

# The Dallas Morning News

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## Smooth selling: Book recounts life of Stanley Marcus

Even a cursory glance at *Stanley Marcus: The Relentless Reign of a Merchant Prince* (Eakin Press, \$19.95, available Dec. 22) reveals a truth about the guiding light of Neiman's: Rarely in his 96 years did the NM chairman decline to be photographed with a beautiful woman.

The biography by **Thomas E. Alexander**, former director of marketing for Neiman Marcus, features an accompanying treasure trove of photos: Stanley with Grace Kelly, with Joan Crawford, with **Brigitte Bardot**, and Stanley in multiple shots with **Sophia Loren**.



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Less aesthetically pleasing but equally interesting: a photo of Stanley on an Oval Office sofa opposite Lyndon Johnson, one of the oft-forgotten A.L. "Al" Neiman, and a 1910 shot of the original store. The book's richness is in its many celebrity anecdotes. Alexander was the store's unofficial celebrities wrangler

and had to coddle movie star egos. Archconservative John Wayne attended a gala at Neiman's at his wife's request, even though Stanley Marcus was, as Alexander says, "the city's most liberal philosopher." "As long as that philosopher was providing the tequila," he writes, "Hollywood's most visible conservative symbol was bound to have a good time."

And those who think of the late Mr. Marcus as a kindly retailing grandpa never worked with him.

One of the thousands of notes Alexander received from the store's chairman had the

following prickly opener: "I came by on Saturday only to find you not here."

Alexander will speak about the book at a Jan. 31 Dallas Historical Society event at Fair Park's Hall of State.

### Locals in Miami

Last weekend's Art Basel Miami Beach fair was a good barometer of how the Dallas Art Fair will do when it opens in 45 days.

Coping with a recession, the Miami conclave thrives with more intimate gatherings.

Dallas Art Fair co-founder **Chris Byrne** made the rounds

at the fair, visiting some of the top gallery owners who will also be at the Dallas event, among them noted dealer **John Berggruen**.

**Eve Reid**, who will chair the Dallas Art Fair Preview gala benefiting Booker T. Washington High School for the Performing and Visual Arts, and her husband, Sotheby's chairman **Warren Weisman**, hosted several events in Miami.

### Birth back home

Happy birthday to Dallas stockbroker **Monk White**, who was born on this day in

1941. While no one has ever confused Monk with the second coming, his birth had miraculous consequences.

At the time, his father was in the Navy and serving on the USS Arizona.

He received leave to come back to Texas for Monk's birth. Therefore, he was not aboard on Dec. 7, 1941, when the Arizona was sunk at Pearl Harbor, killing 1,177 of the 1,400 crewmen on board.

### Alan's Last Word

"Consumers are statistics, customers are people." Stanley Marcus