

SENATE RESOLUTION NO. 127

BY SENATOR BROOME

A RESOLUTION

To recognize Mrs. Ida B. Collins Hall as the owner and instructor of the first charm school and modeling agency in Old South Baton Rouge.

WHEREAS, Mrs. Ida B. Collins Hall led a life dedicated to mentoring and grooming teenagers and young adults; and

WHEREAS, she prepared young people to handle life's challenges with dignity and grace; and

WHEREAS, Mrs. Hall moved to Baton Rouge, Louisiana, in 1964 from Washington, D.C.; and

WHEREAS, she was extremely active in civil rights pickets and stand-ins and volunteered at the Baton Rouge NAACP office; and

WHEREAS, she devoted much of her time and energy to the mentoring and modeling program that was known as the Charm School and later named Ibelco Modeling and Personal Development; and

WHEREAS, from the start, the Charm School was much more than etiquette and modeling classes, but it taught girls from economically depressed and disadvantaged homes the virtues of womanhood and a positive self image; and

WHEREAS, Mrs. Hall never tried to gain financially and would offer her services to young men and women free of charge because being profitable was never a high priority to her; and

WHEREAS, the fulfillment of knowing that she helped to groom a young person to be a well-functioning member of society was all the payment she needed; and

WHEREAS, Mrs. Hall taught high school and college young women the art of modeling from the living room of her home and later rented locations on Scotland Avenue and Dallas Drive; and

WHEREAS, although she taught her students in a small leased room, she opened their eyes to the world of grace and charm; and

WHEREAS, Mrs. Hall taught her students to stand tall and always carry themselves with pride and dignity; and

WHEREAS, Mrs. Hall's efforts were recognized and respected by members of the fashion industry and her models were chosen to supply store advertisements and catalogs; and

WHEREAS, the contributions that Mrs. Ida Hall made to young men and women in the state of Louisiana through the Ibelco Modeling and Personal Development School are remarkable and worthy of recognition as the first charm school and modeling agency in Old South Baton Rouge.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby recognize Ida B. Collins Hall as the owner and instructor of the first charm school and modeling agency in Old South Baton Rouge.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to Mrs. Ida B. Collins Hall.

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PRESIDENT OF THE SENATE