

## Made By Clinton Employees

# Maid of Cotton Promotes Fabric

Clinton Mills hosted a visit by Valerie Bendall, the 1984 Maid of Cotton, on March 9.

Miss Bendall was honored with a luncheon held at Presbyterian College, followed by a tour of Clinton Plant No. 1, a 100% woven cotton producer, and a visit to Belk Department Store where she viewed a wide assortment of 100% cotton garments Made in the USA.

The 1984 Maid of Cotton told Clinton officers, directors, staff members and other invited guests that "The cotton business is a lot bigger than most people realize. There are over 60,000 businesses affiliated with the cotton industry and these firms employ almost 500,000 people. Their products are worth nearly \$5 billion at the farm level and \$50 billion at retail."

The primary duty as Maid of Cotton is promoting the U.S. cotton industry. She makes five to ten appearances per week, principally over the Cotton Belt states. She is also scheduled to visit Germany, France, India, Hong Kong, Japan, and Korea.

During her remarks at the Clinton sponsored luncheon, she stressed the importance of companies like Clinton Mills and

other cotton related firms to the nation's economy.

Following her visit here, she will visit in Washington with leading government officials, including the Secretary of Agriculture and members of Congress and the diplomatic corps of countries on her overseas itinerary.

A significant highlight of her visit was with Plant No. 1 Cloth room employees where she visited with graders, folder operators, checkers, and other employees to see "first hand" the superior quality that goes into products Made In The USA.

Leaving the plants, she toured Clinton Cotton Lab where Cotton Classer, Bill Hill and his staff explained the comprehensive selection of cotton fibers used in the manufacturing process.

After a brief tour of the company's main office, Miss Bendall visited Belk Department Store where store representatives Johnny Jacks, Scott Owens, Mattie Goodwin and others showed off the selections of products Made in the USA containing cotton fibers.



**TWO MODELS**—Miss Bendall explains to Clinton designer, Gail Begley, the strict requirements for being a Maid of Cotton contestant. The Maid of Cotton has to wear huge amounts of cotton clothing; therefore, manufacturers want a model who can wear clothes without alterations. Gail is wearing a garment she designed from Clinton fabrics.



**QUALITY PRODUCTS MADE IN USA**—Clinton No. 1 Folder Operator, Luther Franklin explains to Maid of Cotton the importance of flagging any defects that must be corrected to have superior quality fabrics.



**A CLOSE LOOK**—Valerie Bendall, right, takes a close look at 100% American-made fabric as Linda Davis explains her role in Plant No. 1 production.



**SAMPLING THE COTTON**—Cotton Classer Bill Hill and Valerie Bendall exchange ideas on the proper selection of cotton fiber.