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The « Maid of Cotton » in Switzerland

The American « Maid of Cotton » is the ambassadress of a king (in a country where democracy reigns supreme, the type of setting in fact where monarchies seem to flourish best). The monarch is « King Cotton », the textile product that has made the fortune of the Southern States of the Union and also contributes to the world-wide renown of the industry of eastern Switzerland, that of fine fabrics and embroideries.

Each year, the National Cotton Council of America organise a contest to select their ambassadress. To be eligible candidates must have been born in one of the eighteen cotton growing states, be between 19 and 25 years old, at least 5 ft. 5 in. tall and never have been married. Furthermore they are judged not only from the point of view of beauty but also general culture, charm, poise, elegance and many other of the social graces.

This year's « Maid of Cotton », Miss Linda Lackey, models a wardrobe consisting of over 50 creations by the 42 top American designers. In addition to personal appearances in fashion parades in a large number of American towns and interviews on TV and the radio, the ambassadress of cotton tours Europe and was recently welcomed in Zurich by the Office for the Promotion of the Swiss Cotton and Embroidery Industries.

The presentation in the Zurich Museum of Fine Arts
Photo ATP



« Textile creation considered as one of the fine arts » was the theme chosen by the organisers of this party in her honour, which was very fittingly held in the hall of the superb new Fine Arts Museum in Zurich.

Miss Linda Lackey on her arrival at Kloten-Zurich airport
Photo pap



Miss Linda Lackey, the « Maid of Cotton 1961 » presents a wonderful Saint-Gall-embroidery gown in the Zurich Museum of Fine Arts ; behind her Dr. Bruno Meyer, Manager of the Saint-Gall Publicity Centre of the Swiss Cotton and Embroidery Industry.
▼ Photo ATP



By the time these lines appear, the festivities will be over ; while saying farewell to Miss Linda Lackey, we are looking forward to greeting the new « Maid of Cotton » for 1962 !

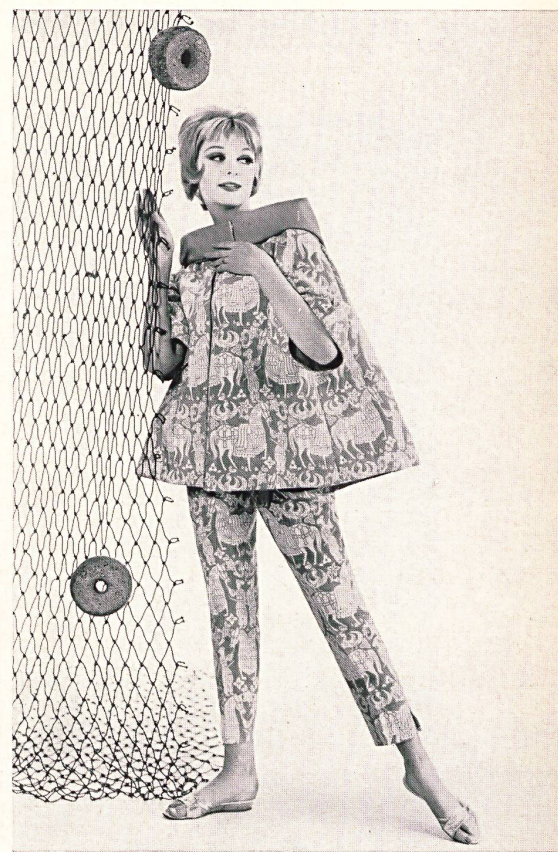


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