



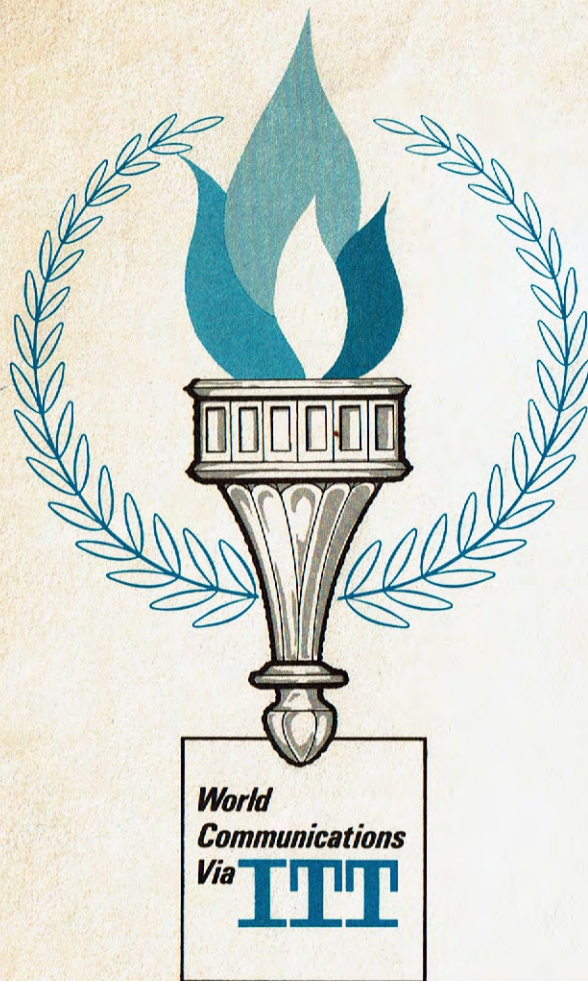
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MS-920: Sy Syms Papers, 1944-2012.
Series C: Scrapbooks, 1938, 1970-2000, undated.

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Digital scrapbook, 1980-1983.

For more information on this collection, please see the finding aid on the
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ITT WORLD COMMUNICATIONS

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Louise A. Hilar
MANAGER, CUSTOMER SERVICES







'I just live around the corner, so I'm in here all the time,' says Joyce Powers of New Hyde Park, who knows exactly what she wants in her Loehmann's forays.

By Anne Anable

Time was when discounting was a dirty word. Retail stores, then as now, sold clothes at double the price their buyers paid at wholesale. Anything the consumer bought cheaper was likely to be damaged goods, excepting things found at the traditional mark-down sales. The customer, it was thought, wanted to select from brand new, fresh merchandise, attractively displayed, buttressed by considerable back-up stock and aided by helpful salespeople, one-day, door-to-door delivery, charge accounts and a host of other services.

While many of those theories still hold, at least in some quarters, a large number of shoppers are becoming more willing to forego the traditional services in order to buy virtually the same merchandise at reduced cost from a continually growing assortment of discount and off-price establishments.

Surprisingly, it was way back in 1921 when Frieda Loehmann con-

ceived the idea of trudging off to Seventh Avenue daily, paying cash on the spot for designer overruns, and bringing them back, minus the labels, to her opulent store in Brooklyn for the knowledgeable woman to buy at a bargain price. Loehmann's has grown by leaps and bounds since then, but it is perhaps the only discount company that has built and maintained a special mystique that has some of the best-dressed women in the country exclaiming with pride, "I got my dress at Loehmann's."

It's probable that Loehmann's developed the first Discount Mavens, those ladies who count a week (sometimes a day) as lost if they haven't cased the territory for any new bargains. "They are very professional in their shopping, I'll tell you," said Arthur Versachelli, manager of Syms, as he greeted one of his Regulars, who in turn complimented him on the tie sets he was putting on the counter.

While most discounters leave labels and tags on the clothing, they look nervous and tell reporters they'd just as soon no designer names were men-

tioned in a story, for fear of being barred from showrooms in the future. "It's one thing if a customer comes in here and sees she can get the same garment she saw last week at a regular retail store, and pay 30 per cent less," said Mort Fagenson of Clothes-Out. "But you can't blame a designer for not wanting that fact publicized."

Loehmann's still cuts out labels and proudly proclaims it's customers are so expert they can recognize the designer, label or not. In truth, the manufacturer names can often be discerned from a code on the left side of the blue tag, and gray market copies of that code are highly prized, among habitual discount enthusiasts.

Fashion At A Price

Loehmann's officials will have no part of any public deciphering.

And in spite of the plethora of discount establishments on Long Island, Loehmann's still seems to offer the highest discounts on a regular basis; in the area of quality clothing, it is Syms—an off-price rather than discount establishment—that comes closest to matching Loehmann's price record. (The difference between discounting and offering off-price merchandise is in the method of buying at wholesale. The discounter pays the regular wholesale rate, but being blessed with lower rents, immediate payment by customers, and no decorating costs, can take a lower markup. In the case of off-price merchandise, buyers purchase their clothing at below wholesale costs,

SYMS

An Educated Consumer is Our Best Customer

Dear Consumer,

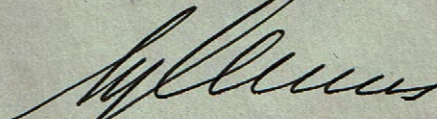
Thank you for making our first eight years in Woodbridge so successful. Through your patronage, we are now able to move next door where we will double the size of our store, double the parking, and double our selection.

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



Sy Syms

SS:mm

MM FYI

NEW YORK MAGAZINE COMPETITION

COMPETITION NUMBER 394

BY MARY ANN MADDEN

 **ASSAULT** (battery not included). Up to ten players, adults or children. "Victims" must try to reach home safely. "Muggers" may move about freely. Each player is supplied with a piece. Game proceeds from squares or doorways marked "Dark" and player may come from behind to win. Game ends when one player or more has best score or is busted.

FETISH. An adult game for two or more players. Playing pieces: shoe, garter belt, cattle prod, Halston chemisette, umbrella, rubber dress. Play proceeds until one player quits or is mutilated beyond usefulness. Game ends when one or more players reach "Therapy." 

Above, games people play. Competitors are invited to provide the name and a brief description of a board or other game suitable for life in 1980.

Results of Competition 391, in which you were asked for titles of books soon not to appear on fall publishers' lists.

Report: Another surefire non-best-seller: DUPLICATE TITLES FROM COMPETITION 391. Here, notwithstanding, are some excerpts from the table of contents. Cookbooks: THE ANORECTIC CHEF. THE CANNIBAL (OR MISSIONARY) COOKBOOK. McDONALD'S GOURMET-PLUS HOSPITAL AND AIRLINE RECIPES. INSECT PREPARATION. HIGH-PROTEIN VERMIN. Others: BRAIN SURGERY AT HOME. PUNK ZEN. THE BOOK OF LISPS. INDIFFERENT PROCTOLOGISTS OF NORTH AMERICA. THE CONDO GUIDE TO PRIMAL SCREAMING. BILLY CARTER FOR FUN & PROFIT. ACUPUNCTURE AT THE OFFICE. And so on.

First Prizes of two-year subscriptions to "New York" to:

MURDER AT TEN DOWNING STREET, by Sarah Churchill
George Jochnowitz, NYC

THE LITTLE GOLDEN BOOK OF BONDAGE
Pam Bergin, Maspeth, N.Y.

TO MAKE THE SUN GOD LAUGH—FOUR CENTURIES OF AZTEC HUMOR
Michael E. Levin, NYC

Runner-up Prizes of one-year subscriptions to "New York" to:

HOW TO SELL YOUR UNWANTED CHILD
Janice Lohr, Milford, N.J.

THE OIL-SPILL COLORING BOOK
Louis J. Borelli, Princeton, N.J.

HI!
Jennifer Dent, NYC

And Honorable Mention to:

THE BIG BOOK OF GONADS
Mark G. Levin, NYC

WHAT SHALL I CHANT?—1,000 COMMON MANTRAS
David English, W. Somerville, Mass.

THE AL FRANKEN DECADE AND YOU, by Al Franken
Brian Plante, Staten Island

RICHARD NIXON'S BOOK OF LISTS
Melanie Gissen, NYC

SO YOU WANT TO BE A SHARECROPPER
Joseph Horowitz, NYC

HANK KISSINGER: THE GUY
Fred Sahner, Bayside, N.Y.

SY AND MARCE SYMS: THE EARLY YEARS, VOLUME I
Bill Sempregora, Passaic, N.J.
sp. mention: Richard Helfer, NYC

THE BERLITZ LATIN PHRASE BOOK FOR TRAVELERS
Richard Fried, Brooklyn

THE COMPLEAT MOHEL
Herb Trazenfeld, Los Angeles, Calif.

FIRE ISLAND FOLK TALES
Stephanie Walters, Moreland Hills, Ohio

MORE JOY OF HOLISTIC JOGGING WITH YOUR CAT
Mark Greenberg, the Bronx

THE ILLUSTRATED PROTOCOLS OF THE ELDERS OF ZION
Eric Lynne, NYC

DON'T LAND ON PARK PLACE: WINNING MONOPOLY
Candy Wolfson, NYC

A PRIMER FOR THROWING BAGS OF WATER ON PEOPLE

F. C. St. Aubyn, Desmet, Idaho

HOW TO CARE FOR YOUR CUBAN REFUGEE
Andy Warnes, Flossmoor, Ill.

FAT, FAT PEOPLE AND HOW THEY REVOLT ME
Margaret D. Dale, Longmeadow, Mass.

THE ANNOTATED MA PERKINS RADIO SCRIPTS
H. Morgan, NYC

BETTER TENNIS THROUGH LONG HOURS OF PRACTICE
Anthony Gray, Closter, N.J.

WELCOME STRANGER! by A. Khomeini
Agnes Hirsch, Scarsdale, N.Y.

GREAT PUBLICITY THROUGH GREAT TIMING, by David Merrick
Jack Rose, NYC

THE HISTORY OF ROCK—Vol I: The Cenozoic Era
Len Elliott, Auburn, Wash.

BUYING STATIONERY ON A BUDGET
Steve Feldman, NYC

THE CHILD'S BOOK OF INDIGESTION
Hans Kaufmann, Baton Rouge, La.

KNEELING BUSES—FACT OR FANTASY?
Kathy Hakim, Flushing, N.Y.

PETER LEMONGELLO: MY STORY
Alan Rintel, NYC

AIN'T IT THE TRUTH! by John Simon
Louise Kuhns, Riverside, Conn.

THE JOY OF CUCKOLDRY
Mark J. Markowitz, Poughkeepsie, N.Y.

THE SPLENDOR OF THE PEACOCK THRONE
Elizabeth Fleming, Upper Montclair, N.J.

I NEVER KNEW BOGEY, by J. H. Lieberman
Jeffrey H. Lieberman, Philadelphia, Pa.

HOW TO LOSE WEIGHT IN THE COMING DEPRESSION
K. B. Robinson, NYC

STORIES FOR GAY CHILDREN
Alan L. Gansberg, Los Angeles, Calif.

THE COFFEE-TABLE BOOK OF TOILET SEATS
Dr. Bob Romano, Austin, Tex.

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT NECROPHILIA BUT COULD NEVER GET A RESPONSE
Andrew Mezzetti, Flushing Meadows, N.Y.



62 786-14

NATE SILVERSTEIN

PHOTOGRAPHERS

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(212) 840-0735

To: Marcie Syms



Signed: The SHINEK FAMILY

HIP HIP HOORAY IT'S YOUR BIRTHDAY
THIS SINGING MESSAGE WAS COMPOSED TO WISH YOU WELL
YOU'RE GROWING OLDER EVERY DAY BUT WHAT THE HELL
YOU'VE GOT A LOT OF LIFE TO LIVE
FROM HERE IT'S ALL SUPERLATIVE
HOORAY IT'S YOUR BIRTHDAY
ISN'T IT FUN TO BE GROWN UP
AND PAY YOUR TAXES EVERY YEAR
AND FIND IN SPITE OF ALL CONFUSION
YOU WILL SOMEHOW PERSEVERE
YOU'VE GOT THE KNACK FOR BOUNCING BACK
YOU ARE A REAL SURVIVOR
SO TAKE TODAY TO DO DELIGHTFUL DEEDS
AND LET YOUR DUTIES DROP
YOU'VE LUGGED THE WORLD AROUND FOR LONG ENOUGH
NOW SIT UP ON THE TOP
TODAY'S THE DAY HANG OUT AND PLAY
'CAUSE IT'S YOUR BIRTHDAY HIP HOORAY

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APRIL 1980

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JANUARY 13, 1980

DENNIS JAMES

UNITED CEREBRAL PALSEY

JAN 13 /

Hineni's 7th Annual Dinner



Pierre Hotel, Tuesday, June 10

On Wednesday evening, April 30, Selma and Sidney Milgrim, Associate chairmen of the Hineni Dinner Journal, hosted a pre-dinner warm up at the Sky Terrace of the Galleria in New York City.



Sy Syms is chairman of this year's Dinner. His motto: "In Hineni, an educated Jew is the best participant!"



Rebbetzin Jungreis presents Hineni award to Selma and Sidney Milgrim in recognition of their gracious hospitality and commitment.



Michael T. Kellerman, Honorary Dinner Chairman, and Mrs. Milgrim, Associate Chairman of the Journal, greet guests.



Allan Green, center, Associate Chairman of the Dinner, discusses plans with Committee members Eddie Antar and Jesse Salem.

.....**Be sure to make your reservation now!**

NORTHEAST

THE SPECIALISTS



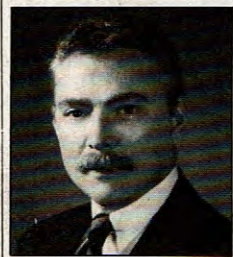
DEVORKIN

THE PROVING GROUND

15 Enterprise Ave.
Secaucus, N.J. 07094
201-348-8000

VP & GM: Jon Devorkin
VP: Paul Weisenbach
DMM: Mike Gutzler
DMM: Barbara Truncellito
Units: 61
Volume: \$25 million

Targeting the 18-40-year-old customer who is looking for fashion. The Proving Ground has opened six new stores: five in Texas and one in Seattle. This is the first westward expansion of this New Jersey-based young men's chain. West Coast expansion is expected to continue with an ultimate goal of some 150 units.



ROOT

ROOTS

401 Springfield Ave.
Summit, N.J. 07901
201-277-1234

Pres.: Perry Root
GMM: Barry Kole
Units: 4
Volume: \$7 million

This updated traditional store features natural shoulder clothing from makers like Hickey-Freeman, Southwick and Hart Schaffner & Marx (owner of the store since 1965), in addition to private-label. The shoe department which used to be leased is back under the store's control and concentrates on traditional footwear to complement the clothing assortment. A new mall location is planned.



J. SILVERMAN

SILVERMAN'S

150 Thornhill Drive
Warrensville, Pa. 15086
412-776-4857

Pres.: Jerry Silverman
Exec. VP: Mark Silverman
Units: 113
Volume: \$48 million

Silverman's has pared down to 113 stores from a high of 144, by ridding itself of its unprofitable locations. In addition, one Silverman's unit has been converted to an American Eagle Outfitters, bringing the total of these to 18. They feature family outdoor footwear and apparel. Both the Silverman's and the Eagle units are located primarily in malls and cater to younger—teens to 35—customers.



SYMS

SYMS

45 Park Place
New York, N.Y. 10012
212-791-9894

Pres.: Sy Syms
DMM: Ira Weiser
Units: 8
Volume: \$21 million

Since mention of the designer names carried at this off-price store is verboten in its ads, an extensive campaign that includes radio and television focuses on establishing the store's image. Syms now spends nearly 2 percent of its gross on advertising. Its inventory has been expanded to include a large selection of outsizes for the hard-to-fit customer. Total volume exceeds \$60 million.



LEVY

WALLACHS

32-36 47th Ave.
Long Island City, N.Y. 11101
212-361-7500

Pres.: Larry Levy
Exec. VP: Joseph Checkon
Units: 28
Volume: \$57 million

Wallachs has opened two new stores in New Jersey—one in Monmouth and one in Quakerbridge. The chain has also opened a new department that features rugged outdoor looks from resources like Woolrich and Pendleton, called Wallachs Wilderness Shop. Active sportswear continues to grow with Fila, Catalina, Adidas and Paul Sullivan as the anchors of the department.



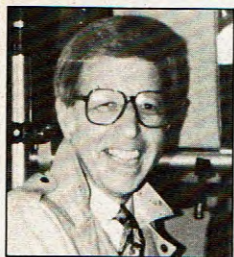
MILT BERMAN

YALE GENTON CLOTHES

400 Riverdale St.
West Springfield, Mass. 01089
413-781-1834

Pres.: Milton Berman
GMM: Mark Berman
Units: 1
Volume: \$3.5 million

At this 30,000-square-foot store tailored clothing remains an impressive 65 percent of the total volume. It is merchandised on a shop basis, with a London shop featuring Walter Morton, Cardin and others, a New Englander shop that features Brookfield, Botany '500' and Palm Beach and a Berkeley Shop for natural shoulder. In the works is an active department that will highlight spectator looks.



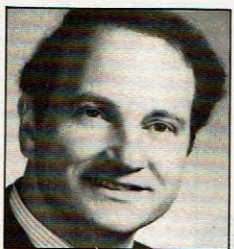
J. JOSEPHS

THE COACH HOUSE

631 Liberty Ave.
Pittsburgh, Pa. 15222
412-471-6200

Chrmn.: Marvin Josephs
Pres.: Jerome Josephs
VP: Ronald Josephs
Units: 5
MW volume: Over \$3 million

Women's tailored clothing recently made its debut in this store, with a new department at one location. Plans for 1981 include expanding women's tailored clothing departments to all five of the store's locations. In addition, The Coach House devotes both space and resources to a sizable big and tall man's department.



ABRAMSON

HERMANS WORLD OF SPORTING GOODS

2 Germak Drive
Carteret, N.J. 07008
201-541-1550

Pres.: Norman Abramson
Sr. VP & GMM: Don Tattenbaum
Merch. VP: Norman Thier, Robert McLaughlin
VP Apparel Merch: Robert Rowan
Units: 91
MW Volume: \$53 million

Indicative of the increasing importance of apparel at this sporting goods chain is a newly created executive position—vice-president of apparel merchandising. Expansion continues with openings scheduled in Virginia and Illinois. Total volume exceeds \$250 million.



M. Pearlstein

LOUIS

470 Boylston St.
Boston, Mass. 02116
617-965-6100

Pres.: Murray Pearlstein
VP & Treas.: Jerome Pearlstein
VP: Louis Pearlstein
Units: 4
Volume: \$9.5 million

At a time of soft sales in some areas and the proliferation of discounters, Louis has steadfastly stuck to its credo of quality despite the cost. Newest emphasis is on activewear and leisurewear. In Louis/Outdoor department the upscale philosophy is adhered to by featuring outerwear and survival looks from European makers.



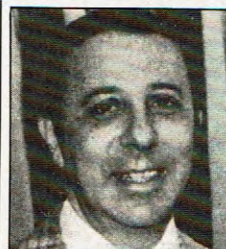
B. MITCHELL

ED MITCHELL INC.

670 Post Rd. East
Westport, Conn. 06880
203-227-5165

Owners: Jack & Bill Mitchell
MW Buyer: Bob Norton
Units: 1
Volume: Over \$2 million

This family-oriented store has recently moved into new quarters providing 17,000 square feet, nearly double the space at this old locale. Featuring both men's and women's clothing, names like Oxxford, Hickey-Freeman, J. Schoeneman, Southwick and YSL make up the merchandise mix. In sportswear, Bert Pulitzer, Hathaway, Arrow, Damon and Lord Jeff anchor the department. Izod and Adidas are featured in active sportswear.



DICARLO

MORVILLE

1428 Walnut St.
Philadelphia, Pa. 19102
215-735-5400

Pres.: Mario DiCarlo
VP: Myron Lazar
Units: 8
Volume: \$10.5 million

Morville's has reopened a traditional clothing department called the Executive Shop, stocked mostly with private-label merchandise. They have also unveiled an Italian department dubbed Angelo of Rome that features expensive imports. Striving to be the fashion store of Philadelphia, the store now has both fashion-forward apparel and traditional.



C. GRODD

PAUL STUART

Madison Avenue & 45th St.
New York, N.Y. 10017
212-682-0320

Pres.: Cliff Grodd
VP: Paul Ostrove
GM: Arthur Grodd
Units: 1
MW Volume: \$18 million

At this trend-setting updated traditional store, women's wear is becoming an ever-important factor. Expansion of the department has doubled the space to 1,600 square feet. In addition, emphasis has been placed on active sportswear with natural fabric apparel. Expansion is in the offing for 1981 to increase the overall selling space of this store known for its classic taste level.

Buffalo 1/20/80

Courier ACTION

Lady Puts Out an SOS For People After Bargains

By HARLAN C. ABBEY
Courier-Express Staff Reporter

FOR MOST women, shopping is a hobby — a serious one. For Mrs. Iris Ellis of Jacksonville, Fla., it has become an occupation.

From word-of-mouth news about bargain stores, she put together her "S.O.S. (Save on Shopping) Directory," which comes out in a new edition every two years and is updated by a monthly "bargain hunter newsletter."

Mrs. Ellis will be in Buffalo Monday to be interviewed on Ch. 7's "AM Buffalo" and on Ch. 2's "Midday," to inspect the nine local stores that are included in the "S.O.S. Directory" and to check over some other stores in the area. Then she will go to the new Charles Town Shopping Center in Utica, which contains only discounted merchandise.

MOST OF the 7,000 stores in her handbook are clothing stores. In the Buffalo area they are Sym's in Amherst, the Champion Products Inc. stores in Clarence and West Seneca, and the Darien Knitting Co. in Darien. Also listed in her book are Black & Decker Inc. in Buffalo, for tools; Watkins for Spices, also in Buffalo; and the Glass Factory Outlets in Hamburg, Clarence and Buffalo.

"I find I have to check up on stores every two or three years," she said in a telephone interview.

"When you depend on volunteers, at times they become so



Mrs. Iris Ellis checks clothing quality
... 'super shopper' to visit Buffalo area

preoccupied with lower prices that they overlook the importance of quality.

"I WOULD rate Sym's as the best bargain store in the Buffalo area because it buys

high-quality merchandise and discounts it sharply. Finding high-quality merchandise marked down is not that easy."

Mrs. Ellis also plans to visit

a leather store that she's heard good reports about, and also to look for retail clearance or warehouse clearance stores — for which her current directory has no listings in Buffalo.

SUCH STORES, she said, "sell the same quality of goods sold on 'Main Street,' but they seldom advertise. It's where merchandise goes after it's hung on the sales rack in the department store."

Mrs. Ellis claims a super shopper can save up to 50 percent on what he or she buys. "Most people will go to two or three different stores to compare prices on a refrigerator, for example," she explained. "You spend as much on clothing in one year as you do on the 'frig,' but few people will shop around before buying clothes."

She explains that the best bargains are found late in the season or out-of-season, if available at all. For instance, boots and coats in late winter, bathing suits in late summer or fall, adding:

"CHAIN STORE clearances are the best bets for savings on hard goods. There are greater savings at the 'bump and dent' stores, but there are too many different models at those stores for the average consumer to compare prices elsewhere."

When it comes to food shopping, she advocates buying in "box" or "no frills" stores,

which can save up to 30-35 percent on staples. Bakery thrift shops offer 40 percent discounts. "Freeze what you don't need immediately," she advises, adding: "The creative approach makes meal-planning more interesting."

Although she says most men are not good shoppers — "They buy for convenience" — they can become the best shoppers because they are better organized and keep better records.

"MOST OF the letters I get about planning a vacation to take advantage of a special discount store or a discount shopping center (a relatively new development) come from men," she admitted.

The biggest bargain around? She says it's her newsletters, which are offered free to anyone sending a stamped, self-addressed envelope to: S.O.S., Box 10482, Jacksonville, Fla. 32207. And the "S.O.S. Directory" comes with a money-back guarantee.

SHE ESTIMATES refunds run only one per 1,000 copies sold, and she sells about 30,000 per year.

"I'm not the best shopper in the world," she points out, "but the people who write to me are!" She also adds that although she buys clothes, food and furniture at special sales or discount rates, "I've made my husband promise to bury me retail."



SYMS

An Educated Consumer Is Our Best Customer

Dear Consumer,

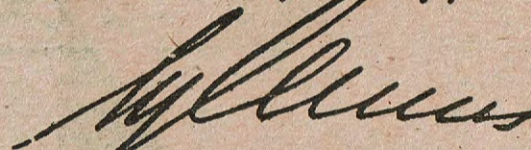
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domestics, and children's wear.

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 read 'Sy Syms', written in a cursive style.

Sy Syms

SS:mm

BETWEEN THE LINES...

CROWD PLEASER: Oleg Cassini captivated the crowd with his charm and wit Tuesday night in accepting the Associated Men's Wear Retailers of New York's 1980 Man of the Year Award. Among the Cassini-isms: "I was a renegade lover 50 years ago when I was 17. I became Mr. Clean when I met Jackie Kennedy." Continuing his comments about his early career, Cassini added: "It's tough in New York being an unknown designer, but in Hollywood, it's zero-zero." And he relates a tale about he was once fired in Tinseltown because a dress he designed for starlet Rita Hayworth made the actress appear to have only "one bosom." His audience consisted of many of the 32 past winners of the award, including last year's recipient, Paul Wattenberg of Leon of Paris, who told BTL he was celebrating his 49th birthday.

Photos by Nick Machalaba

BILL BRICK



L-R: Burma Bibas' Bernie Zients, Wallachs' Larry Levy and Evans April-Marcus' Marvin Blumenfeld Aristocrats' Si Knee



Benhil's Bob Katz and Leon of Paris' Paul Wattenberg



Phoenix's Monty Comer and Oleg Cassini



Sy Syms

L-R: William B. Kessler's Chester Kessler; Burma Bibas' Sam Klaus and AMRNY's Isidore Immerman

WESTWARD BOUND: "In the last few months, I have been to China, Hong Kong, Europe, Miami and Kansas City — and I can assure you, Les, Ball, had no second thoughts about his new assignment as executive vice-president of Macy's Missouri-Kansas. The setting was a well attended farwell party for Ball at the Penn Plaza Club in Madison Square Garden. Ball told the crowd: "I know you don't want to hear me make a long speech. Besides, it's almost 8 p.m. and, in keeping with my new lifestyle in Kansas City, I have to be in bed in 45 minutes."

S.J.

POLISH-HUNGARIAN BASH: When Erwin Herling, long known as the godfather of the Polish-American textile and apparel connection (he's now also involved in U.S.-Hungarian deals), decided to throw



UM&M's Morton Weill



Eastman's Wylie Bourne



Alice's Don Reed



Loomtex's Carl Rosen

MAN OF THE YEAR: For 1980, the Textile Salesmen's Association (TSA) picked United Merchants & Manufacturers vice-chairman Morton D. Weill to honor as man of the year. Industry executives turned out for dinner and dancing at New York's Tavern on the Green last weekend to honor Morty, as everyone was calling him.

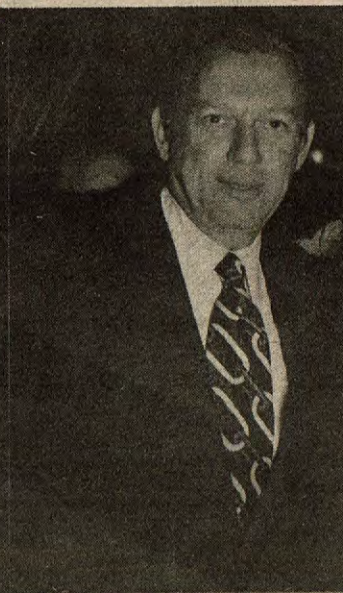
Weill joined Cohn Hall Marx in 1930 after graduation from Cornell University, first as a salesman, then assistant department head and department head of the firm's men's wear division. Since that time, he's served a number of corporate posts at UM&M, reaching vice-president in 1977. A number of current and former UM&M executives showed up, "including a few of my former bosses," Weill pointed out.

Photos by Carrie Boretz

MICHAEL LUTHER



Charter's Howard Cole



UM&M's Martin Schwab



Loomskill's Joe Brodie

of sunshine into the hearts of our business associates and friends," he and his wife, Madelaine, did it in grand style at Regine's.

Sitting fraternally, shoulder to shoulder, at a dinner including the best in music, champagne, wine, and food, were Polish dignitaries including the Consul General and Commercial Attache, plus the Hungarian Ambassador and Commercial Attache, and a host of other government notables from both countries.

Also present among the more than 150 guests were financiers, diplomats, and men's and women's wear manufacturers who work in Poland or Hungary through Herling's firm, Getex. George Weintraub of George Weintraub & Sons, talked shop with competitor Don Cohen of The Aries Group. Other men's wear manufacturers who ate and drank face to face were Ed Wachtel, Europecraft; Seymour Birnbaum, Jaguar 4/40; Maurice Ottinger, now in his own business; E. Goodfriend of Gruner Rainwear, and Julius Hertling, who now heads his own clothing business out of his factory in Brooklyn.

Said host Herling, who used his 60th birthday as an excuse to throw the party, "I thought of doing a big fashion show ... but who wants to see Polish fashions? So I decided to bring everybody together for a little fun and fraternity instead ... It cost me a fortune," he said happily, as everyone, of every nationality, got up to dance an Israeli hora.

C.H.

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 men's suits; we carry names. The consumer makes a "name" judgment in our store. So if a suit doesn't have a name,

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.

Do you think that a growth of off-price stores and/or discounters could save

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 kink in your premise. Thirty years ago, I used to walk down the street and there were 22 stores in three blocks. One guy

was selling McGregor; another, Interwoven and so on. Everywhere 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, a five-dollar bill or whatever, on a television set. Or he could lose \$10 on every

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 as a consumer, I think that one of the biggest rip-offs is colognes and perfumes.

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 retails, 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 these gentlemen knew what they were doing. They hung in. They stuck to their image, and today, they are a great brand

name even though they are a retailer.

Couldn't more stores go the way of Brooks Brothers?

You know, every time you change your image, you lose years. It's going to take a lot more years than you know. One store, for instance, kept advertising that it was getting better all the time. Of course, we can look back to the start of that and see that first you actually have to make the store better and then advertise the fact. But you can't tell people, "Hey, come to me because I'm better today than I was yesterday," only to have them, indeed, come to you and you are the same as you always were. That's a case where the advertising was running ahead of fact, but that's a common problem when a store tries to change image. It's not so easy.

What image would you say Syms projects to the customer?

Number one, we try to be very good storekeepers. We try to make life a little bit easier for the customer. We don't give much service per se, minimal actually. But we do color-coordinate sizes, so once a customer shops here he knows exactly where to look for his size. For instance, whenever you see a green tag, you automatically know that the garment is a 40 regular.

But being an off-price branded operation, how do you ensure style or label continuity? Doesn't your image suffer in tight markets?

We represent, off-price, 50 men's clothing manufacturers. That's 50 names. If the market is tight and six or seven don't have anything for you, you still have 40 or more. Now, if all 40 or 50 should dry up for one reason or another, and there is nothing to replace them, then there would be a hardship. Unlikely but even so, I suppose I would have to go to Canada or elsewhere. But there isn't much chance of that happening.

You mentioned earlier that imports have hurt the American clothing industry. Yet, Syms has imports.

We carry a lot of clothing which is made in Europe because we carry names. The two are sometimes inseparable.

Do you ever buy from companies which have set up separate divisions and labels for off-price or mass merchandising operations?

Not generally. I prefer to buy strictly off-price for my own markup. I will carry the so-called unbranded, but these buys

have to be in proportion price-wise.

What about irregulars?

I was weaned on haberdashery. Originally, in Syms, my main thrust was having the contacts to get irregulars, and to this day, we carry irregulars in shirts, socks and things of that nature, but from better makers.

Could you give a ball park percentage for the amount of off-price men's business in this country?

I would take a wild guess and say about 8%. Let's see. Back in the earlier days, men's haberdashery makers ran about 2% irregulars. Figuring about the same today, and including that 2% in the percentage of national off-price business, I'd say 8% as a ball park percentage.

“I think these companies should be required to sell anyone who can pay their bills.”

Who are some of the larger off-price operations in the country?

Probably some of the largest, unless I miss my guess, are the manufacturer-owned operations. Some have large numbers of stores, but in the long run, some of these might be a mistake. It is very tough being good at both manufacturing and retailing, not that it can't be done. Some happen to be very fortunate in having managements who are trained in retail. These are exceptions, though. But running these types of stores is not like running private ones. Managers sometimes just keep grabbing goods and the windup is, the o-t-c operations get stuck with more dead stock than if manufacturers had simply sold it off from the factories.

Yet, these stores are profitable from a bookkeeping end, aren't they?

You may see the day, maybe not soon, but there may eventually be some sort of vertical antitrust against these types of manufacturing/retail operations.

What about the type of manufacturer outlet stores where one vendor barter with another?

Oh yes, there is one such individual who went to big manufacturing firms and said, "Okay, you give me some shirts," for example, "and tell me what you want to get at retail." Then this individual would take 30%. But, if the shirts didn't move, he'd call up the manufacturer and say, "Look, I have to drop them down from \$10 to \$8." And then, the vendor wasn't getting \$7 a shirt; he was getting \$6 or less. But, you know, this concept has been successful, and as far as I know, it is still in existence. But a lot of manufacturers I know became disenchanted with it.

What about manufacturers who generally sell "on memo" to their accounts? What do you think of the practice?

I think this is silly. The whole premise is silly and I think the only ones who would enter into rubber-band selling are those who do not feel as though they have a strong position in the marketplace. Recently, I read where the FTC is looking into the possibility that department stores are regulating prices through collusion. This is unfair to the consumer and unfair to the manufacturer. But both are examples of the types of pressures in the apparel market. For instance, a department store will say to a manufacturer, "Okay, I am going to give you a big break and carry your goods, but if I see them anywhere else in the area, that's it for your line."

In other words, you don't believe in exclusivity?

That's not what I said. There are instances where new manufacturers or names need a showcase, and then exclusivity becomes a matter of business judgment: whether or not to agree to a store's terms, temporarily, for future sales position.

Do you think that large exposures help a product?

Yes. But to promote certain lines, I would go directly to the consumer.

Through what means?

Advertising. I've often thought that apparel manufacturers do not advertise directly to the consumer enough. Some have, and it's been successful.

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, in this type of store, there are more in-

ventory 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 inception to execution. We don't use any

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 was years ago, and it has never happened since. ■



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 45 Thomas Jefferson Lane, Snyder.

school category at the 27th 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 boisterous 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. Bihr, Delia J. Kleinfelder, Clint Van Slyke, John Saintcross Jr., John Thomas Warner, Terry Plummer, David Zaleski, Laura McCormick, Laura Latona, Geraldine Bereziuk, Sheri Senfleder, Tom Sufalatto, Joyce King, Cass Rasins, Heather Halasz, Joanne Thompson, Ruth Lietz, George Bushley, Thomas A. Kaminski, Tom Ritchie, Bill Margel, Stella Storck, Lori Ann Wahl, Charlotte Ann Wahl, Charles Trautman, Liz Pietrzak, Max Senft Jr., Paul Rybak, Jeff Dombrowski.

Aug/Sept 1980



Long Island Store #250
September '80

Mens Wear

\$1.25

A FAIRCHILD PUBLICATION
NOVEMBER 24, 1980

MM00767832NDV80 91114605P01122
WILLIAM C PAIGE
A SULKA & CO
711 5TH AVE
NEW YORK
NY 10022



**WHO'S WHO:
THE RETAIL REGISTER**

FOUR NOT-QUITE-FAMOUS FACES

By **BRENDA WOODS**
and **RICKI FULMAN**

YES, VIRGINIA, there is a Rula Lenska; she's not just a creation of the Alberto-VO hair commercials. And the woman behind Cooky the steak pub maven on TV really is his wife Sonny, who supervises the soup-and-salad bar just as the ads indicate.

But Mariette Hartley is not really Mrs. James Garner, although she plays that role in the Polaroid commercials. And Marcy Syms, New York's newest advertising celebrity, really is a private person behind her public face.

Like us, you may have wondered who are the people behind the faces that pop up in television commercials. After a little research and a few long-distance telephone calls, we found four of these not-quite-famous faces: two New Yorkers, a Californian and a Londoner.

MARCY SYMS

Sy's daughter steps out

EVERYONE HAS been asking Marcy Syms the same question lately. Has starring in a TV commercial changed her life? "No," she says with a frown. "I hoped it would, but not so far."

Marcy has been Syms' public face since January, when a series of 30-second commercials went on the air several nights a month. Marcy, who is 28 and the store's advertising manager, has replaced her father Sy; the store's president and founder, as TV representative.

"We are known as a men's store," she explained, "but we have been selling women's clothes, too, since 1970. It's 30% of our business, so we thought it might be effective to have a lady talk about a lady's field."

Although Marcy has been introduced at luncheons as America's answer to Rula Lenska, she is not likely to stir up as much of a following. She is shy — so shy that during a recent interview she insisted that her assistant and the store treasurer sit in to give her moral support. She wore

no makeup or jewelry, and looked uneasy.

She got the TV job because her family and the store's other officers saw a test commercial and decided that Marcy projected "friendliness and a belief in what she was saying."

All the commercials were filmed in one morning last fall. "I was so nervous," Marcy recalled, "I memorized every word. That meant I could do them all in two takes — usually it takes all day." Now the guys in the studio call her "two-take Marcy."

Syms has eight stores that offer a mix of half-price merchandise from such designers as Ralph Lauren and Kasper as well as bargain-basement items. Although Marcy's two younger brothers are in the business, she never planned a career in retailing. She says she absorbed a lot of store lore while growing up in Westchester. After getting a degree in English from Finch College and a master's in communications from Boston University, she worked as an assistant to R. Peter Strauss at WMCA. When he left for Washington, she quit, and began planning advertising on a free-lance basis for Sym's store in Falls Church, Va., near the capital.

"I loved it," she says. "My roots came to surface, I guess, and so I joined the company when I returned to New York."

Her job involves planning the advertising, buying the time and working on the copy. She and Sy write the commercials together.

"Many people called up asking if I was his wife when the commercials first aired," she said. "At first he said no, then he decided it's good if people think he has a young wife."

"I was hoping," Marcy confessed, "that certain boys I had crushes on when I was growing up would see me on television and say to themselves, 'She looks so good, I should call up and ask her out.'"

Instead, kids on her block or in the subway ask her if she's the woman in the commercial. Or some just yell, "Marcy Syms, Marcy Syms" whenever she walks by.

One customer walked into the store recently and told Marcy she had come "just because of me, and in fact, she wanted to buy the outfit I wear on TV. That's unusual, but she made my day."



Marcy Syms

Ken Korotkin/Daily News

The Buffalo News, Sunday, Feb. 10, 1980

TV Topics Mailbox—The News Answers Readers



MARCY SYMS
Sy's Oldest Daughter

Please tell me if the woman in the Sym's commercial is his wife or his daughter? How old is she, she has such an ageless face?—S.J., Amherst.

Marcy is the ever-loving daughter of Sy and Ruth Syms.

Ms. Syms, 29, is the oldest of six Syms children and began working with the family company in March 1978, when the Syms chain opened a new store in Washington, D.C.

"I planned the firm's media blitz campaign to inform our new Washington customers about our off-price buying," Marcy says from her office in New York City.

"Along with doing the radio and TV commercials with my dad, I'm executive director of marketing and advertising."

Marcy has a BA in English literature from Finch College in New York and a masters in communication from Boston University. After college she worked as a research assistant to the president of WMCA radio in New York.

She also worked as a paralegal with the State Prosecutor's Office and coordinated the fund-raising auction for the PBS station in New York.

Marcy got some voice coaching for the commercials from her dad, who was a play-by-play football and baseball announcer before he went into the clothing business 19 years ago.

"We cut the three commercials in two days of studio taping," Marcy says. "Three of my brothers also work in the company and one of them may be doing some commercials in the near future."

"He's great at doing imitations and is the real ham of the family."

Buffalo Jan 2/10/80

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'I've done well here, but you have to know what you're looking for,' said Joe Alessandria, a Syms regular. 'I'm trying to find something for [my daughter] Brooke. I like to browse,' Michelle Estren of Atlantic Beach said at at Marshall's.

Where To Start

The following list of major discount stores on Long Island is meant as a guide to the novice bargain hunter. There are a number of other stores, large and small, on the Island that offer merchandise below retail cost.

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Clothes-Outs: With branches in Hewlett, Lynbrook, Rockville Centre and Huntington, the chain keeps its turnover high by weekly markdown racks for slow moving merchandise that can run as much as 80 per cent off listed price of name brands. All stores are open from 10 AM to 6 PM Monday through Saturday, with Huntington and Rockville open Sunday afternoon. Stock is largely name-brand separates, geared to the young or working woman, sizes ranging from 5/6 to 15/16. No credit cards; credit given for returns.

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women's department (to size 44). Prices are usually discounted 30 per cent off retail, with some racks devoted to savings of up to 60 per cent. The stores carry shoes and lingerie at discount, and will take Visa and Master Card. Normally, returns are accepted for two weeks, but that has been extended for Christmas.

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Syms: Only one of the eight-store chain is located on Long Island, in Roslyn Heights. The store is open from 10 AM to 9:30 PM weekdays, and from 9 AM to 6 PM Saturdays. The family reputation is built on quality menswear, but the women's area has been rapidly expanding for the past nine years, with cocktail and evening wear the newest addition. Linens, luggage and children's wear have been added within the past two years. Certain selected merchandise is sold at a lower than normal discount for one hour each evening. Alterations are possible. Purchases can be returned for credit within two weeks; Only Syms charge is accepted. The store's popularity is one of its biggest problems because parking is very difficult. ■

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Al Dombroski

Newsday Tuesday, Dec. 16, 1980

in fashion/7

anted something sensational for a wedding in March,' said Pat Lesky, left, of Mill Neck. She's not a Leohmann's regular, but was used with her purchase. According to Mina Asserson, below, a maven from Mill Neck, 'When I had to have a foot operation, I told my Doctor, "You're infringing on my shopping time." My band figured the operation actually saved him money.'



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available when manufacturers are anxious to be rid of excess stock, and pass on those savings.)

Generally speaking, the barer the setting, the greater the bargains. Syms claims a rule of thumb of 40 per cent lower prices, but can go as low as 50 per cent off. Loehmann's may also go as low as 50 per cent. Each store prefers a continuing markdown policy to having sales. Syms tantalizes with a further technique of posting markdown prices on garments the minute they come into stock, but the prices are to take effect at a future date. Customers must decide if they are willing to take the risk of the garment's being sold while they wait for the markdown to go into effect.

Syms has the added advantage of its depth of quality menswear stock. NBO (National Brands Outlet) has an exclusively menswear stock, but at Syms, a woman can shop for herself upstairs while a man shops for himself below.

Whether off-price or discount, essentially the establishments can offer savings to consumers because they

buy manufacturer "overruns" or odd lots. Manufacturers must place their fabric orders well in advance of the season, and a miscalculation of the degree of enthusiasm at the retail level for a texture or color could result in unused bolts of material or a number of finished garments the discounter is happy to take off their hands for a lower price. The conventional retailer wants a depth of stock, knowing customers expect to find a given item in a range of sizes and colors, but the discounter will take broken sizes and incomplete color ranges.

"We're opportunists," said Loehmann's group manager Gene Zalbert. "We stand ready to absorb industry overage." Not only does Loehmann's (and hundreds of more recent discount and off-price arrivals) absorb the overage, but it pays promptly, picks up the goods in its own trucks, and endeavors to have the garments

—Continued on Page 9

Photos by J. Michael Dombroski

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Christmas Shopping Outlook: High Quality, High Price

By ANN PODE

Courier-Express Staff Reporter

IT USED TO BE, says Pat Heveron, that she was able to find some pretty good Christmas presents at a decently low price. But now, the prices on everything have gone up so high even these bargains aren't bargains.

So, the Cheektowaga resident explains, when it comes to deciding between clothing that's well-made and expensive or clothing that's not as well-made, but almost as expensive, she buys the better brand.

Pat, who was interviewed while shopping with her husband Norman and 2½-year-old son Chuckie, is exactly the type of shopper retailers are expecting this Christmas shopping season.

People are buying quality or brand-name products, said Joseph D. LoTurco, vice president of the Western New York Retailers Association.

Part of the reason, as shoppers like Mrs. Heveron already have found out, is that prices have been zooming, LoTurco said. And, while two years ago, a consumer could choose between cheaper imported shoes selling at \$10 or better-made shoes selling at \$29.95, now the imported, cheaper model may be only \$5 or \$10 less than the better shoes. The consumer figures the extra money is worth it.

THE CONSUMER ALSO comes into stores knowing what he or she wants, LoTurco said. Television has helped direct consumer to brand-name products. "The sell is so subtle, you don't even know it is happening to you," he said.

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But how many shoppers let the lack of money stand in the way of a purchase?

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Neither the banks nor the retailers seem to mind. With a few exceptions, credit card limits are being raised and new credit cards are being issued.

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In fact, if Gov. Hugh L. Carey has his way, the Legislature may end up completely eliminating interest ceilings on unpaid credit-card balances and most consumer loans. That could mean interest rates of 20 percent or more for consumers.

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The 16-member group is co-chaired by Louis L. Berger Jr. of L.L. Berger stores and Harry W. Whitney Jr., executive vice president of Kleinhans.

Not only is the group working toward the usual promotions, such as Downtown Day on Dec. 4 and free buses, but it is trying to do a lot of behind-the-scenes work to make shopping easier.

FOR EXAMPLE, Stroh said, the group is talking to the Niagara Frontier Transportation Authority to try to cut down on light rail rapid transit construction in December.

And the group is working with the city on various ideas.

Mayor James D. Griffin said he will urge the parking patrol to ease up on ticketing of shoppers again this year. He said he doesn't want people shopping downtown to find a \$3 ticket on the window when they return to their cars.

He said Police Commissioner James Cunningham plans on having even more police officers on the streets and in the parking lots and stores during the shopping season.

The usual street decorations are scheduled to begin going up Nov. 25. And the Downtown Council is already planning for a new lavish display next year, Stroh said.

FINALLY, THE confidence that people are going to shop downtown shows up in the store hours planned. Last year, the stores generally stuck to their usual closing hours of 5:30 p.m. until Dec. 17. This year longer store hours start Dec. 1, when most stores will stay open until 7 p.m. on most nights.

Beginning Dec. 15, most stores are scheduled to remain open until 9 p.m. The stores and some restaurants will be open Sundays from noon to 5 p.m. beginning Dec. 14.



COURIER EXPRESS MICKEY OSTERRE

Credit card use rises as Christmas shopping gears up
...using the cards also expected to cost m

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One final word. Let us be the first to tell you: Only 38 shopping days Christmas.

Metro

Buffalo Courier-Express

c: High Quality, High Prices

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Easy Reading

Sunday, November 16, 1980

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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...!!! Huntington Supervisor **Ken Butterfield** taking defensive driving course along with others who use town cars. "Learned quite a bit," remarked Ken who says

course completion will lower his personal auto insurance...!!! New laws in Oregon and Minnesota enable free circulation newspapers, like the *Sunday Digest*, to carry legal advertising. Law change failed in NY State this year but Sen. **James Lack** expected to carry on fight-if he is re-elected in November...!!! **Shirley Perlman** of Roslyn new editor of *Long Islander* (husband is **Ken Butterfield's** dentist, by the way)...!!! **South Seas** restaurateur **Kenny** is proud booster of *Sunday Digest*. Keeps his three-star *Digest* review right up front where customers can see it. Kenny's Ploynesian decor makes for mighty cozy dining...!!! Supervisor **Pat Vecchio** will be holding first Supervisor's Prayer Breakfast at **Watermill Restaurant** on 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 **Jeff Wenig** announced plans to hold a fund-raising "Dinner at McDonald's" at \$10 per person on Sept. 23...!!! Congrats to young **Mike Kornfeld** who upset former town councilman **Tom Casey** in Dem primary run for state committeeman from Huntington. *Digest* printed letter from Kornfeld stating why he was in the race weekend before primary...!!! Friends of Sen. **Owen 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 Town Civic Association is supporting Jim Lack and rejecting my candidacy," an angry Smilan wrote in answer to invite...!!! Scratch name of **Gaspar Capone** of Smithtown as one who made trip to Washington, D.C. for the **Anthony Casamento Medal of Honor** ceremony and add name of Dr. **George Glick**...!!!

MORE next week...!!!

part III **in fashion**

Warming Up/Looking Good/Finds/Shoes for Keeps/Tuesday, Dec. 16, 1980



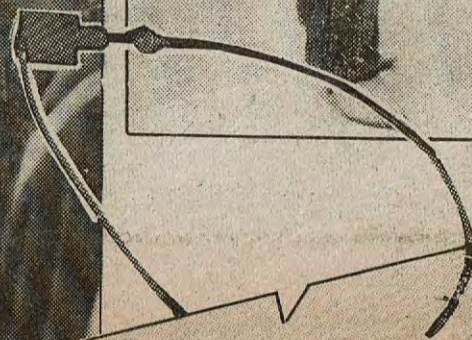
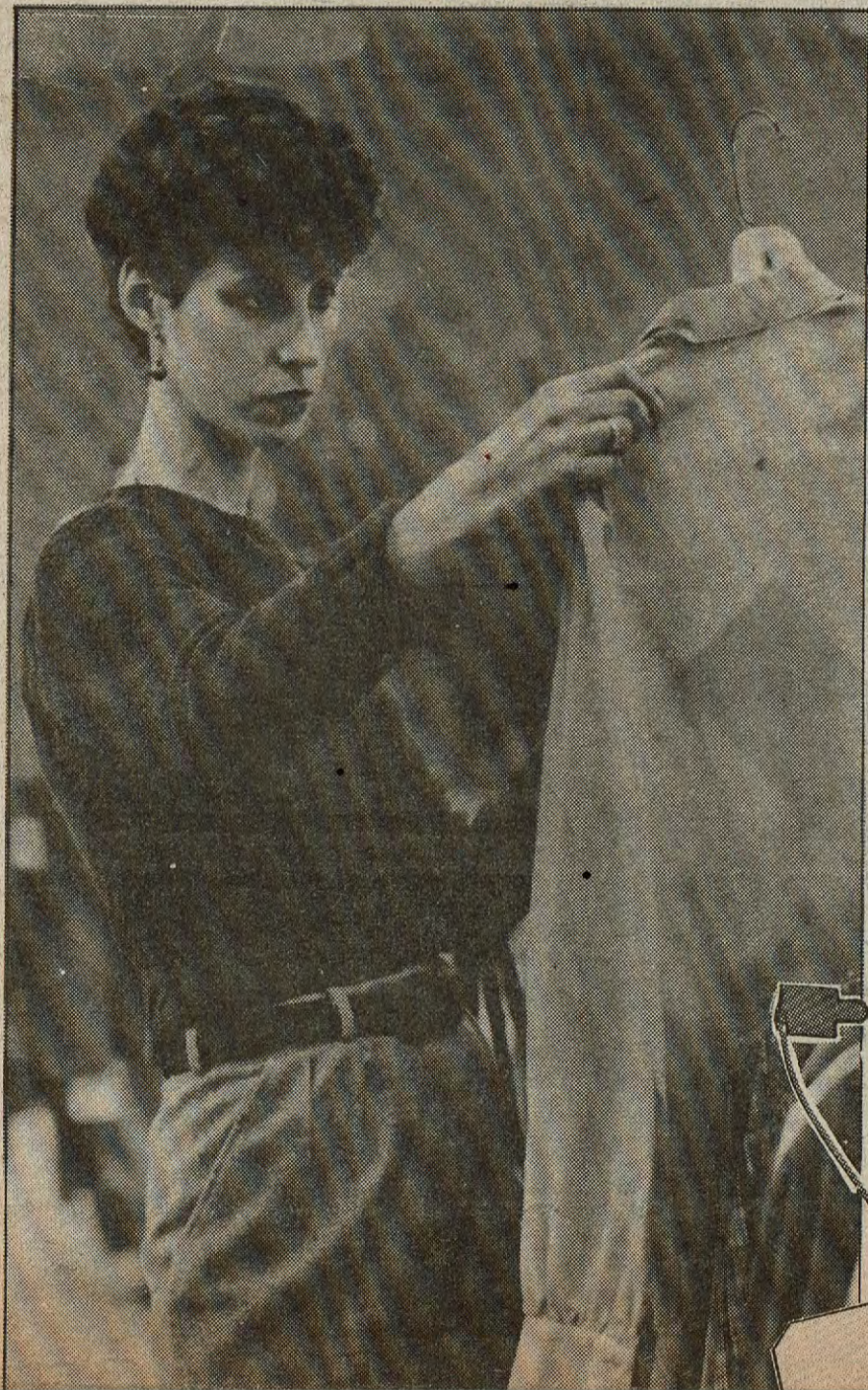


**BUYING
ON THE
CHEAP**

**Guide to
discount
shopping**
Pages 6-7

**The rules
to win
the game**
Page 9

Children's
and South Shore Mall



Fashion At A Price

'I just live around the corner, so I'm in here all the time,' says Joyce Powers of New Hyde Park, who knows exactly what she wants in her Loehmann's forays.

By Anne Anable

Time was when discounting was a dirty word. Retail stores, then as now, sold clothes at double the price their buyers paid at wholesale. Anything the consumer bought cheaper was likely to be damaged goods, excepting things found at the traditional mark-down sales. The customer, it was thought, wanted to select from brand new, fresh merchandise, attractively displayed, buttressed by considerable back-up stock and aided by helpful salespeople, one-day, door-to-door delivery, charge accounts and a host of other services.

While many of those theories still hold, at least in some quarters, a large number of shoppers are becoming more willing to forego the traditional services in order to buy virtually the same merchandise at reduced cost from a continually growing assortment of discount and off-price establishments.

Surprisingly, it was way back in 1921 when Frieda Loehmann con-

ceived the idea of trudging off to Seventh Avenue daily, paying cash on the spot for designer overruns, and bringing them back, minus the labels, to her opulent store in Brooklyn for the knowledgeable woman to buy at a bargain price. Loehmann's has grown by leaps and bounds since then, but it is perhaps the only discount company that has built and maintained a special mystique that has some of the best-dressed women in the country exclaiming with pride, "I got my dress at Loehmann's."

It's probable that Loehmann's developed the first Discount Mavens, those ladies who count a week (sometimes a day) as lost if they haven't cased the territory for any new bargains. "They are very professional in their shopping, I'll tell you," said Arthur Versachelli, manager of Syms, as he greeted one of his Regulars, who in turn complimented him on the tie sets he was putting on the counter.

While most discounters leave labels and tags on the clothing, they look nervous and tell reporters they'd just as soon no designer names were men-

tioned in a story, for fear of being barred from showrooms in the future. "It's one thing if a customer comes in here and sees she can get the same garment she saw last week at a regular retail store, and pay 30 per cent less," said Mort Fagenson of Clothes-Out. "But you can't blame a designer for not wanting that fact publicized."

Loehmann's still cuts out labels and proudly proclaims it's customers are so expert they can recognize the designer, label or not. In truth, the manufacturer names can often be discerned from a code on the left side of the blue tag, and gray market copies of that code are highly prized, among habitual discount enthusiasts.

Loehmann's officials will have no part of any public deciferer.

And in spite of the plethora of discount establishments on Long Island, Loehmann's still seems to offer the highest discounts on a regular basis; in the area of quality clothing, it is Syms—an off-price rather than discount establishment—that comes closest to matching Loehmann's price record. (The difference between discounting and offering off-price merchandise is in the method of buying at wholesale. The discounter pays the regular wholesale rate, but being blessed with lower rents, immediate payment by customers, and no decorating costs, can take a lower markup. In the case of off-price merchandise, buyers purchase their clothing at below wholesale costs,

'I wanted something sensational for a wedding in March,' said Pat Molesky, left, of Mill Neck. She's not a Leohmann's regular, but was pleased with her purchase. According to Mina Asserson, below, a real maven from Mill Neck, 'When I had to have a foot operation, I told my Doctor, "You're infringing on my shopping time." My husband figured the operation actually saved him money.'



'I've done well here, but you have to know what you're looking for,' said Joe Alessandria, a Syms regular. 'I'm trying to find something for [my daughter] Brooke. I like to browse,' Michelle Estren of Atlantic Beach said at at Marshall's.

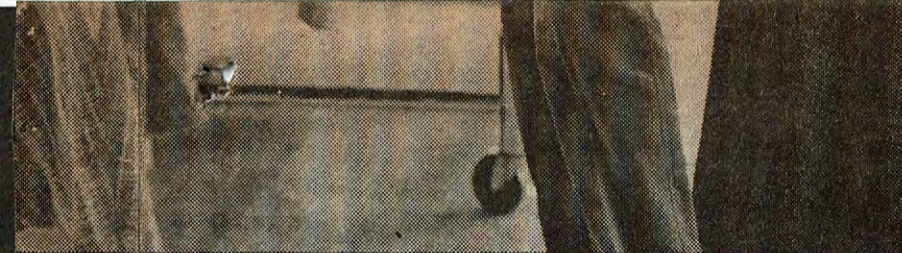
Where To Start

The following list of major discount stores on Long Island is meant as a guide to the novice bargain hunter. There are a number of other stores, large and small, on the Island that offer merchandise below retail cost.

Burlington Coat Factory Warehouse: There are two stores on Long Island, one in Copiague and one in Lake Grove, with an enormous selection of coats and suits for men and women. A full line of sportswear for women is carried, while men and children can select everything from socks to nightclothes as well. Prices are at least 25 per cent below retail stores, and, with periodic sales, can be as

low as 50 per cent off retail. The store has a women's department (to size 44). Prices are usually discounted 30 per cent off retail, with some racks devoted to savings of up to 60 per cent. The stores carry shoes and lingerie at discount, and will take Visa and Master Card. Normally, returns are accepted for two weeks, but that has been extended for Christmas.

Loehmann's—The dowager-dutchess of discount stores with stores open until 5:30 PM every day but Wednesday, when they're open until 9 PM. The chain's five area stores are in Hewlett, Bay Shore, New Hyde Park, Huntington and Queens. Still unbeatable for designer merchandise, the store claims its prices



available when manufacturers are anxious to be rid of excess stock, and pass on those savings.)

Generally speaking, the barer the setting, the greater the bargains. Syms claims a rule of thumb of 40 per cent lower prices, but can go as low as 50 per cent off. Loehmann's may also go as low as 50 per cent. Each store prefers a continuing markdown policy to having sales. Syms tantalizes with a further technique of posting markdown prices on garments the minute they come into stock, but the prices are to take effect at a future date. Customers must decide if they are willing to take the risk of the garment's being sold while they wait for the markdown to go into effect.

Syms has the added advantage of its depth of quality menswear stock. NBO (National Brands Outlet) has an exclusively menswear stock, but at Syms, a woman can shop for herself upstairs while a man shops for himself below.

Whether off-price or discount, essentially the establishments can offer savings to consumers because they

buy manufacturer "overruns" or odd lots. Manufacturers must place their fabric orders well in advance of the season, and a miscalculation of the degree of enthusiasm at the retail level for a texture or color could result in unused bolts of material or a number of finished garments the discounter is happy to take off their hands for a lower price. The conventional retailer wants a depth of stock, knowing customers expect to find a given item in a range of sizes and colors, but the discounter will take broken sizes and incomplete color ranges

"We're opportunists," said Loehmann's group manager Gene Zalbert. "We stand ready to absorb industry overage." Not only does Loehmann's (and hundreds of more recent discount and off-price arrivals) absorb the overage, but it pays promptly, picks up the goods in its own trucks, and endeavors to have the garments

—Continued on Page 9

Photos by J. Michael Dombroski

great as 60 per cent. Master Card and Visa accepted; only credit is given for returns. The return policy is usually stringent, but Christmas goods can be exchanged until Dec. 31. A seamstress on the premises can advise. Stores open daily and Saturday from 10 AM to 9 PM; Sunday from 11 AM to 5:30 PM.

Clothes-Outs: With branches in Hewlett, Lynbrook, Rockville Centre and Huntington, the chain keeps its turnover high by weekly markdown racks for slow moving merchandise that can run as much as 80 per cent off listed price of name brands. All stores are open from 10 AM to 6 PM Monday through Saturday, with Huntington and Rockville open Sunday afternoon. Stock is largely name-brand separates, geared to the young or working woman, sizes ranging from 5/6 to 15/16. No credit cards; credit given for returns.

The Coat Company: With three stores, in New Hyde Park (women's stock only), Hewlett and Syosset, no attempt is made to be all things to all people. The stock is coats, coats and more coats, with a few suits on the side. A men's section was added three months ago, and there are designer shirts and ties in addition to coats and suits. Each store has a different evening opening; all are open Sunday afternoon. Stock is priced between 20 and 60 per cent off retail prices, dressing rooms are private, comfortable chairs are placed for the weary, and Master Card and Visa accepted. Money refunded within two weeks.

Jeffrey's: Four stores on Long Island (Syosset, Port Jefferson Station, Commack, Southampton). Most stores are open daily, Sunday afternoons and evenings. The store has clothing and accessories, with an unusual depth of stock for a discount house. The bulk of the stock is geared to juniors, although there is a

are at least 50 per cent less than regular retailer and 25 per cent less than other discounters. No sales, as such, are held, but stock is marked down if it remains in stock more than a few weeks. Accessories and a smattering of cosmetics are now available. Labels are removed, but a designer name may show up on the tag now and then, particularly in the top designer Back Room merchandise. No returns; checks only.

Marshall's: One of the largest discount chains, Marshall's has four Long Island stores (Carle Place, Huntington, East Islip and Stony Brook). All are open from 9:30 AM until 9:30 PM six days a week, plus Sunday afternoons. Along with casual men's, women's and children's wear, the family-oriented chain has linens and accessories, plus a women's department. Savings range from 20 to 60 per cent, with some irregulars, but identified as such on the hang-tag. Shopping carts make carrying purchases (and small children) easier, but it's rash to look for help from sales personnel. Master Card and Visa accepted and refunds given within two weeks.

Syms: Only one of the eight-store chain is located on Long Island, in Roslyn Heights. The store is open from 10 AM to 9:30 PM weekdays, and from 9 AM to 6 PM Saturdays. The family reputation is built on quality menswear, but the women's area has been rapidly expanding for the past nine years, with cocktail and evening wear the newest addition. Linens, luggage and children's wear have been added within the past two years. Certain selected merchandise is sold at a lower than normal discount for one hour each evening. Alterations are possible. Purchases can be returned for credit within two weeks; Only Syms charge is accepted. The store's popularity is one of its biggest problems because parking is very difficult. ■■■

Fashion at a price

—Continued from Page 7

collected, examined, priced and ticketed and out to one of its 52 stores within 48 hours. A persistent rumor maintains that deliveries of choice merchandise are made only on certain days of the week, but Loehmann's spokesmen insist fresh merchandise arrives daily. It moves out just as fast. Zalbert, in fact, doesn't even need to leave his office to know just how fast. "I can tell how busy we are by the click of the hangers," he said. Loehmann's 12-to-13-times yearly turnovers are the envy of many a conventional retailer, who often must be content with six turnovers.

The other side of the savings picture is a no-frills policy, which keeps floors bare, pipe stem racks standard "decor" and often a no-charge, limited return policy that reaches its zenith with Loehmann's, which accepts no returns at all, and offers no charge opportunities. Communal dressing rooms keep pilferage to a minimum, another savings cut-price merchants are happy to pass on to their customers.

Rent is another money-saving factor. The smart discounter usually prefers an out-of-the-mainstream shopping center far from the conventional prime location of retail stores. Recently, though, discounters have taken to dressing up their establishments. Jeffrey's, for example, is a tastefully designed store

with posters and carpeting, as well as helpful sales personnel. Clothing is grouped by type, color and style, with a depth of stock a small specialty shop might envy. The average saving is 30 per cent. While Marshall's hasn't gone as far as carpeting, the presence of shopping carts is a big drawing card for those who must shop with babies and children.

Smaller store chains, such as Clothes-Out, with four outlets, although adhering to the no-frills policy, pick locations on "the wrong side of town," yet in an area where they'll get a certain amount of foot traffic. In Huntington, it is located at the quieter end of the bustling main street.

Wherever the store is located, the dedicated discount shopper is bound to find it. Some have become so involved with their avocation that bargain hunting becomes more of a career than a way to spend an afternoon. And serious shoppers really resent anything that keeps them from their appointed rounds. Mina Asserson of Bayside, a Loehmann's maven who visits the store several times a week, is a case in point. She had to have foot surgery recently and she says she really balled out her doctor for "infringing on my shopping time." But not everyone was unhappy about the turn of events, she recalls. "My husband figured the operation actually saved him money because I was out of shopping commission for four days." ■■■

New York Post
11-6-80

Naked Truth

She Proves Innocence By Stripping in Store

FALLS CHURCH, Va. — (UPI) — Employees of a discount clothing store questioning a woman they believed had stuffed a leather jacket under her skirt weren't prepared for her reaction.

"All right, damn it. I'll prove it to you," said the incensed woman when clerks asked her to open her hand bag and step to the side of the store.

With employees and some shoppers at the Symms clothing store looking on, the woman, described as heavyset and in her 40s, proceeded to remove her clothes in the middle of the store, proving her innocence.

One shopper Susan Kalla, 26, said, "I was at the cashier writing a check. She started to undo her dress; then she just reached down and pulled the dress over her head. People were aghast. She took off everything except her bra. Nobody could believe it."

Kalla said when the woman began to strip, shoppers began grabbing comfortable seats.

Area stores have had a rash of shoplifting recently, so few customers were shocked when employees stopped the woman.

Store manager Tom LaMotta was not amused by the incident. "She made a spectacle," he said. "I told her it wasn't necessary."

NEW YORK POST, THURSDAY, NOVEMBER 6, 1980

Bare facts prove her innocence

FALLS CHURCH, Va. (AP) — When a woman suspected of stuffing a leather jacket under her skirt was stopped near the door of a discount clothing store, she said she wasn't a shoplifter. And to prove it, she took off her clothes.

The unidentified woman, about 40, was stopped by store employees in this Washington suburb and was asked to open her handbag, according to witnesses.

She refused and reportedly said, "All right, damn it. I'll prove it to you."

With that, and with customers and clerks staring, she proceeded to take off her dress and everything else except a bra, said the witnesses.

She then dressed and left the store.

"She made a spectacle," said store manager Tom LaMotta. "I told her it wasn't necessary."



We, the Management of Syms,
cordially invite you to our
BIRTHDAY BASH

Because of you we have attained a successful 21st Birthday.

We would like you to share in this occasion.

Saturday, December 20th, 1980 from 8:00 p.m.

Casino on the Park

Essex House

160 Central Park South, New York, N. Y.

Regrets only SYms 1-1194

Black Tie

Boston Opening

March 1982







Ft. Lauderdale • opening 11/81

11/81

Ft. Ladderdale





VISITOR

SEP 23 1983

Date

Serial No. 115923 10:42 A.M.



N.Y. STOCK
EXCHANGE



November 11, 1983

SYMS CORPORATION -- William M. Batten, (left) Chairman and Chief Executive Officer of the New York Stock Exchange and Sy Syms Merns, (right) Chairman and Chief Executive Officer of Syms, listen to NYSE specialist Edward S. White, (center) of H.L. Goldberg & Co. explain the specialist book during listing ceremonies on the Exchange trading floor. The company was listed under ticker symbol SYM. The stock opened at 15 3/4 on September 23, 1983.

The company is headquartered in Lyndhurst, New Jersey and operates a chain of "off-price" apparel stores located throughout the northeastern and middle Atlantic regions and in Florida.

• Rockville, Md. • Opening 9/8/82 •















November 12, 1981

Ft. Lauderdale
Opening







10/81



The Breakers

Palm Beach 11/81

Xmas 1981 • Commercials











Tim:

Here are two pictures from our
1st Anniversary pot luck. The group
picture is of the original educators
but are still with us. [quite a few left]
The picture was take at the end of
the day on Saturday.

The Cake was purchased by the
managers [our own money] for the educators.

It was a nice day for all and
every one left that day feeling great,
ready for a excellent 2nd year.

D.E. McConahy
DEMC
#16 P.H.

