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Titolo	King cotton in modern America [[electronic resource] ] : a cultural, political, and economic history since 1945 // D. Clayton Brown
Pubbl/distr/stampa	Jackson, : University Press of Mississippi, 2011
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Descrizione fisica	1 online resource (467 p.)
Disciplina	338.1/73510973
Soggetti	Cotton trade - United States - History Cotton manufacture - United States - History Cotton growing - United States - History Cotton textile industry - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Prologue : the power of cotton -- The cultural image of cotton, 1945 -- The new politics of cotton -- The cotton conference -- A new era begins -- Ambassadors of foreign policy, 1945-1950 -- The dinner table war : postwar struggles -- The South transformed : cotton's mechanization, 1945-1970 -- The white gold rush : cotton moves West -- Boll weevils, worms, and moths : a hundred-year war -- Memphis : the epicenter of the Cotton Belt -- "The fabric of our lives" : cotton incorporated -- The Texas plains : America's cotton patch -- The question of subsidies -- Crop lien to futures : financing cotton -- The role of textiles -- Research : the key to viability -- Challenges anew -- The globalization of cotton -- The new cotton culture.
Sommario/riassunto	King Cotton in Modern America places the once kingly crop in historical perspective, showing how ""cotton culture"" was actually part of the larger culture of the United States despite many regarding its cultivation and sources as hopelessly backward. Leaders in the industry, acting through the National Cotton Council, organized the various and often conflicting segments to make the commodity a viable part of the greater American economy. The industry faced new

challenges, particularly the rise of foreign competition in production and the increase of man-made fibers in the consumer market. Mod

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