

JEANNE BAILEY

SOCIETY

Charity repeats — and gets it right



In the quest for money for charities, the groups about town are fine-tuning the way to raise funds.

Store openings on Rodeo Drive are one of the new devices. When the Ralph Loren Polo store opened in early September, SHARE, Fraternity of Friends and other groups participated.

The Footlighters and Multiple Sclerosis Foundation got together at Gucci's Tuesday to honor Marilyn Hilton and partake of a percentage of the sales at the store. Peggy Edwards and husband Bill were movers and shakers behind that one.

Cartier celebrated its 100th anniversary with a cocktail party at the Rodeo Drive jewelry shop with a display of creative jeweled eyewear. The half-million-dollar collection, which includes the Duchess of Windsor's locket, is touring the country. The glasses are inscribed with "please return to HRH the Duchess of Windsor. Reward."

Marion Saghatelyan, manager of the Beverly Hills Cartier, welcomed Thierry Chauma, director of Cartier Paris, and Jean Pierre Dorard from New York. Life is a celebration on Rodeo Drive.



The American Diabetes Association is moving its chapter party from Neiman-Marcus, where it has been held for the last

two years, to Union Station Sept. 26. A mystery caper will romp all around the classic train station, with guests pretending to be Raymond Chandler and 1940s characters. Colby Chester of "The Young and the Restless" will pretend to be the famous mystery writer and guide and misguide the participants in solving a mystery caper.

The old Fred Harvey restaurant in the station will be opened for the first time in 20 years for refreshments and dinner. The public waiting rooms and the patio will all be opened with dancing to Rudy Varon's orchestra. Arthur Simon is the event planner.

Behind it are the same committee people who have raised more than a half-million dollars to research for a cure for diabetes, for public and patient education and a summer camp for diabetic children. The Valley residents on the committee include chairwomen Sunny Deutschman and Barbara Prober of Encino and Renny Shapiro, Eleanor Bartman, Sidne Scheinbaum, Elsie Cohen, Sari Eshman, Evie Lutin, Roberta Schmidt, Melinda Kaish, Cecile Krevoy, Roberta Schmidt, Sherry Deutschman, Elaine Robinson and Sandy Dworsky.

Of course, the whole caper is black tie, the only way to go to Union Station and pretend it's the '40s. And with all that travel bit, you can guess the top prize is



Doodle time for Jack and Nancy Mishkin.

a round trip to London furnished by Pan American Airlines.

Sounds like a real trip. Remember when it was chic to get on or off the Super-Chief in Pasadena?



The Back Alley Theatre held its third annual Doodle Auction at T.J. and Jerry Berns' beautiful estate in Sherman Oaks. They've done it before, and they did it again, with about 300 guests bidding, silently and live, on doodles by the rich and famous — Kirk Douglas, Vice President George Bush, Joan Baez and others.

Theater producers Laura Zucker and Allan Miller were there with co-chairmen Susan Schwarz and Stanley Lavine.

Some of the Valley residents on the board of directors and the committee included Nancy and Jack Mishkin, Stuart Barton, Linda Chiavaroli, John Fisher, Elaine Orlando and Lee Ramer.



T.J. and Jerry Berns open their home.

MYUNG J. CHUN/DAILY NEWS



Frank Ries talks jewelry with Marion Saghatelyan.

They've done it before, and you did it again very well, thank you.

Jeanne Bailey's society column appears Tuesday through Friday and Sunday in L.A. Life.