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At Cointtrin (Geneva) Airport Miss K. S. Meredith is greeted by Mrs. Jennie E. Jaco, Maid of Cotton 1945 (at the bottom of steps) and Miss Ethel Kocher, manageress of the Publicity Centre of the Swiss Cotton and Embroidery Industry
Photo Allpress

The «Maid of Cotton» in Switzerland

to Lausanne where she was received at the Swiss National Exhibition; here she first of all visited the «Soil and Forest» sector and more particularly the «Flowering Valley» in the company of Mr. Hudson, agricultural attaché to the United States Embassy in Berne. This short tour was followed by a cocktail party given in the «Clothing and Jewellery» section of the «Art of Living» sector by the Publicity Centre of the Swiss Cotton and

Every year, the National Cotton Council of America elects a «Maid of Cotton», who travels all over the world and the 50 states of her own country as ambassadress of American cotton for a year, attending countless receptions and official meetings during this time, and taking part in radio and TV interviews, etc.

The girl in question must be a native of one of the eighteen states of the Cotton Belt, be pretty and of course know how to wear her clothes well and be completely at ease in society.

The 25th «Maid of Cotton», Miss Katy Sue Meredith, of Andalusia (Alabama), landed in Switzerland by air on June 1st with her wardrobe of 60 creations, made entirely of cotton fabrics. Welcomed at Geneva airport (Cointtrin) by His Excellency Mr. M.T. Davis, United States Ambassador to Berne, accompanied by his wife and a number of officials, she was immediately driven

At the Swiss National Exhibition (Lausanne) the Maid of Cotton accompanied by H. E. Mr. William T. Davis, United States Ambassador to Switzerland
Photo Allpress



Embroidery Industry in St. Gall; other guests included members of the press and numerous personalities.

Miss Meredith wore an afternoon outfit (dress and coat) in printed cotton satin, later changing into a pink guipure cocktail dress, both given by the Swiss textile industry and created by the couturier J.A. Altermatt (Basle).

After her visit to Lausanne, where she was accompanied by Mrs. Jennie E. Jaco, the 1945 «Maid of Cotton» and wife of an official at the United States Embassy in Berne, Miss Meredith continued her trip to other Swiss towns, where she was given a warm welcome.

Miss K. S. Meredith is wearing a printed cotton reps outfit (coat and dress); in her hands she is holding the guipure cocktail dress just presented to her (Saint-Gall fabrics, models by J. Altermatt, couture, Basle)