

Ebony Fashion Fair Begins Fall Tour

WINSTON-SALEM, N.C.— Sidewalks steamed during the summer of 1987, but fashion runways across the country will sizzle this fall and winter as the Ebony Fashion Fair enters its 30th year.

The Ebony Fashion Fair hit the road in September to begin its fall tour of 81 cities

she says. "There are many undecided hemlines that are above the knee in front and trailing the floor in back—the newest look in ballgown lengths."

Creations from such leading designers as Anne Klein, Bill Blass, Carolina Herrera, Givenchy, Mary McFadden, Yves Saint Laurent, Christian

wide tour of 168 cities and towns.

The Ebony Fashion Fair has raised more than \$25 million for charity since its inception.

As a special attraction in the cities where More cigarettes co-sponsors the show, the brand donates a Norwegian blue fox vest as a door



Ebony Fashion Fair model Anna McCaine looks stunning in a Japanese silk evening ensemble by Sarli. McCaine, a native of Oklahoma City, represents More cigarettes in the 1987-88 Ebony Fashion Fair tour, which is appearing in 168 U.S. cities.

in the midwestern and eastern sections of the country. The shows will continue in the spring of 1988 with appearances in 87 southern and southwestern U.S. cities.

The theme for this year's Ebony Fashion Fair, "fashion sizzle," emphasizes body-hugging shapes, shorter skirts, vibrant colors, elaborate fabrics and bold accessories.

"For daytime, the dress plays the starring role this fall and winter," says Eunice W. Johnson, producer and director of the Ebony Fashion Fair. "It clings to the body, drapes the body or hangs straight in a tunic or sheath fashion."

"And spectacular evening fashions create excitement hot enough to light a match,"

Dior and Oscar de la Renta will be featured in the fall show.

The Ebony Fashion Fair is sponsored by Ebony Magazine, with major participation by More cigarettes, a product of R.J. Reynolds Tobacco USA.

The traveling fashion production stars 14 models—12 women and two men—who wear some 200 outfits during each show.

Model Anna McCaine of Oklahoma City, Okla., represents More cigarettes in the show.

The Ebony Fashion Fair began in 1958 to raise funds for local civic and charitable organizations. It is now one of the world's largest fashion extravaganzas, growing from a 10-city event to a nation-

wide tour of 168 cities and towns. The prizes were designed by noted New York furrier James McQuay.

"More cigarettes is pleased to join Ebony in celebrating the 30th anniversary of the Ebony Fashion Fair," said Doris P. Gray, special events manager for More cigarettes.

"Not only does Ebony Fashion Fair bring contemporary fashion to audiences across the country, it also raises millions of dollars for very worthwhile local charities," Gray said.

The 1987-88 season marks More cigarettes' 13th year as a sponsor of the Ebony Fashion Fair.

More is manufactured by R.J. Reynolds Tobacco USA,

BUSINESS IN THE BLACK

by Charles E. Belle
Business Editor

Festival Financially Sound for Thirty Years

MELODY OF MONEY AT MONTEREY

Carmel-by-the-sea, California—The much dreaded age of 30 hit the Monterey Jazz Festival last month. The lady was still "stacked" with enough stars to keep the men glaring from their seats. Jimmy Lyons, founder and general manager for the past 30 years, has been smiling all the way to the banks with big bucks to benefit the perpetuation of jazz performances in this country. The oldest continuous jazz festival in the world has donated over \$1.2 million to musical education and scholarship funds since its beginning back in 1958.

Every day of the three stage three day event is the envy of every jazz festival on the earth. Every seat in the

domestic unit of R.J. Reynolds Tobacco Co. The company, headquartered in Winston-Salem, N.C., also manufactures Winston, Salem, Vantage, NOW, Century, Doral and Ritz cigarettes

house is sold out — three months in advance! Making exclusive corporate sponsorship like MCI Telecommunications get a big bang for their donated bucks. In addition to their funds, founder Jimmy Lyons likes "a quality name like MCI — and MCI's people — associated with the Monterey Jazz Festival."

CEBA

From Page 8

Cullers Advertising, Inc., the oldest Black advertising agency in the country and John S. Bowen, chairman and CEO of D'Arcy Masius Benton & Bowles served as co-chairmen of the Tenth Annual CEBA Awards.

The Institute of Black Communications is headquartered at 10 Columbus Circle, New York City.

Being associated with the Monterey Jazz Festival means being associated with such superstars as Mr. B.B. King, the righteous reverend Ray Charles and the meticulous magic of the Modern Jazz Quartet on the occasion of the Festival's 30th Birthday. B.B. King, by appointment of the people, is the king of the blues. If you don't believe it, just ask him and if you still have a question, simply listen to him sing. B.B. King didn't sing enough for me or many others for that matter at the festival. Still one finds him so engaging and eager to give his soul to you that you just can't help but listen and be locked up in his assortment of love tales.

The secret of the success at Monterey is the Saturday afternoon blues session. It alternates between a show and a scene if you know what I mean. Most of all what they need is someone with a melo-

See BUSINESS, Page 13

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