

FOR IMMEDIATE RELEASE

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Dallas, Texas

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Roy Mason of San Francisco, California, has one of the world's most unusual occupations.

He makes his living tasting tea!

The expert will fly to Dallas to conduct a tasting of his firm's rare and exotic Oriental teas on Tuesday, October 23rd, during the second week of the "Far Eastern Fortnight" being held at Neiman-Marcus and throughout the City. The presentation opened on Sunday, October 14th and will end on Sunday, October 28th. Accompanying Mason to Dallas will be Mr. Fred Caligiuri, President of Spice Islands.

Also arriving in Dallas for second week activities at Neiman-Marcus will be a beautiful Indian girl, renowned for her knowledge of that country's cookery, and a Japanese master of bonsai (dwarf trees).

Miss Monorama Phillips of New York will conduct a three-day school on "Indian Cookery for American Homes" Monday through Wednesday at 10 a.m., October 22-24, in the Neiman-Marcus Zodiac Room. Her series of lectures and demonstrations will benefit the Scholarship Fund of the Smith College Club of Dallas.

Mr. Kan Domoto will accompany an exhibition of the world famous bonsai to Dallas for presentation in the Third Floor Man's Store during the second week of the Fortnight. He will present daily lectures on the history, growth and care of the unusual trees Monday through Wednesday, October 22-24.

The "Far Eastern Fortnight" is the sixth in a series of international presentations held by the Neiman-Marcus Company. It is being co-sponsored by the Hong Kong Tourist Association, P and O Orient Lines, the Sony Corporation of America and British Overseas Airways Corporation.

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Add 1--Second Week activities

The event features exhibitions, cultural manifestations, dignitaries, foods and merchandise from the free countries of the Orient--Burma, Cambodia, Ceylon, China (Formosa), India, Indonesia, Japan, Korea, Laos, Malaya, Nepal, Pakistan, the Philippine Islands, Thailand and Viet-Nam--and the British Crown Colony of Hong Kong.

The Fortnight opened on Sunday, October 14th, with the arrival of a delegation of Far Eastern Ambassadors and their wives from Washington. They were honored that evening at a black tie Gala and preview of the Fortnight held at Neiman-Marcus. The unique event benefited the Dallas Symphony Orchestra League and encompassed all floors of the store.

Among dignitaries attending opening festivities were Ambassadors B. K. Nehru of India, Visutr Arthayukti of Thailand, Dato Ong Yoke Lin of Malaya and J. H. O. Pauluse, Charge d'Affaires, Embassy of Ceylon.

Official opening of the Fortnight took place at 10 a.m. Monday, October 15th, at the Ervay Street entrance of Neiman-Marcus with cutting of the ribbon by the Ambassadors, Dallas Mayor Earle Cabell and Neiman-Marcus President Stanley Marcus. Many other events occurred during the first week of the Fortnight, including the opening of an eight-day film festival at two Dallas theaters, and the arrival of a baby elephant named Dilip, sent as a gift to Mr. Stanley Marcus by the Government of Mysore, India. Mr. Marcus presented the baby pachyderm to the Dallas Zoological Society, and it has become a permanent attraction of the Marsalis Park Zoo.

Activities scheduled in Dallas during the second week honoring the Fortnight include the opening of the 1962-63 season of the Dallas Symphony Orchestra on Monday evening, October 22nd, at McFarlin Auditorium. The lobby of the auditorium will be decorated in typical Japanese motifs. Included on the program will be "Three Japanese Dances" by Bernard Rogers.

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Add 2--Second Week activities

Two spectacular performances by the famed Phakavali Dancers of Thailand will be held on Tuesday and Wednesday, October 23rd and 24th, at 8 p.m. in the Dallas Memorial Auditorium Theater. Their appearance in Dallas will mark the group's first visit to Texas. The two performances are being sponsored by Concerts, Inc., and Neiman-Marcus

On Friday, Saturday and Sunday evenings, October 26-28, productions of Japanese theater, both traditional and modern, will be presented at Theater Three in Dallas. Japanese dancer Suzushi Hanayagi will be featured in numbers from classic No and Kabuki Theater, with traditional Japanese music and costumes, and Theater Three will stage a modern Western style play, "Sotoba Komachi" by Japanese contemporary playwright Yukio Mishima.

Dallas Museums are presenting exhibitions of Oriental art during the Fortnight... Dallas theaters, Far Eastern films...Dallas social and service organizations, Oriental speakers...and Dallas supper clubs, Far Eastern entertainment.

During the second week of the Fortnight, Mr. Stanley Marcus will present to the Dallas Museum of Fine Arts a series of prints purchased in Japan during his tour of the Orient last spring. Accepting the gift will be Mr. Jerry Bywaters, Director.

Neiman-Marcus has been completely decorated inside and out with Oriental motifs, and merchandise representing or inspired by the Orient is featured in every department of the store. Flower arranging lessons, koto concerts and Oriental contemporary dancing demonstrations are among daily events at the specialty store during the two-week presentation.

Texas Expert Roy Mason is currently leading a large campaign to urge more people to drink tea. "They aren't drinking it the way they used to," he complains. "America seems to be raising a generation of non-tea drinkers whose palates haven't experienced a sip of the refreshing, piping hot drink."

Mason winces whenever he sees a paper bag plunked into a cup of tepid water. "This is enough to make a person turn his back on tea for the rest of his life,"

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Add 3--Second Week activities

he states emphatically.

The correct way to brew a cup of tea, according to Mason, includes several easy steps. First, he says, start with the water boiling furiously. While it is building up temperature, hot water should be poured into the cups and the teapot and then emptied promptly. After this step, measure on a delicate scale, the amount of tea per cup and place it in the teapot. For less exacting drinkers, a full teaspoonful will do. Then, take the furiously boiling water (don't let it boil too long, Mason warns, or all the air will be gone from the water) over the tea in the warmed teapot.

The next step is to set an alarm timer for exactly five minutes. When it rings, quickly stir the tea that is in the teapot and pour it into cups ready for drinking. "Drink it quickly," Mason advises, "so it won't get cold."

Mason doesn't swallow the tea, but swirls it around his palate with a loud, swishing, half-gargle and then spits it into a large brass goboon--a standard piece of equipment for tea-tasters.

It's Mason's job to make certain that only the finest teas are used and sold by Spice Islands Company. Shippers throughout the tea-growing areas of the world watch the tea crops ripen. The crops are divided and packed into a unit termed a "lot." The agent finds out when a particular "lot" of tea of fine quality will be sold. He sends a sample of this back to Mason.

Mason tastes the tea samples and decides which ones are of top quality. If the tea measures up to exacting standards, he wires back a price the agent can bid. The lots of tea are carefully numbered, with corresponding numbers for the samples, to avoid a mixup.

The agent buys the tea and fires another sample to Mason, who carefully tastes the shipping sample and compares it with the first to make sure it is exactly the same quality.

When the shipment of tea arrives, he goes through the process all over again, making the shipping sample and compares it with the first to make sure it is (more)

Add 4--Second Week activities

exactly the same quality.

When the shipment of tea arrives, he goes through the process all over again, making certain that the tea matches up with the two samples. In addition, Mason tests each blend of tea as it is mixed in the Spice Islands plant, to make certain it has the same taste as the batch before it. "We are dogmatic about uniform character," he declares.

Strangely enough, the tea-drinking habits of Americans are changing. A few years ago, scented jasmine teas were the most popular, but now Darjeeling teas are growing fast in popularity, Mason says.

The tea expert is a graduate of the University of California at Berkeley where he majored in soil science. An advertisement while he was job hunting after service with the U. S. Navy during World War II drew him into the tea business. The job was with a large tea packing firm where he served his "apprenticeship" as a tea taster. But, he warns, "you're always learning."

There are many types of Oriental teas, including Ceylon...Darjeeling...Orange Pekoe & Pekoe...English Breakfast...Lapsang Souchong...Oolong...Green...Gunpowder...Jasmine...Earl Grey's...and Bouquet of Spice.

Ceylon is a variety of black tea which yields an aromatic, pungent brew with a general sweetness of character enjoyed and preferred by most Americans. Darjeeling is a black tea which is produced in the Darjeeling District of North India. It yields a rich brew with an outstanding, distinct "winey" flavor. It is often termed the "Champagne of Black Teas." Orange Pekoe & Pekoe is a blend of Ceylon and India teas in which all components are present in the exact proportions required to complement and/or supplement one another in perfect harmony in the cup. The brew yielded by such a blend is said to be in "perfect balance" one tea to another, and hence is always consistent in character.

English Breakfast is a sweet flavored, non-astringent blend of American Style English Breakfast in which the character of China black tea predominates. It is known to some as Keemun, Keemun Congou or Congou tea.

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Lapsang Souchong is a variety of China black tea formerly produced in South China and now produced in Formosa by refugees from the Chinese Communist mainland. It has a distinctive smoky flavor which results from the unusual method of curing and the combustibles used in the firing. Oolong is a semi-fermented type of tea from Formosa which possesses some of the characteristics of both a "fully fermented" black tea and an "un-fermented" green tea. It yields a distinctively flavored, amber colored, sweet brew. Connoisseurs term it the "Champagne of Teas".

Green is an "un-fermented" type of tea but is only one of several varieties of green tea. Only the first of perhaps five successive crops yields the quality necessary for its production. Green produces a brew of delicate character but one possessive of "hidden" strength.

Gunpowder is a variety of green or "unfermented" tea. The brew is characterized by its sweet flavor and strength. It is so called because of the small round appearance of the dry leaf.

Jasmine is a scented variety from Formosa heavily flowered with Jasmine blossoms. It yields a rich luxurious brew with a strong sweet Jasmine character. It is termed "Pouchong Leaf" by the Chinese.

Earl Grey's is of Chinese origin. This exquisitely scented blend was kept secret for many years. It has a historical background, as it was named after a 19th Century Prime Minister of Great Britain. It yields a rich and most distinctively flavored brew.

Bouquet of Spice is something extra special for those who enjoy the unusual. It is Ceylon black tea combined with just enough orange peel and sweet spices to yield a tantalizing and delightful brew.

Spice Islands from its inception was conceived to answer the real need in the United States for an outstanding, premier quality line of spices, herbs, teas and vinegars to compliment the growth of creative cooking with the gourmet touch. Born in the imagination of Frederic H. Johnson, it was established in 1941 in a converted garage in Los Gatos, California. During its first year, it grossed less than \$6,000.

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Today, it is a multi-million dollar enterprise. Never deviating from its original philosophy and believing in not the most but only the best, Spice Islands enjoys international distribution and is even sold in France--the heart and soul of haute cuisine. In the United States, Spice Islands has earned the distinction of pre-eminence in its field. Mr. Caligiuri has been on the staff of Spice Islands since its inception.

Monorama Phillips is probably the youngest food importer in New York City. Born in West Pakistan some 20 years ago, the lovely young Indian girl arrived in the United States in 1956 to enroll as a student in New York University's Graduate School of Business Administration. She had a definite purpose in mind.

After attending college in New Delhi, she worked with Violet Alva, speaker of the Indian Senate, who inspired her to do what she could to help the women of her country. Her interest turned to handicrafts: weaving, carving and the making of jewelry. She visualized India's need to make this beautiful work more available to other nations and also realized that she could accomplish little without a better knowledge of selling. She saved and worked in order to have enough money to come here to learn.

When her money began to run short, Monorama took side jobs to help out. At the World Trade Fair in Chicago and in New York City, she was hired to explain the various city crafts to the many visitors. When the Fair ended, she found a permanent job with the Government of India Trade Center to promote their handicrafts in New York stores and shops.

By this time, she had begun to think of New York as home. She obtained a resident visa and rented an apartment with an American girl. And, she began to cook. Until this time, she had not lifted a finger in the kitchen. However, she was homesick for Indian foods--foods she had enjoyed at home prepared by servants in her parents' home. She wrote home, begging for recipes. She began experimenting, but certain spices she found were unavailable in New York. These she had shipped from India.

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Add --Second Week activities

She began supplying her friends with spices as well as her own blends of seasoning. Encouraged by her American roommate, she began selling gourmet delicacies which were famous in the area where she was born. Soon, she had spices coming in by the barrel lots. She opened a small kitchen in Bucks County, Pennsylvania, and there does the blending and the making of the chutney, the pickling of the onions. Her roommate became so impressed with Monoroma, she joined her as a partner in her business.

Monoroma's original four spices are now appearing in New York stores as well as stores throughout the country. Sajavat is the leader. This is coconut, tinted golden, combined with slivered almonds, raisins, and a subtle spice blend. In India, this is used for garnishing pilafs, noodles, fish, casseroles as well as desserts of the pudding type. Fruit and vegetable salads are newly exciting served with a garnish of sajavat.

Tandoori is a zesty blend of nine species used in North India and Pakistan for broiled and baked meats, roast lamb on spit, baked fish and many other dishes. Chutney Que is a third product which is made by a family recipe. The "Que" added is to indicate its American use in barbecue. This is a chutney that adds a subtle flavor to meat, fish, poultry, to sauces and glazes, to salad dressings and stuffings. Or, it may be used as a relish by itself with a curry dinner. The combination includes tomatoes, raisins, almonds, sugar, vinegar, onions and the magic spicing.

The fourth product or products are cocktail onions which Monoroma calls Pink Minarets. They are made especially for Martinis and Gibsons and also are very nice with green beans and in salads.

Mr. Kaneji Domoto, registered Architect and Landscape Architect, has an office in New Rochelle, New York. He assisted in the construction of the Japanese Gardens at San Francisco and the New York World's Fairs and designed and executed the rock garden for the University of California in Berkeley.

He first learned landscaping from his father--a well-known pioneer nurseryman of California--who taught him the finer points about trees and plants. He learned the art of bonsai while a young boy and has used it in designing gardens (more)

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throughout the United States. Two recent gardens--the Kirschenbaum garden in Purchase, New York and the Beskind garden in Scarsdale, New York, have been on HOUSE AND GARDEN tours for the Institute of Physical Medicine and Rehabilitation of the New York University Medical Center. He has also designed a small garden for Mrs. Bernard Gimbel. He has designed and planted shopping malls in areas as scattered as Harrisburg, Pennsylvania, Jacksonville, Florida, Baltimore, Maryland and Atlanta, Georgia. *More recently designed the gardens for AMF in white Pl. - Ethan Aller's Home office in Danbury, & Schulman's Investment Corp in W.H. Pl.*

He has given many lectures and demonstrations on the art of bonsai in New York, Massachusetts and Long Island and participated for three years in a three-day Midwest Bonsai Show at the D. Hill Nursery, Dundee, Illinois.

As an architect--a student of Frank Lloyd Wright--he has designed and built several houses at Usonia Homes, Pleasantville, New York, a well-known Wright project, as well as others in the New York area.

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