

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1958)
Heft: 3

Artikel: Kings cotton's ambassadress
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DOI: <https://doi.org/10.5169/seals-798917>

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King Cotton's Ambassadress

Miss Jean Carter of Atlanta,
Maid of Cotton 1958.



The Maid of Cotton on her arrival at Zurich Kloten airport, escorted by Monsieur Wiegner, Head of the Office for the Promotion of the Swiss Cotton and Embroidery Industry in St. Gall.

Selected from among twenty finalists for the title of Miss Cotton, twenty-year old Miss Jean Carter of Atlanta, Georgia — an attractive red-head, 5'7" tall and weighing 143 lb. — has just finished a triumphant tour of the United States and Europe as Ambassadress of American cotton in the thirteen southern states forming the well-known "Cotton Belt". It is no easy matter to be elected "Maid of Cotton" and the job is no sinecure either. The candidates, aged between 19 and 25, must have not only good looks but all the qualities of a good ambassadress: intelligence, culture, grace, good manners and above all charm. They must be natives of one of the states of the cotton belt and must never have appeared in public before.

After her election, at the beginning of the year, King Cotton's new Ambassadress attended a series of courses in New York to prepare her for the functions ahead. Her training over, she started on a publicity tour of more than thirty towns in different parts of the United States and Canada, arranged under the auspices of various American organisations in the cotton trade. This trip was followed by a three weeks' visit to Europe, ending in Switzerland, at Zurich and Basle. At each stop on her



50,000 mile trip, Miss Jean Carter presented some fifty dresses and outfits, some of them European in origin, showing the great scope offered by cotton for wear on all occasions and in all seasons. These dresses, skirts, suits, coats, sports clothes, etc. — among them a very lovely ball gown made in Zurich of embroidered St. Gall organdy — become the property of the charming ambassadress once she has finished her tour: the thought of these twenty trunks full of lovely creations is enough to make most women turn green with envy!



Miss Jean Carter wearing a Swiss-made dress of embroidered St. Gall organdy.