could see my wife or daughter getting undressed," he says.

Beyond the security problem, the traditional dressing room set-up requires the allocation of floor space which some store managers feel could better be used to display merchandise. The need for additional salespeople to monitor private dressing areas also increases the high cost of modesty.

A compromise, typically used in some of the smaller local stores, is the 45-inch swinging "modesty" door. This provides coverage from approximately the neck to mid-calf, enabling the clerks to keep

ry for granted. Spartan, bullpen dressing rooms are becoming increasingly common as even old-line stores move to compete in the marketplace. Norbert Dowdall, security director for AM & A's, says Wanamaker's in Philadelphia, a store in many ways comparable to AM & A's, is already using such communal-type dressing rooms, and the practice has spread to New York City, Baltimore and Los Angeles among others.

The ample private dressing room may be an endangered species because it has two dramatic disadvantages for the retailer. It presents serious security problems, and is expensive, both in floor space and manpower.

Dowdall says a private dressing room gives the amateur and professional shoplifter an opportunity to conceal stolen merchandise without being observed.

"If they take away your secrecy in the bullpens, you will be less inclined to think you will get away with something. Other customers will see you," Dowdall says.

Stores can't afford to ignore this security risk. Losses due to shop-

the Wells Fargo Bank in San Francisco, Michelle explains she is in town visiting her family and seeing her new baby niece. She also hopes to pick up some new career clothes and bathing suits at Syms.

"I don't like to shop, so it's nice to come in and find a lot," Michelle says.

Such honesty is refreshing in discount store customers, who often pretend disdain for the cheap merchandise, claiming (usually with a sigh) they never have any luck in such stores — while their closets are actually bulging with bargains.

Michelle is not your usual customer, in another way. A "California golden girl," she is 5 feet, 4 inches tall and wears a size 7. Too young to be bothered with cellulite dimples, varicose veins or stretch marks, her dressing-room style is uninhibited. The other ladies ogle as she models one bathing suit after another, with no twinge of embarrassment — not even under the watchful eyes of total strangers.

"This is not a shy fitting room," sales clerk Sarah Katz offers. "I give my opinion freely. It's fun

couldn't hack it. "I get too mixed up when I go there," she says. "Besides, I'm too heavy to get undressed there. I would go if they put in those mirrors that make you look a little thinner."

For those who are willing to tough it out, there are a couple of unwritten rules to be aware of when shopping here. For instance, there is a holding bar right outside the entrance to the dressing room. If you want to try on more than the four-item limit, hang the extra items there. Most of the regulars know the garments hung on this bar have already been selected and are not up for grabs. Take something off this rack and you're likely to start a dressing-room war.

Another rule. Only a curtain covers the entrance to the dressing room. Men are not welcome anywhere in the immediate vicinity, not if they value their lives. When someone walks in or out of the dressing room, it is possible to see inside. Recently, when somebody's husband hollered in, "Honey, are you ready?" a half dozen women in various stages of undress were brought to the brink

of undress were brought to the brink

of undress were brought to the brink

of undress were brought to the brink

economics of the '80s, as more and more retailers adopt discount merchandising techniques.

The fine old stores in town still try to treat their customers with kid gloves, and are there for those who care about the amenities enough to pay full price. AM & A's, Berger's, Hengeler's, Jeness and Kleinbans provide reasonably large, well-lit dressing rooms, most with front and rear view mirrors, a chair, and sometimes even a latch on an honest-to-goodness door.

It's a mistake to take such luxu-

rious are staggering, according to H. Michael Stroh, executive vice president of the Western New York Retail Merchants Association. The United States Department of Commerce reported that total retail sales in the metropolitan Buffalo area for 1980 were \$4.7 billion dollars. Conservatively, Stroh estimates that more than one percent of this volume was lost to the crime of shoplifting, or approximately \$50 million dollars. Private dressing rooms simply increase a store's vulnerability to these losses.

A solution which was tried about 10 years ago was the secret

tabs on their customers with a quick glance. It works, as long as you're not an Amazon or a Pygmy.

Ultimately, the success or failure of communal dressing rooms will depend on how the customers respond to these bare-bones facilities. Michelle Rochwarger, for example, is sold on Sym's, quintessential bullpen and all.

"I just made a killing," says Michelle Rochwarger during a recent dressing room interview while shopping in the discount store.

A former Buffalonian who is now a corporate loan officer for

We all have a good time." Slightly more unbiased, Michelle agrees that she enjoys the instant camaraderie such friendly togetherness brings.

Probably more typical of the Sym's shopper is Lillie Washimoto of Toronto, who appreciates the prices but is uncomfortable in the dressing room.

"I've never seen such values," she says, "but a little curtain would certainly improve the place."

Still others, like Josephine Zagst of Depew, readily admit that after trying Sym's once, she simply

of cardiac arrest. Here are some tips from smart shoppers who have learned to make the best of the new dressing rooms:

Most stores warn you to be careful with your personal property by posting signs that read, "We are not responsible for lost or stolen goods." In communal dressing rooms, it is easy to become distracted by the hubbub surrounding you. Don't forget to keep a vigilant eye on your wallet, or you may be disappointed at the cash register.

DRESSING
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Dressing Rooms Changing

Continued from Page B-1

If you lack natural assets and the thought of publicly undressing depresses you, try to shop at off times like weekday mornings, when there are fewer customers around. The busiest times are Saturday afternoons. Sometimes the stores become so jammed then that customers are forced to stand in line, waiting for dressing-room space.

Some customers eliminate the entire dressing-room hassle by taking their selections home, where they can try clothes on in privacy. They can then return what they don't like for credit or a due bill. Using a charge account simplifies this process.

Remember, though, that state health laws prohibit you from returning bathing suits or underpants. If you want to take advantage of good buys on those items but can't see yourself stripping, wear a leotard in the dressing room. It will give you a pretty good idea of how you will look.

Wear something loose fitting and easy to put on and take off the day you plan to shop. It will save you time, effort and embarrassment should you need to make 10 trips to the racks before you find exactly what you want.

Syms says key to running off-price chain and better-price Sulka is to create images

Sy Syms sees nothing inconsistent in his simultaneous roles as president of Syms Clothing, a women's, men's and children's discount apparel chain, and as the president of Sulka & Co., better-price men's wear retailer-wholesaler.

In an interview participated in by his daughter Marcy, who is his assistant at both companies, he explains: "My expertise is creating and marketing an image. At Sulka, I see vast possibilities for worldwide manufacturing,

wholesaling and licensing of all the products sold in the Sulka stores. Licensing plans include women's as well as men's wear."

The Sulka retail company comprises four units — in New York, at Fifth Avenue and 55th Street and in the Waldorf-Astoria lobby; in San Francisco, on Post Street, and in London on Bond Street. The four stores are reported to do a total of about \$1,500,000 in annual volume.

A Paris shop, operating under the Sulka name, is

owned by Revillon. A Sulka shop in Tokyo is owned by a Japanese chain, which obtained a franchise under a previous Sulka ownership.

Syms bought Sulka last September from Irving Mitchell Felt and Felt's wife, Serena. Felt purchased the firm, founded by Amos Sulka in 1895, from the Wormser family seven years ago. Felt is chairman of Madison Square Garden and a number of sports subsidiaries.

Syms reports that, while the New York and London

stores will be maintained as showcases, he plans to sell the San Francisco store. He hopes to steeply increase custom-made clothing and accessories, except for ties, to 90 percent of the stock. Cashmere or pure silk sport coats retail from \$400 to \$450; dressing gowns, from \$400 to \$2,500; pure silk or pure cotton pajamas, from \$85 to \$225; ready-made dress shirts, from \$55 to \$85; and neckties with 18-carat gold thread on silk velour, from \$25 to \$125. In general, Syms notes, close to 70 percent

of ties are bought by women as gifts.

Expansion of the Sulka business is being concentrated at the wholesale end. The showroom and executive office is at 711 Fifth Ave. in 8,000 square feet below the retail store. Syms describes Sulka's wholesale business as "a sleeping giant," and the trademarks as "the greatest asset I obtained." At this point, the company is working on licensing manufacturers in Japan. The trademarks for all products also will be licensed throughout Europe, the Far East and most of South America. Only in the U.S. will Sulka be the manufacturer.

Sulka hopes to have its own cut-and-sew factories for pajamas, dress shirts and undershorts, "but this venture is three to five years out." Sulka has patterns for women's blouses, blazers, robes and pajamas to be manufactured "at most, three years out. We want to creep before we walk."

Product licensing is on tap

In merchandise now being manufactured to Sulka's patterns, different fabrics are used for the company's stores and for wholesale selling, "to remove them from competition with each other." Fall, 1981, orders have been placed by Sakowitz, Jordan Marsh in Florida and the Wallachs, Baskin and Hastings subsidiaries of Hart Schaffner & Marx.

Peter Zucker, 47, has been Sulka's director since March. During a 25-year career, he also has been with the Murjani International men's wear division, Bonwit Teller, Garfinckel's, I. Magnin and Neiman-Marcus.

Syms was born in Brooklyn 55 years ago and was graduated from New York University's Washington Square College where he majored in radio production and broadcasting. He wanted to be a play-by-play sportscaster. While in college, he worked for New York radio station WINS from 5:30 a.m. to 8:30 a.m. as a "go-fer." After obtaining his degree, he was employed as a sportscaster in Cumberland, Md., and Charleston, W.Va.

Returning to New York in 1951, Sy was persuaded to go with Merns, a men's haberdashery opened by his father, Morris Merns (that's the family's legal name) in downtown Manhattan in 1931. Sy's older brother George previously had joined their father. After a few years, Sy was running the store. In late 1959, Sy

started his own store on nearby Cortlandt Street. He adopted the Syms name to distinguish his store from the Merns operation.

In the 22 years since, the Syms company has grown to eight units — five in the New York metropolitan area, one each in Buffalo, Falls Church, Va., and Fort Lauderdale, Fla. Some trade estimates place total volume at more than \$50 million.

Merns is a three-unit company headed by Sy's nephew Michael Merns. There is no financial connection between the two firms.

Marcy Syms, 30, is a graduate of Finch College and has a master's degree in communications from Boston University. She went to work for New York radio station WMCA, where she was assistant to R. Peter Straus, president.

Marcy is the oldest of six children — three daughters and three sons. Stephen,

**"I can assure
wholesale customers
the name Sulka
will never appear
off price at
Syms. If Sulka has
distress merchandise,
it will sell this
only to other off-
price companies."**

— Sy Syms

23, is Syms' buyer of dress shirts, neckties, shoes and leather products; Robert, 26, is buyer of outerwear, raincoats and slacks and an extensive traveler in the Orient for imports, and Richard, 24, is manager of the store in Westchester County. Marcy is the only child to be involved in both Syms and Sulka.

Laura, 23, is in college. Adrienne, 18, works for McCall's magazine as an assistant to the fashion editor.

Marcy has placed Sulka's advertising in the Harvard Business Review (believed by Marcy to be the first article of clothing advertised in that magazine), Architectural Digest, Town & Country and such city magazines as New York, Chicago, Texas and The Washingtonian. A gift brochure will be distributed in September.

Since 1974, Sy Syms has been the principal "voice" of Syms in commercial spots over three New York TV channels and 13 radio stations. For the past two years, he has split this responsibility with Marcy. Recently, Robert became the third member of the family to share this duty. All the copy is written by Sy; Syms has an in-house agency.

Syms opened a 100,000-square-foot executive office and distribution center in Meadowbrook Corporate Park, Lyndhurst, N.J., on Aug. 10. Sy also maintains an office in downtown Manhattan.

Syms' initial contact with Sulka was when it bought "large quantities" of Sulka ties three years ago. Sy recalls, "We sold a \$15 tie for \$6.99 — it was the fastest-selling tie we ever had."

Now, the head of Syms-Sulka says: "I can assure wholesale customers the name Sulka will never appear off price at Syms. If Sulka has distress merchandise, it will sell this only to other off-price companies."

Asked how the five family members get along in the Syms business, Sy replies: "I never can dissociate myself from the fact I am working with my children. I always know they are both family and employees. It is much more difficult for them than for me.

But all of us are gregarious and, when we have difficulties, we're able to talk them out. I once fired one of my sons on a Friday — I forget why — but he came back on Monday and was rehired. I try to teach my children not to worry about someone else in the organization being envious of them. Those persons, not us, have to live with the envy. My daughter and sons would not be in their particular jobs unless they were good at them. I strongly feel they will grow even better as time goes on."

11TH HOUR

EDITED BY CRAIG HOROWITZ

THE DOUBLE LIFE OF SY SYMS

Sy Syms insists he isn't performing a balancing act running Syms, the \$50 million New York-based discount chain and Sulka, Park Avenue's luxe emporium.

It actually satisfies a secret passion the 55-year-old merchant had to become a wholesaler—and a retailer—selling the best of everything. "Why can't a man own a Jaguar agency and a Chevrolet agency at the same time?"

And for Syms, operating at the top and, often, the bottom of the price charts, this dichotomy has its moments. "It's easy being at the top of the market. You just use the world's finest fabrics and the world's finest workmanship. Then the price is irrelevant."

Speaking in the deep, resonant voice that makes him one of the memorable clothing pitchmen on New York radio and television when he advertises Syms, he reports that the deal to acquire Sulka was closed on Aug. 1, 1980. "I started negotiations with Irving Felt (chairman of Madison Square Garden) on June 10. It was probably one of the fastest men's wear deals on record."

Describing the Sulka wholesale operation as a "sleeping giant with an untarnished image and name," Syms says that the property hadn't been handled properly to reach its potential. He reports that he first learned about the drawing power of the Sulka name two years ago when he picked up about 1,500 ties and retailed them at \$6.99.

"They flew—the best selling tie we ever had."

At the time of the takeover, the Sulka empire's volume was about \$1.5 million. It included two New York units, one in San Francisco, one in



with Sulka's former owners. The wholesale operation generated about 5 percent of the volume.

Syms also has the rights to Sulka's trademarks and hopes to license the name throughout Europe, the Far East and parts of South America. Licensing arrangements are currently in the hopper for Japan.

Listening to Sy Syms talk about his business day gyrating from Sulka's robes at \$2,500 to the no-nonsense pricing at

Syms, it sounds like he's shuffling a deck of merchandising cards.

"Each operation has its own distinct image. Running both is very natural for me. There's certainly no overlap."

That also means that Syms would never carry a Sulka-labeled closeout in his discount chain. "We'd sell to other off-price merchants—Filene's, for example."

Syms, incidentally, doesn't refer to himself as a discounteer.

runs between the two trade shows.

"We realize that retailers want to visit both shows and we are trying to make this as easy as possible for them," said Allan Ellinger, president of the Designer's Collective.

The shuttle service is designed to make getting around

"We buy for less and sell for less because we take a very short markup. It's a shame that the men's wear market never let an operation like Loehmann's (the huge women's discount chain) develop. They would have learned a lot." He intimated that retailers like this could have digested overruns and saved many a company on the brink of Chapter XI.

Syms insists that he's hardly a stranger to the kind of luxury merchandise Sulka is known for. "After all, we run the finest quality generics, such as cashmere sweaters." His focus is on similar top of the line items at Sulka wholesale which has had some notable takers for fall '81: Wallachs, Hastings, Baskin's, Jordan-Marsh, and Sakowitz, among others.

Putting his energies behind the wholesale part of the new baby, he made sure that not one fabric would be duplicated in the retail part of the operation. He also trimmed the wholesale line to include single-needle dress shirts, elegant silk ties, silk as well as cotton pajamas, silk sport shirts, Swiss underwear and English hosiery.

He enjoys telling the story about Michael Caine shopping the store for the \$2,500 printed cashmere robe he wears in the upcoming movie, "Death Trap." This item is typical of the luxury from Sulka.

He continues, "We're using the finest cottons and silks and doing things like making our own pajamas with hand piped cuffs and legs."

Peter Zucker, formerly with upscale stores such as Bonwit Teller, Garfinckel's, I. Magnin and Neiman-Marcus, was named Sulka's director last March. But he has an old retail pro looking over his shoulder when Syms sits in on a line

NOW, YOU CAN GET THERE FROM HERE

The Designer's Collective will offer private bus service between the New York Coliseum and the Berkshire Place Hotel during their spring/summer exhibition slated for Oct 25-28.

RetailWeek



35 Discounting old definitions

We're not discounters, says Sy Syms of Syms, one of New York's best known discount stores. So begins a fresh perspective on what makes an off-price store.



What is your estimate of the size of the discount clothing business at retail in New York?

Here we are in a megapolis called New York, an area servicing 18-million people. And, in this area of 18-million people, I can think of only one discounter.

One discounter? That's a surprising answer. Who is this one discounter?

The only one I know of in New York is Barney's, a legitimate discounter.

But Barney's does not have a reputa-

Sy Syms has been described as having a dual personality, first as a leading off-price merchant and second, as an effective television pitchman. He operates eight stores and has been retailing under the Syms banner for 20 years. His present title is president.

tion as a discounter. In fact, it bills itself as a fashion store.

True. The amount of discount given by Barney's is nominal. Barney's may even discount merchandise where the public doesn't realize it. Most customers don't know, for example, what a Hickey-Freeman suit sells for, or should sell for, or what any number of different designer suits should theoretically sell for. So this customer probably won't know the difference if he sees a suit for \$265 in Barney's, which most other stores are retailing at \$275. But that \$10 is a legitimate discount. However, since suits aren't a known commodity, in the sense of a bottle of ketchup, consumers may not even recognize a valid discount.

Maybe we should have begun by asking what, in your opinion, constitutes a legitimate discounter. What does?

Ah, just from the word "discounter," it would imply that this type of merchandising involves the purchase of clothing, for instance, at the same factory price as would be paid by any fine department store or clothier. But then, this clothing would be retailed to the public at less money than by the competition. On the other hand, those retailers who don't pay the regular wholesale price aren't discounters. They simply buy off-price and sell off-price.

If this is how you define a discounter, what then is Syms? What type of operation?

We buy off-price and sell off-price. As a rule, I don't discount. What Syms is, is an off-price operation. We represent the brands on their off-price goods, if they are willing to "break" their price. Otherwise, we don't buy from them. We don't pay regular wholesale prices. If we did that, and then turned around and sold at a discount, then we would be discounters. But we don't, and we're not.

You said that you don't discount as a rule. Are there any areas where you do discount?

Yes. But only in two areas: cologne and underwear.

Do you think that customers know the difference between a legitimate discount operation and an off-price one?

Not yet, maybe. But in the future, this is a possibility. Remember, 25 years ago, when an average customer walked into a supermarket, she was basically unaware of what was going on, of cost comparisons and so forth. Today, however, you see that average customer looking at price, at contents and at value. She knows, for instance, that if she sees a bottle of Heinz ketchup at \$5 that she is seeing an unreasonable price. She may not know exactly what it should cost her but she knows what she won't pay. She is aware of market value. Actually, supermarkets are one of the most advanced forms of consumerism in our society.

Based on what criteria, do you make that statement?

Because supermarkets deal mainly in brands, but they also offer generic products as an option.

Would you say that similar standards apply to your own business?

Well, I often say that we don't carry

we don't carry it. No, let me put that another way. If a suit doesn't have a name the customer recognizes, we don't carry it at Syms.

But don't the off-price operations hurt the regular price business?

Not if the products have an inherent quality. Certain products can live with all sorts of things going on around them. Let's assume [manufacturer A] makes a \$400 suit for fall. And this is a legitimate \$400 suit in every way: the tailoring, the fabric, everything. For the \$400 customer, the suit is definitely worth the price. Let's also assume that the wholesale tag is \$200. Now wouldn't it be nice if [manufacturer A] could sell a million of these suits—at \$200 a suit?

But some manufacturers are so busy fighting to protect price, they lose sight of business. They worry that some sharpie will try to sell this \$200-at-cost suit for \$259. What if this happens? If the man-

“There were far more discounters . . . 30 years ago than there are today.”

ufacturer has a high quality product, it will stand up to \$400 tags. Either way, I certainly believe such a situation won't hurt the manufacturer.

But what happens when the customer sees this suit for \$400 uptown and \$259 downtown?

If that suit can't be sold at \$400, then the manufacturer has done a poor job of establishing his image. Remember also that not everyone can carry all sizes and all colors.

Then you believe that competitive pricing could be very good for the clothing industry?

Well, I will say that operations such as Syms have been tremendous assets to manufacturers

the domestic clothing industry?

There is more dimension to that question than a "yes" or "no" to the expediency of having Syms and Loehmann's-type operations in men's. That's not the answer by a long shot. I would say that all the Syms-type operations around the country, if put together, will not make the industry or break it. What does make or break the clothing industry are the individual managements. It all comes down to a very basic thought: business in America, any business in America, is only as good as its management. You can't blame an entire industry for those managements which failed to do the correct things to protect their businesses. The biggest danger to the manufacturer is mismanagement. And anyone who thinks his business is affected by the stock market or by a war in Cuba is wrong. Unless we're talking about a public company, you're not affected by anything, not if your business is being run properly.

Sure, we can blame imports if we wanted to take a stand on something, or the fact that the government has done nothing to protect our textile industry. But plenty of manufacturers are surviving in spite of imports and some of these are relatively new. I would say that there are a number of successful conglomerates, such as Harts, but there are also a lot of independents who are doing well today. Don't forget, too, there were a lot of manufacturers who went bankrupt 20 years ago, before the onslaught of imports in this country.

But look what happened to the brands. Many didn't survive. What about that?

You know, today, we no longer have brand names as we used to know brand names in men's clothing. But today, we have something new: designers. These are the successive branded generation, and something consumers evidently identify with. These labels have become indicative of certain types of products.

Wasn't it these designer labels replacing the branded ethic, plus the breakdown of dual distributions, which birthed a lot of discount and off-price clothing operations?

How old are you? Obviously, you don't have a good recollection of the men's wear off-price operations of 30 years ago. You don't have any idea of the numbers. There were far more discounters, if that's what you want to call them, or factory outlets or whatever, 30 years ago than there are today. There. That throws a

was selling McGregor; another, Interwoven and so on. Everyplace you went, there was a discounter.

What happened to all these operations?

Many things have changed. The automobile changed a lot of things about life. Also many operations consolidated. Others just grew and grew.

Yes, but most people tend to think of off-price men's wear as a growing phenomenon, not a shrinking one or even one which is staying the same.

Pick up a telephone and call a brand name in men's clothing, someone who has been in business 30 years or so, and ask him how many calls he used to get in one week from discounters looking for goods. Then ask him how many he gets now. If he's honest with you, I'll bet you those calls are down to one-tenth of what they were.

So you don't think this type of retailing is on an up curve?

No way.

Do you think the men's market could support rapid growth in off-price merchandising?

Support it? I would say that would be dangerous. In soft goods, that's dangerous. It's another story in hard goods. There, the marketplace has millions.

I'll answer that question with an example. Let's take Korvettes. It is a true discounter in hard goods, and was from the inception—and a very important discounter, too. Then, it went into soft goods. Well, the man who ran it, the way he was a discounter in hard goods was that he'd get hold of two-ton trucks full of Zenith televisions, or whatever, and he'd get terrific deals. But, if he wanted to get hold of Hickey-Freeman suits, figuratively, he couldn't get such a terrific deal on a two-ton truck, as it were. And he later learned this. The same man who was such a success at hard goods discounting tried to get into designer clothes at off-price and lost a lot of money in the attempt.

What happened? What made the difference?

In hard goods, there is some protection of the name. Clothing manufacturers are not so lucky. See RCA and Zenith didn't care who discounted their goods, not as long as they were paid their wholesales. Afterwards, a retailer could go hit his head against a wall making a dollar bill

set. The RCAs and Zeniths didn't care. They got their full profit on the transaction. They got their wholesale price.

Do you think this sort of thing will ever be possible in apparel? After all, Levi lived through price wars.

An advent of this in apparel? As soon as a gigantic, powerful name leads off. And it may be a very profitable thing.

Why do you think this didn't happen more frequently after the FTC struck down fair trade?

Well, this legislation couldn't lead to too much of breakdown in soft goods. In the case of branded apparel, you have to talk department stores, and large department stores are basically conglomerates. They have to have their percentage markups. They won't deviate from that, and they feel they can't.

“Supermarkets are one of the most advanced forms of consumerism in our society.”

Do you think that FTC watchdogging has been beneficial to consumers?

Absolutely. The example of Levi's price footballing is a case in point. Retailers may pay \$7 or whatever for a jean and then want to sell it for \$8.99. Now they have the right to do that and the right to advertise it as such. Fine. This is a protection for the consumer: the establishing of fair market price.

But you don't advertise brands.

We are an off-price operation, not a discounter.

Do you think that fair market price should be the standard for all types of products?

As a consumer myself, and not from a point of view of industry knowledge, but

Somebody puts a mixture in a bottle, a few chemicals or something, and they get \$10 for two oz.

But I think these companies should be required to sell to anyone who can pay their bills; to any retailer who wants to sell the product regardless of price. I don't think that will hurt the strong names. As we know, discounting didn't hurt RCA and Zenith back in the late 40s. Let the retailer and customer evaluate whether or not the two oz. in the bottle are worth the \$10. Let it become more of a consumer evaluation. I'm not against customers paying \$125 an oz. for Jean Patou's "Joy." That's the going market price, and if they feel it's worth it, then it's their decision. But I don't feel that manufacturers should have the right to pick their accounts. Products should be on the open market.

But isn't this discrimination of another sort?

Maybe to a degree, but sometimes you have to put a sense of values up front. I'm thinking in terms of the consumer.

But wouldn't this sort of seesawing price, which would certainly result, undermine the credibility of a product?

I don't think it would hurt anyone. First of all, it might be a small hardship to the manufacturer, but I believe that the consumer has to win out overall. Even so, I don't think it would hurt manufacturers all that much. Take that perfume again as an example. I don't think there are many retailers who would want to invest \$60 in one oz. of perfume only to turn around and sell it for \$70. And obviously, no one is going to sell it on a steady basis for under \$60. In the end, this manufacturer would probably sell many more units.

Or conversely, as a way to escape vacillating retail, wouldn't stores turn back to private labels for protection if this scenario occurred?

Very few can accomplish that. Anyway, that depends on management and on how effective they are. I can think of only one operation that is an exemplar: Brooks Brothers. Brooks Brothers didn't bring in designers, didn't go the way of most other stores in the 70s. Yet, today, Brooks Brothers is a retailer who is to be highly respected. It is, in fact, a brand name. And they did it themselves. Brooks management must have spent five or six years of horror sticking to their guns. It wasn't easy. They probably lost in their receipts a few years back, but

Others haven't been, though.

There are ways of promoting and showcasing; I'm not downplaying that. It all depends on the individual product, the image of that product. But I do think that demand can be created.

The more advertising directly to a consumer, the more it reflects back on off-price branded operations. Right?

First, a product has to be at a fair marketable price. But the type of outlet counts. Everybody doesn't automatically take a free ride.

Let's go back to the televisions. When RCA and Zenith advertise, the discount benefits, sometimes at the expense of regular price outlets. Isn't that so in the case of televisions?

The product benefits. But let's look at regular price stores. Take a Bloomingdale's type of department store. They have other assets. A customer isn't lost when he pays regular price for a television set because Bloomingdale's, or similar, will back up that sale with service. Look at Sears. They created their own brands, did not discount, and look at the success they've made on reliability and service. Sure, you can buy a set from a guy down the street who has big signs in the window and cheap prices inside, but if something goes wrong with that television, you're on your own. The customer has to be aware of this. Some are, and that's why discounters haven't knocked department stores out of hard goods. They sell service as much as they sell televisions.

But discounters have nearly knocked department stores out of the hard goods business.

Maybe in appliances, but look at Bloomingdale's. They're basically a soft goods operation, yet they are very big in this market with home furnishings.

Still, they lost appliance business. Can't the same result happen if apparel prices football?

Theoretically, yes. But it hasn't in women's wear.

What you're saying is that stores still have to hit certain markups. What markup does or should an off-price operation hit?

I don't think that there can be too much fluctuation in this type of operation either. If a good merchant is operating the business, he has to get rid of goods. But,

inventory problems than you have in a regular type of operation. There, you buy exactly what you want right from the start. There aren't too many surprises.

I would say that a range of typical markups in off-price stores would have to be from 30% to 38%.

When you say inventory problems, what are you talking about?

We always get surprises; just today, for instance, we bought several thousand jeans from one of the top jeans names, fashion jeans. We were originally told that the reason we're getting them is because the ones which are marked size 30 are really 32, and so on. And, rather than reticket and repack the whole lot, the manufacturer would rather dump them and get them out of the line. So we took them. And what happened? The reverse was true. Yes, they were mismarked, but instead of up, down. The size 30s were really 28s. So, where we thought that the largest was size 33, which would actually

“I often say, we don't carry men's suits; we carry names.”

have been a 35 or 36, what we really wound up with was a top size of 31. That's a problem. We had to measure them all today, have them tried on and everything. That's the kind of problem you get. You buy 100 dozen sport shirts and the vendor forgets to tell you that 60 dozen are orange.

What do you do? If it's a vendor you work with, you just ticket them the same as the others. But it's hard to move orange. These are the kinds of problems you work with in this kind of business.

Do you buy from, or sell to, jobbers?

No, and no. We especially don't use them to sell off inventory. We use the consumer.

Throughout the interview, you have shown a lot of interest in the consumer. The same is true of your commercials. Who evolved this point of view for you?

We do all our own advertising from in-

outsiders—no freelance writers, no freelance anything.

No advertising agency?

I worked in my store for 17 years before I started to advertise. I knew my consumer because I waited on him for 17 years. Well, if I had 17-years experience and I hired an agency who would then send a guy in to do a little research should I then say, "Hey, you're the professional; what do you think?" This guy may be sensational, but I would feel, and did feel, more comfortable doing it myself.

Are the effects of this advertising measurable?

Over the years, yes.

What dictates which markets you choose for expansion?

Our overhead is pretty standard. What dictates? Our suppliers, we check with them about certain markets, that's number one. Number two, we are a private company, and opening stores is easy. It's running them that's difficult.

Actually, we haven't opened that many stores. We have five in metropolitan New York, serving those 18-million people I told you about. Most of them can, in fact, reach one of our stores in 30-min. time. We have a store in Buffalo, about nine years old.

Then we have a store in Florida. This one is going on 11 years. We have it so that we can sell short-sleeve shirts for 12 months a year. It's the only place you can do that. So if one of our suppliers has a lot of short-sleeve shirts for August 1 delivery, we're in a position to take them.

Finally, we have a store in Washington, D.C. Here is a store where we carefully chose the site. There was a lot to this decision. We checked with our suppliers. We carefully read the demographic stats. During this, we discovered two things. Number one, the highest per capita income county in the United States is Montgomery, Md. Number two, the number two, per capita income county in the United States is Fairfax, Va. The one thing that both of these have in common is that they are suburbs of Washington, D.C. So we said, "that's for us."

Has there ever been an instance of a manufacturer offering an incentive for you to open a store in a particular area, or trying to discourage you?

No. Well, just the fear that I might lose a line if I didn't open a store in a certain location. But that's all.

from the

editor's desk...



TIME IS \$\$\$\$: Ten years ago, the Smithtown Town Board condemned five acres in Hauppauge at a cost of \$100,000 to build ballfields. Owner protested, went to court and recently won judgement setting value of land at \$1.8 million. Town will appeal verdict but Supervisor Pat Vecchio said, if upheld, decision will add \$10 to each \$100 of assessed valuation to tax rate, or 1/6 of entire town budget, to pay the balance. Guess what, no ballfields were ever built on land...!!!

SIGH FOR SY: TV Clothing man Sy Sims shocked several hundred members of the L.I. Advertising Club by saying he'll never use "print" advertising for his stores. Club membership made up mostly of print ad salesmen and agencies. Sy further compounded situation by saying he has his own ad agency, headed by his daughter, Marcy, so he can save ad commissions of 15 per cent. Sy then asked for honorary membership in club...!!!

DIS & DATA: Jeanne Straub, the Public Relations Chairman of the First Smithtown Heritage Festival weekend, embarrassed at Heritage Ball when her ticket was pulled as raffle winner. Jeanne won replica of famous Smithtown bull...!!! Patience Hendricks, wife of Huntington Rotarian Chick Hendricks, among group that breakfasted with Pres. Carter on Friday. Mrs. Hendricks was representing eastern region of SCORE (Service Corps of Retired Executives) to push for law making going into a small business easier...!!! Dick Metz, golfing bartender at Harbor Inn in Halesite, looking for several foursomes to complete field for Harbor Inn Fall Classic to be held Oct. 19 at Pine Hill C.C. Call the amiable one at 423-9642...!!! Irene Frankle of *Digest's* mailing dept. proud grandmother of first granddaughter, Michelle, who arrived last week at Huntington Hospital. Irene and hubby, Richard, have eight grandsons...!!!

course completion will lower his personal auto insurance...!!! New law in Oregon and Minnesota enable circulation newspapers, like the *Sunday Digest*, to carry legal advertising. Litigation change failed in NY State this year but Sen. James Lack expected to carry fight if he is re-elected November...!!! Shirley Perlman, Roslyn new editor of Long Island (husband is Ken Butterfield's dentist, the way)...!!! South Sea restaurateur Kenny is proud booster *Sunday Digest*. Keeps his three-star *Digest* review right up front where customers can see it. Kenny's Ploynsian decor makes for mighty co-dining...!!! Supervisor Pat Vecchio will be holding first Supervisor's Prayer Breakfast at Watermill Restaurant Oct. 8 and he isn't even running this year...!!! While Assemblywoman Toni Rettaliata held \$60 per person cocktail party on Sept. 17 at Huntington Crescent Club, her opponent Joe Wenig announced plans to hold a fund-raising "Dinner at McDonald's" at \$1 per person on Sept. 23...!!! Congrats to young Mike Kornfeld who upset former town councilman Tom Casey in Dem primary run for state committee from Huntington. *Digest* printed letter from Kornfeld stating what he was in the race weekend before primary...!!! Friends of Sen. Owe Johnson holding dinner-dance at "Galaxie" in Plainview on Oct. 2...!!! Stan Smilan, Democratic candidate in 7th A.D. turned down offer of Four Towns Civic Association to debate his rival Assemblyman John Flanagan. "By offering me only a debating date with Flanagan, Rettaliata and Wenig, I can only conclude the Four Towns Civic Association is supporting Jim Lack and rejecting my candidacy," an angry Smilan wrote in answer to invite...!!! Scratch name of Gaspar Capone off Smithtown as one who made trip to Washington, D.C. to lobby for...



Reporters' Notebook

Faces & Places

OLAF FUB sez: Norb, the tax accountant, muses, "Wonder what Patrick Henry would have said about today's taxation WITH representation . . ."

NOW IT'S Lewis and Lewis Corp., as son Allan becomes a full partner with dad Norman in their Liberty Bank Building law firm . . .

ON THIS DATE in 1970, darkness spread from southern Mexico to the maritime provinces of Canada as the moon eclipsed the sun . . .

READER REPORTS that Hens & Kelly's Northtown Plaza store display of cooking utensils included items listed as "Chic Fryer," "Wonders," "Is this a Col. Sanders protege all gussied up for the Easter parade?" . . .

REUNION: West Seneca Central class of '68; contacts: Maryann Lo Bue Swieczkowski, 649-6459; Michael Flynn, 882-1896; Sheila Perry Pancia, 649-6720 . . .

HIGH BROW Sabres fan has this bumper sticker: Cogitate Stanley Cup . . .

IF YOU have difficulty understanding George Bernard Shaw's directions in life, this quote might help: "My only policy is to profess evil and do good" . . .

BOB KERSTEN, a member of the "Flying Knights of Hamburg" and a South Park High School student, took first place in the radio control general high



SUSANNAH BOCHENEK, 10-year-old 5th grader in Smallwood Drive School, Amherst, won an award from Cricket magazine for this drawing featured in the publication's March issue. Susannah is the daughter of Mr. and Mrs. Chester F. Bochenek of 43 Thomas Jefferson Lane, Snyder.

school category at the 40th National Model Plane Show in Cleveland . . .

THAT MISUNDERSTANDING between Mayor Jim Griffin and the Downtown YMCA has been cleared up, and the mayor is

taking to the courts here this week to play in the Western New York Singles Handball championship tournament . . .

METRO BUS driver on Main Street route got plenty of laughs from his passengers one day recently by announcing loudly, "Summer is here." What he really meant, of course, was that the bus was approaching the Summer Street stop . . .

FOR A study in contrasts, catch the soft-spoken and sedate Sy Syms and the hoisterous Barry Lillis doing their respective things in consecutive TV commercials . . .

DAN KELLER of 301 Kehr became the first Buffalo high school student ever certified as a parachute rigger. He took his course at Burgard Vocational but had to wait until his 18th birthday to take the test . . .

HAPPY BIRTHDAY — Rodena Washington, Romeo DiPirro, Florence Wantuch, Harold T. Bühr, Delia J. Kleinfelder, Clint Van Slyke, John Saintcross Jr., John Thomas Warner, Terry Plummer, David Zaleski, Laura McCormick, Laura Latona, Geraldine Berdzik, Sheri Sennfelder, Tom Sufalatto, Joyce King, Cass Rasins, Heather Halasz, Joanne Thompson, Ruth Lietz, George Bushley, Thomas A. Kaminski, Tom Ritchie, Bill Margei, Stella Stowik, Lori Ann Wahl, Charlotte Ann Wahl, Charles Trautman, Liz Pietrzak, Max Seufft Jr., Paul Rybak, Jeff Dombrowski.

Aug/Sept 1980



Her flair caps a look of success

By Michele Ingrassia

Lois Getto had never given much thought to hats. That is, until 10 years ago, when she was persuaded to chop off her shoulder-length hair. Miserable, she shrouded the results beneath a hat—and found that it revolutionized her image.

"When I first wore a hat, I realized it was causing an excitement, an acknowledgement," said Getto, who is in her mid-40s. "I said, 'This is working to my benefit.'"

She now owns 29 hats—from classic fedoras to a purple straw "Minnie Pearl" hat, and she wears one constantly on her job as an account executive for Domino Promotions Ltd., a Huntington firm that handles specialty advertising promotions for many of Long Island's largest corporate and financial institutions, including Grumman, Citibank and the New York Telephone Co. "People notice the hats," she added. "If I walk in someplace today in an outfit and no hat, no one knows me."

Hats have become so much a part of Getto's image that she no longer uses a traditional business card. Instead, she leaves behind a hat—a miniature sailor's cap that sits on the head of a fuzzy little creature and trails a ribbon bearing her name and business phone number. "Hats are my logo, my trademark," she said.

Although the calling card is clearly a gimmick, there is nothing gimmicky about the way Getto dresses. A tireless woman—aside from her job, she is involved in a litany of business and charitable groups—her clothes are designed to keep pace with her schedule, which can range from a breakfast meeting with clients anywhere on Long Island or in Manhattan or Westchester, to a fund-raising dinner.

Paying close attention to color—"It creates excitement"—and to detail—39 pairs of shoes and many one-of-a-kind items, besides the hats—Getto aims to appear polished, creative, sophisticated and professional. It is the same image she wants her work to evoke.

"I have to look as successful as I am because people trust success," said Getto, who is as unabashed as she is energetic. "If I dress like a *schlepper*, I won't get the attention I deserve. . . . If I don't have flair, my clients' programs won't have flair."

Getto, who has been with Domino Promotions for three years, has tried a variety of occupations in the past 13 years, when, as she put it, she decided that if she didn't go back to work, her brain would atrophy. Her first foray out of the role of housewife was selling World Book Encyclopedias door-to-door, a job that she thought was beneath her until she earned \$1,300 in one week. She also has worked for the Long Island Business Review and the Long Island Association, whose awards committee she now heads. And she is a director of the 110 Center for Business and Professional Women and is chairwoman of the March of Dimes drive on the corporate level. But her activities, she said, have forced her to forgo other things, like painting (her works line the walls of her elegant Floral Park home) and serving as a foster parent (she had three foster children in addition to her own son and daughter.)

In the years since she returned to work, Getto has amassed what she describes as a "humongous" wardrobe, which overflows a walk-in closet. But her cardinal rule has been to avoid trendy items in favor of total looks. "I always buy things like a suit, a dress with a jacket, a skirt with a cape—clothes that don't give a date, so I always look up-to-date," she said. "I also don't raise and lower hems; they're traditionally 1½ to 2 inches below my knee."

Yet, despite the size of her wardrobe—she estimates that she owns at least 30 outfits for each season—she says she hates to shop and buys only a few things each spring and fall. "I think I spend less

than the average woman on clothes," she said. "I buy only three or four outfits a season, at Syms or Loehmann's. And on occasion, I pick up something in a boutique . . . where I get one-of-a-kind things. It's the one-of-a-kind things that make people think everything else I have is so expensive."

Underscoring her devotion to discount stores, Getto pulls out her fall purchases from Syms—a red plaid cape-and-skirt ensemble that cost \$80; a Cacharel dress that she got for \$40 and a pale purple sweater-and-skirt set that cost \$50.

The one thing she will not skimp on, however, is hats: Whenever and wherever the right one appears, she buys it. Although she does not buy only designer hats, Getto has several by Adolfo and Frank Olive; but she is as enthusiastic about her unlabeled red straw cowboy hat as she is about her Adolfo fedora. "I don't care what they cost," she said. "Anyway, how much can a hat cost? At most, \$50 or \$60. But it completes an outfit for me the way I want it to look." /M



Lois Getto, 47, displays two of her fashion strategies: wearing hats—here, a camel fedora by Adolfo—and buying at discount stores—her red and black skirt-and-cape outfit was \$80 at Syms.



Getto, above, in a black satin evening dress with magenta, purple and teal ribbons and, below, in a metallic bronze and black lounging outfit.

West Essex tribune

Livingston, New Jersey, December 24, 1981

Change Syms' Zoning:

Propose New P-B2 Zone Northeast of Circle

At its meeting on Monday evening the Township Council introduced an ordinance creating a new P-B2 zone, and outlining its location in the northeast quadrant of the Route 10 traffic circle. The same activities allowed in the P-B professional office district will be permitted in the new P-B2 zone.

The ordinance notes that the new zone is intended for "offices for executives and administrative purposes, offices for professional uses, and nursing or convalescent homes."

The ordinance introduced on Monday night notes specifically that in the new P-B2 zone "no residential use and no retail or wholesale business or industrial uses of any kind are permitted."

The new P-B2 zone includes the land recently purchased by the Syms clothing store chain for a retail store. Under the new zoning such a store would not be permitted, but the application has already been heard by the township Planning Board, denied, appealed to the Township Council, and rejected again. Syms has now filed suit against the Board, the Council, and against both township manager Robert H. Harp and planning director Henry J. Nye as individuals.

The new zone will permit construction on lots of at least six acres in size. Buildings will have to be set back at least 100 feet from the street, with no parking allowed in the front setback area.

The ordinance also requires the property owner to set aside at least 36 per cent of his parcel to be retained as open space. This land may be deeded to the township, in which case the original owner would no longer be responsible for maintenance, or can be held and maintained by the property owner.

Under the terms of the new ordinance, buildings in the P-B2 zone could be up to 40 feet in height, not including the extra height of air conditioners, elevator penthouses, and similar accessory structures.

The ordinance also sets requirements for buffer strips to conceal the parking area and commercial structure from nearby homes, and requires one parking stall for each 250 square feet of building area. This figure is the same as the requirement for the B-1 and B-2 business zones, but will provide less parking than the present P-B zone.

Change "Transition"

The ordinance introduced this week also includes a section revising the standards for transition zoning.

Transition lots, which have been permitted for many years in Livingston, allow the use of residential land adjacent to commercial property for professional offices. These offices must be residential in appearance, so that they form a transition between the commercial use and the adjoining residential property. The intent is to avoid the situation where a home is directly adjacent to a large commercial building.

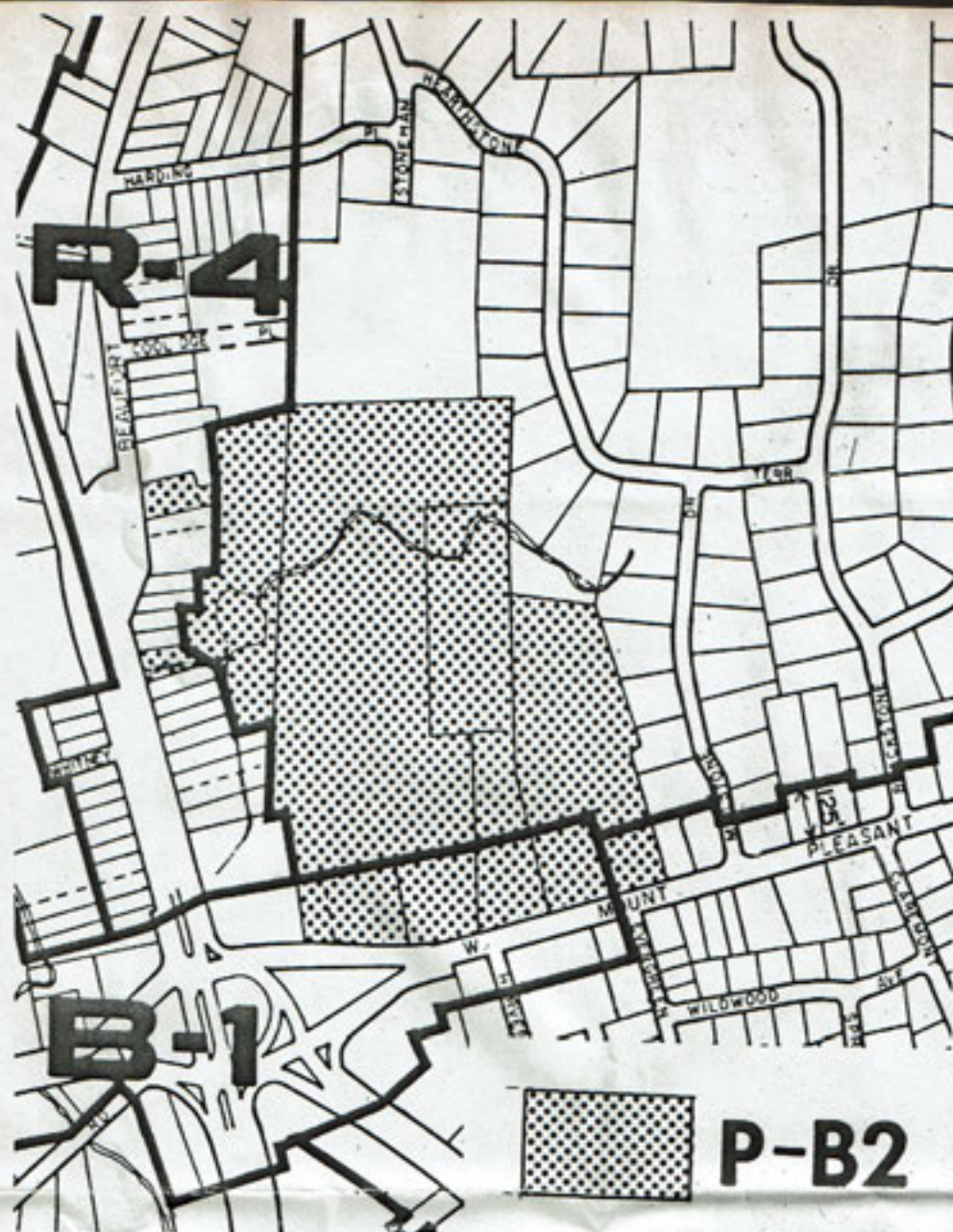
The revisions in the law proposed this week limit such a transitional structure to 4,500 feet, and specify that parking is only allowed "as an accessory to a specifically permitted office use."

Such office uses are allowed for accountants, architects, chiropractors, chiropractors, dentists, engineers, optometrists, osteopaths, psychologists, physicians and surveyors.

Hearing January 4

The ordinance creating the P-B2 zone was written at the request of the Planning Board, which recommended such a law on October 22. The recommendation came after a lengthy study made by the Board and its planning consultant, Robert Catlin Associates. The Catlin firm is the same organization which has worked on Livingston.

(Continued on Page 17)



The map above, prepared by planning director Henry J. Nycz, shows the area where the new P-B2 zone is proposed. The heavy black lines mark the present zone boundaries. Most of the P-B2 zone will be created from land that is now zoned for residential use. The strip along West Mt. Pleasant Avenue is now zoned for business, but retail business would not be permitted in the P-B2 zone.

New P-B2 Zone

(Continued from Page 1)

ston's earlier master plan and revisions, and in an unrelated

action the Council voted this week to engage Catlin for the next master plan review.

A public hearing will be held

on the ordinance during the Council's first regular meeting of next year, to be held on Monday evening, January 4.

Syms Files Suit Against Council, Planning Board, Harp and Nycz

Legal papers were served at the township hall on Tuesday morning notifying the Township Council, the Planning Board, township manager Robert H. Harp and planning director Henry J. Nycz of a suit filed by Syms Menswear, Inc. The ten-count suit seeks to have the town's denial of Syms' application for a clothing store on West Mt. Pleasant Avenue overturned, and also seeks compensatory and punitive damages.

day afternoon that he could not argue with the right of Syms' attorney, Frank Rubin, to ask the courts to reverse the opinion of the Planning Board and the Township Council, but he said that he was shocked that he and planning director Henry J. Nycz would be singled out as individuals in several of the counts.

The suit, filed in Superior Court of New Jersey, recites the background of the case in

mission to build a clothing store at 290 West Mt. Pleasant Avenue and was rejected by the Planning Board. That denial was appealed to the Township Council, which upheld the Board's decision.

In the first count, the suit charges that the decision of the Planning Board and the supporting action of the Township Council were "arbitrary, capricious and unreasonable."

grant the site plan which was originally sought, or an alternative which was prepared later by Syms but never considered by the Planning Board.

The second count seeks damages from the Planning Board, claiming that the Syms application was denied as part of an overall scheme to re-zone that section of West Mt. Pleasant Avenue and create a new P-B2 zone. That action, the suit charges, denies Syms' property rights without due process of law.

The third count is essentially the same as the second, but is aimed at the Township Council for its role in upholding the Board. That count also seeks compensatory damages, punitive damages, attorney's fees and suit costs.

The fourth count accuses Harp and Nycz of engaging "in unlawful actions calculated to establish spurious reasons to deny plaintiff's application." It claims that their actions "have been in conscious and knowing disregard of the interests of plaintiff," and demands damages against the two as individuals, as well as in their official capacities.

In the fifth count, the Syms suit charges that Nycz and Harp "unlawfully tainted the action of defendant Planning Board," and asks the court to reverse the decision and grant the site plan approval.

In the sixth count, Syms asks the court to reverse decision on the ground that the clothing chain has no power to change traffic patterns on Route 10. The traffic hazard had been cited as a factor in the Board's denial.

The seventh count of the suit, recalling that planning director Nycz set up a meeting at which consultant Robert Catlin proposed a compromise plan which would allow the store if certain conditions were met. The Planning Board and the Council, the suit states, "unlawfully retaliated against plaintiff for not accepting the recommendations of defendant Nycz and Catlin." It seeks damages from the Council, Planning Board, and from Nycz.

Eighth, the suit questions the validity of some of the testimony in the case, and therefore seeks reversal of the decision.

Ninth, the suit charges that "the actions of the defendants Planning Board and Township Council were not an accurate reflection of the voting members," and seeks reversal of the

Finally, the suit argues that if the decision of the Board and the Council were lawful, then the town's land use ordinance must be defective. It seeks to have the land use ordinance found void, as well as have the denial reversed.

Planning Board attorney Peter B. Cooper said that the legal premise that damages can be sought from an individual under the Civil Rights Act is a new one. This act is the basis for many of the counts in the Syms suit. In a few states, Cooper said, the Civil Rights Act has been applied to land use cases, but there is no large body of case law to use as a guide.

Cooper added that there is no way to estimate how long it might be before the case is actually heard in the courtroom.

In the meantime, there is the possibility that Syms may file a new application, based on the compromise plan that was recommended by Catlin, and the added complication of the change in zoning which is now being considered by the Township Council.

Scuba diver drowns in Lower Niagara River

By PAUL WESTMOORE
News Niagara County Bureau

NIAGARA FALLS, Ont. — A 26-year-old man drowned at about 2 p.m. Friday while he was scuba diving for fishing lures in the Lower Niagara River at the Niagara Glen, Niagara Park Police Staff Sgt. Fred Hollidge said.

The body of the former Niagara Falls resident was found at about 5:15 p.m. under water beneath a rock ledge after several area police agencies, Niagara Falls Fire Department rescue workers, New York State Park Police and a helicopter from the Niagara County Sheriff's Department searched the area for about three hours, Hollidge said.

Hollidge said police were withholding the man's identity until they could contact his mother who lives in Germany. He said the deceased also has been living in Germany and was visiting Niagara Falls when he apparently drowned.

Hollidge said the man, a qualified diver, went to the Niagara Glen shoreline with a friend and then took to the water alone to dive for fishing lures without a rope or some other securing device attached to his equipment while his companion watched from the shore, Hollidge said.

The friend called police when the diver came to the surface with a handful of lures, began to swim to shore and suddenly disappeared below the water's surface, Hollidge said.

"It appears he got caught in an eddy which sucked him down. When he started to float up, the strong current pulled him under a rock ledge where he was found by rescue divers," Hollidge said.

No foul play was suspected, he said.

We were there!

Friday June 16th 1995
N-on the - L *Dale House Hotel*

TEMPLE EMANU-EL

5TH AVENUE & 65TH STREET

With Sherry, I went
down to house

tuesday

EVENING

october 6th

1992

for fill
1A 24

PLEASE SHOW TO USHER

PEW

209

SEAT

4
3

MAGIC

Off-Price Stores Looking for Fashion Sportswear in Vegas

Continued from Page 2

its team to MAGIC looking for ways to improve the company's better sportswear and sniff out future hot-selling novelty T-shirts.

According to Bill Weikert, men's wear merchandise manager, the company hopes items found at MAGIC will aid in helping reposition the men's area. "We go out there to get confirmation of direction and make adjustments to our mix," he said. "Right now we need a lot of newness in our business. We've been very conservative for about two to three years and the conservative approach is just not 'getting it' for our business."

Weikert said that in the past Hills has not paid as much attention to the better side of the store's casual business and he hopes this year's MAGIC will offer new opportunities. "We're going to work at building the top half of our better casual business. We'll probably add more banded-collar shirts and fine-gauge knits," he explained.

"At MAGIC we're going to try to find out where the better casual business has gone so far, and which new fabrics we need to maneuver into," Weikert noted. "Since banded [collar] seems to be the way the trend is going right now, we need to find out what fabrics we

need to put it in."

Syms, the Secaucus, N.J.-based apparel off-pricer, will be sending seven buyers to MAGIC, three of which are from the men's department.

According to Sy Syms, chairman of the 37-unit retailer, his buyers will be at MAGIC looking to get a nationally known label added to Syms' brand-heavy mix. "A new trademark can be an asset to our business," he said. "When we become important to a certain label, they don't have to open their own factory outlet stores."

The executive also said Syms will be concentrating on growing its sportswear business, which, he noted, has become increasingly important. Currently, tailored clothing accounts for about 35 percent of Syms' men's wear mix, with sportswear and furnishings making up the remainder. "Men's sportswear will be one of the areas where our buyers will be focusing," Syms said.

Syms used short-sleeved piqued shirts as an example of what his buyers will be looking for: "It's a basic and since we don't have private label, we have to go to MAGIC, where we can receive the item in all colors and sizes without manufacturing it ourselves."

Jay Plotkin, a partner in the Houston-based two-unit weekend-warrior operation SuitMart, said his organization will be heading to MAGIC looking to smoke out oncoming trends and beef up on sportswear.

"We try to stay a step ahead,"



Plotkin explained. "We had a nice reaction to casual clothing last fall, and we've found that the average guy is looking for more fashion." Although the two-unit retailer is mostly tailored clothing-oriented, Plotkin said the company is gradually laying greater emphasis on the casual category.

"We go to MAGIC to see trends

and eyeball what's being shown and see what kind of opportunistic buys are out there," Plotkin said. "The show is like Pandora's box, you may get out there looking for one thing and find another."

Winter business for SuitMart has been very good, he said. "We had a nice December, and for the year ended this month we're up double digits."

Plotkin added that during the holiday season, leading up to Christmas, the retailer broke with its traditional weekend-warrior format and stayed open all week long.

Getting back to plans for the MAGIC Show, Bradlees' Sparks said the chain will be sending three men's buyers, one boys' wear

Syms' Sy Syms says his buyers will be looking for sportswear at MAGIC.

buyer and two apparel divisionals to Las Vegas. "We're also bringing in a two-person product development team from the Orient," he added. Going forward, the executive continued to praise a fashion-oriented approach to business: "You've got to have fashion. Merchandise has got to be very fashion-forward and quick," Sparks said in recent times he's watched fashion pieces selling better than basics. "Anything ribbed or textured has been selling. Price is not going to do it anymore. So for '96 we're looking for fashion-forward goods with great quality."

He said right now Bradlees is trying to differentiate itself from the

fashion-forward company. If zip-pers are in, we have to have them on the floor, and if retro is hot, we have to own it and reflect that in our store presentation."

Hills' Weikert noted his company has found strong sales in its Big Man areas and will use the show to help grow the business by adding fashionable items to it. "We're looking to maximize our Big Man opportunities, which has shown to be a good growth area of our business. We've also seen growth in boys' husky sizes," he said. "So far we've tended to be very basic in our approach to those areas, so we're looking to maybe get a little more styling into that end of the business."

Another strong category for Hills, Weikert said, has been its novelty T-shirts. According to the executive, Hills buyers might be focusing their open-to-buy dollars into that area.

"In a store like ourselves, we have a large novelty business. So at MAGIC we'll also be looking to add more newness to that area." The executive noted popular designs such as the Red Dog Beer, Budweiser frogs and the Coke bear have been strong sellers at Hills this year. "But something more has to be down the road. We really have to get our novelty business freshened up."

Syms feels that sportswear will be increasingly important to his business over the course of the next year because suits sales are contributing less and less to

Avondale Bids to Buy Graniteville

Continued from Page 1

issuance of about 6.4 million shares, or 34.5 percent, of G&L's out-

noting that there was a similar letter of intent with Galey & Lord, and that fell through.

margins due to the impact of lower sales on manufacturing costs. Gross margins as a percentage of sales

standing shares to Triarc.

G&L reported Thursday that it will take a \$1.6 million write-off for the costs of the failed merger with Graniteville. After the charge, G&L reported a loss in the first quarter ended Dec. 30 of \$753,000 against a profit of \$4.8 million, or 40 cents a share, a year ago.

Excluding the charge, net income in the latest quarter would have been \$228,000, or 2 cents.

Graniteville, whose 1994 sales totaled \$536.9 million, manufactures high-end denim fabrics and dyes and finishes 100 percent synthetic and cotton/polyester blended apparel fabrics.

Under the September agreement, G&L, maker of 100 percent cotton wrinkle-resistant fabrics and solid-dyed synthetic fabrics, was set to assume \$174 million of Graniteville's debt. The proposed merger between Graniteville and G&L would also have created a \$1 billion textile firm.

G&L, which posted sales of \$502.2 million in 1995, is the only vertical producer of corduroy in the U.S.

Avondale, based in Monroe, Ga., is a major producer of sales yarns, denim fabrics and gray fabrics for apparel, home furnishings and industrial applications.

Jay Meltzer, managing director of Johnson Redbook, said the two companies make a good fit. Avondale has expertise in yarn and other areas that Graniteville lacks and there are some areas in which Graniteville can help Avondale. "The merger would be a step forward in the general consolidation in the textile industry, if indeed it materializes," Meltzer said, after

Stephen Felker, chairman and CEO of Avondale, said in a statement, "The acquisition of Graniteville has been a long-term goal of Avondale; this transaction will strategically position Avondale to provide its customers with improved service selection and volume."

Avondale said it intends to "dedicate significant corporate resources to the continuing modernization" of the Graniteville plants.

In a statement from Galey & Lord, the company said Triarc and G&L mutually agreed not to go forward with plans to merge G&L with Graniteville due to economic conditions in the retail, textile and apparel industries.

Arthur C. Wiener, G&L chairman and CEO, said these conditions "created an environment that made merging the two companies not practical."

Triarc said in its statement that part of the proceeds from the Avondale deal will be used by Triarc to repay Graniteville's existing debt.

C.H. Patrick Inc., Graniteville's specialty chemical subsidiary, which is not being sold, will have a long-term contract to supply chemicals and dyes to the combined Avondale-Graniteville business.

Consummation of the transaction, which is expected to be completed in April, is subject to a definitive agreement, antitrust clearance and other regulatory approval.

In its earnings report Thursday, G&L said operating income sank 70.2 percent to \$3.2 million from \$10.9 million.

G&L said net income was knocked down by a drop in gross

slumped to 7.6 percent of sales from 12 percent.

Reflecting a 33 percent drop in apparel fabric sales and a 37 percent decline in home furnishings fabrics, revenues for the quarter tumbled 33.1 percent to \$85.1 million from \$127.2 million. G&L attributed the lower sales to "customers adjusting their inventories due to a slow retail environment."

G&L also noted that apparel fabrics sales were hurt by the elimination of sales from the company's printed apparel operations, which were closed in the September quarter. In the December quarter 1994, the unit had net sales of \$7.6 million.

Order backlog at Dec. 30 was \$90.7 million, down significantly from \$139.9 million in 1994. Backlog was down 28 percent in apparel fabrics and 56 percent in home fabrics. Wiener noted that although order backlog was behind the year-ago period, it is up 18 percent from September.

"We believe that this is an indication that the inventory pipeline is improving and orders are beginning to return to more normal levels," Wiener said. From Sept. 30, the apparel fabrics order backlog was up 33 percent while home fabrics backlog was down 24 percent.

G&L noted that it plans to buy back up to 1.2 million, or 10.2 percent, of its outstanding stock over the next 12 months. It also stated that it had entered into interest-rate swaps that had the effect of fixing the rate on a \$25-million bank debt at 6.25 percent for a two-year period and the rate on another \$25-million debt at 6.53 percent over a five-year period.

competition by carrying brands that its larger competitors don't carry. This tactic reveals a highly competitive private-label strategy in the works. "If we can't get what we want out of a brand, then we're just going to make it ourselves."

Bradlees, which has been operating under Chapter 11 protection since last June, is currently undergoing a repositioning. "We're trying to separate ourselves from the mass market right now," Sparks said. "We're trying to be more of a step up from that, and in order to do that we have to be much more of a

overall business, due to the fact that consumers are wearing the same kinds of suits the entire year rather than changing their wardrobes seasonally.

At SuitMart, Plotkin feels sport coats, slacks and other casualwear are going to be important parts of the retailer's strategy as add-on businesses. He noted that the vast percentage of the company's sales still come from tailored clothing. "Sportswear is still only 25 percent of our business, but we see it as a growth category," he said.

January Dates No Roadblock

Continued from Page 18

started a new knit shirt division, and we'll be able to chase that business because of the early MAGIC too," he said.

"Spring is not a big season for us," said Rich Dubin, vice-president, sales, at Tony Lambert Designs, "although we do have a little spring-type package to offer there, but it's still a fall show." He added, "Even though it's earlier, we will still be showing the full fall '96 line as usual."

Echoing the others, Dubin said the biggest drawback of the earlier MAGIC is "it's just a little hard to get it all together in time."

Regarding the time it takes to develop new product, 525's Bock explained that the earlier schedule has left him bullish. "Rather than when you buy piece goods," Bock said, "in the sweater business, you're actually creating your own

fabric, so it's a little bit of a longer period from the start to the end result."

He added, "In that light, I'm just a little disappointed that they pushed it up, because I think that retailers might miss out on some possible great products that take more time to develop."

Lambert's Dubin added that while at MAGIC, his company will take advantage of the current upswing in business with hopes of continuing strong sweater sales into next year.

"Since men take more time to adjust to newness, and they are finally responding so well to what is being offered, I think the next few seasons will be strong. So, at MAGIC, we're going to push things that are happening now. The things that are working well now, like henleys and tweeds, are what we are nurturing for next fall."

A.R. Gurney's *Overtime*

A.R. Gurney's new comedy, *Overtime*, will receive its East Coast premiere next on Manhattan Theatre Club's Stage II.

Gurney is one of America's most acclaimed and widely produced playwrights. His plays include *The Dining Room*, *The Cocktail Hour*, *Love Letters*, *Later Life*, and most recently, *Sylvia*.

Sylvia received its world premiere last season on MTC's Stage I. That production was both a critical and popular success, and it has since moved to the John Houseman Theater on 42nd Street. *Overtime* will be Gurney's fourth play to be done at MTC.

Gurney describes *Overtime* as "a modern sequel to *The Merchant of Venice*." The play has many of the same characters as Shakespeare's, and its story "picks up where Shakespeare's left off."

"I wanted to write something about the nature of prejudice and stereotyping and ethnicity," the author explains. "Since *The Merchant of Venice* tradi-

tionally raises those issues, I thought it would be interesting to play off it."

Gurney has reworked several classical stories into contemporary plays. He's written modern versions of *Antigone*, *David and Goliath*, *The Homecoming of Odysseus*, and *Medea*. But he had never worked with one of Shakespeare's plays until *Overtime*.

"The title *Overtime* refers to three things," Gurney says. First, "It's as if Shakespeare's game goes into overtime. In many sports, overtime is a period where the rules may change a little, and the clock is ticking a little faster."

Second, "Things change drastically over time," the playwright explains. "What was true in Shakespeare's time is very different in ours."

And third, "It's anachronistic. The play takes place simultaneously in Venice and the United States, in the 16th and the 20th centuries. So the time in the play is a kind of overtime."

Overtime is something of a departure for Gurney. It has a larger and

more diverse cast of characters than the author has worked with before, and it's not as tightly constructed as some of his other plays. Says Gurney: "I wanted to give it a kind of Shakespearean sprawl."

Gurney will be working with director Nicholas Martin on MTC's production of *Overtime*. Martin will also be returning to MTC for the production, having directed *Full Gallop* on Stage II earlier this season. Martin also directed Jonathan Marc Sherman's *Sophistry* at Playwrights Horizons, and most recently Ron Nyswaner's *Oblivion Postponed* at the Second Stage Theater.

Playwright and director collaborated on the world premiere of *Overtime* last summer at San Diego's Old Globe Theatre. "We did a lot of work on the play during that production," Gurney says. "and I've continued to work on it since."

MTC's audiences can enjoy Gurney and Martin's work on Stage II starting February 13th.

—Paige Evans

Nicholas Martin is enthusiastic about directing A.R. Gurney's *Overtime*. "Gurney has been brave enough to step out of his usual concerns and confront today's notions of racial and sexual stereotyping. This is the first time that a playwright has been willing to take on this subject matter in a way that is generous and probing."

Martin sees the play as continuing in Shakespearean tradition and says "it is fun to spoof that while still preserving the integrity of the characters." Martin continues, "It is also fun to see a Shylock who is like a Shaw character and who actually solves the problems in the play."

The Cast of *Overtime*



Marissa Chibas



Josh Hamilton



Nicholas Kepros



Joan McMurtrey



Michael Potts



Manhattan Theatre Club Thanks SYMS

Manhattan Theatre Club is delighted to announce the support of SYMS. SYMS President Marcy Syms joined the Manhattan Theatre Club Board of Directors in June, 1995 after several years of attending MTC Productions. In addition to supporting MTC with a cash contribution, SYMS has provided select costumes for MTC productions.

Marcy Syms said, "SYMS is interested in supporting organizations of quality over the long term. Manhattan Theatre Club is a highly acclaimed theatre company I have long respected. By providing MTC with costumes for *Blue Window* and other productions, SYMS is both able to support MTC and have visibility with the MTC audience. We hope that by supporting MTC in this way that loyal MTC audience members will be interested in patronizing SYMS."

PATRONS EVENTS

Tuesday, January 30th—*Blue Window* by Craig Lucas

OR

Wednesday, February 14th—*Blue Window* by Craig Lucas

Pre-performance dinner at the RIHGA Royal Hotel, 151 West 54th Street (between 6th and 7th Avenues), will begin at 6:00 PM.

Thursday, April 11th—*Seven Guitars* by August Wilson

Walter Kerr Theater, 219 West 48th (between Broadway and

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CLOTHING

AN EDUCATED CONSUMER

25 Snappy Comebacks to "Why Aren't You Married Yet?"

*By Linda Sunshine
and Rob Potter*

1. "You haven't asked yet."
2. "Mel Gibson is taken."
3. "What? And spoil my great sex life?"
4. "I look awful in white."
5. "Because I love hearing this question."
6. "Just lucky, I guess."
7. "It gives my mother something to live for."
8. "My fiancé is awaiting his parole."
9. "I'm still hoping for a shot at Miss America."
10. "Do you know how hard it is to get two tickets to *The Phantom of the Opera*?"
11. "I'm waiting until I get to be your age."
12. "It didn't seem worth a blood test."
13. "I already have enough laundry to do, thank-you."
14. "Because I think it would take all the spontaneity out of dating."
15. "My co-op board doesn't allow husbands."
16. "I'd have to forfeit my billion-dollar trust fund."
17. "They just opened a great singles bar on my block."
18. "I wouldn't want my parents to drop dead from sheer happiness."
19. "I guess it just goes to prove that you can't trust those voodoo-doll rituals."
20. "What? And lose all the money I've invested in running personal ads?"
21. "We really want to, but my boyfriend's wife just won't go for it."
22. "I don't want to have to support another person on my paycheck."
23. "Why aren't you thin?"
24. "I'm married to my career, although recently, we have been considering a trial separation."
25. *Bonus reply for single mothers:* "Because having a husband and a child would be redundant." ■



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ISRAEL BOND NEWS

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Rabin joins in June cash campaign

More than \$5 million was produced at a Greater New York Israel Bond Cash Mobilization Luncheon with former Israel Prime Minister Yitzhak Rabin. Shown above with Mr. Rabin, who last served as Israel's Defense Minister, is David H. Zysman (left), vice president for development of Yeshiva University, who presented the noted Israeli with a check on behalf of the University for the purchase of \$2 million in Bonds. With them (center) is Marcy Syme, president and chief operating officer of Syme Corporation and campaign chairman of the Bond Organization's Greater New York Commerce and Industry Division, who presided as chairman of the event. In photo at right, Martin Prince of New York (seated, right), a national vice chairman of State of Israel Bonds and its national cash chairman, welcomes Mr. Rabin to the luncheon.



Plumbing Industry event to honor Bishop, Mindel

Peter J. Bishop, business agent of Plumbers Local Union No. 2, and heating and plumbing contractor Samuel Mindel will be the guests of honor at an industrywide testimonial luncheon under the auspices of the Plumbing Industry Division of State of Israel Bonds on Tuesday, June 26, 12:00 noon, at The Pierre.

Ambassador Meir Rosemont, Israel's former chief envoy to the United States, who serves as president and chief executive officer of the Israel Bond Organization, will be the principal speaker.

Herbert Greenberg, president of the Greene Mechanical Corporation, is general chairman of the tribute. Jack Weisler is plumbing suppliers chairman.

Morris Ostina, a founder of the Plumbing Industry Division, is chairman emeritus of the tribute.

Peter Bishop has served as business agent of Plumbers Local Union No. 2 since 1981. He is presently a trustee and member of the union's pension committee, and has also served as vice president and as a member of the Plumbing Arbitration Board and Finance Committee.

A member of Local No. 2 for the past 37 years, Mr. Bishop is a graduate of the Apprenticeship Program, became a journeyman plumber and then quickly rose to the position of foreman. He later served for several years as a superintendent.

Mr. Bishop is a past chairman of



Peter J. Bishop

the Plumbing Industry Division and was a recipient of the Neger Award in 1984. He is the vice commander of the American Legion Plumbers Post 1138, and is involved in a wide variety of other civic endeavors.

These include the Huntington Boys Club, St. Elizabeth's Church in Huntington Station and the Organization for Rehabilitation through Training (O.R.T.), which designated him as "Man of the Year" in 1985.

Samuel Mindel is president of Hydraulic Plumbing and Heating Corp., a major heating and plumbing contractor for the Greater New York area. He is currently a member of the New York City Plumbing Contractors Association, active on many of its committees, and was associated with the Brooklyn-Queens Plumbing



Samuel Mindel

Contractors Association from 1962-1988.

Mr. Mindel has been an involved participant in the Israel Bond program for 25 years, serving as Bond chairman for Temple Torah in Queens from 1965-1968, for the plumbing industry in 1975 and for the Cracow Society from 1985 to the present time.

Honored previously by the Plumbing Industry Divisions of Israel Bonds and UJA, he has also been cited by the Hebrew Academy of Nassau County and Yeshiva University. Mr. Mindel's other interests include service on the Brookdale Hospital Associate Board and as co-chairman of the Queens Center Association and the Queens Heart Association.



David Childs salute nets \$2 million

Architect David M. Childs, partner at Skidmore, Owings & Merrill, was the recipient of the Gates of Jerusalem Medal at a recent tribute luncheon in his honor sponsored by the Architects, Designers and Engineers Division of State of Israel Bonds, which produced close to \$2 million in investment capital for Israel's economic development. Pictured above: Peter S. Kalikow (right) of H.J. Kalikow & Co., Inc., general chairman of the Real Estate and Construction Division of Israel Bonds, making the medal presentation to Mr. Childs. In photos below, from left: Howard Lazar of NICO, Inc., campaign co-chairman, welcoming guests to the luncheon at The Pierre; Marvin A. Mass of Cosentini Associates, campaign co-chairman, and Mr. Childs. Other participants included Howard M. Brandston of H.M. Brandston & Partners, Inc., luncheon chairman; Richard Korchien of ODA/Environetics, Inc., executive committee chairman, and Larry A. Silverstein of Silverstein Properties, Inc., who called the roll of honor.



Norman Kurlan named N.Y. Soviet Aliyah chairman

Norman J. Kurlan, prominent New York civic and communal leader, who was formerly associated with Bear Stearns & Co. and is now president of his own investment firm, has accepted the position of Greater New York Soviet Aliyah Chairman of State of Israel Bonds.

In his new position of leadership, Mr. Kurlan will head the special campaign in the five boroughs of New York and in Westchester, Nassau and Suffolk Counties to assist Israel in its historic program of absorbing Soviet Jewish immigrants.

Mr. Kurlan has been active in the Israel Bond program since the mid-1980s. Last year, as in 1986, he served as a delegate on missions to Israel for Israel Bonds. He assumed the chairmanship of the Greater N.Y. New Leadership Division in 1985, a position he held for two years.

During his tenure in office, New Leadership enjoyed a ten-fold increase in the number of individuals who purchased Israel Bonds in denominations higher than \$1,000. He also increased the Sabra Society membership in the New York area from 50 to more than 300 in that same period. The Sabra Society is an honor society of young professionals and executives who purchase \$1,000 or more in Bonds annually.

In addition to his activities on behalf of Israel Bonds, Mr. Kurlan is active in promoting the goals of the Simon Wiesenthal Center, of which he is chairman of its New Leadership Society and an active member of its board. He also sits on the board of the Coalition to Free Soviet Jews.

During the past few years, Mr.



Norman J. Kurlan

Kurlan has been a United States-based delegate on missions for U.S. and world Jewish causes and has traveled to the Soviet Union, Ger-

many and Switzerland.

In 1987, he was chairman of the Simon Wiesenthal Center's New Leadership Mission for Remembrance and Renewal to Warsaw, Cracow, Prague and Budapest.

His activities prompted the New York City Council to proclaim Norman J. Kurlan Day on June 20, 1988 in recognition of his extraordinary record of support for Israel and the Jewish community. City Council President Andrew Stein presented Mr. Kurlan with a citation for his outstanding accomplishments at an Israel Bond event attended by over 450 individuals.

An avid photographer, Mr. Kurlan has a special interest in Jerusalem's Israel Museum, where he serves as a member of its Photography Committee and is an international patron.

Marlene Post to head L.I. Division

Marlene Post, national chairman of Young Judea, the largest Zionist youth movement in the United States, has accepted the post of general



chairman of the Long Island Division of State of Israel Bonds. A member of the national board and the executive committee of Hadassah, Mrs. Post is a past president of the Conference of Jewish Organizations of Nassau County and was the first woman president of Temple Judea of Manhasset. She serves as a national vice president of the American Friends of the Israel Sports Center for the Disabled and has chaired major appeals and served on the boards of UJA, Federation, Israel Bonds and many other local and national community service organizations.

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APRIL 13, 1987 \$1.50

People

weekly

Here is a guaranteed all-you-would-care-to-know brief about the underwear **Robert De Niro** will wear in *The Untouchables*, due in June. When we last checked in on De Niro, he had gained 40 pounds in order to play mobster **Al Capone**. He was also listening to tapes of Capone to pick up his inflections. But to truly get into a character one has to walk a mile in his moccasins—or step into his shorts. So De Niro went to Capone's underwear makers, A. Sulka & Co. in New York, for silk shorts just like the ones Al used to wear. According to vice-president **Michel Kramer**, the boxer shorts were of the following cut and design: "They are the French-back type. The yoke is button-front and there is an adjustable band in back." Kramer would not reveal



Robert De Niro gets debriefed on unmentionables.

the size, but he did offer a hint. "Remember," said Kramer of Capone, "they called him Big Al. Well, Big Bob also got silk pajamas and some shirts, as well as a maroon silk-brocade robe, monogrammed—just like Al's."

Dec 8 scrapbook8
13
elr
Al

Summit Is Here Today, but Is Irwindale Next?

I sense it's going badly. Can you feel it, too? It's slipping away from us, isn't it? We've lost so many things here: the Senators twice, soccer so many times, the ABA, the USFL. We even lost the Cracker Jack game.

Now we get a chance of a lifetime, a really big time event like The Summit. And we're going to lose it, too, aren't we?

They'll move it. You'll see.

They'll take it somewhere else, someplace with skyboxes, and all we'll end up with is an Old Timer's Summit. Gromyko and Nixon. (It's always Gromyko. He's the Chris Schenkel of Soviet politics. Russia doesn't have many Old Timers. The others are either dead or slamming rocks in a gulag.

There's a bad pension plan in The Politburo. Rather literal on severance. Ask Boris "Bad Dude" Yeltsin.)

Gorbachev probably didn't want to come here in the first place. Would you, if you had to stay in the Soviet Embassy? Such a forbidding place. If the next Summit is in Phoenix, Gorbachev can stay at Embassy Suites and have free breakfast.

You think Gorbachev's having a good time so far? That treaty signing didn't look like a lot of laughs. (Was Eric Dickerson there? He hasn't signed anything this week.) And the formal greeting? Borrrring. Continentals? Howitzers? That's entertainment? That's no numbers at all. Channel 5's "Bewitched" blew it out of the

tub. David Wolper's out in Beverly Hills having breakfast at Nate N' Al's, totally hysterical, doubled over in the sturgeon.

So what's on the agenda now that it's party time? Raisa going shopping with Sallie Melendez? (As long as we're making fashion statements, Gorbachev's much better styled than the average Soviet pol who looks like he gets his clothes at a tractor swap. But somebody ought to take him up the Pike to Syms for a suit.)

I'm sensing Washington can't give him what he wants in a Summit. New York has The Russian Tea Room. Vodka, blini, caviar. What do we have? There's an awful

See KORNHEISER, D6, Col. 4

The Summit Is Washington's to Lose

KORNHEISER, From D1

lot of pressure on Mel and Duke to whip up some serious borscht.

Say Gorbachev wants two tickets to the Redskins game? No can do, Mik, it's Dallas week. Jerry Buss in L.A. would probably give him The Forum rent free for a night, like he does with Kareem. Will Abe Pollin cut him the same deal at Capital Centre? Does Gorbachev have enough time to drive all the way out there? Does that stretch Zil have a big enough gas tank? Does he have enough money for parking?

I worry about these things.

I worry that in the next Summit Gorbachev will demand a piece of the action on T-shirts, parking and concessions. What if he wants a domed Summit? Who does he think he is, Jack Kent Cooke?

I worry that the networks will ruin it for us. Gorbachev will go on "The NFL Today," and The Greek will make an over/under on refuseniks. Or Brent, with his typical foaming enthusiasm, will set the scene for "that big shootout in Afghanistan." I worry Rick (Doc) Walker will try to get Gorbachev on TV wearing a baseball cap advertising Walker's Scoreboard Lounge.

I worry about Don King. He could steal The Summit from us. Tempt Gorbachev with "a thronization, a bejeweled sceptre, a crown and other fabulous doo-dads." Bring the whole deal out to Las Vegas, hold it in the parking lot at Caesars Palace, have ring girls hold up the number of missiles both sides have agreed to reduce.

I worry about Cincinnati. It has the Reds.

I worry about Al Davis. Why couldn't they hold The Summit in Irwindale? How many gravel pits

are going to be inconvenienced? Let me know if you hear Gorbachev say, "*Tolko vigray, devochka.*" That's Russian for "Just win, baby."

I worry about Dallas. What if Gorbachev wants to play in the NFL? He'd be the youngest man on the Cowboys defensive line. Bum Bright might make him player-coach, and tell Tom Landry to take his flex defense to Gorky.

I worry about Orlando. He can go there confident he won't be confronted by any human rights demonstrations. When was the last time you saw Goofy carry a sign?

There are cities I don't worry about: Like L.A. You think Gorbachev wants to spend a week being told, "You're beautiful, Gorby baby, don't ever change. Have your people call my people. We'll do lunch. I'll send you to my aerobics consultant. She'll tighten your quads, and validate your parking."

Atlanta. Enough already with Ted Turner.

Miami. The wrong Cubans.

Chicago. He wants cold, let him go to Siberia.

Philadelphia. They'll boo. Worse, if you cross the union line, they'll pop you in the mouth.

New Orleans. Sure it's got a dome, but how do you negotiate with people who say, "Who dat sey dey gon beat our Saints?"

San Francisco. Yeah, sure, Hummm Baby.

New York. He can't get across town. He'll have to take the subway. It's one thing to say you're a man of the people, but to actually ride with them? If he asks the wrong guy for a quarter, he can get shot.

But I sense we're fighting a losing battle here.

The Summit's going to leave, because everything leaves. It's the nature of the city. You're only one election away from the highway.

I have one request: Anywhere but Jacksonville.

AVENUE

**FIRST RUN
EDITION**

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NOVEMBER

■ An Italian Fantasy is tonight's annual dinner dance benefit for the Elder Craftsmen at Iperbole restaurant. Mrs. Silvano Soldaini is chairing the event, which begins with cocktails at 7 p.m. Elder Craftsmen works to educate, encourage, and advise older people in the making and selling of handcrafts. Tickets are \$150; juniors (30 and under) are invited after 9:30 p.m. for dancing and a champagne dessert, with tickets at \$50. 137 East 55th Street, near Lexington Avenue. For information, call 861-5260.

■ New York Medical College hosts its fourth annual Trustee Celebration dinner dance at the Waldorf-Astoria Hotel. George K. Cooney, CEO of EUE/Screen Gems Ltd., is chairman of the black-tie event, which begins with a 6:30 p.m. cocktail reception. The evening's honorees are Dr. Alvin Goodman, chief of nephrology at the college's Department of Medicine; Mr. Ray Heffernan, chairman of H.H. Brown Shoe Company, Inc.; and Mr. Martin Shea, senior vice-president of Morgan Guaranty Trust Company. Tickets are \$350. Park Avenue at 50th Street. For information, call 914-993-4550.

■ The Children's Blood Foundation of New York Hospital holds its 25th anniversary dinner dance tonight in the Starlight Roof Room of the Waldorf-Astoria Hotel. Sy Syms, chairman of the Syms Corporation, is this year's special honoree. The black-tie event begins with a cocktail reception at 7 p.m. Tickets are \$250. Park Avenue at 50th Street. For information, call 935-1840.

NOVEMBER 1987

stagebill

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Asbury Park Press

10/14/87

Walkers raise \$38,000 for diabetes

By SHANNON MULLEN
Press Staff Writer

THANKS TO 170 people who walked about 12½ miles in the rain Sunday, the Juvenile Diabetes Foundation is one step closer to finding a cure to a disease that affects millions of Americans.

The walkers raised more than \$38,000 at "On the Road to a Cure," the third annual 20-kilometer fundraiser sponsored by the foundation's Central Jersey chapter, based in Red Bank, and Syms clothing store, Woodbridge Township.

This year's walk — from Asbury Park to Spring Lake and back — involved more people and raised more money than each of the previous two years, said chapter President Marion Bontz.

"We improve with age," said Mrs. Bontz, Tinton Falls.

Last year, she said, 115 walkers raised \$23,000. The first walk raised about \$18,000 and involved 168 walkers.

"We were surprised so many peo-

ple turned out with the weather, but they came out in droves," she said. "We had a lot of tired, weary walkers struggle in at the end, but everybody was so excited about the amount (raised)."

Among the walkers were many men, women and children with diabetes, as well as an unidentified man who walked the entire route on crutches, Mrs. Bontz said.

Another of the walkers was Thomas Yaeger, a Jackson Township man who this summer visited all 135 chapters of the Juvenile Diabetes Foundation in the United States and Canada in his wife's sports car to raise money for and awareness of the disease.

Yaeger's wife, Renee, died of diabetes complications in January.

The money raised Sunday will support research efforts to find a cure for juvenile diabetes. "Juvenile" means that the sufferer's life depends on two or three daily injections of insulin — which enables the body to utilize sugars and other carbohydrates, Mrs. Bontz said.

Juvenile diabetics are of all ages,

but the disease usually begins abruptly before the age of 25. The ability to oxidize carbohydrates is lost, to a great degree. Insulin is not a cure, and countless complications — often fatal — can result from the injections.

Since the foundation was founded by a group of concerned parents 16 years ago, it has raised about \$40 million, Mrs. Bontz said. The foundation has 153 chapters worldwide, she added.

Those who raised \$500 or more through pledges Sunday are eligible for the grand prize: a one-week cruise down the Mississippi River on the Delta Queen riverboat. Those who raised \$150 or more can win other prizes, including tickets to a Broadway show and two footballs autographed by the New York Giants — "the real ones," Mrs. Bontz said.

Walkers have until Thanksgiving to turn in their pledges. The drawings are scheduled for Nov. 22.

"We're just so thrilled with this. People are really starting to know who we are, which is important because this is a devastating disease," Mrs. Bontz said.



50 YEARS OF TANGLEWOOD

summer 1987

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Anonymous (49)

DOERS PROFILE

Herb White

Occupation

Restaurateur-
entrepreneur

Birthday

July 6, 1935

Hometown

New York City

Marital Status

Divorced



Self-Portrait

A work in progress

Motto

They can who think they can

Latest Feat

Grandfatherhood, courtesy of 10-month-old Whitney Quinn Schneider/White

Walter Mitty Fantasy

Enough time to fulfill all my fantasies

Inspiration

Parents with social conscience, a sense of history, appreciation for the arts, time to do for and talk to everyone

Bad Habits

Eating too much, too often

Pet Peeve

Self-righteous ignorance

Luxury Defined

Having a party at my home catered by Franklin Chow

Restaurant

Herb's Restaurant on Rhode Island Ave. NW

Drink

Vodka on the rocks with a twist; white plonk

TV

Program

Charles Kuralt's "Sunday Morning"

Hobbies

Bringing people together to stir the community pot

Car In

Garage

A powder-blue, white-leather '75 Eldorado convertible; a '49 Packard limousine

Clothing

Store

Sym's for intelligent shopping

Books at

Bedside

"Hot Flashes" by Barbara Raskin;
"Dark Victory: Ronald Reagan, MCA and the Mob" by Dan Moldea

Last Words

Can I get another ticket for the merry-go-round?

Franklin Chow

How one pro plans to cope with a do-nothing Dow

If you want to make money in the stock market, the way to play is "rotate."

In other words, swing into what's likely to be the next hot stock group because the Dow Jones industrial average probably will be a deadbeat for the balance of the year.

That's the strategy of investment pro Rick Walton, who's ditching the hot high-tech and economy-sensitive groups (such as paper and chemicals) and moving into the consumer arena (namely, undervalued retailers).

"The beneficiaries of a better economy, including high-tech, have had it," he says.

Walton, 45, runs Morgan Grenfell Capital Management, the \$500 million U.S. investment arm of Morgan Grenfell Asset Management Inc., a London-based money management giant that handles \$25 billion of assets worldwide.

A FORMER partner at another giant firm, Forstmann Leff Inc., and a



DAN
DORFMAN

one-time analyst at Smith Barney, Harris Upham & Co., Walton has outpaced the investment crowd in his 12 years as a money manager. He's also beating the market in 1987.

That's because he got in early on those sizzling groups (high-tech, chemicals and paper); he also caught a number of takeover targets such as Gillette Co., JWT Group and Southwest Forest Products.

This year his average U.S. client — pension funds and a few wealthy investors — is up about 33 percent. In

contrast, Standard & Poor's 500-stock index is up about 28 percent.

In pitching consumer stocks, Walton argues they're cheap, based on 1988 earnings prospects. He finds many with a price-earnings multiple (the price divided by per-share earnings) of just 11 to 12 vs. almost 16 for the S&P 500.

SOME RETAILERS have run up sharply on takeover speculation, such as Dayton-Hudson and Federated Department Stores. But Walton still thinks several are excellent values — in particular, Best Products, Tiffany's and Ames Department Stores.

What's more, Walton rates Best and Ames as takeover targets. Both have repeatedly been mentioned in Wall Street's takeover rumor mill.

Picking the next hot stock group is a formidable task. Walton thinks, though, that three groups — all on his "watch list" — look especially promising.

They are brokerage firms (notably Salomon Bros. Inc. and First Boston

Corp.), insurance companies (particularly American International Group, Aetna Life & Casualty Co. and Travelers Corp.) and banks (namely First of Chicago and Norwest Corp.).

ASSESSING the market, Walton sees the Dow wrapping up the year in the 2,400 to 2,500 range — which is about where it is now.

He sees "a do-nothing Dow" for the balance of the year because of his view that many of its components, such as IBM, Bethlehem Steel, Alcoa and General Electric, probably are close to their peaks.

Individual stocks that Walton believes have the potential to show price gains of roughly 30 percent to 50 percent in the next 6 months to 12 months are AT&T, Black & Decker, Harley-Davidson, R.R. Donnelley & Sons, Coca-Cola Enterprises and Syms Corp.

Dorfman writes for Gannett News Service.

Rochester Times Union

6/29/87

Loren Romagnola

Consumer

In an earlier article we talked about oxidation stains resulting from food or beverage spills. In this article, we will examine other types of stains and what you can do to help your dry cleaner best help you.

Recognizing Problem Stains

Coffee and tea contain tannin, which may seem to disappear after the area is sponged, but removal is usually incomplete and the stain may appear at a later date.

Food colors in soft drinks and natural dyes in wines can cause blue, purple, red or black stains.

Tomatoes contain a natural staining substance, which is why spaghetti sauce causes problems. Mustard contains turmeric which is very stubborn.

Non-Food Stains

Ink, paint, nail polish and cosmetic stains are common and can usually be removed. It depends on the fabric type and the colorfastness of the dye. Special chemicals are needed, and some dyes and fabrics may not withstand their use.

Perspiration

Perspiration causes a different set of problems. Perspiration left in a silk garment can actually cause deterioration of the silk fibers. In other fabrics, repeated exposure to perspiration and body oils can develop into a permanent yellow discoloration and an objectionable odor. In addition, perspiration can react with the dye or sizing in the fabric, making it more difficult to remove stains.

Home Cleaning Remedies

Before you attempt to remove a spot yourself, you may wish to ask your dry cleaner for advice. Some home remedies can be harmful. For example, alcohol, such as that found in hair sprays could cause permanent color loss. Always test a unexposed area before using a spot removal agent.

Your Dry Cleaner Is An Expert

He or she has the equipment, the chemicals and the training to know which techniques work best. Although not every stain can be removed, your dry cleaner can restore most garments to

Dade notables' chic clothes hotter than they realized

By LISA GETTER
And JOAN FLEISCHMAN
Herald Staff Writers

Some of Dade County's most prominent and nattily dressed politicians and lawyers have been wearing stolen clothes.

The list includes County Manager Sergio Pereira, who considers clothes his "vice," and statewide prosecutor John Hogan, whose two "hot" suits are now evidence in a Miami Police Department case against a clothier.

"I had no knowledge whatsoever that the merchandise could have been stolen. I don't think anyone who went there could have imagined it," said Pereira, who has bought suits from the clothier for years.

"I don't remember all the details

but I bought two suits for \$125 apiece," Hogan said. "Obviously, I turned them in when I found out there was a problem."

They — and dozens of others, including Miami City Commissioner Rosario Kennedy — bought the clothes from Emeterio Marino Pijeira at a white duplex, where racks of suits, dresses, ties, belts and shoes filled every room, including the kitchen. Marino didn't accept credit cards and charged no sales tax.

"We discovered suits that said Bloomingdale's, Lord & Taylor, Burdines," detective Rafael Martinez said in a deposition. "These suits still had their price tags on it. It kind of arose our suspicions."

Miami police raided Marino's

Please turn to CLOTHING / 4A



Sergio Pereira: 15 of county manager's suits impounded.

Miami Herald 6/2/87

Dade notables' chic suits hotter than they realized

CLOTHING / from 1A

duplex at 3218 SW 23rd Ter. on Feb. 3 after businessman Ramiro Arango recognized a handmade suit stolen from his shop. He bought the \$850 suit at the duplex for \$150. Police seized 972 suits, dresses and a customer list that read like a local Who's Who.

Marino, 57, has been charged with racketeering, 22 counts of grand theft, 23 counts of dealing in stolen property and failure to remit taxes. Police have also charged Pedro German Nunez, 52, a salesman at the duplex, with grand theft. Police say the clothes were stolen from stores throughout the country.

It was not Marino's first arrest. Marino pleaded guilty to dealing in stolen property in connection with an electronics store burglary in 1983. He was sentenced to probation.

Most of Marino's prominent customers say they first learned that the clothes were stolen when they read of Marino's arrest in The Herald, or when investigators called to question them.

Dade State Attorney Janet Reno has asked Gov. Bob Martinez to appoint a special prosecutor to handle the case, which she described as a "large-scale fencing operation."

She said in a letter that she wanted to "avoid any appearance of conflict" because Hogan is her former chief assistant prosecutor for the felony division.

Marino used to own a clothing shop in downtown Miami within walking distance of the courthouse. He could not be reached for comment. His assistant public

defender refused to discuss the case.

"This man for years has been dressing the city of Miami; everyone knows it," Arango said. "He used to say he was dressing many politicians and even members of the state attorney's office."

Commissioner Kennedy shopped at Marino's duplex twice.

"I heard about it from friends of my kids. Kids are always looking for bargain prices," she said. "There are so many of these discount places I didn't think twice."

She bought two suits for her son at \$150 each and a jacket for her father. She brought one suit with her when state attorney's investigators questioned her.

Samit Roy, director of the city of Miami's computer department, learned of the duplex from Pereira. Roy referred questions to his attorney, Richard Sharpstein.

Roy purchased a "number of suits," Sharpstein said. He paid by check. "It was an unknowing and unwitting involvement. He's thoroughly embarrassed by any implication of criminal wrongdoing."

Criminal defense lawyer Mitchell Bloomberg, who represents accused Hialeah corruptor Alberto San Pedro, recommended Marino's duplex to Hogan during the pretrial hearings in the San Pedro case. Bloomberg would not comment.

Pereira — who referred "a bunch" of people to the duplex, including his executive assistant, Charles Scurr — said he used to shop at Marino's downtown men's store. About a year ago, Marino told him he had moved his business to the duplex.

"The place was always full of

people," Pereira said. The county manager — whose mother was the buyer for a Christian Dior salon in Cuba — said he never questioned Marino's bargain prices because clothes have such a high mark-up.

Pereira said he paid between \$135 and \$200 a suit, but couldn't estimate how many he had bought since his closet is so full of clothes. Police have now impounded 15 of his suits.

Hogan said he didn't even get a bargain. "I later found out the same suit I bought was selling for less at Syms."

Pereira said he never saw clothes with department store tags on them.

"This is not like a guy you never went to who says, 'go in through the back door,'" Pereira said.

Besides, Pereira said, even police officers shopped there. He said he recommended the duplex to Miami Beach City Manager Rob Parkins, but Parkins never went.

County Commissioner Barry Schreiber said he used to shop at Marino's downtown shop and visited the duplex once for 10 minutes. "I was at the duplex but I don't ever recall buying anything there," he said.

Said Sharpstein: "It's not the crime of the century. Wasn't it Woody Allen who said that in his family it was a crime to buy retail?"

Miami Police Lt. Bob Sullivan doesn't find it amusing: "There's a difference in retail, wholesale and stolen. Economics is the barometer. If you know that Burdines has something for \$800 and you can buy it for \$102, something's wrong."

An Educated Consumer

In an earlier article we talked about the booklet published by the Federal Trade Commission entitled "Whats 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.

RETAIL NEWS BRIEFS

Syms, an off-price men's and women's apparel chain, moved into its new headquarters in Secaucus, N.J. in March. The 300,000-square-foot building contains Syms' executive headquarters, a warehouse, distribution center and retail store. Management says the new distribution center will provide warehouse and distribution support for at least 40 stores. The chain operates 19 units, including a 44,000-square-foot store that was scheduled to open in April in North Randall, Ohio, which will serve the Cleveland market. A 44,000-square-foot store is scheduled to open in Southfield, Mich. in May and a 55,000-square-foot store is planned in Atlanta, opening in September. Previously the company had two distribution centers, in Lyndhurst and Cherry Hill, N.J., with a total of 150,000 square feet.

Ross Stores, Inc. says it has raised \$16.5-million for a private placement of about 2.7-million common shares and also arranged a new \$50-million revolving line of credit with its banks. Ross says proceeds from the stock sale will be used for general corporate purposes. The moves come in the wake of a management shake-up and the company's announcement that it would close 25 of its stores, mainly in the energy-depressed Southwest. Ross estimated earlier that it would have a non-recurring pretax charge of about \$40-million as a result of the closings and an after-tax loss of about \$42-million for fiscal 1987. Of the 25 stores being

with its more-upscale value-oriented division, Seville, Ltd. -- has more than 20 stores in 13 states. The Arlington store is the company's fourth unit in Texas.

Jamesway Corp. has scheduled openings in May for stores in Newberrytown, Pa., and Eldersburg, Md. The discount department store chain, with more than 102 units, plans to open 20 stores in the Southeast and Northeast this year. Jamesway stores, which average 51,500 square feet, are typically located in conventional strip centers and malls.

Stop & Shop Companies says it will eliminate 450 jobs over the next few months as part of a cost-cutting plan aimed at saving about \$14-million annually. As reported in last month's *Value Retail News*, the company is closing its Almys Department Store chain in May to focus on its core business, Bradlees Discount Department Stores Co. and Stop & Shop Supermarket Co. The two latter chains are found in many value-oriented strip centers. Of the 450 jobs, about 170 will be terminated; the remainder will be eliminated through attrition. Cuts primarily will affect middle management positions at Stop & Shop's three central offices and some regional of-

fices. The cost-reduction strategy will also include moving Stop & Shop's corporate office in North Quincy, Mass. to the headquarters of its Bradlees Department Store division in Braintree, Mass. by the end of the summer. The central office of Stop & Shop Supermarkets division will remain in North Quincy.

Fullerton, Calif.-based HomeClub Inc., a chain of value-oriented home improvement centers, in April opened its third Colorado store. The unit, in Englewood, a suburb of Denver, is 92,000 square feet plus a 5,000-square-foot (See More Retail Briefs, page 7)

An Educated Consumer

In an earlier article we talked about the booklet published by the Federal Trade Commission entitled "Whats 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

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Where To Find Out More

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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

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

WEST PEABODY

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

Open weekdays 'til 9 PM

Saturday 'til 6:30 PM

Sundays from Noon 'til 5:30 PM

Closed Mondays

An Educated Consumer

Stains on clothing are a problem, but dry cleaners can help. They have the equipment and training to remove many stains easily. With these care hints you can help the dry cleaner do a better job for you.

Invisible Stains

Often when a beverage is spilled, the moisture is blotted up and after drying there is no visible stain. But later on, with exposure to heat or with the passage of time, a yellow or brownish stain appears. This is caused by the oxidation of sugar found in most beverages from lemonade to ginger ale to champagne. It's the same process that turns the core of an apple brown when exposed to air. The dry cleaner can do a better job if you point out such spillage. Sugars are not removed by dry cleaning solvents alone, but must be removed at the spotting board first. Otherwise the heat of aeration or pressing may bring out the hidden stain, making it much more difficult to remove.

Oily Substances

Another type of oxidation stain occurs when an oily substance is exposed to heat or ages in a garment. The oil usually follows the fabric fibers to create an irregular cross. It can be successfully dry cleaned unless left to oxidize. Once it becomes yellow or brown, it is more difficult to remove.

How Can You Help?

- Never put a garment away with spills or stains on it. The warmth of a closet and exposure to light can set a stain.
- Bring in a stained garment as soon as possible to prevent the stain from setting.
- Don't try home spot removal with either water or cleaning fluid without testing for colorfastness. Wet an unexposed area and blot dry to make sure color is fast.
- Never rub a stain, especially on silk. Blot the stain to remove it without spreading the stain and damaging the fabric.
- Inform your drycleaner of any specific stains and procedures you have used even if stains are invisible.
- Never apply heat. All stains should be completely removed

CREDIT

Stanley Blacker Receives \$4.5 Million in Financing

NEW YORK (FNS) — Stanley Blacker, Inc., a large manufacturer of men's and women's apparel, said Thursday it had obtained \$4.5 million in new financing.

The company said the new private financing, a six-year term loan, was personally arranged by its chairman, Stanley Blacker. The financing is subordinated to the company's factor, CIT/Meinhard Commercial and to trade creditors.

The company said the new money would be used to provide additional working capital and to

facilitate "expansion of several of Blacker's established divisions."

A spokesman for Blacker said the new arrangement was in place of a previously reported agreement with Schottenstein Stores Corp. That deal called for Schottenstein to provide about \$5 million in loans in exchange for stock in the company.

Blacker did not disclose the source of the new financing. However, according to market reports, the lender is a major apparel retailer based in the metropolitan area.

CONSOLIDATED TRADING

MARKET INDICATORS

TUESDAY, JUNE 2, 1987

N.Y.S.E. Issues Consolidated Trading

Dow Jones Stock Averages

	Open	High	Low	Close	Chg.
30 Industrials	2287.47	2306.42	2280.62	2278.27	-10.81
20 Transports	949.37	975.29	959.33	966.58	+4.15
15 Utilities	195.47	196.97	193.00	194.61	-1.21
65 Stocks	858.79	865.37	848.99	855.61	-3.94

S&P. Index

High Low Close Chg.

400 Indust	227.67	233.04	224.97	-1.38
20 Transp	225.64	232.38	223.24	-0.81
40 Utilities	189.44	192.79	188.84	-1.82
40 Financ	28.18	27.77	27.90	+0.14
500 Stocks	270.94	286.92	288.46	-1.37

N.Y.S.E. Index

High Low Last Chg.

Composite	163.72	163.35	162.77	-0.21
Industrial	199.59	198.45	198.45	-0.73
Transport	143.45	142.89	142.90	-0.49
Utility	71.98	71.47	71.47	-0.53
Finance	146.68	145.70	145.74	-0.80

Amex Issues Consolidated Trading

Market Value Index

High	Low	Close	Chg.
226.34	225.05	225.46	-0.66

Volume Comparisons

Day's Sales	10,550,085
Monday's Sales	10,235,915
Year Ago	11,179,100
1987 to Date	1,491,788,900
1986 to Date	1,387,403,649

Market Diary

	Today	Prev.
Advanced	241	287
Declined	345	285
Unchanged	226	249
Total Issues	812	821
New highs	38	12
New lows	12	8

Most Active

	Vol.	Last	Chg.
EchoStar	399,300	36 1/4	+ 1/4
WangLab	477,700	10 1/4	- 1/4
Wicks	403,200	3 1/4	- 1/4
TurnerBrd	256,700	21 1/4	- 1/4
AltairCo	250,400	31 1/4	+ 1/4
LorimerTel	240,600	3 1/4	- 1/4
TIE Comm	238,000	4 1/4	+ 3/4
BAT Ind	272,700	9 1/4	- 1/4
Deemed	216,700	1 1/4	- 1/4
Amatrol	196,500	2 1/4	- 1/4

Changes—Up

	Last	Chg.	Pct.
SwiftEngy	14 1/4	+ 2	16.0
Ockley	12 1/4	+ 1 1/2	12.8
PopeVan	2 1/4	+ 1/4	12.5
SteeleOld	16 1/4	+ 1 1/4	10.7
WellsAmer	2 1/4	+ 1/4	10.0
TIE Comm	4 1/4	+ 3/4	9.1
Johnson Pd	3 1/4	+ 1/4	8.3
TPA, Amer	3 1/4	+ 1/4	8.3
ABM Gold n	8 1/4	+ 3/4	8.2
Barnwell Ind	12 1/4	+ 1/4	7.4

Changes—Down

	Last	Chg.	Pct.
Acme Prec	3 1/4	- 3/4	16.7
CardisCo	3 1/4	- 3/4	10.5
LillyEl	2 1/4	- 1/4	10.5
TubosMex	2 1/4	- 1/4	9.1
YankeeCos	2 1/4	- 1/4	8.7
Semtech	4 1/4	- 3/4	8.6
Alfin S	4 1/4	- 3/4	8.1
ZimmerCorp	2 1/4	- 1/4	6.9
Portage n	5 1/4	- 1/4	6.7
YankeeCos of	3 1/4	- 1/4	6.7

Over-the-Counter Nasdaq Quotes

Index

	Close	Week Ago	Month Ago
Index	413.60	1.61	411.44
Composite	442.05	2.35	441.92
NMS Comp	176.64	0.45	175.70
NMS Inds	168.50	0.95	168.47

Market Diary

	Adv.	Dec.	Unch.	Total
Advanced	993			
Declined		1,217		
Unchanged			2,478	
Total Issues				4,688
New highs	95			
New lows	75			
Total sales	136,172,600			

Most Active

Name	Volume	Last	Chg.
Genetic	5,622,300	36 1/4	- 1/4
Calson	2,429,200	24	- 1/4
Intel	1,821,600	39 1/4	- 1/4
EveCare	1,768,500	2 1/4	2 1/2 - 1/4
Seagate	1,062,800	43	- 1/4
ZZBest	1,062,200	6 1/4	- 1/4
Autokin	1,055,400	24 1/4	+ 1/4
Inteph	1,051,600	34	+ 1/4
Cred s.	925,400	8 1/4	- 1/4
Niracva	463,500	3 1/4	2 1/2

Changes—Up

	Last	Chg.	Pct.
VideoJuke	2 1/4	+ 1/4	26.7
StateWst un	2 1/4	+ 3/4	22.1
Cermatek	2 1/4	+ 1/4	22.2
Monocarb	4 1/4	+ 3/4	21.4
VideoJuke un	11 1/4	+ 2	20.5
Cleokohl un	4 1/4	+ 1/4	20.0
BaldwinLyn s	27 1/4	+ 3/4	18.9
Intem-Gam s	3 1/4	+ 1/4	16.7
PapayusGd wt	2 1/4	+ 3/4	16.2
Softech	2 1/4	+ 1	16.0

Changes—Down

	Last	Chg.	Pct.
FinfirstAlsk	2 1/4	- 3/4	20.0
Judy's	3 1/4	- 3/4	18.8
ConcordComp	8 1/4	- 1 1/4	17.1
GeneticLB	2 1/4	- 1/4	16.7
Transnet	2 1/4	- 1/4	15.4
KurzweilM	2 1/4	- 1/4	13.8
Symbionics	8 1/4	- 1 1/4	13.5
DiagVan un	8 1/4	- 1 1/4	13.2
LavTc un	2 1/4	- 3/4	12.0
ZZZZ Best	6 1/4	- 1	12.0

Other Indexes

NEW YORK (AP) — The Value Line index of 1,685 NYSE, American and OTC stocks was 258.12 Tuesday off 0.14 or off 0.28 percent from Monday's. A year ago the index was 245.27.

SANTA MONICA, Calif. (AP) — The Wilshire Associates' 5,000 Equity Index, the market value of 5,000 NYSE, American and OTC issues, was \$2,368.112 billion Tuesday off \$12.527 billion or off 0.40 percent from Monday. A year ago the index was \$2,329.575 billion.

Most Active

	Vol.	Last	Chg.
Monet w	3,904,800	9 1/4	- 1/4
Gillette s	2,435,100	27 1/4	+ 1 1/4
Harcourt s	2,235,800	56 1/4	+ 2 1/4
Union Elec	3,834,700	24 1/4	- 1/4
FourWtr	2,599,200	20 1/4	+ 1/4
Ohio Edison	2,877,600	20 1/4	- 1/4
GenElec s	1,958,900	52 1/4	+ 1/4
IBM	1,855,500	157 1/4	- 2 1/4
Amer T&T	1,794,700	25 1/4	- 1/4
AlephCo	1,740,400	84 1/4	- 1/4
MidSouth	1,727,200	17 1/4	+ 1/4
Ammanon	1,331,400	19 1/4	- 1/4
FuldaCy s	1,302,500	30 1/4	- 1/4
NatSemi	1,237,700	13	- 1/4
Lockheed	1,235,600	50 1/4	+ 1 1/4

Volume by Exchanges

Markets	Shares
NYSE	153,360,000
Pacific	5,617,700
Midwest	12,862,100
NASD	2,446,620
Boston	2,275,800
Cinci	949,100
Phila	2,511,900
India	18,200
Total	179,412,420

Volume Comparisons

Day's Sales	153,360,000
Monday's Sales	149,340,000
Year Ago	120,590,000
1987 to Date	19,142,891,180
1986 to Date	15,034,075,170

Market Diary

	Today	Prev.
Advanced	622	817
Declined	926	740
Unchanged	425	489
Total Issues	1973	1966
New highs	21	28
New lows	28	27

Up-Down Share Volume

	Advanced	Declined
N.Y.S.E.	41,625,500	81,819,800
Amex	1,561,910	5,192,935

Odd-Lot Trading

Purchases of 291,282 shares; sales of 208,647 shares including 1,298 sales sold short.

Changes—Up

	Last	Chg.	Pct.
ToddShip	8	+ 3/4	12.5
CalsonMng	2 1/4	+ 2 1/4	8.1
CatalystEn	2 1/4	+ 1 1/4	8.1
OrientExp	3 1/4	+ 1/4	8.0
ElusCo	18 1/4	+ 1 1/4	7.0
BANK-AM	11 1/4	+ 1/4	6.8
HeciaMng	19 1/4	+ 1 1/4	6.8
BesiPrsd	10	+ 1/4	6.7
PilgrmPrd n	12	+ 3/4	6.7

Changes—Down

	Last	Chg.	Pct.
Radice	5	- 1/2	9.1
NiSemt w	4 1/4	- 3/4	8.3
Armstrong	19 1/4	- 1 1/4	8.2
JerCe 8.12st	81 1/4	- 4 1/4	5.5
UdellPrd	20	- 1 1/4	5.3
UCCEL	47 1/4	- 2 1/4	5.2
TelecomCo	2 1/4	- 1/4	5.0
AGS Cpl s	19 1/4	- 1	4.9
DriveCo	17 1/4	- 1/4	4.8
Varity	2 1/4	- 1/4	4.8



Ambler Gazette *Kof Prussia* **Syms offers deals on design**

By Sandy Merritt

I hadn't realized until I pulled into the parking lot, that SYMS — the new designer label discounter — had taken over the old Valley Forge Sports Garden facility.

What a transformation.

Upscale clothes now hang on the balcony level where the clay tennis courts used to be. And the sweet smell of success has completely banished the yeasty odors of musty socks, worn sneakers and damp grit that I'd known in the past.

Linda's letter prompted my visit there last week.

She wrote: "My husband and I are sick of the conservative collegiate look. We've outgrown preppy. We're both young professionals who need to do something drastic with our wardrobes."

The Rydal reader asked, "How about featuring another store like the Jones of New York Fashion Outlet you wrote about a couple of years ago?"

She admitted having "champagne tastes on a chablis budget" and said she was primarily interested in "finding designer dresses and men's suits that normally retail for \$150 - \$300 — but at discount." The couple's price range, she conceded, was "about a third less than top dollar."

Linda and Syms are tailor-made for each other.

She's a lady who appears to know what she wants, is familiar with and recognizes manufacturer's labels — and has cravings that exceed her spending power. Syms is a store which routinely deals off-price breaks in designer name merchandise.

The place is tantalizingly visible on a hill to the left when traveling south on Route 202 beyond King of Prussia. It is nonetheless a little tricky to actually get there. My own solution was to leave Route 202 and approach the outlet on Route 252 South and then turn right at the light on Swedesford Road — the store's Valley Forge address. Your destination is about a half block beyond the intersection.

Women's and children's wear, shoes, gloves and fuzzy hats are arranged on racks and display tables all across the first floor — an area that used to accommodate a rather large skating rink.

Men's apparel can be found up a short flight of stairs on the former tennis level. Despite the complete renovation and attractive new decor, I tried to reorient myself to surroundings which used to be quite different. Based on what I recalled, men's shirts and shoes are arranged near the old basement lines, sportcoats and slacks at the nets — and suits and rainwear are (maybe) spread over the major playing surfaces and service boxes.

Name brands on that floor, most discounted by about 30-40 percent,

2/15/87

ner clothing

included such heavy hitters as Yves St. Laurant, Polo, Pierre Cardin, Oleg Cassini, Sergio Valenti, Givenchy, Bill Blass, Stanley Blacker and Hardy Amies.

Nearly all of the clothing items in the store carry colored tags, which designate size. Most tags also include the manufacturer's list price, the date the garment arrived at Syms, the original discount and any subsequent markdowns.

It was particularly easy to track the progress of reductions in one section of women's wear downstairs — where, according to the tags, prices seemed to be lowered on a regular 10-day cycle. Some of the brand names represented were Albert Nipon (Boutique), Eliza Scott silks, Kenry Classics and Laura Biagiotti suits.

There was an entire rack of queen-sized dresses, a modest collection of ladies' shoes (also color coded by size) and a bunch of winter hats, scarves and gloves offered at end of the season prices.

Shoppers who really know their designer merchandise will do very nicely at Syms. Educated consumers will be in a position to evaluate the potential savings.

Using the reader's own comparison, it will be possible to take advantage of chablis bargains in champagne merchandise there. Those on beer budgets, however, will have to be much more selective.

Syms (644-2000) is open weekdays until 9 p.m., Saturdays until 6:30 p.m., Sundays from 11:30 until 5:30 and is closed Mondays.

scrapbook

North Jersey

United States Football Association is seeking interested parties should alter Rasso at 827-0718. 10.

Melting away the winter blues

Weight-loss pro on call

By Robin Kamen

Staff Writer

Brian Heir's emergency line is busier than a fast-food place on a Saturday afternoon.

But no caller is threatening to eat an entire chocolate cake, so the founder of the Heir-enomics Emergency Weight-Loss Rescue Squad can leave his van bearing that slogan in the parking lot and grab a shower at his North Bergen apartment.

"The other day, a woman called, said she was going for the apple pie," he said recently. "I drove

over there so fast. She'd only had one piece, but still, it could have been very serious."

Heir-enomics is a combination of aerobics, meal planning, and morale boosting by the effusive Heir, a 29-year-old former accountant and sometime model. His target clientele are people whose cries for help have been muffled by the crunch of potato chips or the snap of flip tops. He is available for house calls 24 hours a day.

See MOTIVATING, Page C-14

"I love doing this," says Brian Heir. He's leading an exercise session, below, in Ridgefield.



Staff photos by Ed Hill

Motivating clients to lose weight

FROM PAGE C-12

"It doesn't matter to people whether I'm a nutritionist or a physiologist," said Heir, who has taken courses in both disciplines. "What matters is that I'm a professional motivator."

He made a 200-pound woman happy by telling her she wasn't overweight, just underexercised. "She starting yelling it out the window," he said. He said he calls his clients two or three times a week, to keep their spirits up.

He forbids use of the word "diet." "We eat right," he said.

When people don't stick to meal plans, he charges them with eating crimes and conducts mock trials. The sentence usually is exercise.

"When they tell me this is ridiculous, I tell them so is their eating crime," he said. "I hate when people feel guilty about food."

Since he trademarked the Heir-enomics name and started advertising three years ago, 150 men and women in New York and New Jersey, including Marcy Syms,

president of the Syms clothing chain, have become clients, he said. Heir also works with people who have eating disorders, including anorexia and bulimia. Clients help construct the meal and exercise plans. Fees per session range from \$35 to \$150.

Heir works out with Syms two mornings a week at her Fort Lee apartment. "It's amazing that he can be so cheerful at 7 a.m.," Syms said.

Other clients also remarked on, among other things, his disposition.

"He can make you forget your aches and pains," said Marie Foley, one of a group of five private school instructors in Ridgefield who exercise with Heir during their lunch hour. Said another instructor, "We think he's adorable."

Heir said it probably doesn't hurt business that he looks good in a pair of shorts. There are dozens of fitness plans and exercise instructors who make house calls, and success often depends on word of mouth.

Heir said he plans to move his office from his North Bergen home to a larger place in Fort Lee soon. His van and living room are crowded with the weights and other workout equipment some of his clients use.

The Heir-enomics founder grew up in Palisades Park, where he said he was a chubby kid who attended Weight Watchers meetings with his mother.

"I can empathize with these people," he said. "But I also have insight. I know when they say they ate one Yodel, they mean they ate the whole box."

After he graduated from Villanova University, he joined his father's North Caldwell accounting firm. In his spare time, he began developing an exercise regimen for himself and his younger brother, Doug, paralyzed from the chest down after a diving accident in 1978. Doug, an attorney and renowned wheelchair athlete, was pictured on a Wheaties box.

Heir eventually left his father's firm to develop Heir-enomics.

"I love doing this," he said. "I could do it 24 hours a day."