



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

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

Box
D-4

Folder
6

Digital scrapbook, 1987-1990, undated.

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

The Washington Post

© 1989, The Washington Post Company

MONDAY, APRIL 10, 1989

K

Me



BY MARGARET THOMAS—THE WASHINGTON POST

300,000 March Here for Abortion Rights

By Ed Bruske
Washington Post Staff Writer

An estimated 300,000 people, in one of the largest political demonstrations ever in Washington, marched on the U.S. Capitol yesterday demanding preservation of a 1973 Supreme Court decision granting women rights to legal abortions.

Jammed elbow-to-elbow, blowing whistles, beating drums and waving banners, the marchers packed a mile-long stretch of Constitution Avenue NW in a parade that continued more than four hours before the last of them arrived on Capitol Hill from the site

of a morning rally at the Washington Monument.

The crowd—a mix of grandmothers, civil rights activists, college students, homemakers and religious congregations energized by a pending challenge to abortion rights—far surpassed organizers' early hopes and dwarfed a few hundred counterdemonstrators.

"It is time for Congress to understand we are the majority," said Molly Yard, president of the National Organization for Women, which coordinated the march.

"This is the biggest march for

women's rights in the history of the country."

Eleanor Smeal, president of the Fund for the Feminist Majority, declared the battle over abortion "a whole new ballgame." "We've hit middle America," she said. "I can't get over it."

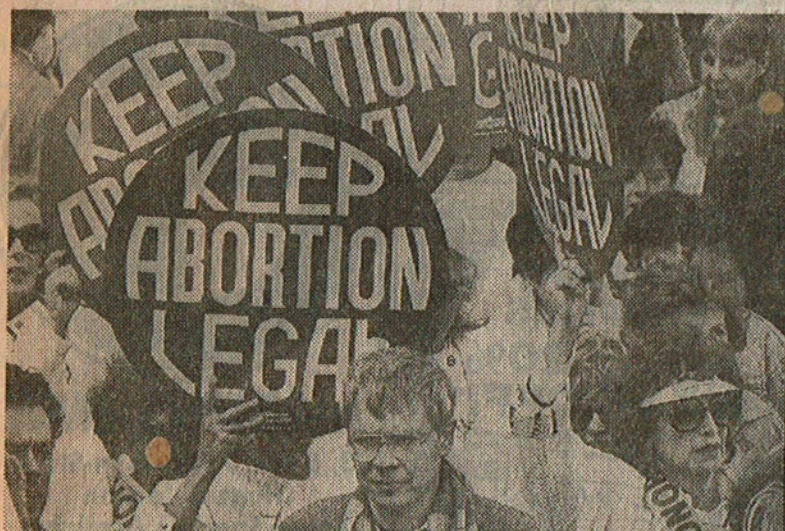
Billed as a watershed in the escalating abortion dispute, the demonstration on the cool, blustery day was intended by its organizers as a way to influence the Supreme Court and to regain momentum on the issue lost in recent years amid a conservative political surge.

The event turned into a marathon that lasted most of the day as waves of demonstrators, having inched their way along the Mall, then swarmed over the grounds of the Capitol for a boisterous second rally outside the building's West Portico.

Organizers had vowed that the march would show overwhelming support for abortion rights from a "silent majority" of women nationwide. For sheer size, the demonstration rivaled other events that have marked the nation's historic turning points, such as the 1963 march on Washington for civil rights, attended by 250,000, and a

See MARCH, A12, Col. 4

■ Marchers included mothers and daughters, movie stars. Page B1



BY MARGARET THOMAS—THE WASHINGTON POST



BY JAMES M. THRESHER—THE WASHINGTON POST

Demonstrators on Pennsylvania Avenue wave their signs to keep abortion legal. At right, Anna Gargounio holds a crucifix and a poster in protest of the marchers.

SYMS

An Educated Consumer is Our Best Customer.

April, 1989

Dear Consumer:

Our Company is proud to announce the opening of our store at 3600 North Sharon Amity Road, Thursday, April 27th, with Get Acquainted prices.

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

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

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

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

Get Acquainted prices start this Thursday April 27th at Syms at 3600 North Sharon Amity Road.

Yours truly,

Marcy Syms
Marcy Syms

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

(704) 532-0018



THE WHITT

Reporting

Glassboro State College

news since 1938

Thursday, April 20, 1989

Copyright 1989, The Glassboro Whit Publishing Company

Volume 51, Issue 21

Syms to speak for SAM

By MARIA CAIRNES

Do you want to be a success in business? Here is your chance to talk to an expert. Marcy Syms, president and chief operating officer of the Syms Corporation, will be a visiting fellow at Glassboro State College during the week of April 23-28.

Syms will speak on "Being a Woman Chief Operation Officer" at the Society for Advanced Management and Marketing meeting, Tuesday April 25.

At the dinner and other classroom lectures, she plans to address topics such as how to succeed in family business, starting your own business and the history of the Syms corporation.

Syms has been president and chief operating officer of the Syms Corporation since 1984. She is also president of Syms Advertising and A. Sulka & Co., Ltd, both subsidiaries of the Syms Corp.

The Syms Corp. operates 22

retail stores in the Northeast, mid-Atlantic, mid-West and Florida market areas.

A. Sulka & Company, Ltd. carries a line of men's clothing with shops in New York, San Francisco, Chicago, London and places advertising for its parent company subsidiaries and outside clients.

Syms has served for 10 years as spokesperson for the company. She appears with her father Sy, on both radio and television commercials for Syms department stores.

Syms received a master's degree in public relations from Boston University and has experience in several fields including broadcasting, advertising, marketing, management and public relations.

The Management Institutes annual spring dinner to be held Tuesday April 25 will cost Business Club members \$4.50 and non members \$5. For more information or to make reservations call 863-5392 or stop by the Management Institute offices in Laurel Hall #1.

courtesy SYMS, INC.



Marcy Syms

THE CHARLOTTE OBSERVER Sunday, April 23, 1989

SYMS

An Educated Consumer is Our Best Customer.

April, 1989

Dear Consumer:

Our Company is proud to announce the opening of our store at 3600 North Sharon Amity Road, Thursday, April 27th, with Get Acquainted prices.

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

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

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

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

Get Acquainted prices start this Thursday April 27th at Syms at 3600 North Sharon Amity Road.

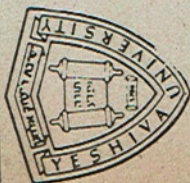
Yours truly,

Marcy Syms
Marcy Syms

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

(704) 532-0018

YESHIVA UNIVERSITY Developments



Stern College dinner tops \$500,000



The Board of Directors of Yeshiva University's Stern College for Women raised more than \$500,000 at a dinner honoring David and Grace Yagoda, Linda Winikow, and Sam and Mollie Rotman. The event also marked the College's 35th anniversary by saluting 35 outstanding alumnae. ABOVE (seated L-R): Dr. Norman Lamm, YU president; Mr. Yagoda, vice chairman of the Stern Board and a YU Trustee; Mrs. Yagoda; Mrs. Winikow, a Stern Board member; and Mrs. and Mr. Rotman. Standing (L-R): Sandra Quinn, Stern Board chairman; dinner chairman Lea Eisenberg, Board secretary; dinner co-chairman Ivan L. Tillem, treasurer of the Stern Board and a YU Trustee; and David H. Zysman, the University's vice president for development. BELOW LEFT (L-R): Stern Board members Nahum L. Gordon and Marcy Syms, two of the dinner's co-chairmen; honorary dinner chairman Mrs. Max (Ghity) Stern, whose late husband established the College with a major gift in 1954; and co-chairman Jack Siegel, a Stern Board member. BELOW RIGHT: Dr. Karen Bacon (right), Stern College dean, admires the banquet journal held by journal chairman Ruth Epstein, a Stern Board member.







non Wisenthal Dinner

April 4, 1989





NEW JERSEY

YPO EXCHANGE

BETTER PRESIDENTS THROUGH EDUCATION AND IDEA EXCHANGE

NEW JERSEY CHAPTER

MARCH, 1989

Chairman's Comments

As we pass the halfway point in our Chapter Year we can see a number of accomplishments in making us better presidents. Our Education program has had a great mixture of big business (Texas Air), all businesses (personnel relocation, substance abuse and ECRA), culture (both the Women's Day and A Night at the Opera), fun (the Christmas Party) and most significantly, the Mini-University, touching all areas both business and personal relative to the concept of "Quality."

The "Focus Forum" concept relating to quality from the first manufacturing seminar in Japan to the second in California, where New Jersey was the best represented Chapter, to the Mini-U which started our New Jersey Program. I want to encourage everyone to get involved. If you missed our first meeting on February 16, get in touch with Charlie Levin to get information on future meetings. We need each other's support and experience to continue the goals of continual improvement.

Our most recent Board Meeting had a full agenda. We welcome as new members: Brian and Carol Pemberton, transfers from Los Angeles, and Rob and Elisa Bildner. The Board approved its expansion to add all active past chairmen (previously it was only for two years). We welcome back on the Board: Don Weiss and Gay Mayer, Fred Gumm will now continue as will Mitch Hershey and myself. We look forward to the input of experience! The new Board for 1989-90 was also presented and is listed in this newsletter. A special welcome to new additions to the Board, namely Dan Scott and Peter Cocozziello as well as the return of Herman Hockmeyer. Congratulations to all and best of luck for this next year.

Chapter attendance has been running at 70% which is an improvement over last year but still not at our goal of 100%! (An influence of our total Quality Program.) Unfortunately, we have lost one member due to his lack of attendance and hope others will not follow. We have a significant list of prospectives looking at a minimal number of openings. Don't let yourself get into that situation. Remember, we must have participation in order to benefit us all! Another area of concern is the improper involvement of non-YPO'ers. We must emphasize that "YPO is for YPO'ers" (and specific mentioned guests.) Please don't take advantage.

Our second half looks to be equally rewarding as the first. Luncheon meetings on "Golden Handcuffs" and Regional Planning, the Family Ski Weekend, "Trends in Commercial Architecture," "The Hospitality Industry," "An Evening with Donald Trump," our traditional "Dinners at Eight," the follow on to our first Women's Day, the Vermont bike trip and culminating in a family fun evening on the Hudson. All in all a great year!



Chairman, Bob Schiffman takes it all in at the Mini-U.

New Jersey YPO Board of Directors (1988/1989)

Title	Name	Secretary	Phone
Chapter Chairman	Robert S. Schiffman	Janine Whitton	201-686-7870
Education Chairman	John Geortner	Sue DeBella	201-272-5200
Education Vice-Chairman	Nicholas Marcalus	Nancy Kurucz	201-796-4000
Membership Chairman	Francis T. Drury	Patti Hubosky	201-356-6000
Membership Co-Chairman	Rudy Slucker	Helen Majewski	201-882-7400
Membership Activation Chairman	Gay A. Mayer	Sue DePalma	201-767-0100
Communication Chairman	Charles Levin	Michelle Gabriel	201-376-5500
President's Forum Chairman	Leslie E. Goodman	Yolanda Coleca	215-985-8899
Women's Forum			
Treasurer	Richard N. Ross	Eleanor Raub	212-286-0180
Secretary	Howard Hirsch	Sandy Huhn	201-869-9870
IAP Chairman	Norman J. Hilton	Linda Bloom	201-486-2610
Breakfast/Luncheon Chairman	Robert Pasquarelli	Lillian Stecky	201-721-6600
Women's Education Chairman	Marcy Syms Merns	Laura Germinario	201-902-9600

Congratulations YPO 1989/90 Chapter Officers

Office	Name
Chairman	John Geortner
Membership Chairman	Rudy Slucker
Membership Co-Chairman	Norman J. Hilton, Jr.
Education Chairman	Nicholas R. Marcalus
Asst. Education Chairman	Richard N. Ross
Secretary	Robert J. Pasquarelli
Treasurer	Howard Hirsch
IAP Program Chairman	Charles Levin
Communications & Information Chairman	Daniel Scott
President's Forum Chairman	Francis T. Drury
Membership Activation Chairman	Herman Hockmeyer
Breakfast/Luncheon Chairman	Peter J. Cocozziello



Welcome To Our Newest Members...

New Member Profile

NAME: Brian B. Pemberton

SPOUSE: Carol

CHILDREN: NAMES: Sandra AGES: 24
 Brian 22
 Diane 20
 Matt 10
 Amy 7

COMPANY NAME: Monroe Systems for Business

CHIEF PRODUCTS: Calculators, copiers, Fax and Service

HOBBIES?: (include sports) Off shore sailing — running

FAVORITE MOVIE: Patton

THE LAST GOOD BOOK READ WAS: The Last Lion, William Manchester

MY FAVORITE CHILDHOOD MEMORY: Camping and Fishing with family

I STAY AT HOME TO WATCH: Don't stay at home

FAVORITE VACATION DESTINATION: Puget Sound

YOUR BUSINESS PHILOSOPHY: (15 words or less): There is no good loss and no bad profit

YOUR PERSONAL PHILOSOPHY: To do your best is not good enough, sometimes you must do what is required

I'VE NEVER BEEN ABLE TO: sing

MY BEST ATTRIBUTE: doing what is required

I'D GIVE ANYTHING TO MEET: Winston Churchill

A REALLY GREAT EVENING TO ME IS: At anchor in a small cove with my family, steaks and good wine.

THE ONE THING I CAN'T STAND IS: Losses

IF I COULD CHANGE ONE THING ABOUT MYSELF IT WOULD BE: discipline to maintain weight and exercise

THE BEST TIME OF MY LIFE IS: now

BEST ADVICE EVER RECEIVED: When you are sailing to Seattle from San Diego, keep the land on your right

PEOPLE WHO KNEW ME IN HIGH SCHOOL THOUGHT I WAS: serious

MY MOST HUMBLING EXPERIENCE WAS: a divorce

WHERE WERE YOU BORN AND RAISED?: Seattle/Palo Alto

WHAT SCHOOLS/COLLEGE/MILITARY?: University of Puget Sound, Columbia University, USMC

WHAT OTHER ORGANIZATIONS DO YOU-BELONG TO?: Church and work

PERSONAL GOAL FOR YPO: 1) Active in NJ Chapter/make a contribution and know members 2) Attend 1 Univ./year



Brian B. Pemberton



Local Attendance At Upcoming Universities

Buenos Aires — Robert Kaye
 Robert Pasquarelli

Stamford Family — Howard Hirsch
 Charles Levin
 Daniel Scott
 Judd Shanker

Istanbul

— Donald Burr
 Howard Hirsch
 Gay Mayer
 Richard Ross



A YPO Rock & Rollin' New Year Bash

The Best of the Best — A Fantastic Party. Thanks to the Cocoziellos and Kelloggs.



"The Duprees, The Cadillacs and some other prospective members."



Our MC: Frank Lanzeo; Host: Peter Cocozziello;
Chairman: Bob Schiffman



Les & Joyce Goodman
Contentment With Elegance and Style.



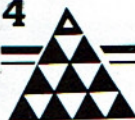
Cuttin' Up A Rug ... Chris & Mary Carey



Mark & Janice Waldman
Obviously Having A Good Time.



Fred & Suzy Gumm ... Incredible Moves.



Bachelor Ski Weekend



snowbird 

Bachelor Ski — A Great One!

By all reports — the snow, the skiing and the night life, a great time was had by all.

But the above picture raises a lot of questions like: Who is that good looking woman behind Peter Cocozziello? (I thought this was Bachelor Ski). Where is Dennis Strigl's right hand? For that matter, where is Don Burr's left hand? Is that why Don Weiss has on that big grin? Why can't we see Mitch Hershey's face? Bob Schiffman went on the trip — where is he?

Why didn't Vince Magio write this article? (Maybe he did). Unsolved Mysteries.

To be continued next year at a superior location to be named later (or maybe not?).

The following list of individuals have been proposed for membership and are currently in the wish to make any comments, please direct them to the Membership Chairman, Fran Drury.

Some YPO Prospective Members

NAME	COMPANY	AGE
Michael Garippa	PromptCare	34
Larry Heartburg	Convaire Int'l Inc.	41
George Bubrick	Brooks International Corporation	41
Jonathan Denn	Treadway Inns Corporation	34
Joe Incandella	Amerace Corporation	42
Steve Krell	Jetro Cash & Carry Enterprises, Inc.	42
Leonardo LoCascio	Winebow, Incorporated	39
Jay Rosen	Streichler Trucking Incorporated	33
Mike Searles	Kids "R" Us	39
David Widmann	Hecon Industries, Incorporated	39

Forum Directory 1988-89 (We Think!)

Delta Forum

Moderator

Jack Geortner

Robert Schiffman
Mitchell Hershey
Gerald Zarin
Nick Marcalus
Boyce Overstreet
Donald Weiss
Howard Hirsch
Edward Silverman
Daniel Scott
Rudy Slucker
Richard Ross

Alpha Forum

Moderator

Herman Hockmeyer

Francis Drury
Peter Kellogg
Fred Gumm
Mike Assante
Edward Foley
Andrew Fisher
John O'Neill
Richard Kollisch
Anthony Fabiano
John Robinson
Laurence Mandelbaum

Moderator

Arnold Ferolito

Jeff Mennen
Howard Brown
Chris Wiedenmayer
Donald Burr
Mason Carter
Steve Bassett
Marcy Syms Merns
Judd Shanker
Peter Tepperman

Beta Forum

Moderator

Gay Mayer

Robert Cox
Rainer Hoffmann
Robert Kaye
Arlie Lazarus
Charles Levin
Vincent Maglio
Thomas O'Mara
Robert Synder

"C" Forum

Moderator

Barry Goldsmith

Les Goodman
Nick Hilton
J. Herbert England
Richard Cortese
Dennis Strigl
Bob Kaufelt
Stuart Graham
Ron Rosenzweig
Ed Samek

Moderator

Peter Cocozziello

Chris Carey
John Todd
William Henry III
Richard Goldberg
Marlene Heydeneich
Charles Kohlhaas
Philip Bendheim
Gerald Bedrin
Mark Waldman
Mason Carter

WOMEN'S FORUM

Leslie Rosenzweig

Moderator

Marge Oolie
Marcy Maguire
Lois Libman
Linda Slucker
Ruth Pasquarelli
Jill Shanker
Alison Weissr
Andrea Hershey

Jane Bassett

Moderator

Robin Fisher
Jennifer Hilton
Peggy Meisels
Susan Hockmeyer
Anita Schiffman
Mary Mayer

Pamela Hirsch
Moderator

Sharon Lee Cocozziello
Jackie Strigl
Diane Ross
Amy Levin
Cindy Cortese
Wendy England
Darby Scott
Carol Drury
Kathryn Graham
Carol Fabiano
Kathy Overstreet



YPO — Mini University...A Success Again!

Quality, Quality, Quality was the subject of our recently concluded Mini-University. The two day session was held at the Sheraton Tara in Parsippany, New Jersey on January 12th and 13th and was described by the many who attended as a "quality" experience. A True Pursuit of Excellence!

The host of resources, leaders in their fields, were varied in background and experienced in the field of Quality.

In addition to the Presenters pictured below, Scott Moon shared with us the dramatic positive results his relatively small



Quality in Action — Panel Discussion with Scott Moon, Anthony Fabiano, Steve Bassett, Don Weiss.

company has experienced as a result of the application of simple Quality management techniques.

Tom Fleming's presentation over lunch focused on Fitness and Training for the Busy Executive.



John Suby — Raised our Awareness on the pervasive substance abuse challenge.



A 'Full House' including 2nds-in-Command get the Quality message.



Lessons on Better Living Through Better Die by Dr. David Posen.



Dick Chandler — Shares insights on "Quality" at work and at home.



Howard Hirsch — Proud Chairman of the Mini-U. A True Demonstration of 'Excellence'.



Don Weiss — Turns the audience on with his enthusiasm and Quality success story.



YPO Portfolio as of March 9, 1989

V-CLOSE V-CHNG4 V-CHNG 52 V-INSIDER V-BETADOW: V-BETAUP
— % PRICE CHANGE —

COMPANY NAME	STOCK SYMBOL	LAST PRICE	LAST 4 WEEKS	LAST 52 WEEKS	INSIDER TRADES	— BETAS — DOWN	UP
CPC International	V-CPC	51.00	-5.00%	7.20%	-8000.00	1.15	1.32
MEM Co.	V-MEM	14.00	5.70%	-10.50%	0.00	0.20	NA
Metex Corp.	V-MTX	NA*	3.60%	29.90%	0.00	0.09	0.34
New Jersey Steel	V-NJST	22.00	-5.80%	21.60%	-25000.00	1.65	1.67
Summit Bancorporation	V-SUBN	20.63	10.80%	-5.70%	-4000.00	0.70	0.10
Syms Corp.	V-SYM	11.38	2.30%	7.10%	0.00	1.03	0.87
Tenney Engineering	V-TNY	1.38	0.00%	-15.40%	0.00	1.15	0.00
AVERAGE			1.66%	4.89%		0.85	0.61

*DOW JONES NEWS

03/03 Holders of Metropolitan
(DW) Consol, Metex Clear Merger

NEW YORK -DJ- Metex Corp. and Metropolitan Consolidated Industries Inc. said that at special meetings of their stockholders held today, the stockholders of each company approved the merger of Metex with and into MTX Merger Corp., a unit of Metropolitan.

Under the merger, each outstanding Metex common share will be converted into 1.538 shares of Metropolitan common stock, resulting in the issuance of about 1,197,710 additional Metropolitan common shares.

In addition, the stockholders of Metropolitan also approved the change of Metropolitan's name to United Capital Corp., which will take effect immediately.

1:48 PM

Attilio F. Petrocelli, chairman and chief-executive officer of Metropolitan, and *Mason N. Carter*, president and chief operating officer of Metex, will assume the same posts at United Capital.

Woman's Day...Degas, N.Y.C., "Managing It All"

On October 26th thirty-seven YPO spouses met for brunch at the Standhope Hotel in New York. After a delightful menu we heard words of wisdom from Susan Stantberg, entrepreneur and author of "Managing It All". Then across the street to the Metropolitan Museum and the once in a Lifetime Degas exhibit. The day was a delight for all who attended and a record for Woman's Day participation.



Leading Women:
Susan Stantberg & Marcy Syms.





February Dinner Meeting...

Future Opera Greats

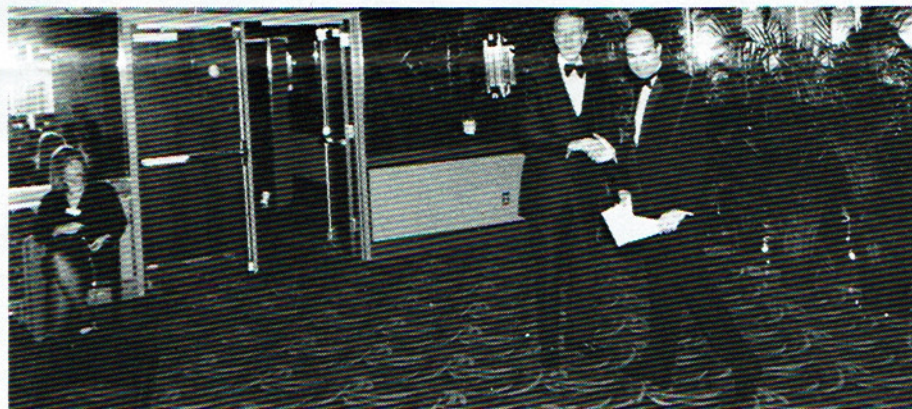
On February 7th at the Headquarters Plaza Hotel in Morristown, YPO opera bugs were treated to a glimpse into the future. Four rising stars, members of the prestigious Opera Music Theatre Institute of New Jersey, were introduced by Master of Ceremonies, Jerome Hines, world renowned basso and founder of the Institute. The performers, Elizabeth Carter, Joseph Stango, Judith Burbank, and Kim Josephson, captivated their audience in an atmospheric cabaret setting. Arias from LaBoheme, The Student Prince, Carmen and Don Pasquale were complimented by popular selections from music theatre, culminating in a standing ovation at the conclusion of Mr. Josephson's rousing "Toreador Song" from Carmen. Aspiring YPO singers joined in the final chorus. Afterward, Mr. Hines held auditions for a few YPO candidates, wishing to sacrifice their careers as Presidents for the chance to grace the great opera halls of the world.

The evening began with a variety of mouth watering hors d'oeuvres and finished with an elegant dinner served in the grand ballroom. Black and White table settings were accented with exotic flower centerpieces.

It was an evening of magic and good cheer, handsomely presented by impresarios Fabiano and Silverman.



Judy Burbank ... A Stunner!



Anthony Fabiano, Co-Host introduces the delightful Jerome Hines.



Elizabeth Carter, Youth, Enthusiasm & Talent.

YPO Event Attendance September to February

70% Overall Attendance — better than ever but hardly Zero Defects!

ONE (who?)	TWO (shaky)		THREE (getting by)		FOUR (lookin' good)		FIVE (Superb)	
Brown	Carter	Pasquarelli	Carey	Heydenreich	Cocoziello	Mandelbaum	Bedrin	Schiffman
	Foley	Snyder	Cortese	Hilton	Fabiano	O'Neill	Drury	Scott
	Kollisch	Weidenmayer	Cox	Hockmeyer	Ferolito	Overstreet	Geortner	Slucker
	Mennen	Zarin	England	Kaufelt	Goldberg	Robinson	Kellogg	Strigl
	O'Mara		Fisher	Maglio	Goodman	Ross	Levin	Weiss
			Goldsmith	Marcalus	Gumm	Shanker	Mayer	
			Graham	Syms	Henry	Silverman		
			Hershey		Hirsch	Tepperman		
					Hoffman	Todd		
					Kohlhaas	Waldman		



A Meaningful Answer To Substance Abuse In The Workplace



Scott Pontier
REACH Executive Director

YPO makes a difference. On November 9th, Scott Pontier gave a powerful talk on Substance Abuse in the workplace. Perhaps, the most important message: that there is a way to deal constructively with this menacing and pervasive problem.

As a result of the presentation I (your Communications Chairman and Newsletter Editor) implemented Scott's REACH program in my company. The result — the father of one of my associates, afflicted by alcohol and drug addiction, stated "REACH saved my son's life".

Thank you Fred Gumm and Marlene Heydenreich for an outstanding program with real "take-home" value. In addition to the serious aspect of the evening, a wonderful dinner was served in the most pleasant environs of the Canoe Brook Country Club.

EB

Young President's Organization New Jersey Chapter

% Charles Levin
Sandler & Worth, Inc.
160 Route 22, Springfield, N.J. 07081



Ms. Marcy Syms
Syms Corporation
Syms Way
Secaucus, NJ 07094



PHOTOS BY KYLE ERIKSEN

Lynn and Sy Syms with Roslyn and Elliot Jaffe; Jerome Chazen

THE DRESS BARN'S JAFFE HONORED AT THE WALDORF

NEW YORK — The industry rallied around an off-pricer last week. Elliot Jaffe, president and chief executive officer of the Dress Barn, Inc., which is expected to do more than \$250 million in sales in 1989, was honored by the State of Israel Bonds at a dinner-dance at the Waldorf-Astoria.

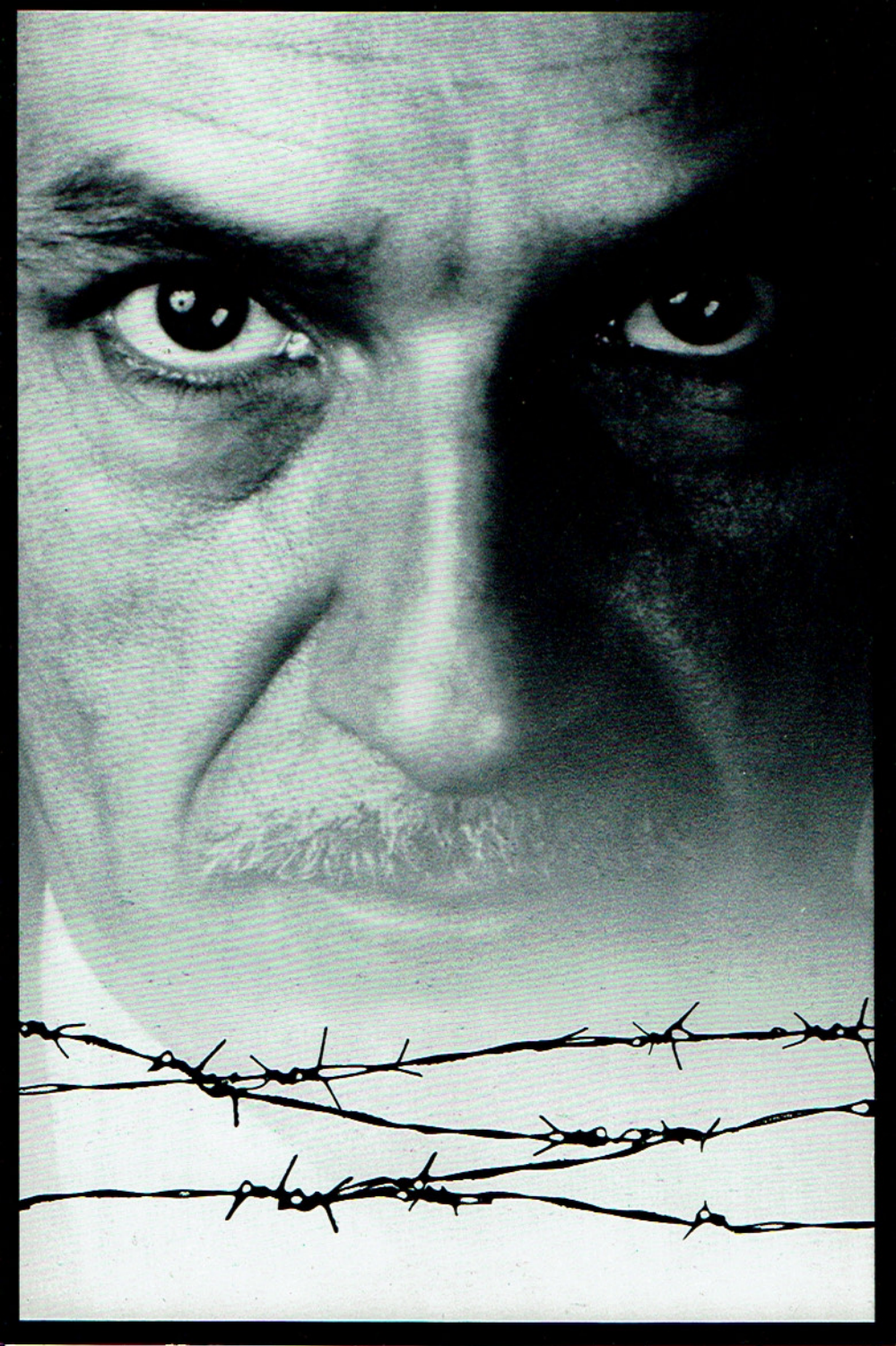
The event, which raised \$3.3 million, was sponsored by the women's apparel industry division of the

Greater New York Commerce & Industry Committee of Israel Bonds.

Jaffe started the 400-store off-price chain in 1962 with its first unit in Stamford, Conn. Jerome Chazen, vice chairman of the board of Liz Claiborne, Inc., was the chairman of the dinner.

He said the main topic of conversation among the some 350 guests was about their latest vacations — "Who's been in Florida?"

WSD
3/28/89



HBO PICTURES PRESENTS A ROBERT COOPER PRODUCTION
A FILM BY BRIAN GIBSON MURDERERS AMONG US: THE SIMON WIESENTHAL STORY
STARRING BEN KINGSLEY RENEE SOUTENDIJK AND CRAIG T. NELSON AS MAJOR HARCOURT
DIRECTOR OF PHOTOGRAPHY ELEMER RAGALYI
PRODUCTION DESIGNER JOZSEF ROMVARI MUSIC BY BILL CONTI
EDITED BY CHRIS WIMBLE AND EVA GARDOS EXECUTIVE PRODUCERS ROBERT COOPER
ABBY MANN GRAHAM BENSON PRODUCED BY JOHN KEMENY AND ROBERT COOPER
WRITTEN BY ABBY MANN AND ROBIN VOTE AND RON HUTCHINSON
DIRECTED BY BRIAN GIBSON FROM CITADEL ENTERTAINMENT FOR TVS FILMS
IN ASSOCIATION WITH HBO AND HUNGARIAN TELEVISION
©1989 HBO PICTURES ALL RIGHTS RESERVED.



Vartan Gregorian

President of Brown University

and Michael Fuchs

Chairman and CEO of

Home Box Office

cordially invite you

to join with honored guest

Simon Wiesenthal

for the New York

premiere screening of the

HBO Pictures presentation

Murderers Among Us:

The Simon Wiesenthal Story

Tuesday, April 4, 1989 7:00 p.m.

The Festival Theater

57th Street at 5th Avenue

Buffet reception to follow

in the Baroque Room

of the Plaza Hotel

Kindly RSVP by March 27

(212)512-1712

Non transferable

Special thanks to the Simon Wiesenthal Center

Scrap Book

בס"ד



**Martin & Joan Rosen
and**

Marcy Syms

cordially invite you to attend a
private reception benefitting the

**Simon Wiesenthal Center's
Beit Hashoah -
Museum of Tolerance**

prior to the screening of
Murderers Among Us
The Simon Wiesenthal Story

Tuesday, April 4, 1989

5:45 - 6:45 p.m.

The Plaza Hotel
White & Gold Suite
New York City

**SPECIAL GUEST
Simon Wiesenthal**

Seating at screening limited.
RSVP Vicky (212) 370-0320
By March 24, 1989

Dietary Laws Observed.
Please bring this invitation
for special reserved
seating in the theater.

Scrapbook 3/30/89

CREDIT

MernsMart Makes Pact To Get Goods on Credit

NEW YORK (FNS) — MernsMart has reached an agreement with the April-Marcus division of Eagle Clothes to provide credit for the men's apparel retailer over the next five years.

Under the agreement, April-Marcus also would run a promotional sale through July 30 to raise cash for the retailer, according to Barton Nachamie, attorney for MernsMart.

The agreement is conditioned on MernsMart completing negotiations for a settlement with its bank and trade creditors. The 50-year-old company began talking with its creditors earlier this

month (DNR, March 3, pg. 19).

Nachamie, who is with Nachamie, Hendler & Spizz, said Wednesday that MernsMart also had reached a tentative agreement with its lender, Chemical Bank.

At the initial meeting here with creditors, MernsMart reported liabilities totaled \$3,247,888, including about \$1.2 million owed to the trade, as of Jan. 31, 1989. The retail company attributed its financial problems to increased overhead and lower sales. Creditors organized a committee with Siegel, Sommers & Schwartz as counsel and Albert Vogel as secretary.

ScrapBook

THE FUTURE BUILDERS
YESHIVA UNIVERSITY'S YOUNG LEADERSHIP

Requests The Pleasure of Your Company

At Our

WINTER SOIRÉE

Amidst the Art of Peter Max

On

Saturday, March 11, 1989

Half After Nine O'Clock in the Evening

At

The Max Studio

37 West 65th Street

Champagne Buffet

Black Tie

Robert J. [Signature]

Your participation in this event will support
the Future Builders' financial assistance fund
for Yeshiva University undergraduate students
and provide necessities not covered by
scholarship programs.

For additional information, please call: (212) 960-0855

EXECUTIVE CHAIRMEN

STEVEN EISENBERG
MICHELLE ROSENBLATT GROBMAN
PAUL GROBMAN

WINTER SOIRÉE CHAIRMEN

EDEN SHONFELD HARDOON
JONATHAN HARDOON
MARCY SYMS
LEE YOSELOVSKY

FOUNDER AND ADVISOR

DINAH PINCZOWER

COMMITTEE

MICHELLE ARBESFELD
PNINA ARBESFELD
REUBEN ASKOWITZ
JORDAN BIENENSTOCK
NATHANIEL BIER
ARNOLD BRAUNSTEIN
LAYA DAVIDOWITZ
DR. MARC FEDER
AVIVA GOLOMBECK
ZEV GOLOMBECK
SUZY GREENMAN
LEONARD GUTTMAN
BROOK HABERMAN
ANDREW HERENSTEIN
TERRY KIRSHNER HERENSTEIN
RONALD JASPAN

ROBIN KATZ
BONNIE KEEHN
RAZY KELMAN
STEVEN KUPIETZKY
JACK LEVANDE
BARUCH LEVINE
RENEE LIBERMAN
DAVID LUNZER
REBECCA MOSES
VANESSA NEWMAN
DAVID NEWMAN
EDYTHE NUSSBAUM
MICHELLE POLLACK
DR. PAUL RATZKER
WENDY RHINE

JOSEPH SCHARF
HELAINÉ SCHWADRON
SHIREEN ARYEH SHALOM
JOHATHAN L. SHERMAN
SHARON C.K. SHERMAN
NAOMI SILVER
ERICA SKOLNICK
ZEV SKOLNICK
MICHELE SLOCHOWSKY
ALYSSA SRULOWITZ
SHARON STERN
DR. SAUL R. STROMER
IRA TAU
DR. ROBERT VAN AMERONGEN
VARDA WALLACH
SIMEON WEBER

DAILY NEWS

PEOPLE

Tuesday, February 14, 1989

IRIS RIKLIS, whose stepmom is **Pia Zadora** and dad is **Meshulam Riklis**, will chair the first fund-raising dinner of Aish Hatorah Jerusalem here Feb. 26. On the committee is **Marcy Syms**, daughter of clothing firm tycoon **Sy Syms**.

SPORTSWEAR

SCOOP

By Lisa Lockwood

PRIVATE LABEL
SOURCING
PRICING
LICENSING

Some of the
topics to be discussed

SA GOES BACK TO SCHOOL

SA executives apparently love to impart their knowledge to interested students. Among the variety of fashion courses being offered around town are two addressing the various aspects of running a fashion business and licensing.

"The Business of Fashion" is being offered by the New York University School of Continuing Education. The class meets 10 consecutive Thursday evenings, beginning Thursday. Topics include the

creative and practical side of designing and fashion forecasting, as well as the business side of manufacturing, marketing, running a showroom and buying.

Among the speakers slated are **Joan Kaner**, vice president and fashion director of Macy's Northeast; **John Pomerantz**, chairman of The Leslie Fay



Bob Rowan,
Jordache



John Pomerantz,
Leslie Fay

Cos.; **Geraldine Stutz**, publisher of Panache Press, Random House, and former president of Henri Bendel, and **Marcy Syms**, president of Syms Corp.

The Learning Annex is offering a course on licensing, conducted by **Bob Rowan**, president of licensing at Jordache Enterprises. "Licensing, A Lucrative Way of Doing Business" will be offered on

SUNDAY, JANUARY 22, 1989



Among off-price outfits found recently in area stores is a red Abe Schrader coat (\$129.90) over a black Anne Klein Knitwear sweater (\$59) and Segue skirt (\$24.75), plus a man's Gill leather jacket (\$299.75), Breu cotton sweater (\$24.90), Claiborne polo shirt (\$26) and Levi

Strauss Sevens cotton concerned about men of \$1,087, according to

Style

SUNDAY, JANUARY 22, 1989



Schrader coat (\$129.90)
\$24.75), plus a man's Gill
polo shirt (\$26) and Levi

Strauss Sevens cotton pants (\$29.75, all from Burlington Coat Factory, an off-pricer not concerned about mentioning brand names). The total, \$594.05, compares with a retail total of \$1,087, according to the price tags. The location is the Adam's Mark Hotel.

SUCH A DEAL

JAN 24 1989

Story by Becky Homan
Post-Dispatch Fashion Editor

Photos by Robert LaRouche
Of the Post-Dispatch Staff

AFTER A SEASON of decking the halls and lighting the candles, January is a time for another yearly ritual — shopping 'til you drop. Final sales on winter clothing in department and specialty stores bring out droves of bargain hunters who love to rummage the markdown racks.

With the recent addition of "sticker-shock" as a common reaction to higher prices of wools and silks, the end-of-season sales are getting even more attention.

But so, observers say, are the comparable values at off-price stores.

Nationally, off-price is reported to be a \$13.2 billion industry and growing as rapidly as any other in footwear and apparel. Clearly, there is also a growing number of those outlets in the St. Louis area.

In the last year or so, such new off-price clothing entries have included a first Syms store, two Wearhouse of Fashions locations, a third Burlington Coat Factory and sixth and seventh T.J. Maxx operations. They come to a market long dominated by the active Fashion Gal and Marshalls off-price businesses. A fourth Burlington store is planned for

the St. Charles area this year, with a seventh Marshalls slated for Creve Coeur in 1990.

All the activity may seem like the beginning of a glut of off-price outlets. However, to the ranks of tireless and aggressive shoppers, it's a consumer's heaven on earth.

Off-price stores claim to offer a range of savings — generally between 20 and 60 percent.

A recent tour of several of them, for instance, turned up such bargains as an Adele Simpson dress of turquoise wool at a final markdown of \$190, with \$500 listed on the tag as its suggested retail price; a Nipon Boutique chemise for \$49, with \$180 as its retail equivalent; a Geoffrey Beene Sport striped-knit cardigan plus T-shirt and skirt for \$104.97, down from a listed price of \$184; a Chaps-Ralph Lauren sportcoat for \$119.99, originally priced at \$285; \$45 Polo-Ralph Lauren ties for \$12.99; Sahara Club boys pants, down from \$28 to \$12.99; and Bugle Boy brushed-cotton shirts, down from \$26 to \$12.99.

A smattering of other well-known labels — Liz Claiborne, Perry Ellis Portfolio, J.G. Hook, Organically Grown, Outback Red and Calvin Klein Sport among them — also hung among the otherwise undecorated racks.

These names are the kinds off-price executives say mark the difference between their stores and those of discounters — a difference they are keen on making.



"At discount stores, private-label garments are manufactured to sell, say, at \$12 each," says T.J. Maxx's spokesperson Dawn Griffin.

"whereas off-price stores buy merchandise that was designed to sell for much more at retail, but may end up getting marked down to \$12."

However, specific designer labels also are ones that few off-pricers are willing to talk about publicly and rarely advertise.

"We give our word" not to promote a well-known name, says David Bernard, Syms' vice-president for advertising, "... because they're selling to other stores who are selling it at full price."

But, he points out, "we do perform

a function that is very good for them," which is buying designers' or manufacturers' overstock.

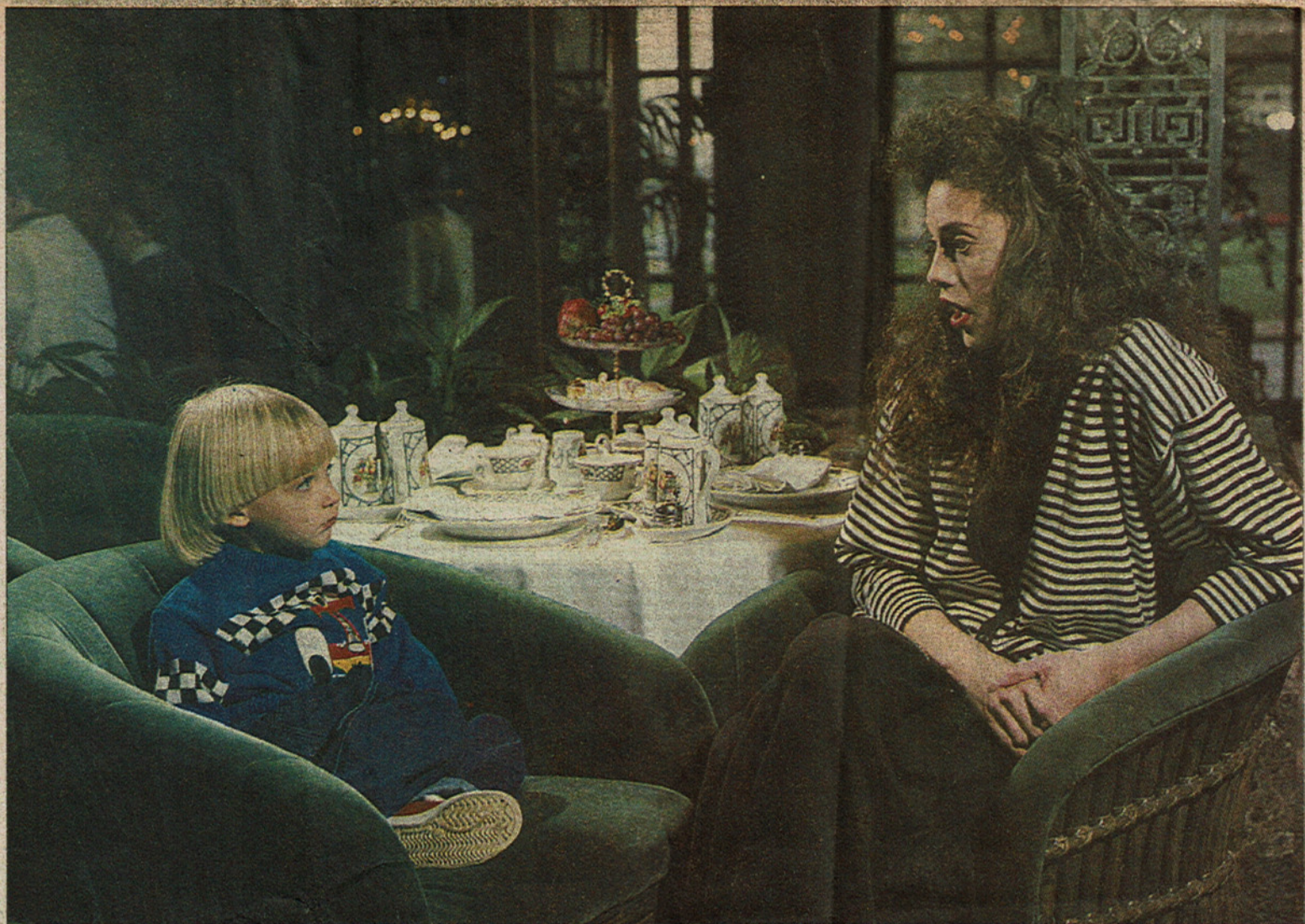
The manufacturer "hopes" that he was going to be able to increase his sales. We are not pricers are really a very good for him because he can line with minimal risk."

Here are a few other off-price game is played.

There is no one set pattern for a store's method of purchasing. The garments may be purchased in cancellations or so-called "seconds." These situations happen all the time. Plas, executive vice-president

(\$12) is trimmed with colorful floral chintz. The address book is covered with matching chintz (\$12, both at Metropolis and Library Ltd.).





"At discount stores, private-label garments are manufactured to sell, say, at \$12 each," says T.J. Maxx's spokesperson Dawn Griffin, "whereas off-price stores buy merchandise that was designed to sell for much more at retail, but may end up getting marked down to \$12."

However, specific designer labels also are ones that few off-pricers are willing to talk about publicly and rarely advertise.

"We give our word" not to promote a well-known name, says David Bernard, Syms' vice-president for advertising, "... because they're selling to other stores who are selling it at full price."

But, he points out, "we do perform

a function that is very good for them," which is buying up what designers or manufacturers overstock.

The manufacturer "has gambled that he was going to be able to increase his sales. We and other off-pricers are really a very good thing for him because he can increase his line with minimal risk."

Here are a few other ways the off-price game is played:

There is no one set pattern for a store's method of purchasing clothes. The garments may be manufacturer cancellations or so-called overruns. These situations happen, says Ray Plas, executive vice-president of

marketing for Gateway Apparel's Fashion Gal and Wearhouse of Fashions stores, "when we buy directly from a manufacturer who may have missed a delivery date to department stores or specialty stores, and then we'll purchase that merchandise."

Or it may be the situation of an off-price outfit buying inventories directly from other retailers, says Plas, "meaning the Limited, Limited Express and Lerner's, in our case, inventory that's never been in their stores but they've purchased too much from their suppliers and we will take a portion of the merchandise they're not interested

See DEAL, Page 8

A designer knit outfit of striped cardigan (\$39.99), T-shirt (\$24.99) and long skirt (\$39.99) is worn with a boy's name-brand sweater (\$11.99), jeans (\$15.99) and knit top (\$6.99, all from Marshalls). Off-price total: \$139.94. Comparison total: \$233.50.



Deal

From page one

in putting in their stores."

Less frequently found but still around in several stores are items of irregular merchandise and some of last year's styles.

At Marshalls, for instance, irregulars count for no more than 5 percent of merchandise, says Marshalls' national spokeswoman Karen Whiting. And those are

clearly marked — or not accepted at all if they're "torn or stained," she says. Burlington, which sells other items besides coats, has irregulars only in linens, says its Des Peres store manager Phil Kuhn. Bernard of Syms says irregulars are negligible in his stores, as does a spokeswoman for T.J. Maxx. Plas says no irregulars find their way into the Fashion Gal or Wearhouse stores.

Past-season clothes, meanwhile, are everywhere to a minor extent. "If it's a basic style, such as a turtleneck, that doesn't really change from season to season,"

says Plas. "We'll sell it."

Syms finds that in men's departments, past season "is not so unusual because the clothes don't change that much. In women's, it's pretty unusual."

All past-season and irregulars should be marked as such, the off-pricers say.

And as for fashion mistakes, don't the off-price stores get more than their share?

Not really, they'd say in unison if given the opportunity.

"We try not to buy that," says Plas of items only a fashion victim



could love. "The merchandise that we buy has to fit the customer profile. We hope we buy merchandise that's appealing."

And the prices at off-price are not necessarily immune from increases.

Syms' Bernard says that "in an inflationary time, our prices will go up, too, because we're basically selling brand merchandise."

"Obviously it's also a good time for us. At any given time, there's a huge disparity in what we sell brand names for and what other stores sell brand names for. And the disparity doesn't go away."

From left, boy's cardigan (\$16.99), name-brand cotton shirt (\$16.99) and pants (\$12.99); a tweed sportcoat (\$56) over designer-name shirt (\$19.99) and tie (\$14.99), plus a manufacturer's pants (\$7, all from T.J. Maxx); and a past-season designer outfit of peach-colored cotton sweater and linen skirt (\$59.99) with same-brand of hosiery (\$2.49). Off-price total: \$207.43. Comparison total: \$413.50.

Ups, Downs Of Off-Price Shopping

AS WITH MOST shopping experiences, buying at off-price stores has its ups and downs. Here are a few:

Advantages

- You may pay between 20 and 60 percent less than a suggested retail price for brand-name clothing. Some off-pricers say savings may go as high as 80 percent, especially if you catch a desired garment at its fourth and final markdown after a month or so on the selling floor.

- There is a variety of merchandise storewide, from designer goods down to those of lesser-known manufacturers, and sometimes shoes, hosiery, even jewelry, linens and luggage.

- Merchandise is arranged by category, not by designer name, in case you're looking for a particular item — black trousers, say — and not necessarily a particular label.

Disadvantages

- The selection in any given department can be hit-or-miss, at best. Men's dress shirts seem to be one uniformly strong category, for instance. But you must be flexible when shopping any off-price department, because rarely do you find the exact item you're seeking.

- Credit cards are accepted more often now in off-price establishments than they were in the past. But cash and personal checks still are frequent means of paying for off-price garments. At Syms, they are the only means, unless you qualify for a special Syms charge.

- Service may be minimal, as is the decor.

- Dressing rooms sometimes are large common areas with little or no privacy, although that's been changing, too.

- Policies on returns vary, but many must be made within seven to 30 days, most require receipts and most are honored with exchanges of merchandise or store credits. Some off-pricers give cash refunds with receipts, again within seven to 30 days of purchase. Know their policies before you buy.

- Fashion mistakes do exist at off-price, as they do in other stores. Again, buyer beware, especially if the off-price price begins to get the better of your fashion sense.

— Becky Homan

NOW "Women of Vision" Dinner
honoring Patty Francy 6/5/90



EMORY BUSINESS SCHOOL

RETAIL SYMPOSIUM
March 22-23, 1990

















1-8472-16

PLEASE CREDIT
D'ARLENE STUDIOS
AT THE WALDORF-ASTORIA
301 PARK AVENUE - SUITE 1860
NEW YORK, NEW YORK 10022
(212) 755-4320

SYMS

An Educated Consumer is Our Best Customer



7-12-90

Marcy

On Saturday evening June 23rd our management team treated Marvin Fletcher and his wife to a surprise retirement dinner at the Embassy Suites Hotel near our store.

We would like to share this group photo taken during this event with you and our management team at Distco.

Kindest Regards,

Bob Nicholson and Management Staff



THE COMMITTEE OF 200 CONFERENCE
Minneapolis/St. Paul
Oct. 24-27, 1990



NEW YORK CITY
SEPTEMBER 1987





May '87



May '87

5/28

Sy,

Thought you might enjoy
knowing that the pope has had contact
with Syms.

The couple pictured are very
good Syms Customers (Buffalo). Both
of their outfits are from Syms.

Loren

