



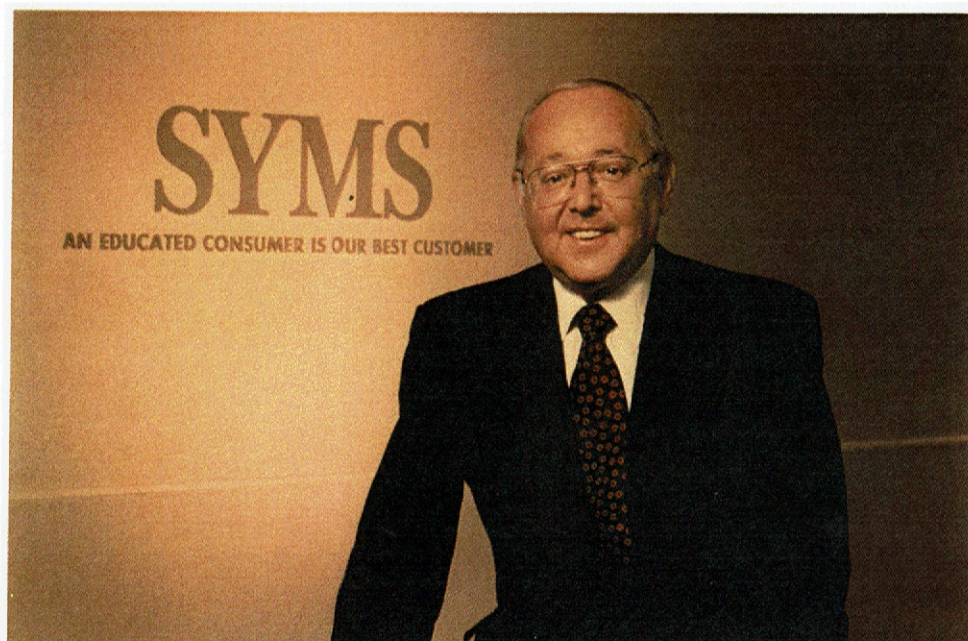
THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES
A DIVISION OF HEBREW UNION COLLEGE – JEWISH INSTITUTE OF RELIGION

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

Box	Folder
D-4	2

Digital scrapbook, 1977, 2000, undated.

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



News Yeshiva University

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FOR IMMEDIATE RELEASE

DR. NORMAN LAMM (LEFT), PRESIDENT OF YESHIVA UNIVERSITY, AND SY SYMS (RIGHT), chairman of the board and chief operating officer of Syms Corporation, meet with students leaders from the University before a luncheon at which Dr. Lamm announced the creation of the Sy Syms Chair in Marketing and Merchandising. Mr. Syms, widely-known leader in the retail clothing business, has endowed the chair at the University's undergraduate colleges, Stern College for Women (SCW) and Yeshiva College for men. He also has offered to visit the University regularly and deliver lectures to marketing students. With Dr. Lamm and Mr. Syms are (from left): Rosalie Joseph of Dallas, TX, president of the SCW Accounting Society; Edythe Nussbaum of Lawrence, NY, president of the SCW Dramatics Society and a business major at the College; Ben-Zion Smilchensky of Brooklyn, NY, editor of The Commentator, the Yeshiva College student newspaper; and Jeff Silber of Cleveland Heights, OH, president of the Yeshiva College Accounting Society.

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YESHIVA UNIVERSITY 500 WEST 185TH STREET - NEW YORK, N.Y. 10031-5299 (212) 960-0865

C E N T E N N I A L

YESHIVA
100
UNIVERSITY

DAVID M. EYSEMAN
Vice President
for Development

June 10, 1987

Mr. Hal W. Beretz
Tendler Beretz Assoc. Ltd.
280 Park Avenue
New York, NY 10017

Dear Hal:

We would like to send the attached letter out under your signature as soon as possible.

I tried to reach you on the phone this morning, but you were out.

I look forward to hearing from you.

Cordially,
David M. Eysman
David M. Eysman

DME:cc
encl.

DRAFT OF LETTER TO BE SENT TO MEMBERS OF THE BOARD OF VISITORS OF THE SY SYMS SCHOOL OF BUSINESS, UNDER THE SIGNATURE OF HAL W. BERETZ, CHAIRMAN.

Dear

I have the pleasure to invite you to a most unusual and historic luncheon. This will be the first and founding meeting of the newly established Board of Visitors of the Sy Syms School of Business of Yeshiva University. It will be held on:

Date: Tuesday, June 30, 1987
Time: Noon - lunch will be served
Place: Benjamin M. Cardozo School of Law
55 Fifth Avenue and 12th Street - New York City
10th Floor Board Room

An appropriate response card is enclosed.

The principal speaker will be the distinguished President of Yeshiva University, Dr. Norman Lamm.

The agenda will include the initial curriculum of the Business School, its enrollment, and other related matters.

We also want to take photographs for posterity of the leaders who formed the first Board of Visitors of our Business School.

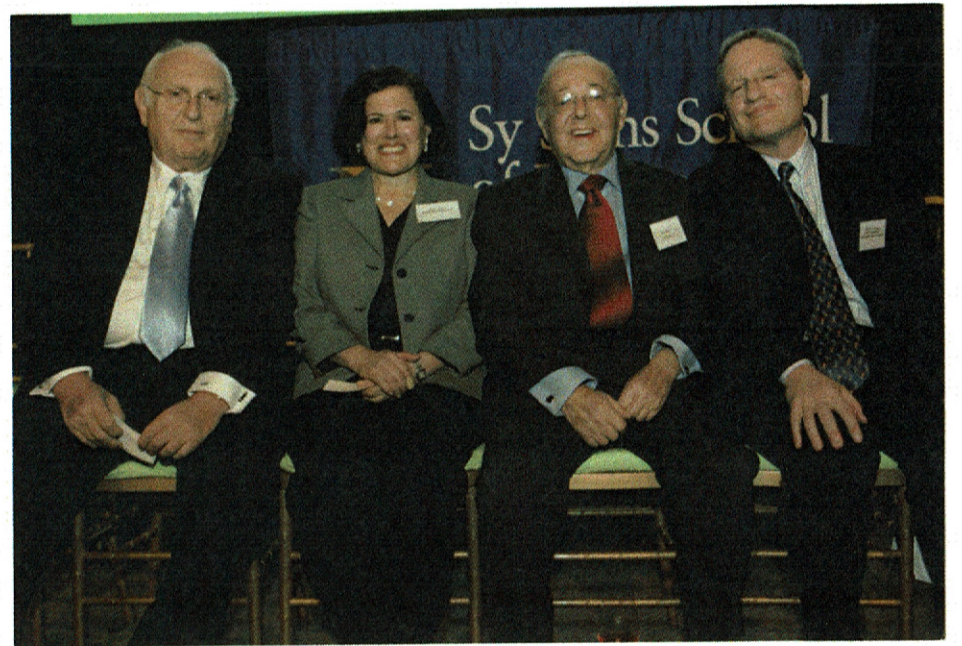
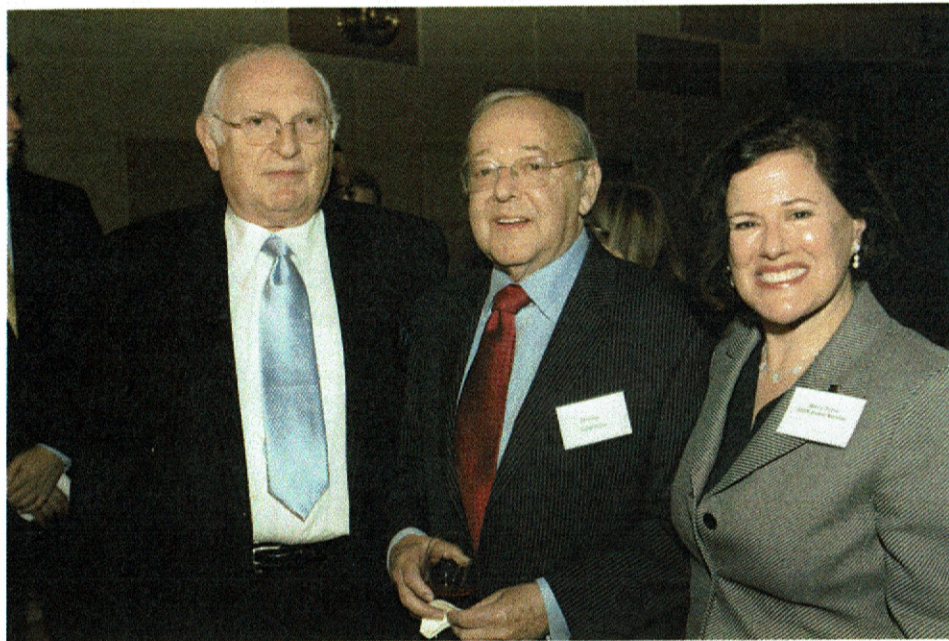
As Yeshiva University enters the Second Century of its existence, its first milestone, is the establishment of the Sy Syms School of Business.

I look forward to the pleasure of greeting you on Tuesday, June 30th. With warmest best wishes, I am,

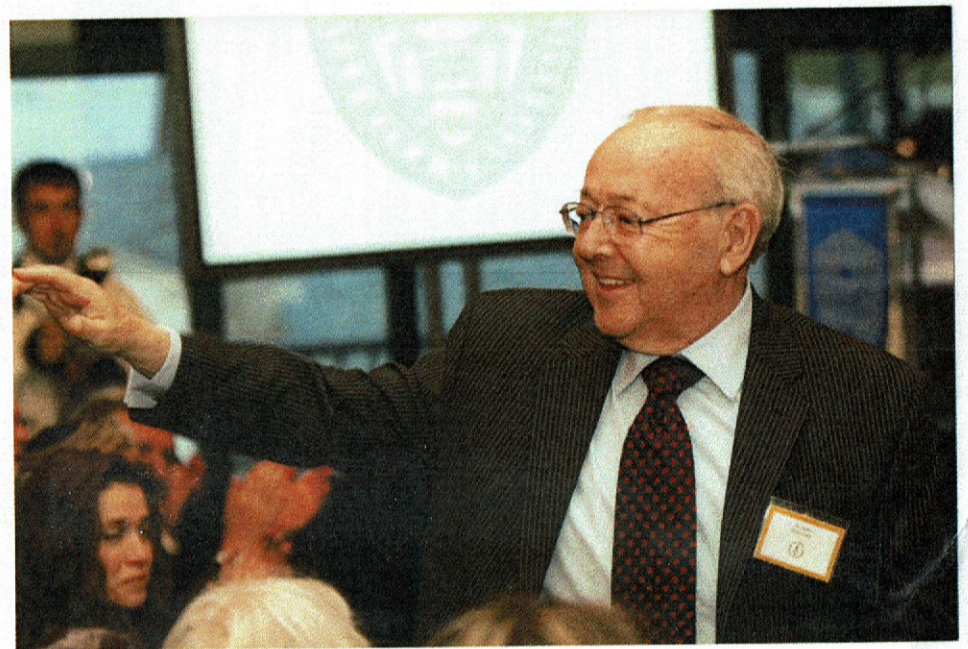
Very sincerely yours,

Hal W. Beretz

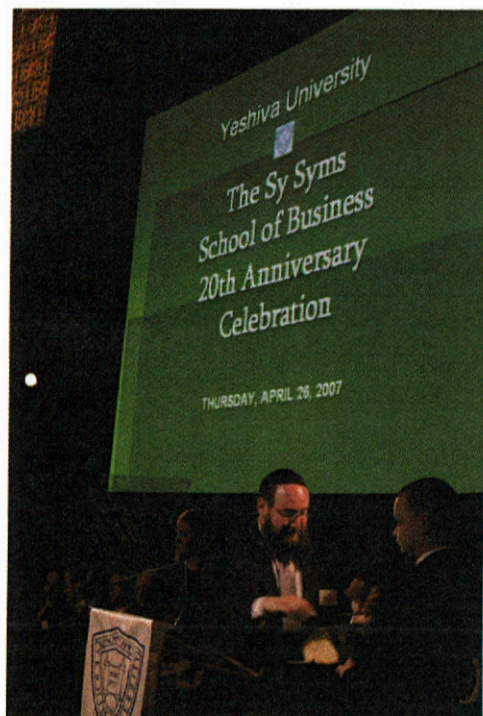
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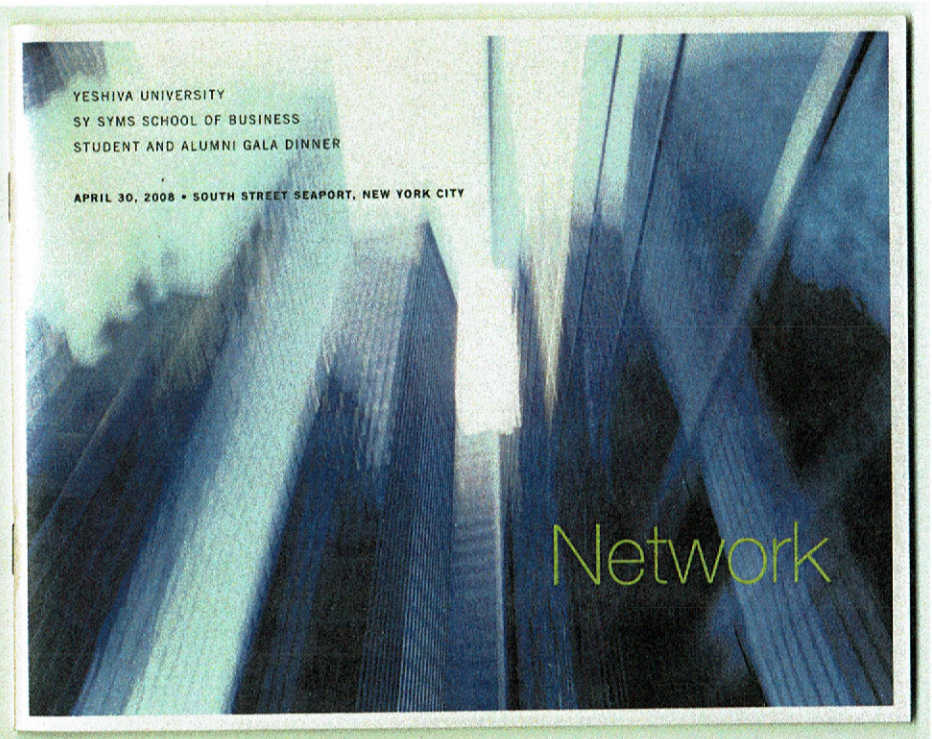












YESHIVA UNIVERSITY
SY SYMS SCHOOL OF BUSINESS
STUDENT AND ALUMNI GALA DINNER

APRIL 30, 2008 • SOUTH STREET SEAPORT, NEW YORK CITY

Network

YESHIVA UNIVERSITY
SY SYMS SCHOOL OF BUSINESS
STUDENT AND ALUMNI GALA DINNER

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YESHIVA UNIVERSITY
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STUDENT AND ALUMNI GALA DINNER

The Future
is Here

HONORING

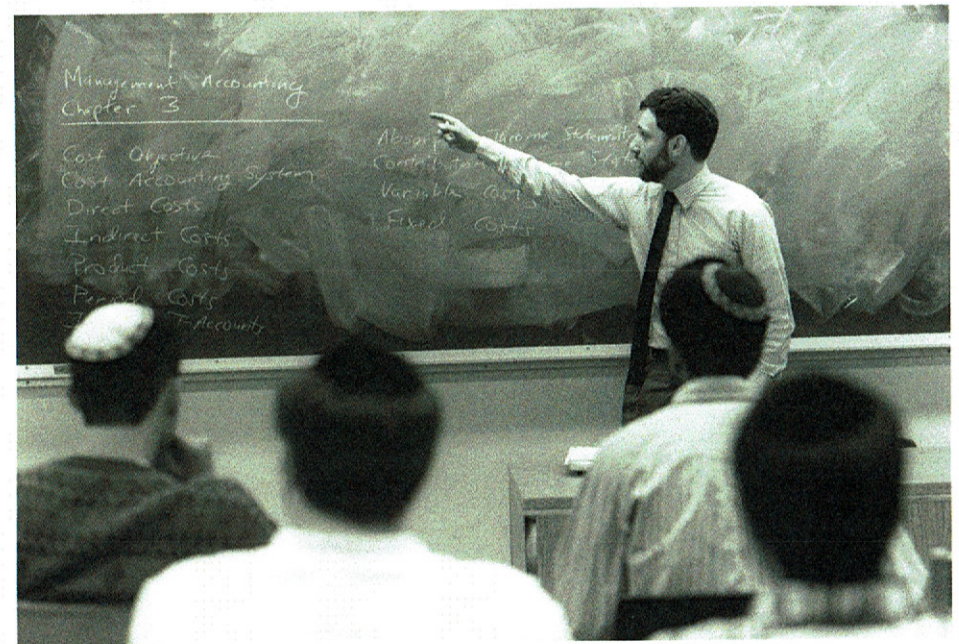
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J. J. Sussman '97
*Director, Business Development
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Deborah Ifrah '99
*Vice President, Investment Banking
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Young Leadership Honoree*

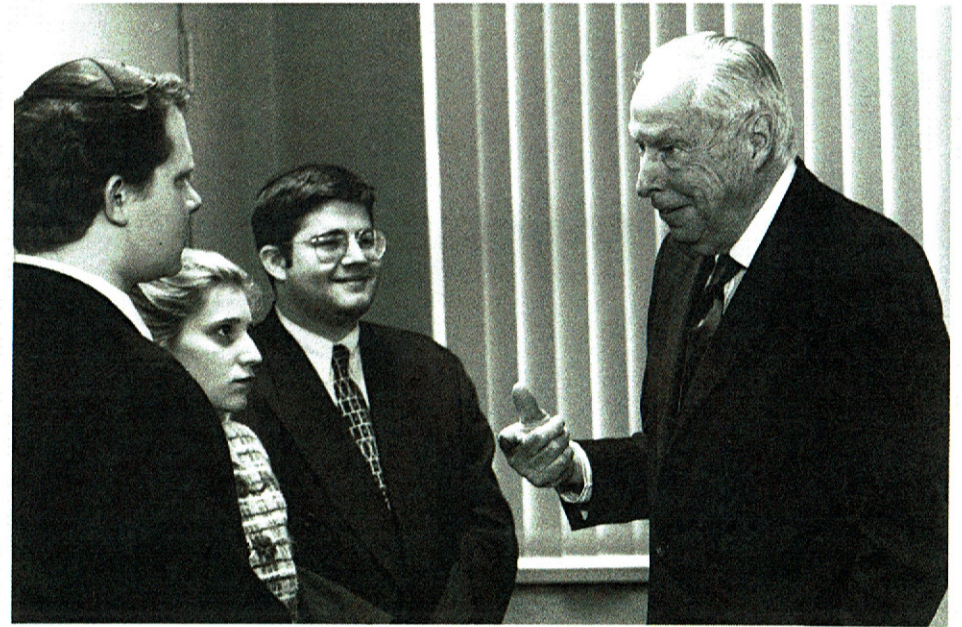






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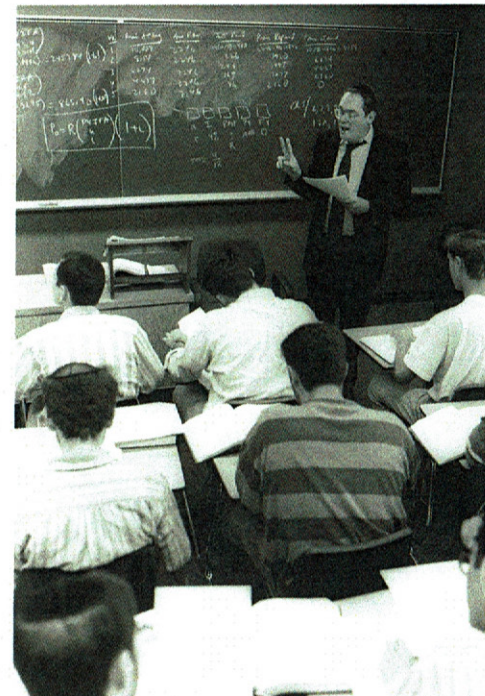
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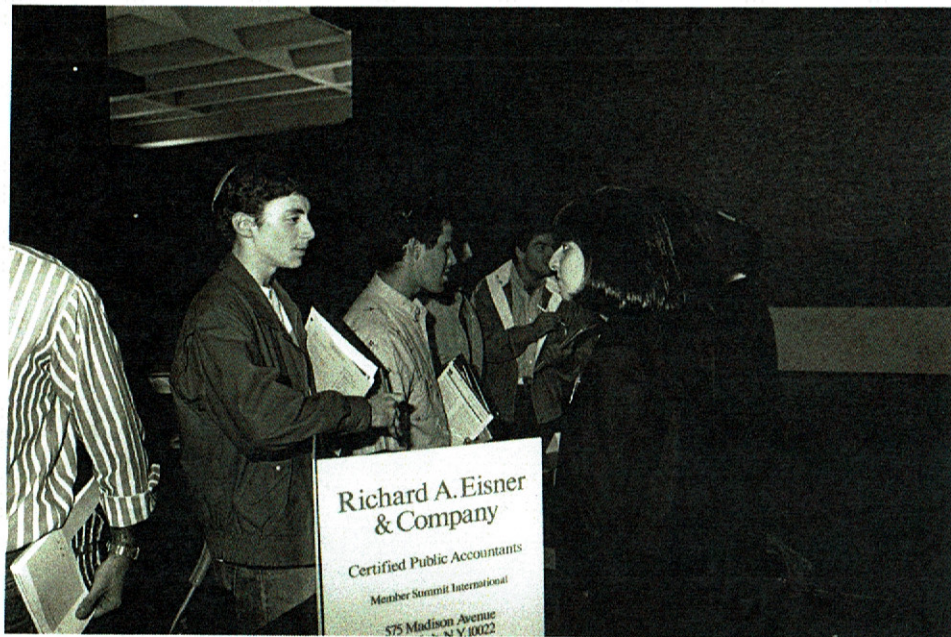
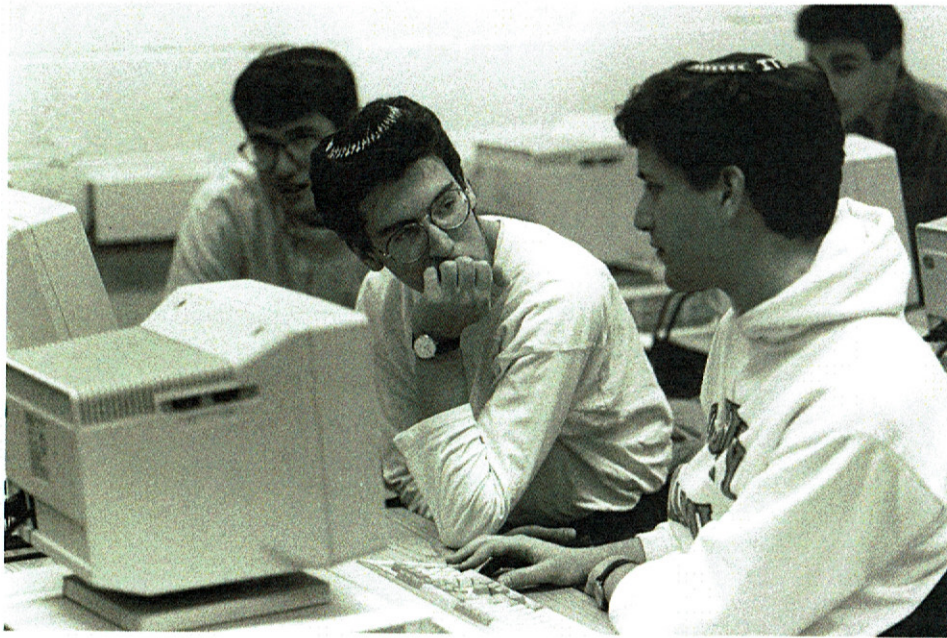


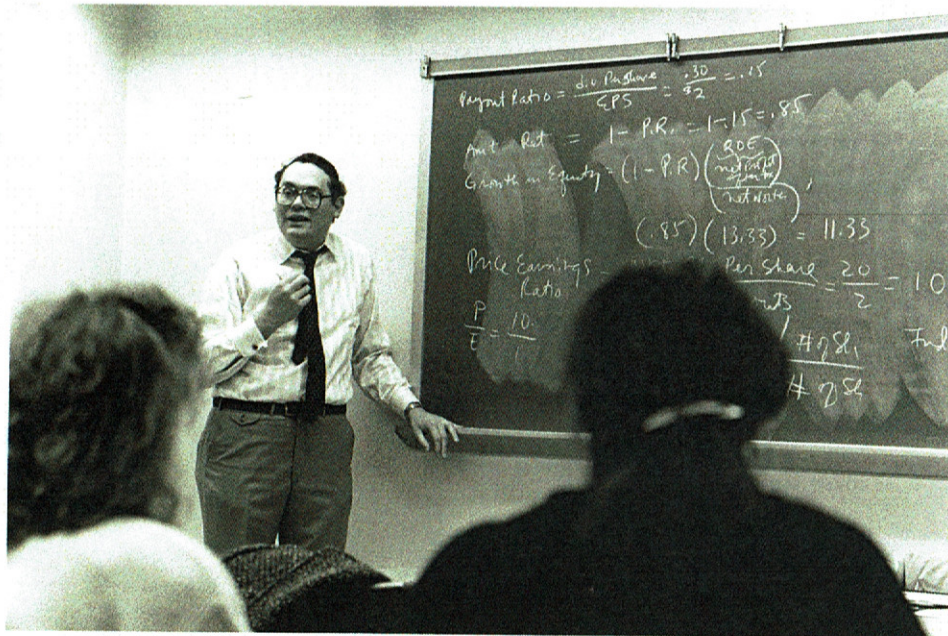
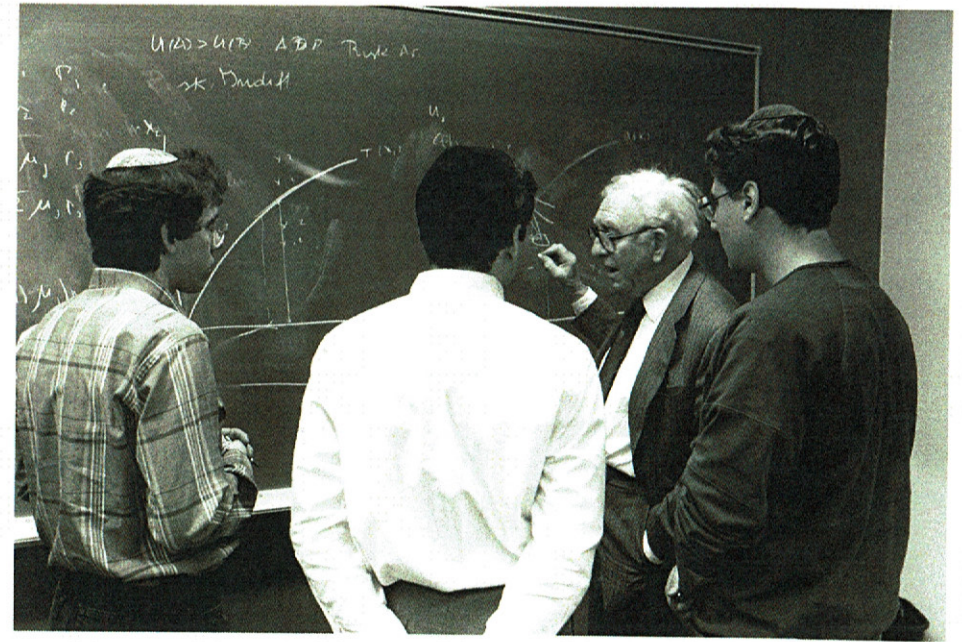
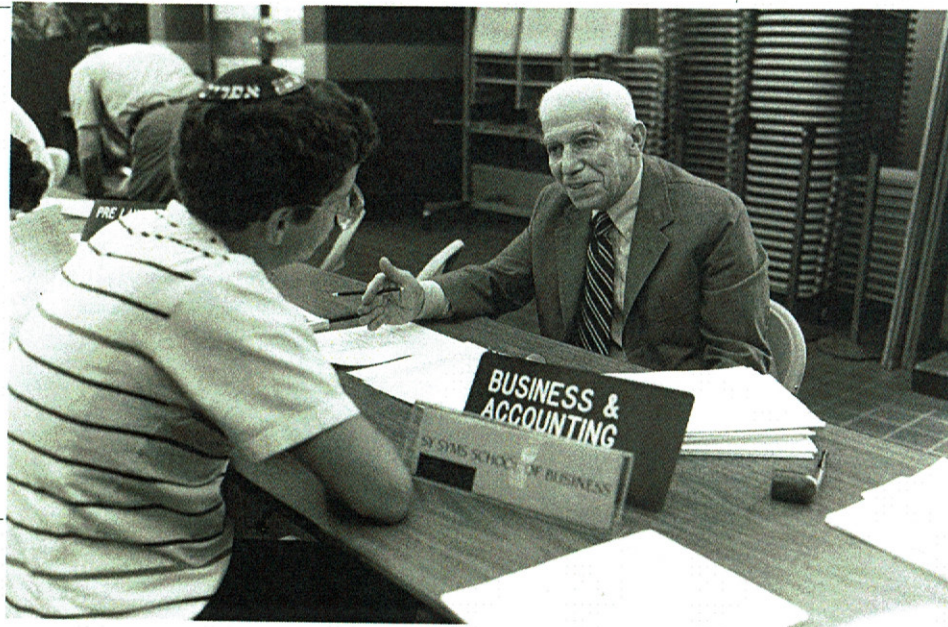
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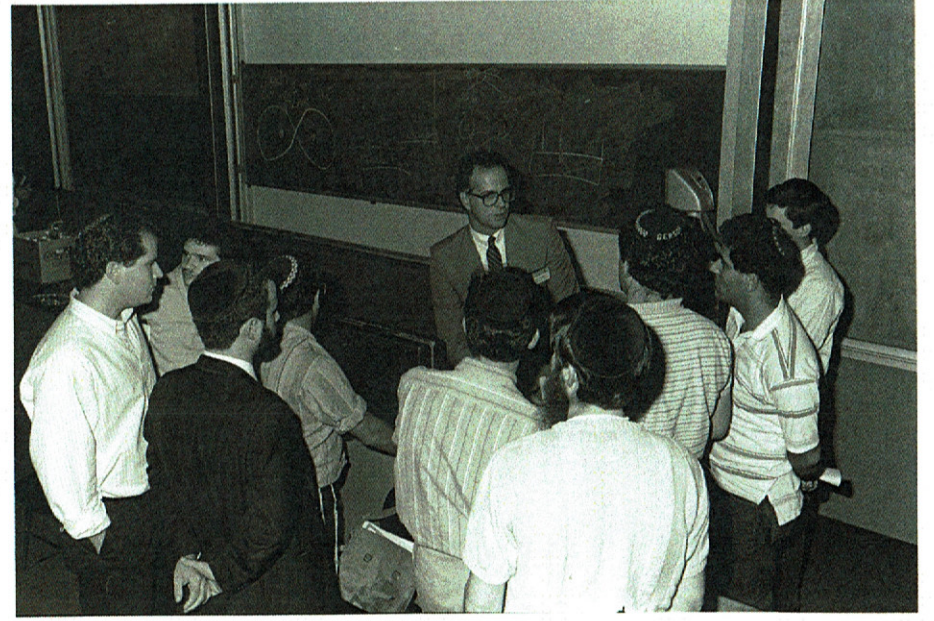
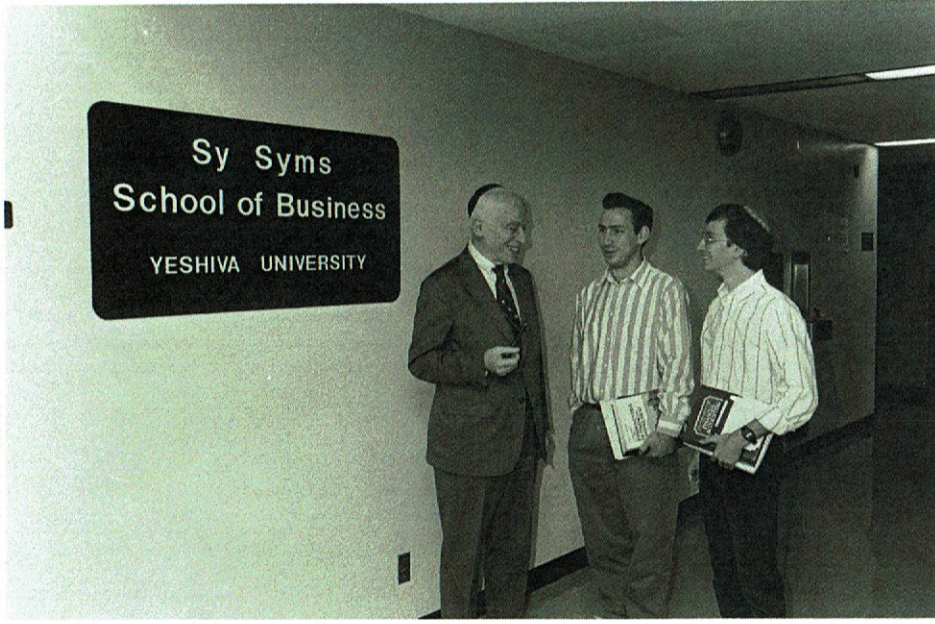


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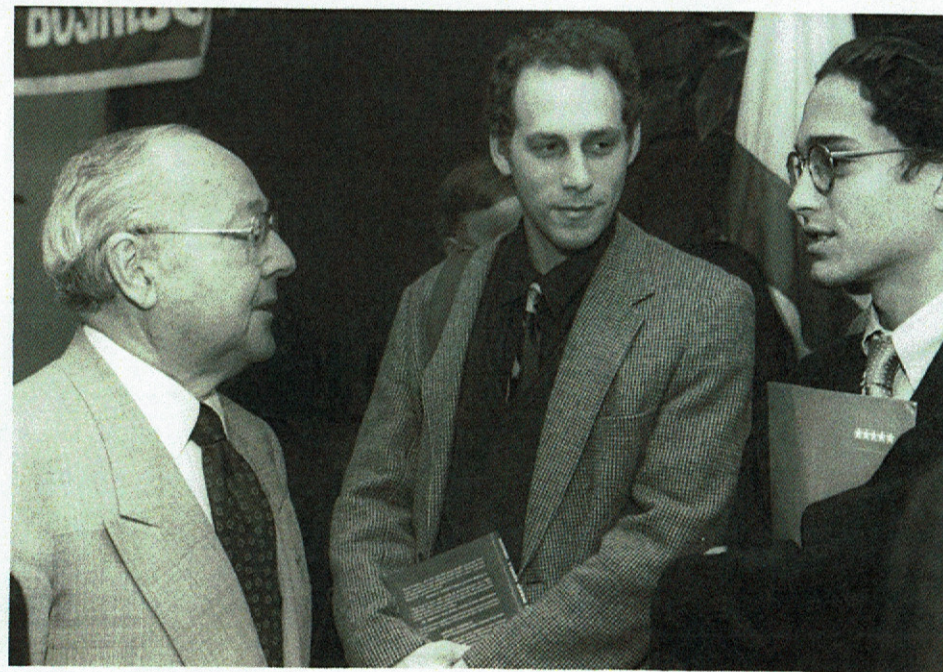


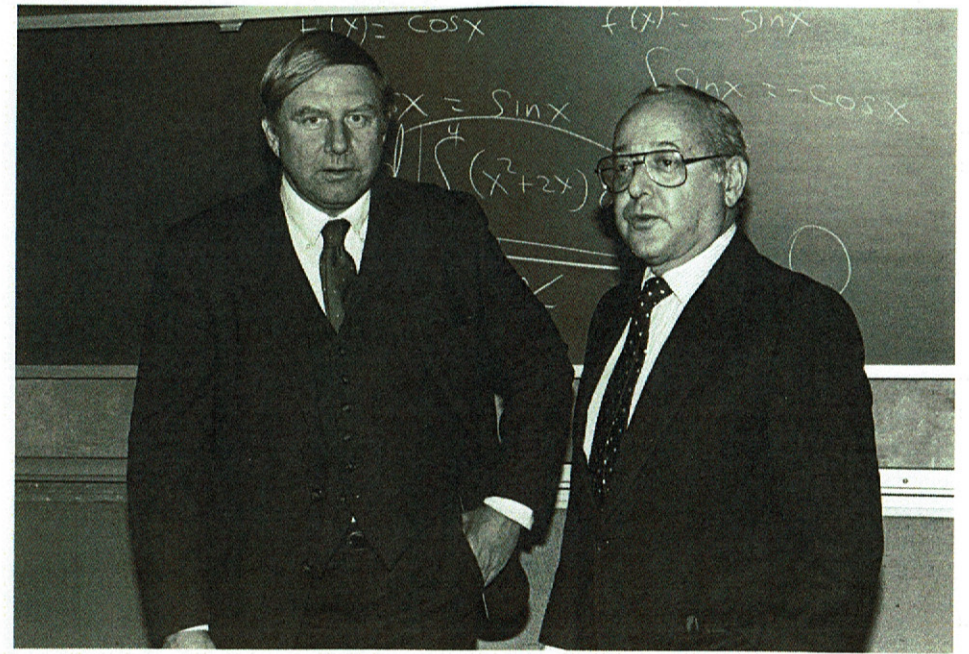


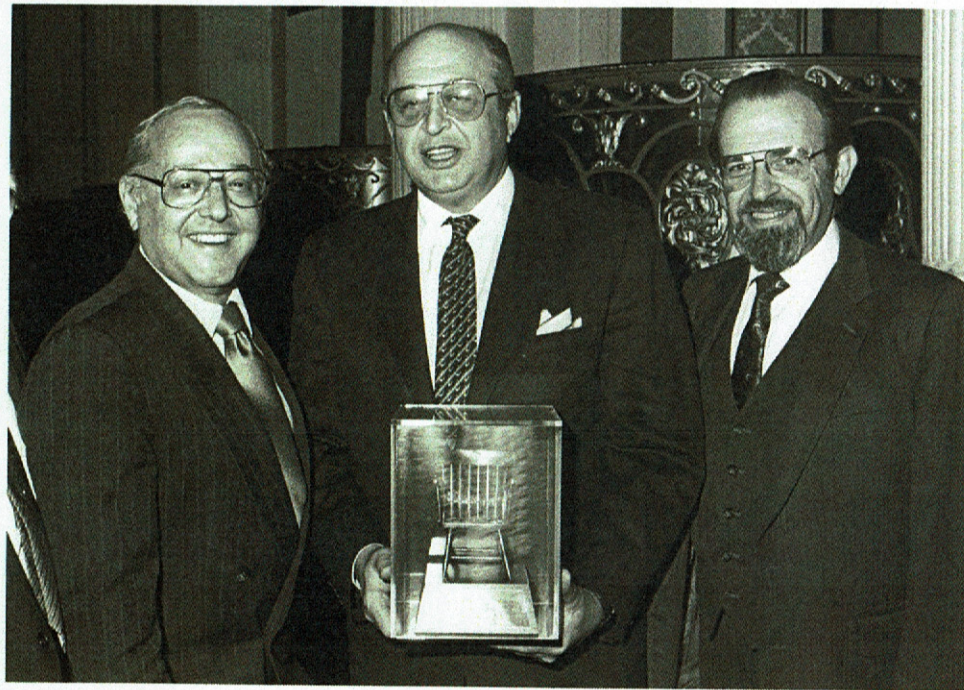


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YOSHUA GOLDBERG
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Stores that sell clothes, not décor

FROM PAGE E-1

compensate for the inconvenience. "I refuse to pay Bloomingdale's prices," Mrs. Dunleavy said. "Money is too hard to come by."

Consumers often call these operations outlet stores or discount stores, but they are really something else — what the industry calls "off-price" retailers.

By whatever name, the off-price merchants have grabbed the entire retail clothing industry by the lapels and given it a good shake. Established stores are cutting their prices to compete for shoppers. Manufacturers are producing to serve the off-pricers' needs. And consumers are learning the shopping savvy they need to navigate in the more complicated — and congested — marketplace the off-price stores have created.

Sales in the \$6-billion annual off-price business have more than doubled in the last five years, according to Jerome Buff, a retailing analyst with Smith, Barney in New York. "It's continuing to grow fast," he said, "and there are new entrants all the time."

Already accounting for 6 percent of the total apparel market, off-price retailing should continue to grow at a rate of 15 percent a year, Buff said, nearly twice the pace of the overall clothing industry.

The stores are sprouting up all over North Jersey, where the dense population provides the kind of heavy shopping volume off-price merchants need. In the Secaucus warehouse district, a grouping of more than 30 off-price outlets continues to draw heavy crowds.

Bergen County boasts 113 off-price stores, and Passaic County another 45, according to a listing of New Jersey stores in a book called *The Factory Outlet Shopping Guide*. Ten years ago, the book listed only half as many stores, said its author, Jean Bird.

Along Routes 4 and 17 in Paramus and lining Route 46 between Clifton and Wyne, their signs beam out messages like the one at Daffy Dan's, an off-price store in Totowa. "Clothing Bargains for Millionaires," it says.

group of designers, including Calvin Klein and Yves Saint Laurent, sued a Totowa off-price store called Gents Designer Warehouse last spring for advertising that it carried a wide selection of their new designs.

The suit charged that the advertising damaged the reputations of the designers because the clothes at Gents were actually styles from previous seasons that were shopworn and musty. The case is still pending, but Gents agreed to stop running the ads until it is resolved.

Also, the catch-as-catch-can method of buying usually means the off-price stores have fewer colors, styles, and sizes available. One women's outlet seemed to carry an unusual number of hard-to-match purple and mustard colors recently.

But fast turnover ensures that if customers don't like the selection one day, they may be able to find a completely new array a few weeks later. "To shop at these stores, you have to be willing to come back again and again," Mrs. Dunleavy said. "One day there might be 10 outfits, another day, nothing."

No alterations or returns

Also inconvenient are the policies of some stores not to provide alterations or accept returns.

Customers should be wary, experts warn, of lower-quality goods beside legitimate off-price values. "Some stores mix in a lot of imports of inferior quality," said Howard Davidowitz, a national retailing consultant based in New York. "Don't buy something from Hong Kong that's really full-price and inferior."

Off-price merchants say North Jersey is an ideal market. Bergen County, with estimated retail sales of \$4.5 billion last year, is considered part of the New York metropolitan area, which has the second-largest retail sales in the country behind Los Angeles, according to the Marketing Economics Institute in New York. Passaic County ranked 94th, with sales of \$2 billion.

Also, New Jersey has no sales tax on clothes, which helps draw customers from New York City, where the tax is 8½ percent, and Connecticut, where it is 7½ percent.

At the shirt counter at National Brands Outlet in Clifton, Neil Herzog, an engineer from Rocky Hill, Conn., explained why he drove two hours to shop. "I can save \$50 buying \$200 worth of clothes," he said,

Let the buyer beware

The bargains are there to be found, but experienced off-price shoppers advise caution for first-time buyers. Some off-price stores stock damaged, last-season or lesser quality goods. "You have to know what you're looking for and know what it's worth," said Lisa Risetto of Washington Township. She works in a women's clothing store, but sometimes shops at off-price outlets.

"Because I know the merchandise, I know what's new and what's old," she said. "Some of it is just what department stores can't get rid of."

It helps to understand the way these merchants obtain their goods and set their prices. Not all off-price stores are factory outlets, although a few began with sales space off the manufacturing floor. Most, however, are pure retailers who offer goods from a range of manufacturers.

The off-price stores also differ from standard discount stores, like Caldor or K mart, which usually buy merchandise at regular wholesale prices, then sell them with a smaller markup than traditional stores.

Off-pricers, however, typically buy from manufacturers at less than the normal wholesale price. Then they add to the customer savings by holding down costs — skimping on advertising or Christmas decorations, for instance — to keep the markup low, too.

Manufacturers, frequently, are more than happy to sell these lower priced goods to off-price stores. The reason is that off-pricers buy left over merchandise that the manufacturer has already made but department stores decided not to order. Such leftovers are common in the apparel business, because manufacturers plan their production far in advance of each season, before they know what their established buyer will take.

During the recession, manufacturers need the off-pricers more than ever, because department store orders drop. Also, as unsold inventories mount in the major stores they may even turn away previously ordered merchandise, especially if it arrives late.

"One of the grim jokes among manufacturers these days is that you make 10 percent in department stores and 90 percent from off-price stores," said Richard Hersh, president of the National Mass Retailing Institute.

One disadvantage is that off-price merchants may not get merchandise until later in the season than traditional stores. Winter clothing that starts to arrive in department stores in June might not begin to arrive until August or later at off-price outlets.

Some stores also may offer shopworn clothing, or last season's styles.

Why is the off-price business taking off now? The recession has contributed, analysts say, making price more important to consumers even as it makes more leftovers available from manufacturers.

Also, the stigma that once may have been attached to off-price buying may have lessened somewhat during the 1970's, as heavy promotions of individual designers made their names better known to the public. Today, it's the Pierre Cardin label on the dress that counts more to the consumer than the name of the store where she bought it.

"It used to be 20 years ago it was verboten to say you bought clothes in a discount shop," said Marcia Wilson, vice-president of Daffy Dan's. "But people today, no matter how much money they have, know they would be stupid not to."

Yet off-pricing in apparel is nothing new. Loehmann's stores for women started in 1921. The Bronx-based company has weathered good times and bad, and today it owns 55 stores in 25 states.

Other stores are thriving through the recession, too. Syms, operating from its headquarters in Lyndhurst, has opened three of its 11 stores in the last year. Even the smaller Daffy Dan's, which opened one store in Elizabeth 22 years ago, has opened second and third this year. The stores, which are privately owned, would not release their sales figures.

Department stores feel pinch

Department and specialty stores are beginning to feel the heat from off-price competition, analysts say. While most say department stores are holding unusual pre-Christmas sales this year primarily because of the recession, analysts say the competition from off-price stores has had an effect, too.

"They're teaching the customer never to buy anything at regular prices," said Arthur Britten, who serves as a middleman between manufacturers and retailers. "No every day the department stores are holding Founder's Day, or Somebody's Birthday Sale, or whatever."

He said department stores are starting to imitate some off-price techniques, acquiring some good off-price, and taking smaller margins.

But the off-price market could get crowded, too, leading to a shakeout there. "As the outlets proliferate, their ability to obtain a good supply of merchandise will decline," said James Cohen, a retail analyst at Prudential-Bache Securities in New York.

BEN'S BEAT

By Ben Allen

Ben's Beat '76 Achievement Awards

1976 will be best remembered for the Bicentennial Blahs and the year of the great Cola War. But in a year that saw some 30,000 TV commercials produced I think it only fitting that we call your attention to some of the more "notable" 30 and 60 second achievements which flashed by on the tube.

* * *

MOST HEART TUGGING LINE OF DIALOGUE: "I'm in love... and I take Geritol everyday."

* * *

MOST PROMISING NEW TV PERSONALITY: Tom Carvel.

* * *

BEST PERFORMANCE BY AN ANIMAL: The cat who does the cha-cha in the cat chow commercial. **Runner-up:** Lola Falana as the Tigress.

* * *

MOST SAGE REMARK UTTERED BY A RESPECTED ATHLETE: Joe DiMaggio: "It pays to save at the Bowery."

* * *

BEST PERFORMANCE BY A HEAD OF HAIR: Farrah Fawcett.

* * *

MOST EXCITING NEW TV SPOKESMAN: Sy Syms.

* * *

MOST OUTSTANDING PERFORMANCE BY A TV SPOKESWOMAN: Jane Russell.

MOST CHICKEN TV PERSONALITY: Colonel Sanders.

* * *

BIGGEST JUICER ON TV: Anita Bryant.

* * *

MOST UNBELIEVABLE PERFORMANCE BY A TV SPOKESMAN: Rex Harrison.

* * *

MOST GLAMOROUS HANDS ON TV: King Kong.

* * *

SEXIEST LINE IN A COMMERCIAL: Girl in the Underall spot: "Like I'm wearin' nothin' at all."

* * *

BEST PERFORMANCE BY A SET OF TEETH: Farrah Fawcett.

* * *

BEST PERFORMANCE BY A SESAME SEED BUN: Big Mac

* * *

LEAST CHARMIN' TV SPOKESMAN: Mr. Whipple.

* * *

TV SPOKESWOMAN HARDEST TO IDENTIFY: Catherine Deneuve.

* * *

BIGGEST TV JOB HOPPER: O.J. Simpson.

* * *

MOST APPETIZING DISH ON TV: Farrah Fawcett.

* * *

BEST TRAINED ANIMAL ON TV: Cricket.

* * *

BEST PERFORMANCE BY A MEMBER OF THE ARMED FORCES: Cap'n Crunch.

VOICE CENTERFOLD

Editor: Alexandra Anderson Assistant Editor: Guy Trebay

741-0030 ext. 328

Village Voice May '77

May 26—June 2



ARLENE GOTTFRIED

Bargain hunting at Job Lot Trading



ARLENE GOTTFRIED

Great discounts and constant variety at Sym's

Chambers Street: Go Down for the Discount

Most New Yorkers think of Chambers Street as the subway stop for bureaucratic errands at the IRS, the Motor Vehicles department, or divorce court. There are, however, more profitable but less-known reasons for venturing into this part of town. Within walking distance of City Hall, the courts, and the local, state, and federal agencies are a slew of cut-rate stores offering some of the city's best bargains.

Whether you're looking for a designer dress at a 40 per cent discount, Golo boots at one-third retail, a first-class flight bag at charter prices, or name-brand shampoo for 39 cents, you are more likely to find it here than anywhere else in the city. While most of the local stores are devoid of uptown elegance (sometimes even downright seedy), astute, energetic, and unfastidious shoppers can emerge with first-rate merchandise at prices that hardly seem possible in 1977. Until now most shops have remained the closely guarded secrets of government workers—who consider their accessibility to bargains to be invaluable perk.

Sy Syms plugs his barnlike discount house on radio and TV with grandiose slogans like "The educated consumer is our best customer" and "It may sound unbelievable but profit is not our main motive." But while it's nice to think profits bolster Channel 13 and liberal political candidates, the main

Reade Street, 227-0253, Monday through Friday, 8 a.m. to 5 p.m., Saturday, 10 a.m. to 4 p.m.; Salzman Shoes, 101 Reade Street, 962-7035, Monday through Friday, 8 a.m. to 5:30 p.m., Saturday, 9 a.m. to 4 p.m.; Shoe Steal, 116 Duane Street, Monday through Friday, 8 a.m. to 5:30 p.m., Saturday, 10 a.m. to 4 p.m.) **VV**

Philip and Morris Weinberger, 23- and 25-year-old brothers from Brooklyn replete with matching yarmulkes, decided to open a cut-rate handbag and luggage store two years ago. When they chose their location on Church Street, local savants warned them that four enterprises had closed there in as many months and that the odds were against them making good. Nevertheless, business is booming and the brothers are smiling. "Our secret is our prices," they said.

The Weinbergers are proudest of their prices on Henry Rosenfeld soft nylon luggage which is otherwise an exclusive at a to-be-unnamed uptown store. It sells here at half price. The Handbag Center also carries Samsonite suitcases at 25 per cent off and a credible copy of a sturdy \$260 American Tourister six-piece set for \$99.

Handbags and briefcases are also good buys here and brightly colored canvas totes with leather handles are sold

reason for shopping at Sym's are the excellent buys on men's and women's name-brand clothing.

Two of the store's four cavernous floors are stocked with men's wear, including \$40 Pierre Cardin shoes for \$19, \$20 Lee jeans for \$10, and all sorts of sports jackets and suits for about 40 per cent off list.

For women Sym's carries a lot of Carol Horn outfits, Diane von Furstenberg dresses and shirts, and Evelyn De Jong brightly colored cotton-knit dresses. Things that one stares at longingly uptown can be had here at relatively affordable prices. Highlander pigskin blazers which list for \$175 are \$89 at Syms, and Yves St. Laurent T-shirts in shades of wine and forest green are marked down from \$26 to \$10.

An added bonus at Sym's are the unadvertised specials—blared out from time to time over ubiquitous loudspeakers. One day \$5 is lopped off the price tag on all coats and suits. On another, \$2 is taken off their tops. We once picked up a couple of Carol Horn summer jerseys for an incredible \$2 apiece.

As is the case in most discount houses, the amount and quality of merchandise varies from week to week—even day to day. Sometimes almost everything looks appealing, while on other occasions the racks are sparsely filled with picked-over garments. (Sym's, 45 Park Place, 791-1199, Monday through Friday, 9 a.m. to 7 p.m., Saturday, 9 a.m. to 6 p.m.) VVVV

The manager at Merns said he doesn't want his store compared to the shlock stores that sell last year's poor quality suits at \$49. He stressed that his store (like its uptown Madison Avenue branch) features only name-brand, labeled, first-quality, current styles in men's clothing, including underwear, sportswear, outerwear, and suits, at a 20 to 25 per cent discount from department store and specialty shop prices. Recent offerings include: New York Sportswear Shirts, 100 per cent cotton, \$10; Huck-a-poo print nylon swimsuits, \$4; Bagatelle cotton pants, \$19, short-sleeved jacket, \$23. For designer suits (Hardy Ames, Pierre Cardin, Givenchy, and Nik-Nik at \$139 to \$195) go downstairs and get the expert advice of Abe the fitter. (Merns, 75 Church Street, 227-5471, Monday-Wednesday and Friday, 9:30 a.m. to 6:30 p.m.; Thursday, 9:30 a.m. to 8 p.m.; Saturday, 9:30 a.m. to 6 p.m.) VVV

Thread your way through the narrow aisles at Century 21 Department Store and past the children's and men's clothes, small appliances, and cosmetics. Although some of these items are also good values, the most notable ones are upstairs—elegant women's lingerie and underwear. The best name brands—including John Kloss, Christian Dior, Ralph Lauren, and Vassarlette—turn up here from time to time and at Century 21's prices, even the most puritanical among us can afford to indulge our romantic fantasies. There are racks and racks of lacy, lovely nightgowns, bed jackets, dressing gowns, and bathrobes. Especially appealing are the Fernando Sanchez silk robes and nightgowns priced around \$10 to \$20, less than half of what they go for at Bloomie's.

This is also a good place to pick up everyday basic items like Chicas cotton bikini underpants recently advertised for \$4, sold here for under \$3. Women who still wear bras and slips will find a large, multicolored assortment from the Maidenform and Vassarlette lines.

Century 21 also has rooms full of women's dresses, sportswear, and outerwear, most of which is not particularly stylish. But occasionally something interesting turns up like Cathy Hardwick cotton shirtdresses for \$10. The best place to look is on the racks of samples where small-sized women can find real bargains like well-cut Singer-and-Singer wrap cotton-knit dresses for \$23.

The basement at Century 21, which stocks kitchenware, toys, linens, and decorative items, is also worth investigating, especially for the designer's sheets, towels, and bedspreads carried here. (Century 21 Department Store, 12 Cortlandt Street, 227-9092, Monday through Friday, 7:45 to 6:15 p.m.) VVVV

Reade and Duane Streets, directly above Chambers, are lined with wholesale shoe salesrooms. While most of them don't sell retail, three musty-looking ones are actually discount houses, open to the public, and specializing in cancellations from large stores.

Anbars, Salzman, and Shoe Steal have similar and interesting collections of dress and sport shoes, sandals and boots in season, most at 20 to 30 per cent off retail—occasionally even lower. Among the brands carried here are Amalfi, Golo, I. Miller, Ferragamo, Hill and Dale, and Soldini. Salzman is the only one to carry men's shoes and according to a salesman, "the loafers sold here under the Van Eli label for \$35 are the same ones Gucci's sells for \$52. (Anbar's, 97

uptown for more than twice the \$5.99 price tags. Princess Gardner wallets are marked 30 per cent off their \$12 list. (Handbag Center, 176 Church Street, 962-7235, Monday through Thursday, 8:15 a.m. to 5:30 p.m.; Friday, 8:15 a.m. to 4:45 p.m.) VVV

Roy and Ruth Royster have been making canvas carryalls for the past year and a half, selling them in their own little shop and wholesaling to department stores like Abraham & Straus. They pleaded against having their prices printed because, "We're in a very competitive business and we undersell stores that buy from us."

The Fair Exchange does offer your money's worth on sturdy canvas bags in varying sizes and colors and of good design. You can pick up anything from a handsome portfolio to a durable duffel bag large enough to pack for a week, at a decidedly civilized price. (The Fair Exchange, 111 Reade Street, 962-2481, Monday through Saturday, 11 a.m. to 5:30 p.m.) VV

A mecca for the New York bargain hunter, Job Lot's special appeal is its serendipity—you really can never tell what will turn up here. The name of the store explains the reason for both the amazing variety of items and the unbelievably low prices—job lots of virtually anything deemed saleable are purchased at auction or manufacturer's closeouts.

Two recent specials gleaned from the bargain clutter were eight-pound salamis (importer's loss—he ordered eight-ounce salamis) at \$7.95 and woven leather whips from India, picked up at a customs-house sale and priced at \$1.25. Along with a permanent stock of discounted hardware and tools, typical Job Lots offerings include brand-name cosmetics, shampoo, and lotions (e.g., Palmolive Rapid Shave at 59 cents, usual discount price \$1.19); paper goods, books, toys, games (greeting cards at five cents, children's books at 10 cents); ladies' and men's clothes (Hooper sweaters and knit tops as low as \$4.95); food and candy items (Chivers Jam at 59 cents, \$1.39 in gourmet shops); kitchen wares, garden supplies, pet supplies.

One helpful hint from experienced Job Lot hunters: Bring a book to help pass the time on the seemingly endless but actually fast-moving checkout lines. (Job Lot Trading Corporation, 140 Church Street, 962-4142, Monday to Friday, 8 a.m. to 5:30 p.m., Saturday, 8 a.m. to 4:30 p.m.) (NL & ML) VVVV

ra Lapin, Miriam Laberstein, Fred W. McDarrah, Carman Moore, Arthur Sainer, Lee Topper, Nicholas Yanni.

They're Making Their Own Pitch —And Loving It

By ENID NEMY

Victor Potamkin isn't an expert on models, but he figures that most of them don't look like Cadillacs. Maybe Volkswagens or Toyotas, he said. Mr. Potamkin is the largest Cadillac dealer in the country.

Now take his wife, Luba. She looks like a Cadillac. He was quite firm about that.

"She looks as though she belongs there," he said.

So for the last few years, Mrs. Potamkin, an effervescent blonde who calls everyone dear, has done about 30 television commercials for her husband's business, and sales have gone up and up. Mr. Potamkin is pleased—"if she didn't do it properly, I wouldn't have kept her doing it"—and Mrs. Potamkin is ecstatic—"the happiest I've ever been, it makes me important."

Luba Potamkin is part of what appears to be a growing trend of business owners, and their relatives, to hawk their own wares on local television and radio stations.

For most of them, saving money was not the original object, nor is it now, although they may joke about it. Nor were fame and ego the spurs. Most of these people got into television commercials by accident or because they thought viewers would relate to a down-to-earth, unsophisticated approach.

Tom Carvel, who has done many of his own ice cream commercials, said some people think his spots are "lousy," and others ask how he has the nerve to go on television with "that voice."

"I say I don't care how you remember the commercials, just buy the ice cream," he said, as the voice that he describes as "golden going rusty" rumbled into a hearty chuckle. "Anyway, I can't find anyone to work cheaper than me."

Children Ashamed

When Ethel Stutt started doing the commercials for her EBA Appliances two years ago, her children were so ashamed they wouldn't look at the screen.

"They said I came across hard and strong, but we had used a professional first and were disappointed. The commercials weren't doing a thing for us."

She inserted one of the 100 cigarettes she smokes daily in her mouth and continued: "I didn't like my image at first, either. I was too intense. Now I'm more at ease with myself. I'm not as tough. I'm straightforward. Business has zoomed because people believe I'm credible."

Sy Syms, the president of Syms

Clothing "where the educated consumer is our best customer" was among those who fell into commercials by accident. He traded off a store gift certificate for a television commercial taping session. When the tape came out "decently," he began his additional career.

"If I wasn't a businessman, I'd go in for broadcasting," he said, chewing on his pipe. "I love microphone work."

Mr. Syms, whose business is buying and selling merchandise off-price ("we are not discounters"), said that his personal exposure has helped the business gain familiarity within the industry, as well as with consumers.

It has also made him well known to strangers but, after three years of exposure, he now finds recognition "just acceptable."

"Sometimes, if a maitre d' says, 'Oh, Mr. Syms, it's great to have a celebrity here,' I feel a blush inside."

'A Certain Glamour'

Mrs. Stutt, the vice president and acting president of the family business—discount major appliances—has discovered that "there's a certain glamour about anyone who appears in print or on television."

"Strangers come over when I'm out," she said. "Sometimes they recognize my voice rather than my face. Wherever you go, people are nicer to you. You seem to get a consideration you don't deserve. But I've never let it go to my head because I know I have to come into work in the morning."

Mr. Carvel, who was born Athanasios Carvelas in Greece 71 years ago, said that he didn't like being a radio or television star.

"There's no privacy," he said. "I have to be extremely careful. I can't get into arguments. I don't dare swear in public or people will say, 'How do you like that slob?'"

He laughed wickedly.

"I've got to behave myself," he said.

He laughs just as wickedly when he's asked, which he is constantly, about the flubs in his commercials.

"I never write a script. I just go right on tape," he said. "I leave the flubs in deliberately. There's nothing like someone saying 'uh, uh, uh.' People relate to this. Announcers with perfect diction, perfect poise, perfect appearance—people cut them off."

He settled back to taste one of his products, licked the spoon, and added, "I'm not an actor. I don't want to be, but who has a better knowledge of my business than I do?"

For Luba Potamkin, her television

career has been "one of the most exciting" periods of her life.

"I would pay my husband to let me do them," she said. (Mr. Potamkin said he paid his wife and "she does pretty good but if she was a stranger, I'd probably have to pay her more.") "To me, it's a constant thrill when people stop me and say I look familiar and haven't they seen me on television."

She's also thrilled with the scores of letters she receives, many commenting on her clothes and asking where she bought them.

"My husband asks why I don't go to Bergdorf's and Martha's, but I run over to Loehmann's," she said.

She, like Mr. Carvel, doesn't believe in studying a script in advance.

"I walk in and read it and do it," she said. "To me, it's easy because it's my business and I'm thrilled to say, 'Buy a Cadillac.'"

"When you don't need to do it for a living, you're not nervous," said her husband, succinctly. "If she was pitching for a job, she probably wouldn't do as well. But people really do love her."

*Luba Potamkin,
would be willing
to pay her husband to let her
advertise his Cadillacs.*



Tom Carvel taping one of his ice cream commercials. He never writes a script and deliberately leaves in the flubs.



*Her children were dismayed
when Ethel Stutt,
began doing her own commercials.*

Wednesday, September 28, 1977

BUFFALO EVENING NEWS

Sy Syms: He Wants to Educate the Consumer

By BARBARA SNYDER

To Sy Syms, an educated consumer is his best customer and consumer crusader Ralph Nader is his greatest asset.

"We are a very consumer-oriented store," maintained Sy Syms, a 50-year-old "whiz kid" who 18 years ago ended a play-by-play sportscasting career to enter the clothing business.

The rest, if you'll pardon the expression, is history. This dynamic man whom some call a legend in the business will complete the latest chapter in Syms' history when his gigantic new 7988 Transit Rd. store opens tomorrow.

Syms, a store that represents upwards of 300 national and international brand names in ladies' and men's clothing,

began 18 years ago in New York City.

SY PLANNED his business ventures the way he announced football and basketball games: Step by painstaking step.

Most Syms stores, "started in small urban stores and expanded to much larger roadside free-standing stores — in most cases on expressways where a customer could see it from east, west, north and south," Sy began.

"The stores are planned so that they are no more than 30 minutes from anywhere from 1 to 2 million residents of a metropolitan area," he added.

The new Transit Rd. store fits neatly into the Syms location philosophy. Moving from its cramped 268 Main St. site, the cavernous, more accessible location is a converted supermarket with a mind-boggling amount of space available for display.

THE NEW Buffalo area store also more closely resembles Syms other stores: Four in greater metropolitan New York with a fifth on the way; one in Florida, in a Miami suburb — and now the suburban Buffalo locale.

Sy said he anticipates nine stores on the Eastern seaboard before the company moves into the central part of the U.S. — Houston, Chicago, Detroit and Dallas.

"And then, of course, to the West," Sy said.

When Sy explains his sales philosophy, he explains methodically and patiently — and always ends with, "this is not bull; this is 100 per cent the truth."

Let's say a manufacturer decided to produce in large volume for the coming season — but his clothes do not sell that well.

In the old days, Sy said, the manufacturer would take one or two days a year and sell to its employees at reduced prices. Nowadays, these companies tend to sell their surplus to off price representatives like Syms.

THEN SYMS turns around and sells to the consumer. That's when things get interesting.

Syms price policy is different — so different — Sy said, that "most readers probably won't believe it." But here, according to Sy, is how it works:

"We look at something, decide what the public will pay for it — and price it," Sy said.

If one argues with Sy that by buying "name" or designer clothes one pays as much for the status as the quality, Sy retorts:

"Today when you go in and buy something in apparel you want to have a guideline.

"Behind known designer names is a quality control that is imperative for their name to continue.

"These names don't get big for cheating people and inflating prices," Sy said tersely. "They got there for great value and

great fashion looks."

AS FURTHER proof, Sy pointed to private label stores like Robert Hall, now extinct. "The private label is dead," because the consumer is left in the dark as to who made the clothes, how they were made, and the quality.

Whether or not a consumer agrees with the philosophies of Sy Syms, almost everyone admires the straightforward approach he uses on his television and radio commercials. He talks directly to the consumer, usually in an educational manner. Lately he has taken to explaining how to read care and fabric content labels, or teaching people about Syms' 10-day mark down system.

"I respect the person on the street," said this former "poor kid", now the self-made head of a highly successful company that has "never borrowed a dime from a bank."



SY SYMS with one of the fashions from his new suburban store.

COMBINED APPEAL



CHAPLAIN ALEXANDER D. GOODE-
BEN GOLDMAN LODGE, B'NAI B'RITH

representing the men's and boys' clothing,
furnishings and textile industries cordially invites you to attend the

26TH ANNUAL FOUR CHAPLAINS AWARD DINNER

honoring as

"MAN OF THE YEAR"
IRA WEISER

recipient of the
BEN GOLDMAN HUMAN RELATIONS AWARD

for outstanding service in the advancement of
human rights and the welfare of our community on behalf of

THE ANTI-DEFAMATION LEAGUE
NATIONAL YOUTH SERVICES
and the
B'NAI B'RITH SERVICE FUND

Saturday, May 21, 1977
SUBSCRIPTION \$125
COCKTAILS AT 6:30 P.M.

The Waldorf-Astoria
BLACK TIE
DINNER AT 7:30 P.M.



Are You An Educated Consumer?

Test Yourself

1. When buying an ensemble (from the same manufacturer) which would be the most expensive fabric?
 - a) 65% Dacron — 35% Wool
 - b) 100% Wool
 - c) 100% Treveira
2. By what authority are apparel manufacturers required to put washing instructions in every garment?
 - a) As prescribed by Federal Law
3. If a store will not handle your complaint should you contact...
 - a) Consumers Union
 - b) New York City Consumers Affairs Bureau
 - c) Consumers Alliance
4. When making a purchase with a credit card what interest do you pay per year?
 - a) 12%
 - b) 7%

- b) By order of Betty Furness
c) By agreement of the American
Manufacturing Association.

c) 18%

3 or 4 Right... EXCELLENT.

You are very aware and thereby probably have already purchased your national brand \$80.00 ziplined coat from Syms for \$39.99.

1 or 2 Right... SATISFACTORY.

You owe it to yourself to come to Syms and purchase an \$80.00 national brand ziplined raincoat for \$39.99.

None right... POOR.

As a consumer you should be more aware of consumerism and you may never have heard of Syms; Please pay us a visit.

Answers
1. b
2. a
3. b
4. c

An Educated Consumer is Our Best Customer!

SYMS

We Never Run a Sale

Manhattan 45 Park Place (2 blocks West of City Hall) Mon.-Sat. till 6 P.M. Thurs. Till 9 P.M.
PARAMUS, N.J. Route 4, WOODBRIDGE, N.J. Route 9, MON.-FRI. Till 9:30 SAT. till 6