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CARNET DE *Monrovia*

The Hotel Intercontinental at Monrovia, capital of the East African State of Liberia, recently served as the setting for an interesting Swiss fashion show, organized in honour of Mrs. Antoinette Tubman, wife of Mr. W.C.S. Tubman, President of the Republic. The obligations of her rank require the First Lady to pay particular attention to her wardrobe. She is advised in this matter by a European friend, Mrs. Hilde Haller, owner of H. Haller & Co., a dressmaking firm of Zurich, whom she recently requested to organize a fashion show at Monrovia. As a result, Haller and a few other Swiss firms of the industry collaborated in presenting collections at Monrovia, first at a private showing in honour of President and Mrs. Tubman and their guests, and then at a public showing organized for the benefit of charities in which the president's wife is active. The shows, which were televised locally, were a complete success. In addition to the model provided by the woman's magazine "Elle", the youngest daughter of the presidential couple, Miss Coo-Coo Wilhelmina Tubman, as well as Miss Jean Baker, who was just elected beauty queen of Liberia, served as models, which contributed in no small measure to the success of the show. The following organizations participated in the undertaking: H. Haller & Co., Zurich; Swissair, Zurich; Swiss Bank Corporation, Zurich; Elisabeth Arden, Switzerland; Vollmoeller S.A., knitwear, Uster; Lahco S.A., beach wear and leisure fashions, Baden; Bally S.A., shoes, Schönenwerd; Swiss Watch Federation and the watchmaking firms Eterna and Omega of Bienne; Hotels Intercontinental, Geneva and Monrovia.



Roses from Switzerland for Mrs. Antoinette Tubman, First Lady of Liberia. Left: Mrs. O. Gritti, wife of the Swiss Chargé d'Affaires in Liberia. In the centre, seated: Mrs. Bürgi, wife of the Director of Swissair. Right: Mr. W.C.S. Tubman, President of Liberia.



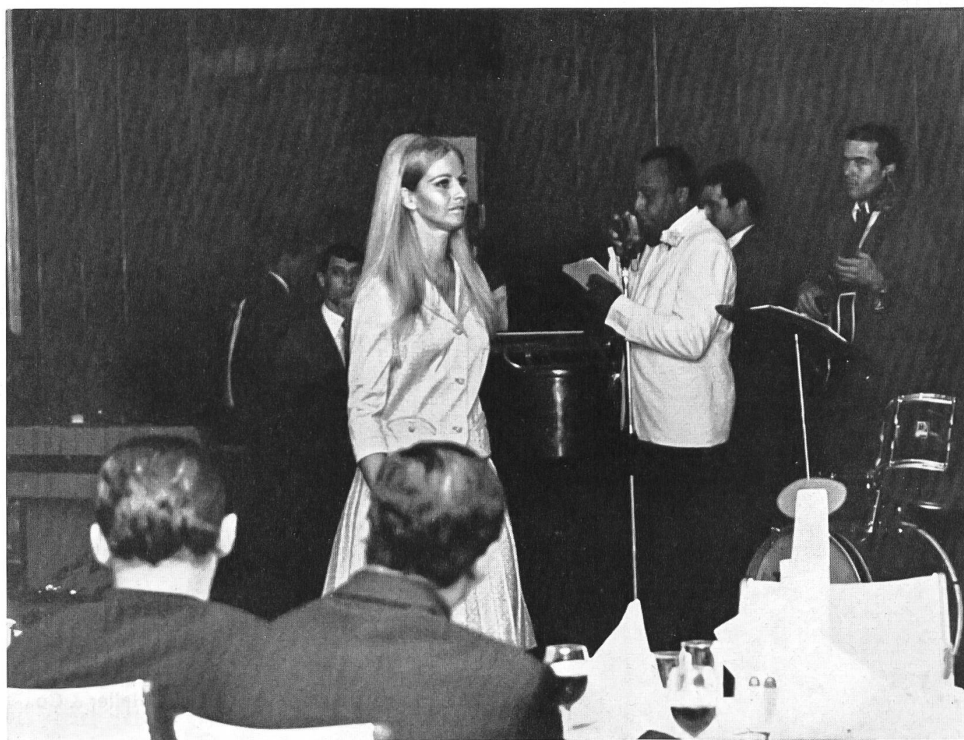
At the end of the parade, Miss Coö Coö Wilhelmina Tubman, youngest daughter of Mr. and Mrs. W.C.S. Tubman, modeled a bridal gown by H. Haller & Co., Zurich.

Draped and richly embroidered outfit in Ban-Lon® jersey, by H. Haller & Co., Zurich.
 (At the table of honour, from left to right: Mrs. Antoinette Tubman, Mrs. Bürgi, Mr. W.C.S. Tubman, Mrs. and Mr. Hofer v. Brewery).

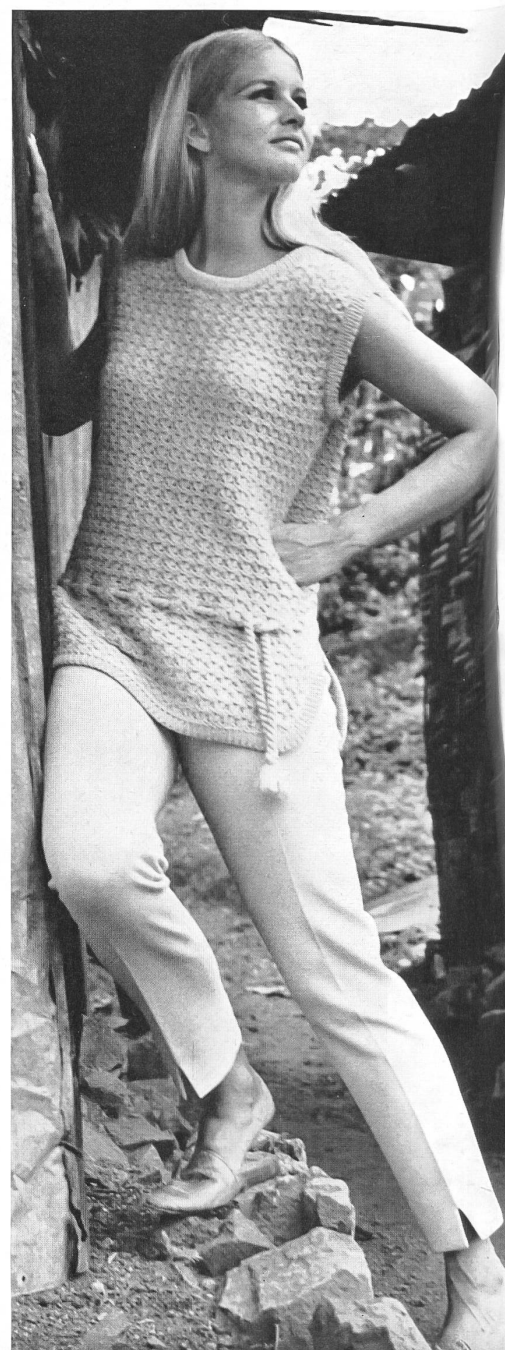
Françoise, the lovely mannequin, models a two-piece outfit in cotton jersey from Vollmoeller S.A., Uster.
 At the microphone: Mr. Ed. Bouey, Radio Liberia Public Relations Officer and announcer.

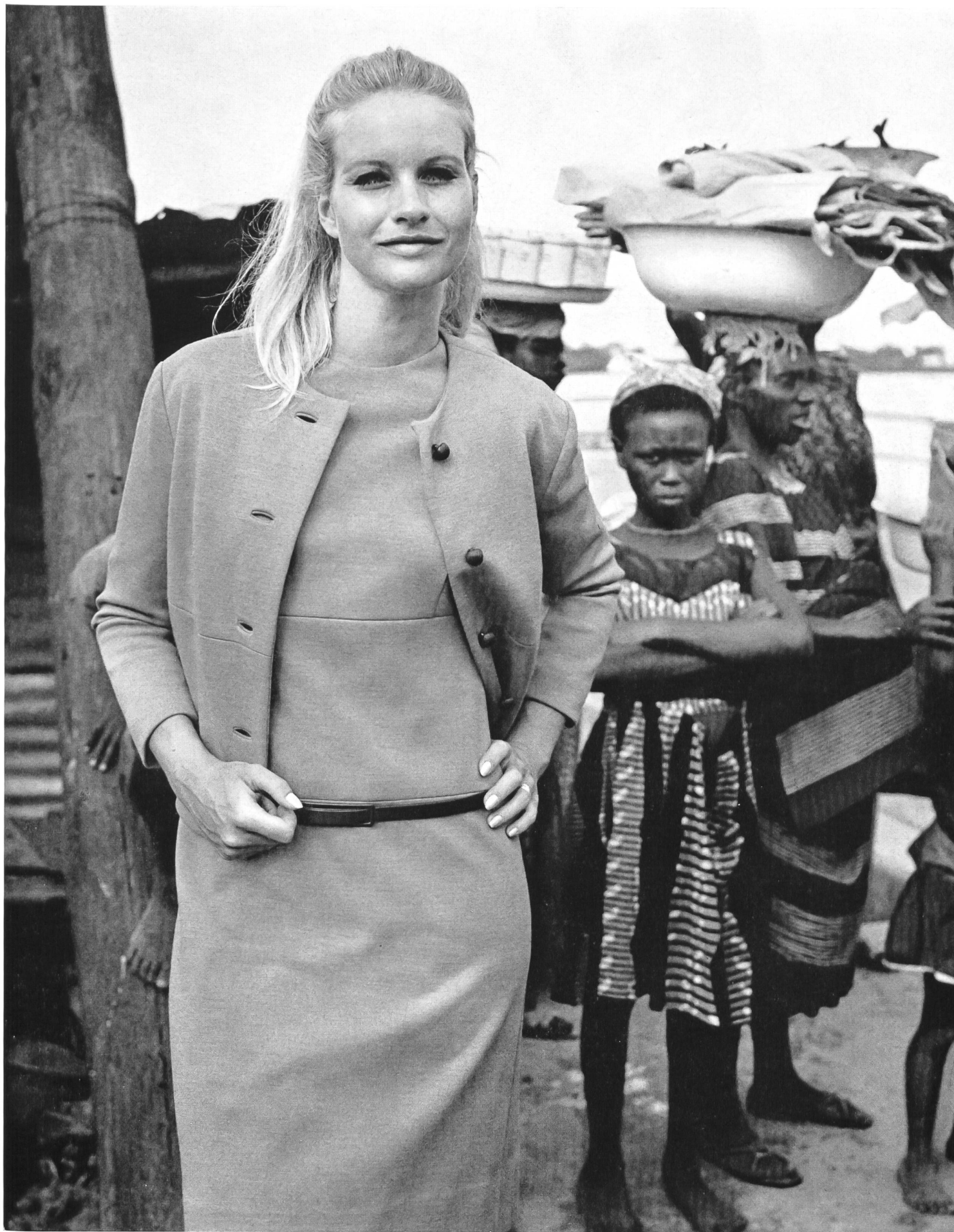


Mr. O. Gritti, Swiss Chargé d'Affaires in Liberia, presents Miss Jean Backer, beauty queen of Liberia, with an Omega watch. Miss Coö Coö Wilhelmina Tubman received an Eternamatic watch from the Swiss Watch Federation.



Pure virgin wool outfit for tropical climates, by Victor Tanner S.A., St. Gall.





Jersey two-piece outfit
by Vollmoeller S.A., Uster