

NATIONAL COTTON WEEK

May 16th to 24th



COTTON is the Coolest Thing
COTTON is the Cleanest Thing
COTTON is the Cleverest Thing

The Uses of Cotton On the Increase

Some fourteen years ago the cotton manufacturing industry through the Cotton Textile Institute inaugurated NATIONAL COTTON WEEK. It was designed to increase sales of cotton goods. So good was the idea that in 1939 the National Cotton Council, representing the raw cotton industry, joined in promoting COTTON WEEK.

IF NATIONAL COTTON WEEK was a good idea fourteen years ago, it is a much better idea today. It is the Nation's largest crop and millions of people are dependent upon the crop, in one way or another, for a living.

The use of cotton is gradually increasing. Various agencies and departments are working day and night to find new outlets for raw cotton. The development and marketing of cotton products is being pushed, for it means meat and bread for millions of people in the cotton belt.



Blonde Mitzi Strother, recently crowned "Miss Florida," greets Alice Erle Beasley, 1941 Maid of Cotton, upon her arrival in Miami, one of more than thirty major cities Alice will visit during her air fashion tour of the United States. The Maid of Cotton, clad in cotton from head to toe, is modeling her especially designed cotton wardrobe in cities from Miami to Salt Lake City. She is accompanied on her 15,000 mile tour by a Lux stylist and a representative of the six sponsoring cotton organizations.

The Importance of COTTON

COTTON is the Nation's No. 1 crop and North Carolina's second crop in importance. Cotton is one of the necessities of life and it is the most versatile and widely used of all fabrics. This is why MAY 16-24 has been designated as NATIONAL COTTON WEEK.

NATIONAL COTTON WEEK affords you a chance to demonstrate some practical patriotism . . . practical because it's your opportunity to replenish your supplies of cotton wearing apparel and household necessities at bargain prices . . . patriotic because it helps twelve million fellow-Americans in the cotton belt along the road to a livelihood, if not prosperity.

BOOST COTTON, call for and buy cotton materials during COTTON WEEK. Your local merchants are emphasizing COTTON WEEK with special bargains made from cotton.

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