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New stores, 1981-1991, undated.

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SYMS SET TO OPEN FLAGSHIP

DNR 5/23/90

NEW YORK — When Syms Corp. throws open the doors to its new flagship Manhattan store next month, men's wear customers will find a cleaner, more spacious shopping environment.

Marcy Syms, president of the Secaucus, N.J.-based off-price retailer, said selling space in the new site on Trinity Place will occupy 45,000 square feet on five floors. The current store on Park Place — open since 1965 — has 30,000 square feet of selling space.

"The new store will have a very ample haberdashery department and an ample suit department," Syms explained. "It will also offer an expanded men's and women's shoe area and children's department. In general, the store will be much cleaner and lighter, which will lead to a more pleasant overall shopping experience. But the walls will still be painted black."

Syms said a change in the character of the area led the company to relocate.

She explained, "It was a very advantageous address when we moved in in 1965. But the area is much more residential today and we're not getting the same lunch-time crowd that we did in the '60s and '70s. Also, we don't own the Park Place building."

In 1989, the company reported net income rose to \$19.2 million, up from \$18.8 million the year before. Sales for the year topped \$300 million.

—JEAN E. PALMIERI

NY Times
6/17/90

SYMS

An Educated Consumer is Our Best Customer

June, 1990

Dear Consumer,

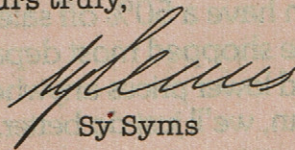
At Syms, we want to thank you for your 21 years of patronage at our Park Place store. During those years we went from 2 selling floors to 5. The store somehow expanded as we did. But now, we've simply outgrown that wonderful old building.

Thanks to your support, we're moving to a new, larger store near Wall Street at 42 Trinity Place. Syms Trinity opens this Thursday, June 21st with "Thank You" prices.

We still cannot honor national credit cards. However, we can now expand our extensive men's, women's and children's clothing assortments as well as shoes and accessories.

"Thank You" prices start this Thursday, June 21st at the new Syms at 42 Trinity Place.

Yours truly,



Sy Syms

Syms Trinity is about a block from the Rector Street Station on the Broadway IRT and the BMT, or the Wall Street Station on the Lexington Avenue IRT.

Our hours: Monday, Tuesday, Wednesday 8AM to 6:30PM, Thursday, Friday 8AM-8PM. Saturday 10AM-6:30 PM. Closed Sundays.

(212) 797-1199

Ex-Alpert's furniture store purchased by Syms Corp.

Syms Corp., a Secaucus, N.J.-based off-price clothier, has acquired the former Alpert's Warehouse Showroom off Sheridan Drive near the Eastern Hills Mall.

The 102,000-square-foot Clarence site was purchased for \$2.54 million from a Pittsburgh company. It has been vacant since 1985.

Syms, which currently is located in a 25,000-square-foot building at 7980 Transit Road in Williamsville, has been exploring a move for some time. Plans were submitted to the Clarence Planning Board in June for a 43,400-

square-foot building on Main Street near Transit just east of Culligan Lincoln-Mercury. Those plans were approved, a spokeswoman for the town clerk's office said.

David Bernard, a Syms spokesman, declined to comment on the purchase and the company's plans for the building, citing Securities and Exchange Commission regulations. Bernard would neither confirm nor deny the amount of the purchase. Further information will be available in the coming weeks, he said.

Syms store buys closed Alper's building

By JAMES FINK

Syms Corp., owner of the discount men's and women's clothing store, has acquired the former Alper's Warehouse Showrooms Inc. building in Clarence and may be crossing the street to do business.

While Syms officials are mum on plans, speculation in the local real estate and development industry is that Syms will move from its present Transit Road location to the massive Alper's site, less than one-quarter mile away. The Alper's store faces the J.C. Penney Co. Inc. store, an anchor in the Eastern Hills Mall.

David Bernard, Syms director of advertising, said the company will make an announcement about its intentions soon.

According to documents filed July 13 in

the Erie County clerk's office, Syms paid \$2.54 million for the 102,000-square-foot building located off Sheridan Drive near Eastern Hills Mall and Eastern Hills Racquet and Fitness Club. Syms acquired the company from S.I. Lasner Co. of Pittsburgh.

Syms has been scouting several locations in the Main Street and Transit Road area for two years. Last year it submitted plans to the Clarence Planning Board for a single-story, 50,000-square-foot building on Main Street near Susan Drive. But the planning board had questions about the store's architecture and in the interim the retail chain based in Lyndhurst, N.J., dropped its plans.

Syms has been in Western New York since 1980. It leases a 25,000-square-foot,

stand-alone store from Benderson Development Co. Inc. in the Fashion Square Plaza.

Randall Benderson, Benderson Development vice president, said Syms' lease expires in nine months.

"We weren't aware of this," Benderson said of Syms' purchase. "It is news to us. We haven't heard anything from them."

Fred Margosian, a Boston real estate broker who handled the deal, said Alper's through its parent company General Cinema Corp., constructed the building and then sold it to Lasner which in turn leased it back to Alper's.

Alper's closed its local store in 1988 when General Cinema decided to get out of the retail furniture business. Since then the

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BUSINESS FIRST (BUFFALO & WESTERN NY) JULY 30, 1990

Syms looking for store space for two years

Continued from page 1

building has been vacant and up for sale. Margosian said interest in the building, because of its proximity to Eastern Hills Mall and the heavily commercial Transit Road, had attracted a fair amount of interest.

"A lot of people came to the plate, but Syms was the only one to hit the ball and circle the bases," Margosian said.

Because of the building's size, local real estate speculation is that Syms will anchor the 102,000-square-foot structure and seek other retail tenants. The building has ceiling

heights up to 33 feet.

The current 25,000-square-foot Syms store, a one-time supermarket, is considerably smaller than the average Syms outlet. Discount Store News, an industry trade journal, reported the average Syms store has 45,000 square feet.

Syms is one of the country's largest off-price clothing stores, according to Discount Store News. Syms reported 1989 sales of \$301 million, up 6.4 percent from its 1988 sales of \$283 million.

The company is projected to add five stores this year, giving the chain 27 outlets.

SYMS

An Educated Consumer is Our Best Customer

August, 1991

Dear Consumer:

Our company is proud to announce the opening on August 29th of our new store in Glen Burnie on Ritchie Highway at the Beltway, with Get Acquainted prices.

At our store you'll never see the word "sale." There's never a reason for a sale because Syms represents, at off-price, over 200 world famous designer and brand names in men's, women's and children's clothing and shoes. We're off price all the time.

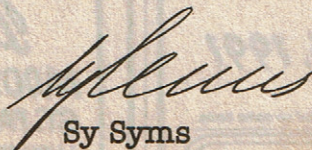
We protect the manufacturers we represent by never using their names in advertising. Their label is on the garment when you make your purchase.

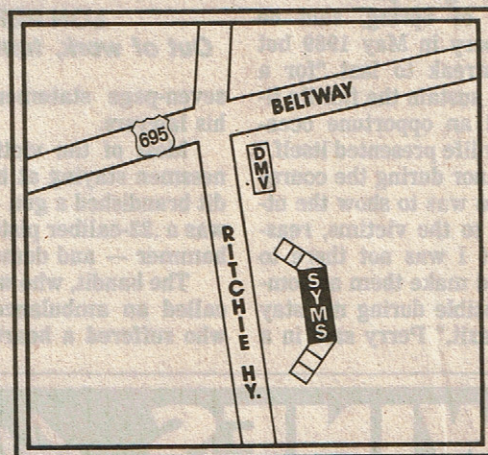
In our Women's Dress Department, we have a unique pre-dated automatic markdown price tag that shows you when and how much each markdown will be.

Because we're off-price we do not honor credit cards.

Get Acquainted prices start this Thursday, August 29th at Syms on Ritchie Highway at the Beltway in Glen Burnie.

Yours truly,


Sy Syms



We will be open Labor Day, Monday September 2nd.

Open Tuesday-Friday 10AM-9PM. Saturday 10AM-6:30PM. Sunday 11:30-5:30. Closed Mondays except certain Holidays.

(301) 761-1145

Glen Burnie becoming an off-price capital

■ Syms is the latest to join the area's discount-chain club.

By Kevin Thomas
Evening Sun Staff

While local planners, marketing strategists and anxious retailers struggle to turn their malls, town centers and shopping strips into unique hubs of commerce, Glen Burnie is stumbling upon its badge of distinction by accident.

The northern Anne Arundel County town that was dubbed "Chrome City" for its array of auto dealerships and repair shops is partly shedding that image in favor of discount warehouses, specialty stores and hypermarkets.

The list includes some of the most profitable discount chains in the nation, including Price Club, Office Depot, Sports Authority, Home Depot and Leedmark.

Their decision to descend on Glen Burnie has brought a new cachet to the town, along with spruced up shopping strips and brand new buildings.

The latest newcomer, in fact, stands to elevate Glen Burnie another notch.

Syms, the New Jersey-based retailer of off-price designer apparel, opens its first Baltimore area store today at the newly renovated Governor Plaza, next to the state Motor Vehicle Administration headquarters.

Marcy Syms, president and chief operating officer of the company, said, however, that the concentration of low-cost retailers in Glen Burnie is a negative for a chain that considers itself a cut above the discounters.

"Generally speaking, we would rather not be in an area where there are a number of off-price stores," Syms said. "We want to be a destination stop."

That theme appears to dominate the marketing strategy of the 31-year-old company, whose motto is, "An educated consumer is our best customer."

Normally located in free-standing stores that are not attached to a shopping strip or mall, Syms has cultivated an image of providing low cost with panache.

Eschewing the discount label, the chain



By Karl M. Ferron — Evening Sun Staff

Syms President Marcy Syms with her father, Sy, at the off-price retailer's new Glen Burnie store.

stores' prices are within 10 percent of manufacturers' wholesale prices and 40 percent to 60 percent below regular retail.

Discounters, by contrast, buy at the wholesale price — often in large quantities — and sell for less than the standard markup.

Nonetheless, Marcy Syms sees a happy co-existence between her store and the discounters.

"We just hope that once the customer comes in and checks us out, they make us

space was available.

"We really wanted to get into the Baltimore market," she said. "That was the overriding factor."

Robin Maisel, a real estate broker for CB Commercial in Baltimore, said several things have made Glen Burnie, in particular, attractive to discount retailers. They include the availability of low-cost land, the area's proximity to the Beltway, and the additional access to Governor Ritchie Highway created by the extension of Md

which opened in July of this year, and Home Depot, which debuted in June.

Leedmark, the hypermarket with European roots that combines food and general merchandise under one gigantic roof, opened in May.

The advent of such retailers has brought a welcome change to Glen Burnie, said Rosemary Duggins, Anne Arundel County's director of marketing for economic development.

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Eschewing the discount label, the chain advertises designer wear for men, women and children that is purchased by the company at below-wholesale prices. That means a wide variety of garments that the manufacturer over-produced but was willing to sell to Syms at a substantially reduced rate.

In return, Syms cannot advertise the labels it carries, many of which can also be found at major department stores.

According to Marcy Syms, the Syms

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Nonetheless, Marcy Syms sees a happy co-existence between her store and the discounters.

"We just hope that once the customer comes in and checks us out, they make us the first stop when they come to the off-price section of Glen Burnie," she said.

In fact, locating in Glen Burnie was pure happenstance for Syms.

The chain has been searching for three years to find a suitable Baltimore-area location and twice was prone to purchase property in other jurisdictions when zoning problems arose, Marcy Syms said. This store is the company's 28th in 18 markets.

Glen Burnie was chosen because the

space was available.

"We really wanted to get into the Baltimore market," she said. "That was the overriding factor."

Robin Maisel, a real estate broker for CB Commercial in Baltimore, said several things have made Glen Burnie, in particular, attractive to discount retailers. They include the availability of low-cost land, the area's proximity to the Beltway, and the additional access to Governor Ritchie Highway created by the extension of Md. 10 as far south as Pasadena.

"Land is cheaper there, especially now that there's been a recession," she said. "People can go in and buy up large chunks."

It was Price Club that got the ball rolling for other major discounters.

Buying land off of Ordnance Road, near Ritchie Highway, Price Club built its own plaza in 1985. Price Club has leased other buildings in the plaza to Sports Authority,

which opened in July of this year, and Home Depot, which debuted in June.

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"It's like going to an outlet mall," she said. "Now we have this cluster of stores and people go there to shop at that kind of store."

There is even some prestige in discount these days, Duggins said.

"What used to be very low end has now become a desirable niche to be in," she said. Syms, which Duggins called an "upscale discounter," may broaden that niche even further, she said.

SYMS' PROFITS DOWN 27.4% IN 3RD QUARTER

SECAUCUS, N.J. (FNS) — Syms Corp. reported profits fell 27.4 percent in the third quarter and 4.8 percent in the nine months after including a special gain in the same period last year.

Profits in the three months ended Sept. 28 dropped to \$2,698,000, or 15 cents a share, from \$3,717,000, or 21 cents, in the year-ago period. The year-ago figure includes a \$1.2 million special pre-tax gain from the sale of Syms' right to a real estate lease.

Sales edged down 1.6 percent to \$71,242,000 from \$72,386,000.

In the nine months, earnings fell to \$9,035,000, or 51 cents, from \$9,487,000, or 54 cents. The year-ago figure also includes the special pre-tax gain. Sales were up 1.9 percent to \$222,945,000 from \$218.69 million.

DNR - NOV. 1991

Should we contact Mr. Keohan & correct 11/9
what he thinks we are.

Howlett considers TM article

Manus

Syms shows interest in Audubon Road site

Front Page
Headlines
LOCAL
WAKEFIELD PAPER
JR

By ROBERT D. KEOHAN

WAKEFIELD — In an effort to pump some badly needed new taxes into the town and to give the community another quality retail clothing establishment, Building Inspector Walter Howlett is considering asking for a town meeting zoning article change to allow the Syms chain to use a vacant building on Audubon Road.

Syms, based in Secaucus, New Jersey, is a major discount retailer of quality clothing

which gradually lowers prices in a similar manner to Filene's Basement when garments are not sold.

The proposed article would allow retail businesses to operate in an industrial zone by special permit only; presently retail stores are banned in industrial zones.

The building involved is the first one in at 14 Audubon Road on the left hand side going west, the structure formerly occupied by Hood Industries before it

moved to Peabody. Hood had leased the building from 1976 through 1988 but the structure has been vacant since then.

The property is the easternmost of three buildings in a row owned by Equitable Life Assurance Society on Audubon Road, the one closest to the Colonial Hilton. The property at 14 Audubon Road is Lot 9B, an 8.4 acre site with a building of over 50,000 square feet. The

SYMS see Page 18

● Syms

present assessment is \$3,251,500.

According to Howlett, Syms is seriously interested in the site, especially for the available parking, but is the kind of firm which operates in patient fashion, so there is no need for a special town meeting. A major chain in the Northeast, Syms currently has two Greater Boston outlets in Peabody and

Norwood.

Presently retail stores are allowed in Wakefield only in business and limited business zones but the proposed article would allow a retail firm to approach the Board of Appeals and request a special permit for a store.

A quarter century ago the McManus Ford interests considered the site but were block-

ed because Cabot, Cabot, and Forbes wanted the area retained as an industrial park. Since then rezoning of segments has taken place, notably for the high-rise apartment building built by Carabetta Enterprises which changed the area. More recently there has been an upgrading of the whole geographic area by the advent of the Edgewater Office Park.

Chicago: Off-price

CHICAGO — Off-price apparel retailers have gained a strong foothold in this market with 11 key discount operations estimated to have pulled in sales well over \$150 million last year.

The take is expected to be beefed up considerably this year, due to expansion programs planned by several of the stores.

The group — reflecting the national growth in off-price retailing — comprises both local operations and national and regional chains.

The local operations include Handmoor, Inc., Independent Clothes, The Coat Rack, Buyers' Outlet and an entire mall of stores called Off Center. Chains promi-

air and claims he gets first shipment from some manufacturers because he provides them with a quick reading on what is checking. "They ship us on Monday and we tell them on Tuesday night how we are doing with a garment," he said.

The store has a special area for designer dresses with lines such as Pauline Trigere, Halston and Albert Nipon, but the retailer's greatest strength is better sportswear, suits and coats.

Some examples of strong sellers last fall were silk crepe de chine mandarin-neck blouses, of which the store sold about 300 at \$100, and French gabardine pants at \$118 with 13,000 sold. Coats comprise 30 percent of volume. Accessories, added five years ago, make

sources, such as Anne Klein, Mary McFadden and Perry Ellis, will not sell to him. Not all resources that sell the store allow it to discount. Ellen Tracy is sold at full price, but to compensate, the customer is offered 40 percent off another purchase.

Another Chicago original is Independent Clothes, a two-store firm on South Michigan Avenue, about one mile from central downtown, and in Deerfield. Its business in 1980 reportedly ran about 5 percent above 1979 levels to reach some \$7 million in volume, or about \$400 a square foot. In June, the South Michigan Avenue unit, in a rundown part of the Loop, will close due to loss of traffic. To help make up for the downtown sales

moor, appeals to the customer for better sportswear and designer goods, and it trims at least 20 percent off the regular price. Selling atmosphere is more low-key than Handmoor, yet Howard Simon, president, noted the store is strongly service-oriented. Salespeople assist on the selling floor and in dressing rooms, and layaway, charges and returns are offered.

Examples of Independent's best sellers last fall include Stanley Blacker camel hair blazers, 36 sold at \$180 in two days; Harve Benard wool gabardine trousers, 250 sold at \$55 in a week, and private-label down bubble jackets, 200 sold at \$59.90 during election week.

Simon sees accessories, particularly handbags, as a growing





Like most apparel discount stores, the atmosphere at Handmoor is strictly off-the-rack . . .

nent in the Chicago market are Loehmann's, Hit or Miss, T.J. Maxx, Off the Rack, Marshalls and Burlington Coat Factory Warehouse.

The most prominent of the homegrown off-price retailers is Handmoor, which reportedly racks up sales of \$800 to \$900 a square foot in its downtown and suburban, Deerfield stores. The firm's volume is estimated at \$20 million to \$25 million, and last year reportedly showed a 15 percent increase.

Phil Handmacher, founder and owner of Handmoor, cringes when the word "discount" is used to describe his store. Although the atmosphere is little more than utilitarian racks on which merchandise hangs, Handmoor differs from many off-price stores in its small army of salespeople, 28 in the 15,000-square-foot downtown store, and lots of private dressing rooms.

Handmoor sells goods, labels intact, which it purchases at the same time as regular-price stores, he pointed out, but merchandise is priced a minimum of 20 percent below regular retail. To insure quick delivery of merchandise, Handmacher has his goods delivered by

up 9 percent of the business.

Handmacher said the stigma of being a discounter is diminishing, yet he still is not allowed to use vendors' names in ads. Some re-

loss, Independent will expand its 7,500-square-foot Deerfield store to about 13,000 square feet to incorporate men's apparel.

Independent, like Hand-

category, and he is increasing accessories open-to-buy 20 to 30 percent.

Simon said he would like to open two or three more units in the next few years.

A national discounter with growing impact here is the New York-based Loehmann's, which recently opened its third area store in the heart of downtown, a few blocks west of State Street. With sales running ahead of plan at the new store, reportedly projected to do \$6 million, George Greenberg, president of the chain, expects to build additional Chicago business with working women, tourists and conventioners.

The new downtown store could bring Loehmann's Chicago area volume to \$13 million, including its Morton Grove and Downers Grove units, which reportedly average \$300 a square foot. Several other suburban units are on the drawing board, Greenberg said.

Loehmann's offers the least frills of any discounter here, with strictly self-service shopping, a large community dressing room, cut-out labels, no charges and no returns. The chain has a team of 12

Who's shopping around

CHICAGO — While traditional department and specialty stores are the mainstay for many consumers, interviews with downtown Chicago shoppers indicate quite a few of them include one or two discount stores on their rounds of regular-price retailers.

Price, the discount store's single appeal, is strong enough to make customers overlook the spartan, no-frills atmosphere and, in most cases, the lack of sales help. "I don't like the shopping environment, but I don't come to browse. I come to buy," said Jan Monaker, 26, a radio advertising salesperson.

"I rarely buy anything full-price," said Ellen Filurin, 39, a college grant writer, whose comment was echoed by 10 other women interviewed in discount stores on a weekday afternoon. "I just buy sales and discount."

Ellen Uptown, a 30-year-old attorney whose shopping habits were typical of many interviewed, explained, "I usually shop at Marshall Field and then look at Handmoor." In the midst of an afternoon shopping excursion, Uptown already had been to Handmoor and Loehmann's and was on her way to Chas. A. Stevens. Her goal was to beat the price of a fur-lined raincoat on sale at Marshall Field for \$200.

SYMS

An Educated Consumer Is Our Best Customer

Dear Consumer,

Thank you for making our first eight years in Woodbridge so successful. Through your patronage, we are now able to move next door where we will double the size of our store, double the parking, and double our selection.

The new facility on Rt. 9 South and King Georges Road will open this Thursday, May 1, 1980 at 10:00 a.m.

Thanks to you Syms will continue to represent,
at off-price, over 200 world famous designer and
brand names in ladies and mens clothing. Thanks
to you Syms now carries other items such as luggage,
domestics, and children's wear.

Thank you prices start this Thursday, May 1,
at Syms new Woodbridge store on Rt. 9 South and
King Georges Road.

Yours very truly,

A handwritten signature in dark ink, appearing to be 'M. L. L.', is written over a piece of translucent, crinkled paper that is partially covering the bottom right of the letter.

SS:mm

Filene's Stores Set In New York Area

By ISADORE BARMASH

Filene's, the Boston department-store chain that operates what may be the country's best-known bargain store, said yesterday that it will come to the metropolitan New York area next spring with four of its so-called basement stores — three on Long Island and one in Queens.

Merwin F. Kaminstein, chairman and chief executive officer of Filene's, said that his store division obtained approval of the plan yesterday from Federated Department Stores Inc., the parent company. Federated, based in Cincinnati, also operates Bloomingdale's and Abraham & Straus, as well as the 12 regular Filene's stores, the downtown Boston basement store and five suburban basement branches, in addition to stores in other cities.

The entry into the New York market by Filene's is certain to heat up an already highly competitive retailing environment here.

Market Sampling Taken

In interviews in both Boston and New York this week, Mr. Kaminstein and his top staff for the basement stores said that the decision was partly based on the relative closeness of the New York market. "It is only 250 miles from our base so that the move doesn't put a burden of distance on our staff," Mr. Kaminstein said.

"Our people already spend a lot of time in the New York market," he added. "We did a sampling of consumers in the New York area and found that there was a 25 percent recognition of Filene's among them."

Melvin P. Johan, senior vice president for Filene's basement stores, said, "We believe that our concept is viable in any market." But he and Mr. Kaminstein said they could not comment on trade reports that Filene's planned to expand its basement operations to other major metropolitan markets, including Chicago, Atlanta and Miami.

The original Filene's basement was started in 1909, 19 years after the five-story fashion store above it was founded in downtown Boston by William A. Filene, a German immigrant who opened his first tailor shop in 1849 and a retail store in 1851. During the ensuing decades, Filene's basement pioneered the automatic, timed, price-

reduction policy that has been adopted by other retailers in this country and abroad.

Merchandise, which Filene's management advertises as "quality department store and specialty store" apparel and home furnishings, is obtained from manufacturers' overproduction, surplus stocks from other retailers and goods made available through fires or other distress situations. Much of the merchandise bears the original brand names of both the maker and the retailer.

The sites for the stores in this area are still under negotiation, according to Mr. Johan, and so the exact locations of the new basement stores on Long Island and Queens are not yet available. The stores will be similar to the Filene's basement stores in the Boston area, which range in size from 30,000 to 40,000 square feet, have sales of from \$6 million to \$10 million a year and employ about 100 people each.

Filene's move here comes at a time when discount stores appear to be on the wane. Twenty-five Korvettes stores in this area have been closed for almost a year, while the Two Guys chain is currently holding a going-out-of-business sale for 38 stores in the area.

Conventional store merchants here generally declined yesterday to be quoted on Filene's move. But some said that Filene's could run into difficulty with some of the prestige retailers who sell their overstocks to the store, such as Saks Fifth Avenue, Lord & Taylor and Bergdorf Goodman, which may not want to have their surplus merchandise sold in the market where their flagship stores are situated.

Belgium Industrial Data

BRUSSELS, Dec. 4 (Reuters) — Belgium's industrial production index rose 14.6 percent in September over August but was up only 3.1 percent from September 1980, the National Statistics Institute said. The index rose 30.4 percent from July to August. The month-to-month increase reflected slack output during the two summer holiday months. The September index stood at 128.8, with a 1970 base of 100.

Boston Retailing Chain To Open 4 Stores on LI

By Daniel Kahn

Newsday Long Island Business Editor

Filene's, the Boston department-store chain, plans to open four of its so-called basement stores on Long Island next summer.

Three of the stores will be placed in Nassau-Suffolk and the fourth in Queens, Filene's spokeswoman Virginia Harris said yesterday. They will be the chain's first operations in the New York area.

The Filene's basement stores pioneered the automatic price-reduction policy that has been adopted by other retailers. The basement stores offer quality merchandise, all of which is marked down in segments over a fixed period of time, she said. None of the Long Island sites is firmly established yet, Mrs. Harris said. The area was chosen, she said, because Filene's has a certain recognition among consumers and because market surveys found similarities with "our known demographics in New England." She mentioned sophisticated taste, quality of life and interest in fashion merchandise at good value.

"We feel comfortable that we'll have a happy match," she said. "We feel that our *raison d'être* is unique enough that we'll find a market."

Filene's operates six basement stores and 12 traditional department stores. Its parent company, Federated Department Stores, also operates Bloomingdale's and Abraham & Straus, both based in New York.

The Filene's expansion comes at a time of in-

—Continued on Page 37



The Boston Globe

Shoppers at Filene's downtown Boston store

Boston Retailer Coming to LI

—Continued from Page 31

creased retail competition on Long Island. Korvettes, the pioneer discounter, disbanded operations last year; and the New Jersey-based discounter, Two Guys, is pulling out of the Island and closing all but a handful of stores.

A&S, meanwhile, picked up one of the former Korvettes stores; and Gertz doubled the number of its stores. Another Boston-based retailer, Marshall's, has been increasing its discount presence on the Island in recent years.

But Filene's "is not a discounter per se," Mrs. Harris said. "We start with good quality merchandise."

The apparel and home-furnishings merchandise is obtained from manufacturers' overproduction, from other retailers' surplus and end-of-season sales, and through fire or other

distress sales. The merchandise remains in the stores for about 30 days, and what isn't sold is given to charity, Mrs. Harris said.

A somewhat similar pricing policy is followed by Sy Syms at his eight stores, including one in Roslyn Heights. Syms, however, follows the automatic price reductions only on what he calls "six seasons" clothing—women's outfits, dresses and suits.

"I feel competition on the retail level is great for the consumer," Syms said. "If [retailers] give honest value, Long Island is a great market."

Filene's was founded in Boston by a German immigrant, William A. Filene, who opened a tailor shop in 1849 and a retail shop in 1851. In 1890, a five-story fashion store was opened. Edward Filene, son of the founder, established the automatic markdown price in 1909 with the opening of the first basement store.

SYMS

An Educated Consumer is Our Best Customer.

Dear Consumer:

Thank you for making our 17 years in New Jersey so successful. Through your support our company is proud to announce that Syms is doubling its size in Bergen County on Route 17 at Exit 163 of the Garden State Parkway.

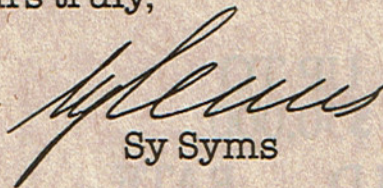
The enlarged store opens today, Monday, November 16th and we will be celebrating with "Thank You" prices.

Thanks to your patronage we have been able to increase our extensive clothing assortments to include all sizes in men's apparel as well as Large, Queen and Half-Sizes in women's wear.

Thanks to you, Syms now represents at off-price hundreds of Designer and Brand names in men's and women's shoes, luggage and infants, toddler's and children's wear. Their names are on the garment when you make your purchase.

Thank you prices start today, Monday, November 16th at Syms on Route 17 at Exit 163 of the Garden State Parkway.

Yours truly,



Sy Syms

NEW JERSEY
WEEKLY

The New York Times

SUNDAY, NOVEMBER 15, 1987

SYMS

An Educated Consumer is Our Best Customer

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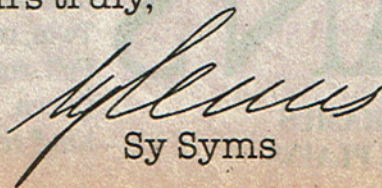
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Thank you prices start tomorrow, Monday, November 16th at Syms on Route 17 at Exit 163 of the Garden State Parkway.

Yours truly,



Sy Syms

SYMS

An Educated Consumer is Our Best Customer.

October, 1987

Dear Consumer:

Our Company is proud to announce the opening of our new store on Manchester Road just east of Brentwood Boulevard this Thursday October 22nd with Get Acquainted Prices.

Syms represents, at off-price, over 200 world famous Designer and Brand names in men's, women's and children's clothing and accessories. Our extensive apparel assortments include all sizes in men's wear and both Half and Queen sizes in women's wear.

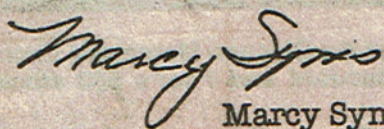
We protect the manufacturers we represent by never using their names in advertising, but their label is on the garment when you make your purchase.

In our Ladies Department, we have a unique pre-dated automatic markdown price tag on all dresses and outfits that shows you when and how much each markdown will be.

Because we're off-price we do not honor credit cards.

Get Acquainted Prices start this Thursday October 22nd at Syms on Manchester Road just east of Brentwood Boulevard. Our phone number is (314) 962-2323.

Yours truly,


Marcy Syms

SYMS

An Educated Consumer is Our Best Customer.

August, 1987

Dear Consumer:

Our Company is proud to announce the opening of our new store on Jimmy Carter, a $1\frac{1}{2}$ mile west of I-85 this Thursday August 20th with Get Acquainted Prices.

Syms represents, at off-price, over 200 world famous Designer and Brand names in men's, women's and children's clothing and accessories. Our extensive apparel assortments include all sizes in men's wear and both Half and Queen sizes in women's wear.

We protect the manufacturers we represent by never using their names in advertising, but their label is on the garment when you make your purchase.

In our Ladies Department, we have a unique pre-dated automatic markdown price tag on all dresses and outfits that shows you when and how much each markdown will be.

Because we're off-price we do not honor credit cards.

Get Acquainted Prices start this Thursday August 20th at Syms on Jimmy Carter, a $1\frac{1}{2}$ mile west of I-85. Our phone number is (404) 368-0200.

Yours truly,

Marcy Syms
Marcy Syms

May, 1987

Dear Consumer:

Our Company is proud to announce the opening of our new store on Telegraph Road between 8 and 9 Mile Roads this Thursday May 14th with Get Acquainted Prices.

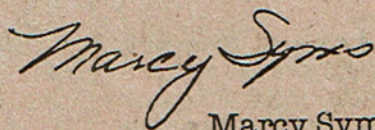
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We protect the manufacturers we represent by never using their names in advertising, but their label is on the garment when you make your purchase.

In our Ladies Department, we have a unique pre-dated automatic markdown price tag on all dresses and outfits that shows you when and how much each markdown will be.

Get Acquainted Prices start this Thursday May 14th at Syms on Telegraph Road between 8 and 9 Mile Roads. Our phone number is (313) 350-2525.

Yours truly,



Marcy Syms

SYMS

An Educated Consumer is Our Best Friend

THE PLAIN DEALER, SUNDAY, APRIL 5, 1987

April, 1987

Dear Consumer:

THE PLAIN DEALER, WEDNESDAY, APRIL 8, 1987

Our Company is proud to announce the opening of our new store on Miles Road at Northfield this Thursday April 9th with Get Acquainted Prices.

Syms represents, at off-price, over 200 world famous Designer and Brand names in men's, women's and children's clothing and accessories. Our extensive apparel assortments include all sizes in men's wear and both Half and Queen sizes in women's wear.

We protect the manufacturers we represent by never using their names in advertising, but their label is on the garment when you make your purchase.

In our Ladies Department, we have a unique pre-dated markdown price tag on all dresses and outfits that shows you when and how much each markdown will be.

Get Acquainted Prices start this Thursday April 9th at Syms on Miles Road at Northfield. Our phone number is (216) 581-3200.

Yours truly,

Marcy Syms
Marcy Syms

SYMS

An Educated Consumer is Our Best Customer.

March, 1987

Dear Consumer:

Our Company is proud to announce the opening of our new store on the Palmetto Expressway at 46th Street this Thursday March 26th with Thank You prices.

Since opening our first store in Florida 15 years ago, we have been able, thanks to your patronage, to increase our extensive clothing assortments which include all sizes in men's wear and both Half and Queen sizes in women's wear.

Thanks to you, Syms now represents hundreds of Designer and Brand names in shoes, luggage, domestics and children's wear as well as men's and women's apparel. Their label is on the garment when you make your purchase.

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

Thank You prices start this Thursday, March 26th at Syms new store on the Palmetto Expressway at 46th Street.

Yours truly,

Marcy Syms
Marcy Syms

NEWSDAY, WEDNESDAY, FEBRUARY 25, 1987

Questions Raised on Proposed New Store

Hempstead Town officials and residents questioned yesterday whether a Syms clothing store could be built on Merrick Avenue in Westbury without worsening traffic and pollution problems.

The town board, which reserved decision after a public hearing on the plan yesterday, must approve the store's environmental-impact statement before construction can begin. Syms is proposing a two-story, 100,000-square-foot store on 5.9 acres on the

west side of Merrick Avenue between Stewart Avenue and Privado Road.

Several board members and residents said a planned access road behind the stores and office buildings on Merrick Road should be constructed before additional projects are approved in that area.

Syms attorney William Cohn said a retail store would have less traffic and air-quality impact than other types of structure.

—Bill Bleyer