



QUIET BIRDMEN HANGAR #218 PINEHURST, NORTH CAROLINA

QB MEMBER PROFILES

PROFILE NUMBER 3

Elliott W. Springs

QB #608

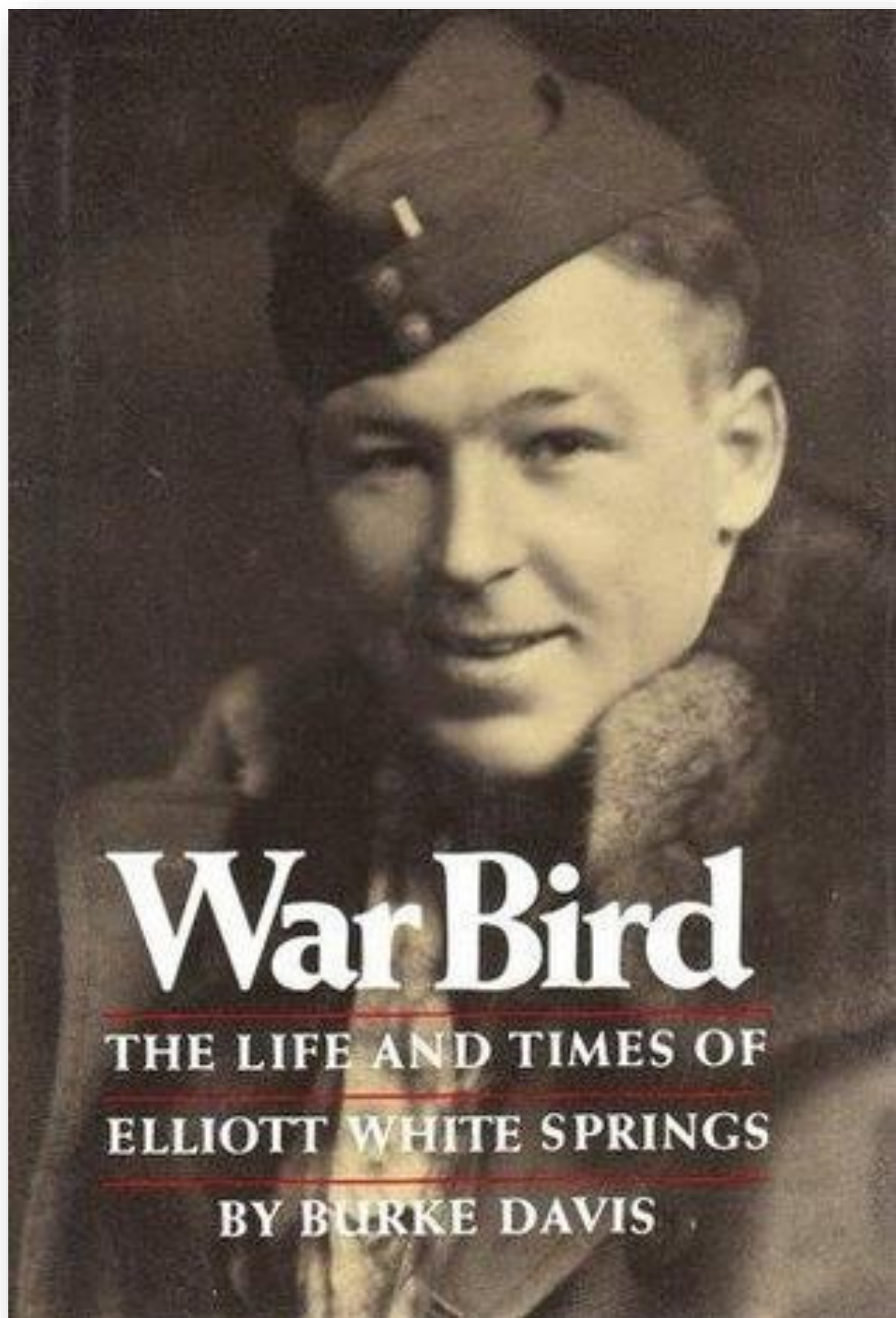
Hangar: #1, New York, NY



QB Profiles – Elliott White Springs



QB Profiles – Elliott White Springs



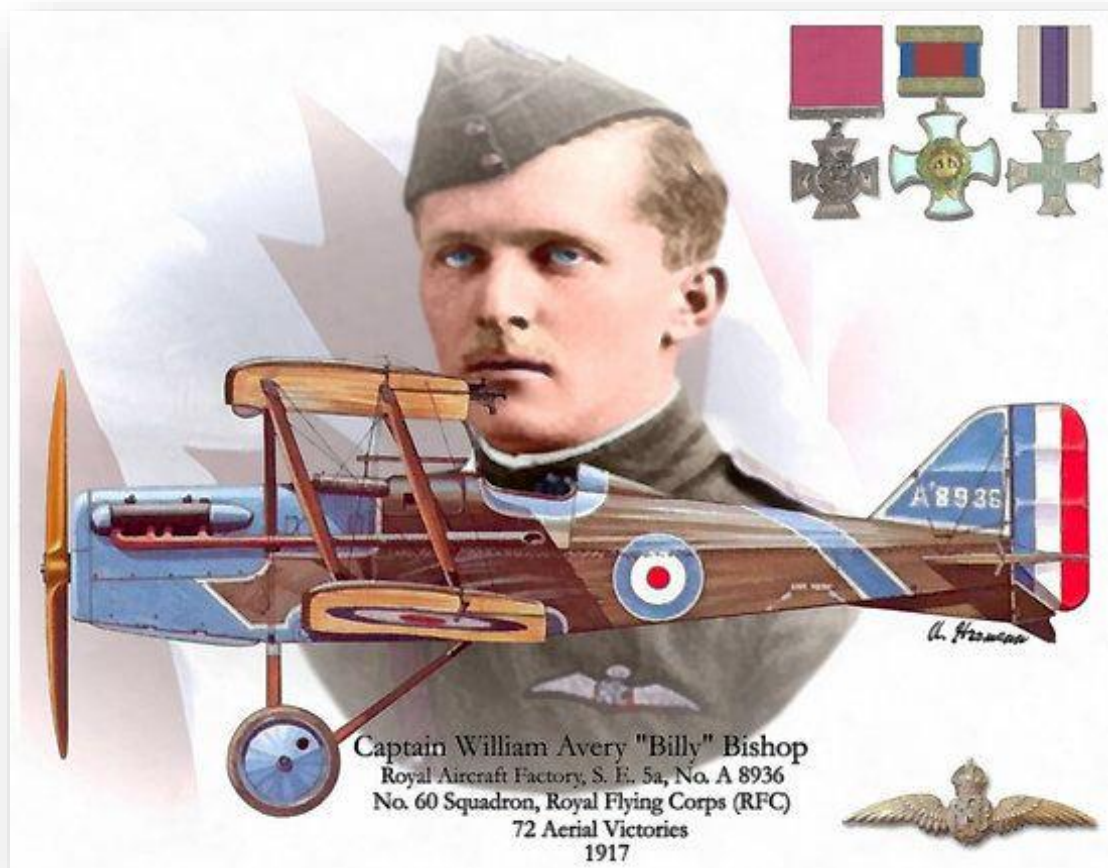
'War Birds' is the first biography of the legendary Elliott White Springs - World War I ace, best-selling author, advertising genius, and maverick master of a textile manufacturing empire. (GoodReads) The author, Burke Davis, NC native, is best known for his biographies of US military figures including George Washington, Stonewall Jackson and the "Gray Fox", Robert E. Lee.

QB Profiles – Elliott White Springs

- **Born July 31st, 1896** in Lancaster, SC to Col. Leroy Springs and Grace Allison White Springs. His father was a noted South Carolina **textile manufacturer**.
- His **mother died** when he was 10 years old, and at 12, he was sent to the **Asheville School**, a new academy in North Carolina.
- Following the Asheville School, Springs attended the **Culver Military Academy** in Culver, IN, and then enrolled in **Princeton**, “where he took courses in literature and studied the writing of the short story”.
(The Literary Career of Elliott White Springs)
- After graduation from Princeton in 1917, he enlisted at age 21 in the **U.S. Army Signal Corps aviation section**.



QB Profiles – Elliott White Springs



- Springs was sent to England to train with the **Royal Flying Corps** and was selected by the Canadian flying ace **Billy Bishop** to fly the **S.E.5** with **85 Squadron** over France.
- After claiming **three destroyed** and one 'out of control' with 85 Squadron, Springs was **shot down** on 27 June 1918 by German Ace **Lt. Josef Raesch** of **Jasta 43**.
- After recovering from wounds received, he was reassigned to the **U.S. Air Service's 148th Aero Squadron**, flying the **Sopwith Camel**. Left: Springs & wrecked Camel, 1918.

QB Profiles – Elliott White Springs



The Pfalz D.XII (left) and the Fokker D.VII (right) were flown by the Royal Prussian Jagdstaffel 43 (fighter squadron, Jasta 43) in 1918. The exact replica shown on the right was built by Swedish pilot and craftsman Mikael Carlson. (Kent and Ulli Misegades viewed this Fokker during its construction.)

(<https://vintageaviationecho.com/fokker-d-vii/>).

QB Profiles – Elliott White Springs



- On 3 August 1918, while escorting **Airco DH.9 bombers** (left), Springs shot down three **Fokker D.VII** scouts in flames.
- On 22 August 1918 he attacked **five Fokker D.VIIs**, shooting down one into a wood near Velu. He sent another enemy aircraft 'out of control'.
- On 22 August 1918 he engaged **three Fokker D.VIIs**, and Springs claimed two shot down, with one 'out of control'.
- By 24 September 1918 Springs **had claimed 10 victories** destroyed, 2 shared destroyed and 4 driven down 'out of control'.
- He had shared three wins with such squadron mates as Lieutenants **Henry Clay** and **Orville Ralston**. About this time Springs rose to **command the 148th** as it and the **17th Aero Squadron** joined the **4th Pursuit Group**.



QB Profiles – Elliott White Springs



Left: Sopwith Camel in the markings of the 17th Aero Squadron, 4th Pursuit Group. Right: “The Three Musketeers of the American Cadre in British Service, Mac Grider of Arkansas, ... Elliott White Springs and Laurence K. Callahan of Chicago....”



The Three Musketeers of the American cadre in British service. Left to right, Mac Grider of Arkansas, whose brief diary became celebrated in War Birds; Elliott White Springs; and Laurence K. Callahan of Chicago, whom Springs regarded as the most skillful fighter pilot of World War I.

QB Profiles – Elliott White Springs



- Springs has been called “one of the finest, bravest, and most daring pilots produced in World War I.”
- He was the **fifth-ranking American ace** of the war, with 11 kills to his credit and many more that were not officially confirmed.
- At the end of the war, in 1918 he was 22 years old, a squadron commander, a captain, and holder of the **British Flying Cross and the American Distinguished Service Cross**.
- Springs returned to military service during **World War II** and left with the rank of lieutenant colonel.

QB Profiles – Elliott White Springs

American Aces in British Service - Sopwith Camel and S.E.5a Pilots in World War One

By Stephen Sherman, Aug. 2001. Updated April 16, 2012.

The most popular, and certainly one of the more personable characters among the American airmen of World War I was Elliott White Springs, son of a millionaire cotton manufacturer. Springs' wartime career reads like a tale concocted by air-story writers as out-and-out fiction. **He was one of the few who campaigned with joy in his heart and utter contempt for the enemy.** While he lived I was more than proud to be included among his many friends.

Because of his personality and natural leadership, Springs was in September 1917 elected to head a small band of American aviation cadets sent across the Atlantic to continue their training in England. With nothing much in hand **but a few solo hours on the primitive Curtiss Jenny**, this hapless group soon learned they were expected to take over the cockpits of real wartime airplanes. For a short time they were lectured by a number of United States **armchair warriors** who had never flown a patrol or even heard a shot fired. At best, it was a bewildering situation.

Springs' unit was something of a **Lost Battalion**. They were neither fish nor fowl; they were not officers or noncoms . . . just aviation cadets with no real standing. At Oxford where they had been unloaded, they gradually realized they were getting nowhere, so Elliott wired home for money, took his group to London, put them up in a second-class hotel, and **outfitted them with uniforms of his own design**. For the next week or so they lifted London out of the gloom of war with their **antics in the theaters, the hotel lobbies, and the night clubs of that period**. Needless to state, Elliott was able to obtain plenty of champagne or whiskey, and there is one story that it was he who **taught London society the art of making several types of cocktails**.

Sergeant Springs made the most of his chances during this boozy crusade, and **one evening induced some British staff officers to take over his legion and train them at a special RAF station**. In fact, they were soon turned out as first-class war pilots, but their capers during this session would fill a large book. Most of them survived the course and some of them **proved to be ranking aces**.



QB Profiles – Elliott White Springs

As for Springs, he was first noted by **Colonel Billy Bishop**, the Canadian ace who at that time was organizing Number 85 Squadron. Two other Americans, **Lawrence Calahan and John Grider**, were also accepted. Bishop's squadron went to France on May 22, 1918, and settled down at a field a few miles below Dunkirk. Springs received **valuable instruction from Bishop** and scored his first triumph on June 5. Three more enemy aircraft fell before his **S.E.5**, and then on June 27 he himself was shot down and only just managed to glide into his own lines. He cracked up badly and spent some time in a nearby hospital.

When he was next ready for action he was ordered to report to **Number 148 Squadron** of the U. S. Air Service. This came as somewhat of a shock to Elliott who by now was quite at home with the RAF, and had almost forgotten that he had originally joined up in the United States. He liked his British companions, and felt, as did many others, that **he owed Great Britain a debt** for the training that had been provided, but the order stood. He was equipped with the American stiff-collared uniform, and given a **Sopwith Camel**, instead of **his beloved S.E.5**. The transfer had some compensations, for he was made a flight commander and promoted to captain. As may be imagined, this squadron was made up of many other Americans who had trained and served with the R.F.C., or the RAF.

Springs took up his new role with his old-time zest, and was soon back in the air battling the Boche. On August 3, while leading his flight, he knocked down his fifth enemy plane, **becoming an ace**. Eventually, **his squadron was as famous as Rickenbacker's Hat-in-the-Ring outfit**, and ranked **second among American squadrons** in the number of victories scored. But the 94th was in action from April on, whereas the 148th did not begin operations **until late July**.

After the war Springs returned to his father's cotton mill in South Carolina, but he had little interest in the industry and **wrote riotous novels set against the background of wartime London and the Western Front**. For years the Elliott White Springs' version of front-line flying was the basic idea of many **Hollywood air-war epics**. Pulp writers lifted his plots, characters, and hilarious situations, and offered them as their own originals. But Elliott only laughed and turned out more.



QB Profiles – Elliott White Springs

Elliott White Springs, Foundation For New Media, Inc.

Elliott White Springs was born in Lancaster, South Carolina in 1896. His **grandfather Samuel White** had been a local **Civil War hero** and helped to start a cotton mill after the war to help the town recover from the South's defeat. Samuel's White's daughter had married **Leroy Springs**, a driven man whose business dealings in the textile industry had made him a wealthy man. Elliott was their only child. **Leroy Springs was a strong-willed character who had once shot and killed a man in a gunfight** (the case had been ruled self defense). When Springs' mother died, Elliott was still a boy. The elder Springs expected Elliott to carry on the family trade and **took it upon himself to instruct the boy on every subject and activity.**

Elliott harbored a rebellious streak that would put him **at permanent odds with his father.** The earliest manifestation of this rebellion came, naturally enough, in school. At Princeton Elliott displayed a wildness his father found embarrassing. Instead of studying business, **Elliott set his sights on (1) women, (2) becoming a writer, and (3) becoming an aviator.** Though Leroy Springs often displayed his impatience with Elliott, he also gave in to his son's expressed needs, e.g. the **Stutz Bearcat** Springs drove around the Princeton campus and between Princeton and the hot spots of New York. When America edged closer to entering the World War in 1917, Elliott quickly volunteered for training as a pilot. Leroy was aghast that his son would enter such a dangerous line of work, begging his son instead to push for an **Army desk job.**

Springs had no intention of taking his father's advice. When American declared war on Germany, Springs was ready to go. From the Princeton aviation training unit, he moved on to the airfield at **Mineola, New York**, there meeting **Larry Callahan and John McGavock Grider.** Springs, with his years in military boarding school and his leadership of the Princeton unit, **was made a sergeant during training**, but even without ranking his friends Mac and Cal Springs was the natural leader of the group. The three southerners became inseparable and were soon given the nickname **"the Three Musketeers."**



QB Profiles – Elliott White Springs

America in April 1917 **had no flying corps of its own**. What planes and pilots there were were assigned to the 'aviation section' of the **Army Signal Corps**, reflecting the fact that the original military use of airplanes was for aerial observation of enemy movements. This had been the function of airplanes early in World War I, but by 1917 aviators such as Albert Ball of Great Britain and Manfred von Richthofen of Germany had mastered the use of airplanes as fighting machines. Whether Elliott Springs aspired to emulate Ball and von Richthofen we don't know; we do know that **flying became one of his most enduring passions**.

As it did most of the men who experienced it, the war changed Springs forever. Entering it a raw, rebellious youth thrilled by the experience of flight and the excitement of aerial combat, he left the war both shaken by the experience of killing his enemies and losing so many of his compatriots, at the same time utterly convinced that nothing would ever compare with what he had just gone through. 'Peace,' he write on Armistice Day. 'The French are still dancing in the streets. **But I can find no enthusiasm**. I went to bed a free man but I awoke with a **millstone around my neck called tomorrow** which pulls and pulls and will hang there 'til the grave. . . I only scowl and everyone and demand another war. Peace! I find myself alive. Strange -- I hadn't considered that possibility -- I must alter my plans.'

The fifth ranking 'ace' among American pilots with twelve victories over enemy aircraft, Springs went home and after trying to find jobs in aviation, **returned to South Carolina to enter the family business**. The elder Springs crowed to the local newspapers about his son's accomplishments in the war but continued his efforts to control his son's future. His father urged him to live in Lancaster but **Springs insisted on living in the house his grandfather had bequeathed him in Fort Mill**, thirty miles away. When his son once again defied him, Leroy Springs swore he would never enter his son's house in Fort Mill -- and never did. Springs continued his wild behavior -- he had shown a taste for women and alcohol both at Princeton and during the war -- to his father's lasting chagrin. When Elliott courted and married a **Massachusetts heiress**, the elder Springs was miffed he'd married a Northerner.



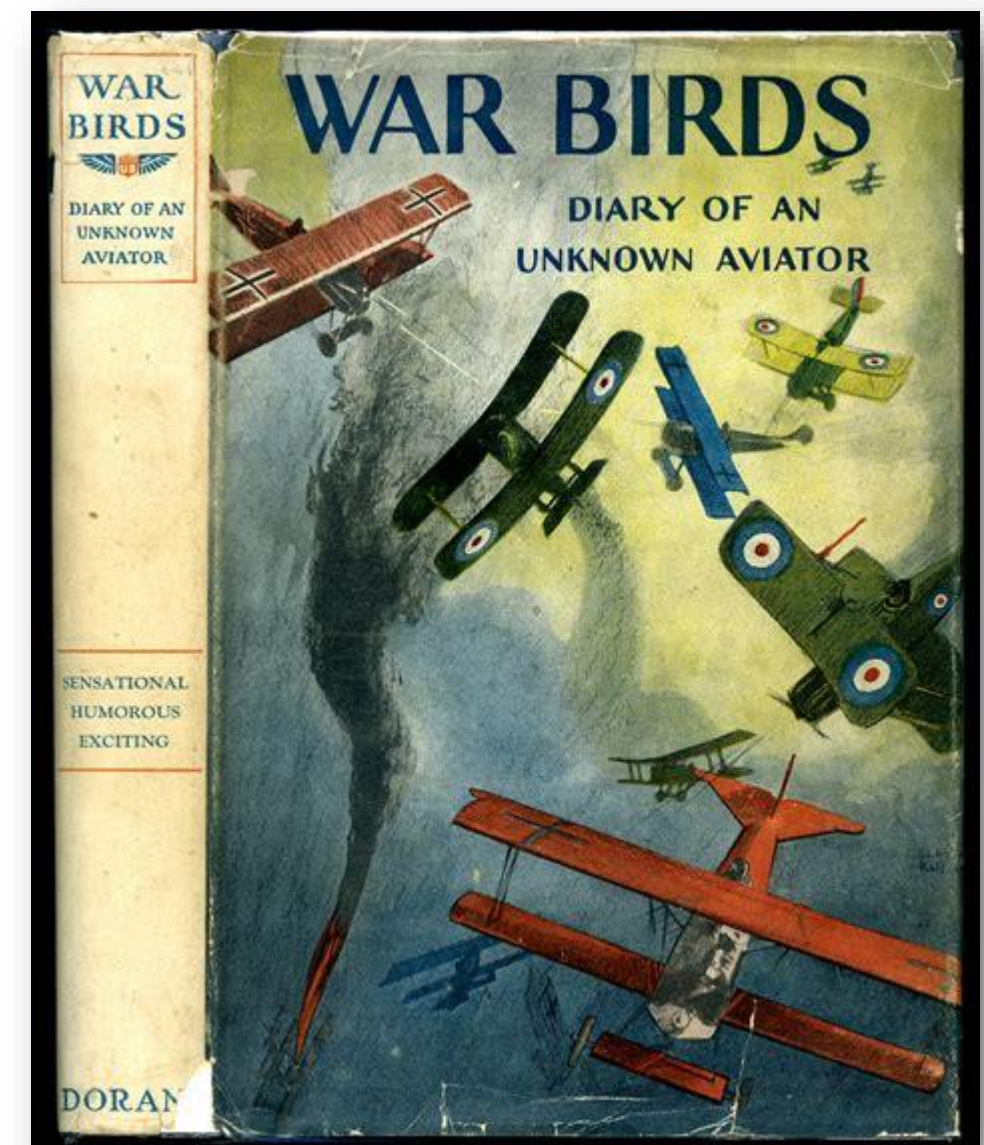
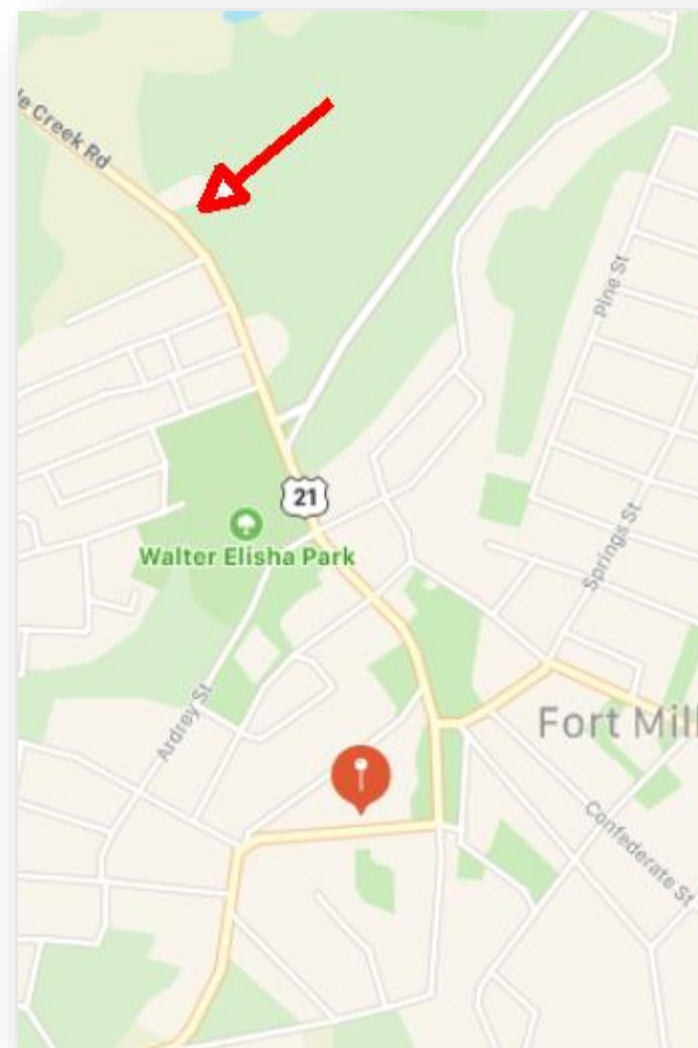
QB Profiles – Elliott White Springs

His altercations with Leroy Springs were constant. When his father berated him for **never earning a dime on his own**, Springs accelerated the literary efforts he had begun in the mid 1920s. After selling several short stories based on his wartime experiences, Springs in 1926 went to work on the **Diary of an Unknown Aviator**. He had succeeded as an aviator during the war, passing the test of endurance. **Now he succeeded in his first major literary effort.** His father's prediction that the book would be nothing but an embarrassment for all concerned proved unfounded. **'He wanted more than anything else for his father to be proud of him,'** says Anne Springs Close, Spring's daughter, 'and his father was but he wasn't going to admit it.'

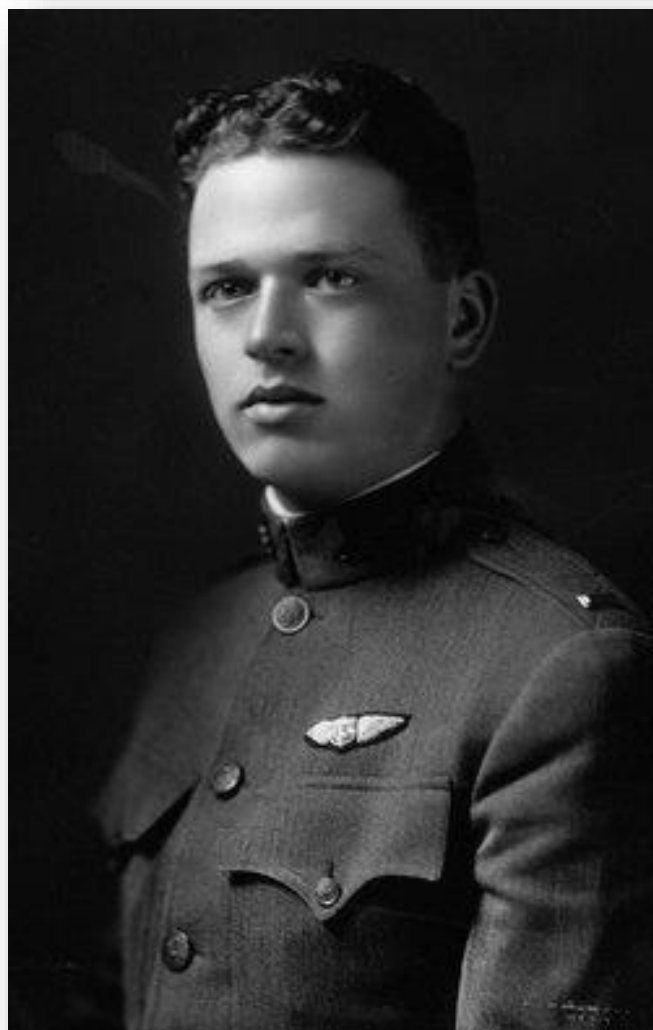
Springs was also a writer of short stories in the 1920s and 1930s that popularized the adventures of **American and British pilots of World War I** and told tales of the **"lost generation"** that attempted to adjust to modern life after the war ended.



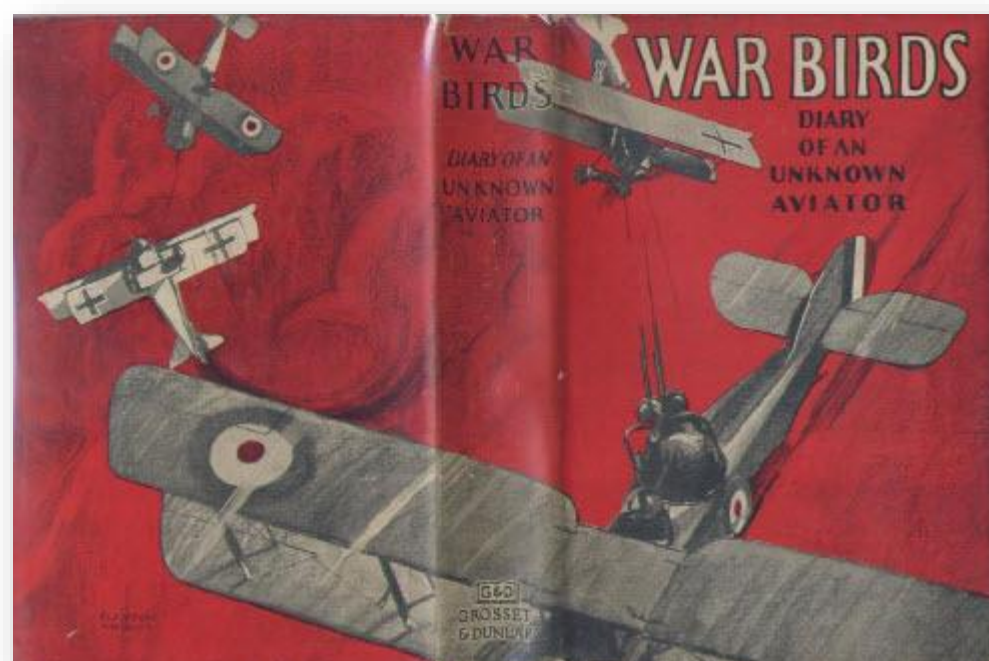
Elliott Springs White House on Hwy 160 just north of Fort Mill, SC. Restored early 1990s.



QB Profiles – Elliott White Springs



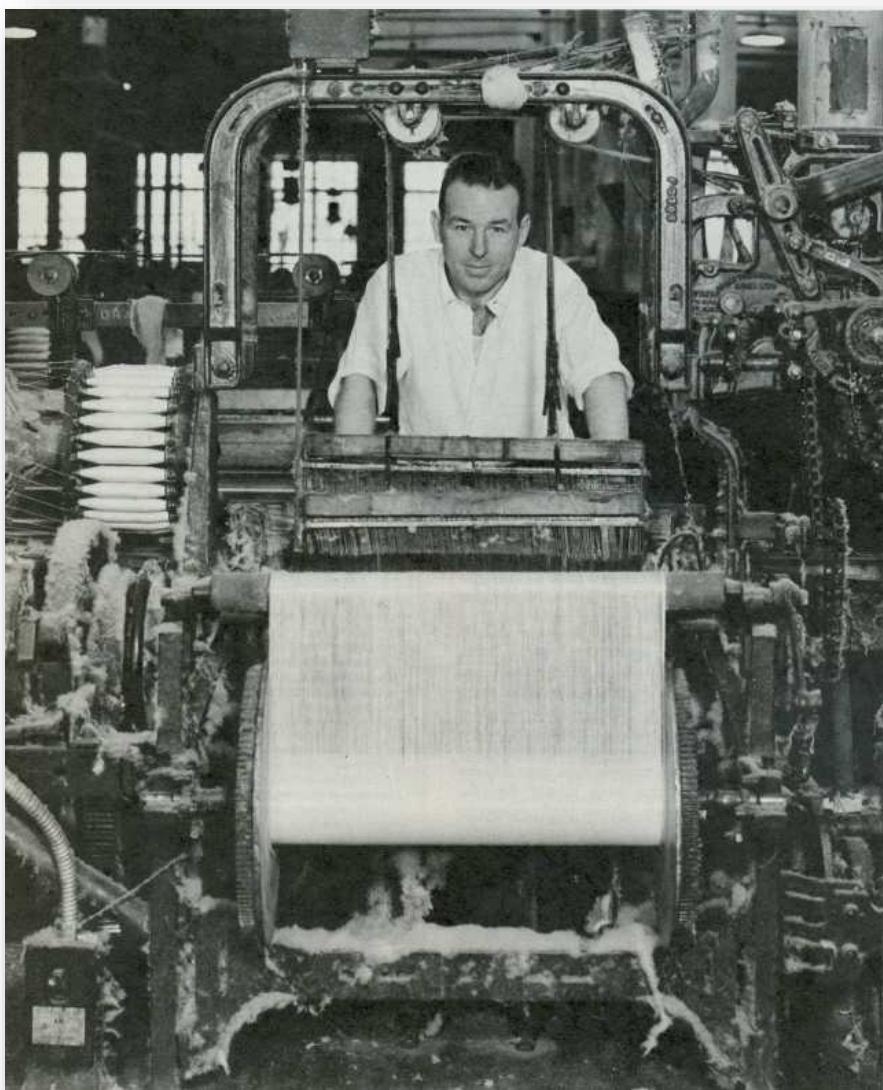
- Upon his return to the United States, Springs wrote numerous books, short stories, and articles. Many of these were about his experiences in combat aviation. He earned a quarter of a million dollars with his writing
- The most notable of these was **Warbirds: The Diary of an Unknown Aviator**, which was based the correspondence of **John McGavock Grider**, a friend and comrade of his who **did not survive the war.** (left)
- He was also known for carousing, habits he picked up overseas in the War. He toured speakeasies, drank heavily, chased women, and hosted all-night parties. **He regularly visited friends "with a five-gallon jug and a strange woman."**
- He also did some barnstorming after his return. On November 11, 1953, he appeared on an episode of **I've Got a Secret.**



Elliott shrugged and took off for New York. He and his young wife had hosted some wild parties in Fort Mill, South Carolina, but in the **Big City they really cut loose**. Elliott Springs became a jazz age legend. Every once in a while he would return to South Carolina, make a half-hearted stab at the cotton business, throw a few parties, **get fired**, and go back to Manhattan. Meanwhile, he had begun to write stories for **Redbook** and other magazines, novels followed. These were a great success and **Elliott was financially independent of his father**.

<https://shrineodreams.wordpress.com/2012/07/06/elliott-white-springs-part-one/>
<https://shrineodreams.wordpress.com/2012/07/07/elliott-white-springs-part-two/>

QB Profiles – Elliott White Springs

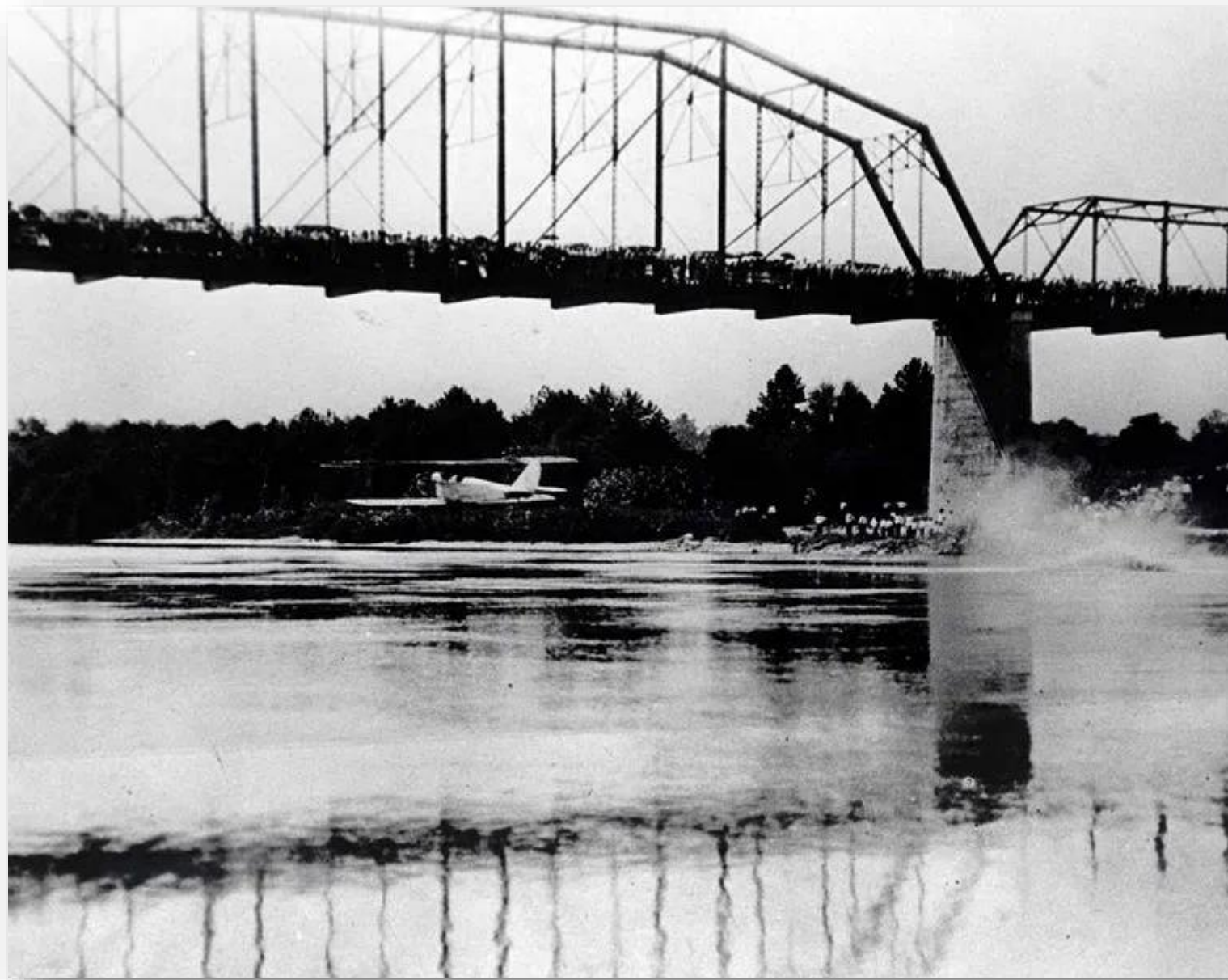


- After WWI he became close friends with Charlotte Barnstormer **Johnny Crowell** (QB #3710). They became popular and financially successful **Barnstormers** in the 20s and 30s.
- Springs profligate life changed in 1931 when his father died and he took over running the **family textile firm**.
- Though the firm was heavily mortgaged, Springs saved the company though, among other things, **slashing his own salary**. Springs even put a **loom in his basement** to try out new ideas. Because of his actions, the family firm made it through the **Great Depression** that saw many of his competitors close.

QB Profiles – Elliott White Springs

Bridge Stunt

*“No single date in the history of western Union County, except for the birth of Andrew Jackson, is so talked about as the date that Johnny Crowell, ace pilot and barnstormer, flew his biplane under the old Buster Boyd Bridge across Lake Wyle. Johnny was a pioneer in aviation and he was one of our own, and we loved him. On that storied date, on a bet with a fellow pilot and WWI ace, **Colonel Springs**, the two of them flew their planes to the lake where, on the first dive, Johnny took his under the bridge. Colonel Springs made a few dives but pulled out of each without finishing the task. My source for this information is the Colonel's daughter, Ann Springs Close. Some popular variations on the legend have the Colonel going under the bridge and Johnny not doing so.”*



Capt. Elliot White Springs performs at the grand celebration of the Buster Boyd Bridge, 1923.

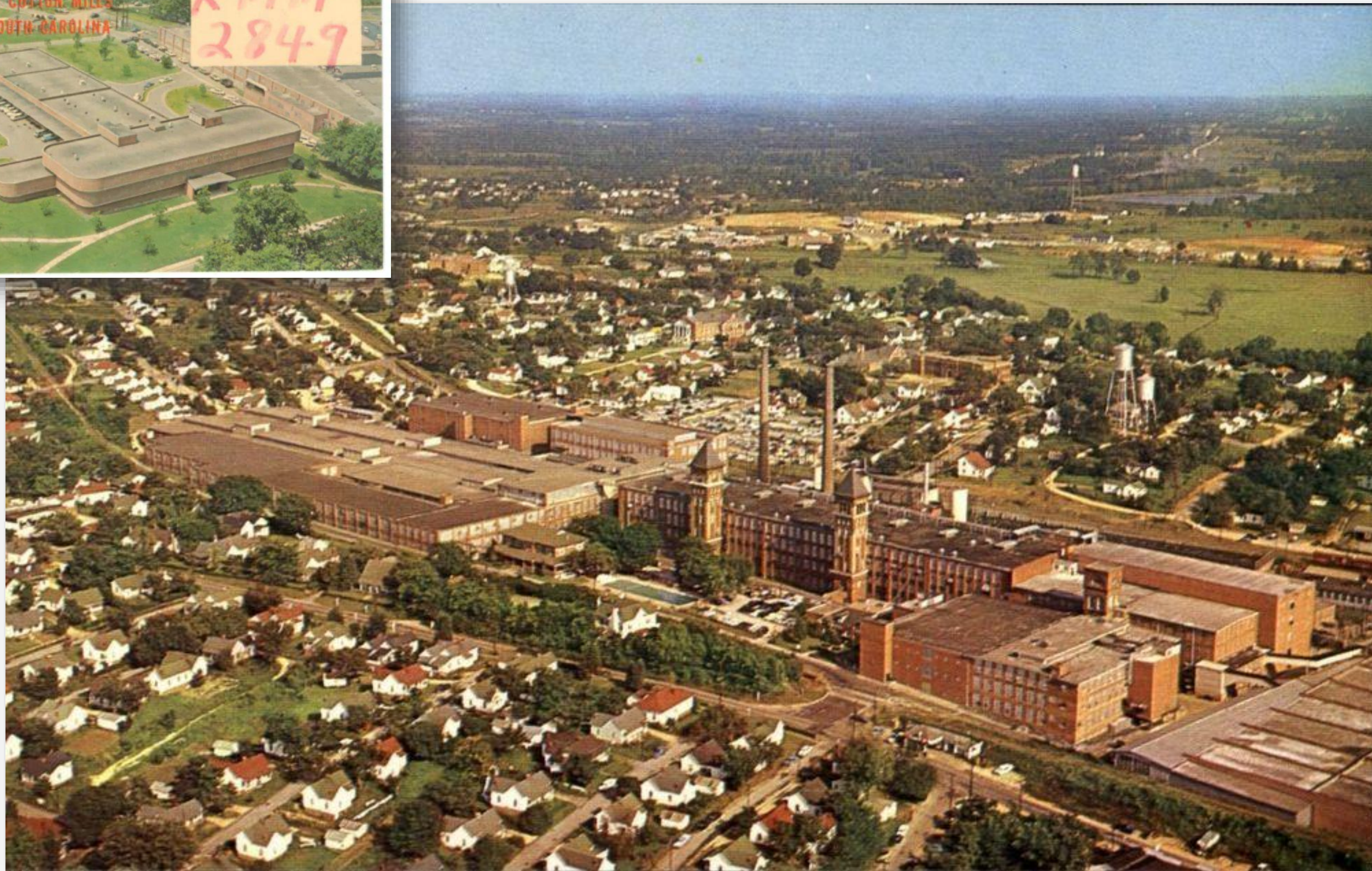
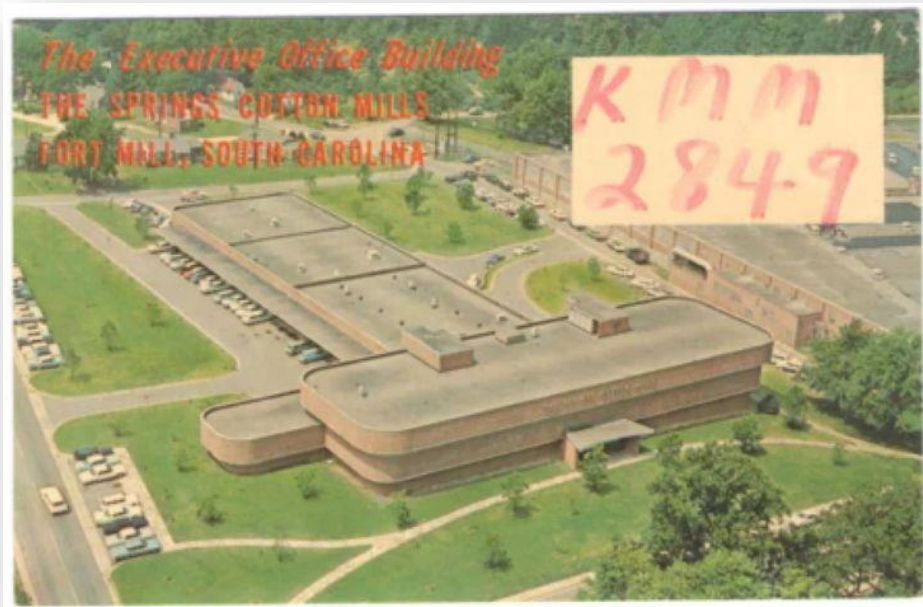


QB Profiles – Elliott White Springs

- Everyone who knew Elliott Springs expected him to waste his inheritance within a few years. His father's estate was valued at about \$5 million, ranking him informally as the **wealthiest man in South Carolina**.
- He not only learned the new business but became familiar with **every technical detail** related to operating a textile plant.
- He discovered that “for a man who loves machines, **a cotton mill beats an airplane**.” He worked until he knew the workings of all machines in the plants and could tell by the **sound** whether things were running right.
- At the end of 1958, the last full year he managed Springs Cotton Mills, **assets were \$138.5 million**, compared to \$13 million when he became president. Sales were \$184 million at the end of 1958, more than 19 times greater than sales in 1933.
- In 1958, **Springs Cotton Mills** was only the seventh-largest textile company in the United States, but it **led the textile industry in profitability**. And Springs had become the **world's largest producer of sheets and pillowcases**.
- Then there was Springs the **advertising genius**, whose innovative series of humorous, **risqué ads** made **Springmaid sheets** a household word and changed the course of American advertising.



QB Profiles – Elliott White Springs



World's largest cotton mill, Spring Mills' Lancaster Plant in Lancaster, SC





SPRINGMAID chlorophyll pasties designed by John Weitz for Campus Girl.

SPRINGMAID chlorophyll sheets engineered by Elliott White Springs.

**We put the "Broad" in Broadcloth and
now the "Filly" in Chlorophyll**

Broadcloth is as old as time, but no one before made the high quality achieved by SPRINGMAID.

Chlorophyll is as old as nature but if you want to buy it, get a bargain in SPRINGMAID green sheets and green broadcloth, both treated with chlorophyll.

Elliott White Springs is not a street but an author. The confusion arises because SPRINGMAID sheets are known as America's Favorite Playground. You can get a copy of his latest book "Clothes Make the Man" by sending a label from a package of SPRINGMAID sheets or pillowcases and 10¢ for postage to Box 111, The Springs Cotton Mills, Lancaster, S. C. Send 50¢ for the new two-year SPRINGMAID calendar, beginning with the month of May, 1953, and featuring reprints of SPRINGMAID ads.



DEFY DIAPHORESIS



During the war, The Springs Cotton Mills was called upon to develop a special fabric for camouflage. It was used in the Pacific to conceal ammunition dumps and gun emplacements, but the Japanese learned to detect it because of its lack of jungle smells. To overcome this, when the fabric was dyed, it was also impregnated with a permanent odor of hibiscus, hydrangea, and old rubber boots. The deception was so effective that when Tokyo fell, the victorious invaders hung a piece of this fabric on a Japanese flagpole.

This process is top secret, and the fabric is now available to the torso-twister trade as SPRINGMAID PERKER made of combed yarns 37" wide, 152 x 68, weight 3.30, the white with gardenia, the pink with camellia, the blush with jasmine, and the nude dusty.

If you want to avoid dancer's diaphoresis and the steatopygic stance, kill two birds with one stone by getting a camouflaged camisole with the SPRINGMAID label below your trademark.

SPRINGS MILLS
200 Church Street • New York 13, New York
Atlanta Chicago Dallas Los Angeles
SPRINGMAID sheets, pillowcases, diapers, broadcloth, poplins and tubings



DEFY DIAPHORESIS



During the war, The Springs Cotton Mills was called upon to develop a special fabric for camouflage. It was used in the Pacific to conceal ammunition dumps and gun emplacements, but the Japanese learned to detect it because of its lack of jungle smells. To overcome this, when the fabric was dyed, it was also impregnated with a permanent odor of hibiscus, hydrangea, and old rubber boots. The deception was so effective that when Tokyo fell, the victorious invaders hung a piece of this fabric on a Japanese flagpole.

This process is top secret, and the fabric is now available to the hip harness and bosom bolster business as SPRINGMAID PERKER made of combed yarns 37" wide, 152 x 68, weight 3.30, the white with gardenia, the pink with camellia, the blush with jasmine, and the nude dusty.

If you want to avoid dancers' diaphoresis* and the steatopygic stance, kill two birds with one stone by getting a camouflaged camisole with the SPRINGMAID label on the bottom of your trademark.

*Commonly known as Ballerina Boogey

SPRINGS MILLS
200 Church Street • New York 13, New York
Atlanta Chicago Dallas Los Angeles
SPRINGMAID sheets, pillowcases, diapers, broadcloth, poplins and tubings

FORTIFY
YOUR FOUNDATIONS

One of the most interesting sets of questionnaires came from Congress. So far, he said, he has been unable to fit this group into any previously known category. He sounded a note of warning to young females, however, saying his researches indicated that any such person subject to bruises of girdles before venturing on Capitol Hill. A chest protector would also be valuable in a pinch, he added.

From The Bowl Street Journal

During the war, The Springs Cotton Mills was called upon to develop a crease-proof cotton fabric. It was used with great success as a backing for maps, photographs, and other valuable assets. This fabric has now been further perfected and made available to the makers of anti-rebound rompers.

After a convention, a clam-bake, or a

day on Capitol Hill, you need not eat off the mantel if you have your foundation covered with SPRINGMAID POKER woven of combed yarns 37" wide, 152 x 68 count, in tearose, white, nude, and black, light and medium gauge. If you bruise easily, you can face the future confidently with the SPRINGMAID trademark.



SPRINGS MILLS

200 CHURCH STREET • NEW YORK 13, NEW YORK

Atlanta Chicago Dallas Los Angeles

SPRINGMAID sheets, diapers, pillowcases, broadcloth, poplins and tubings



BE PROTECTED

Elliott Springs, president of The Springs Cotton Mills, says he is prepared to make everything shown in the picture.



During the war, The Springs Cotton Mills was called upon to develop a crease-proof cotton fabric. It was used with great success as a backing for maps, photographs, and other valuable assets. This fabric has now been further perfected and made available to the torso-twister trade. After a convention, a clam-bake, or a day in the Pentagon Building,

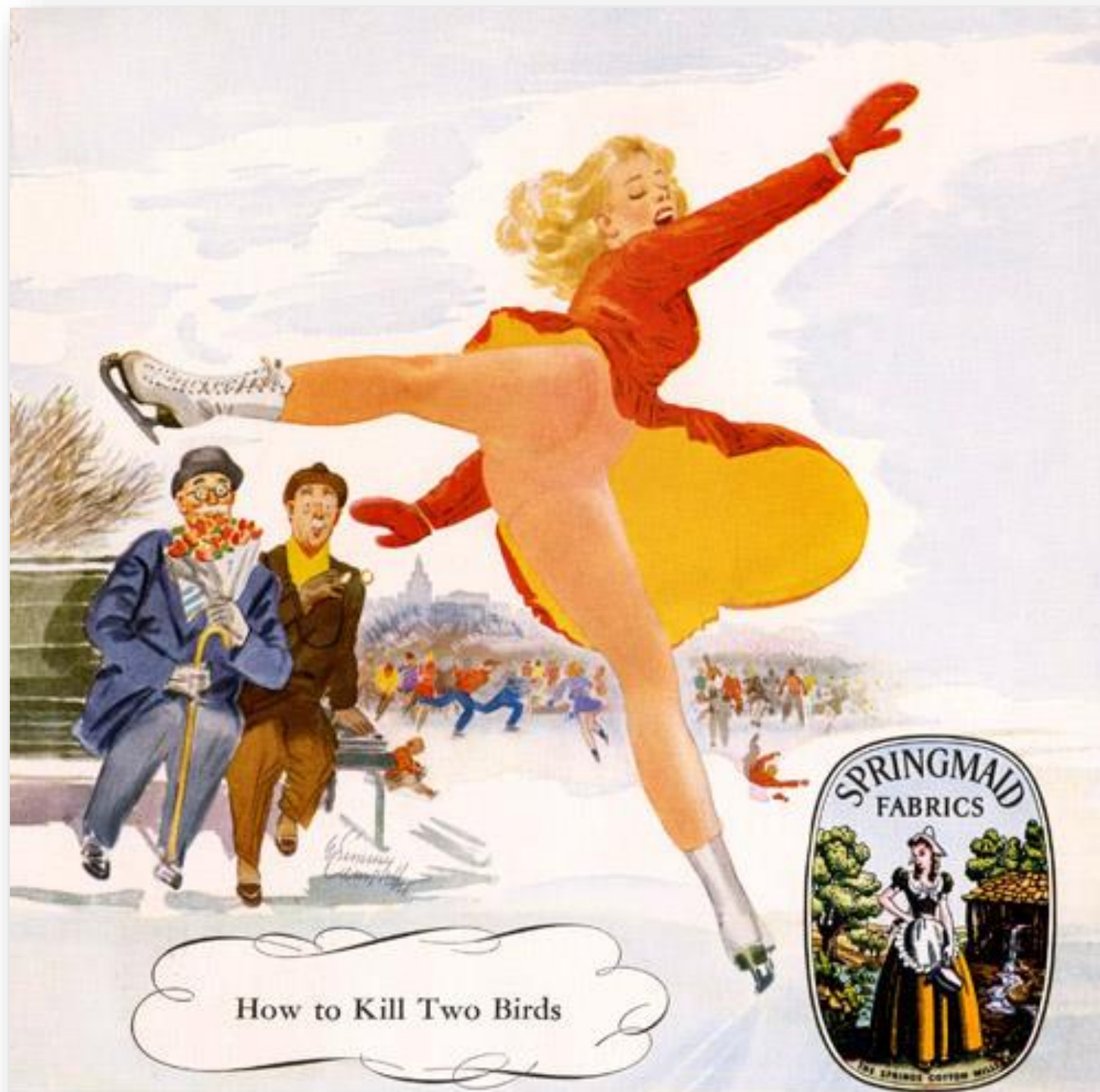
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SPRINGS MILLS

200 Church Street • New York 13, New York

Chicago Dallas Los Angeles

Coming soon: SPRINGMAID sheets, pillowcases, diapers, broadcloth, poplins and tubings.



How to Kill Two Birds

During the war, The Springs Cotton Mills was called upon to develop a special fabric for camouflage. It was used in the Pacific to conceal ammunition dumps and gun emplacements, but the Japanese learned to detect it because of its lack of jungle smells. To overcome this, when the fabric was dyed, it was also impregnated with a permanent odor of hibiscus, hydrangea, and old rubber boots. The deception was so successful that when Tokyo fell, the victorious invaders hung a piece of this fabric on a Japanese flagpole.

This process has been patented, and the fabric is now available to the hip harness and bosom bolster business as SPRINGMAID PERKER, made of combed yarns, 57" wide, 152 x 68 approximate count, weight about 3.30, the white with gardenia, the pink with camellia, the blush with jasmine, and the nude dusty.

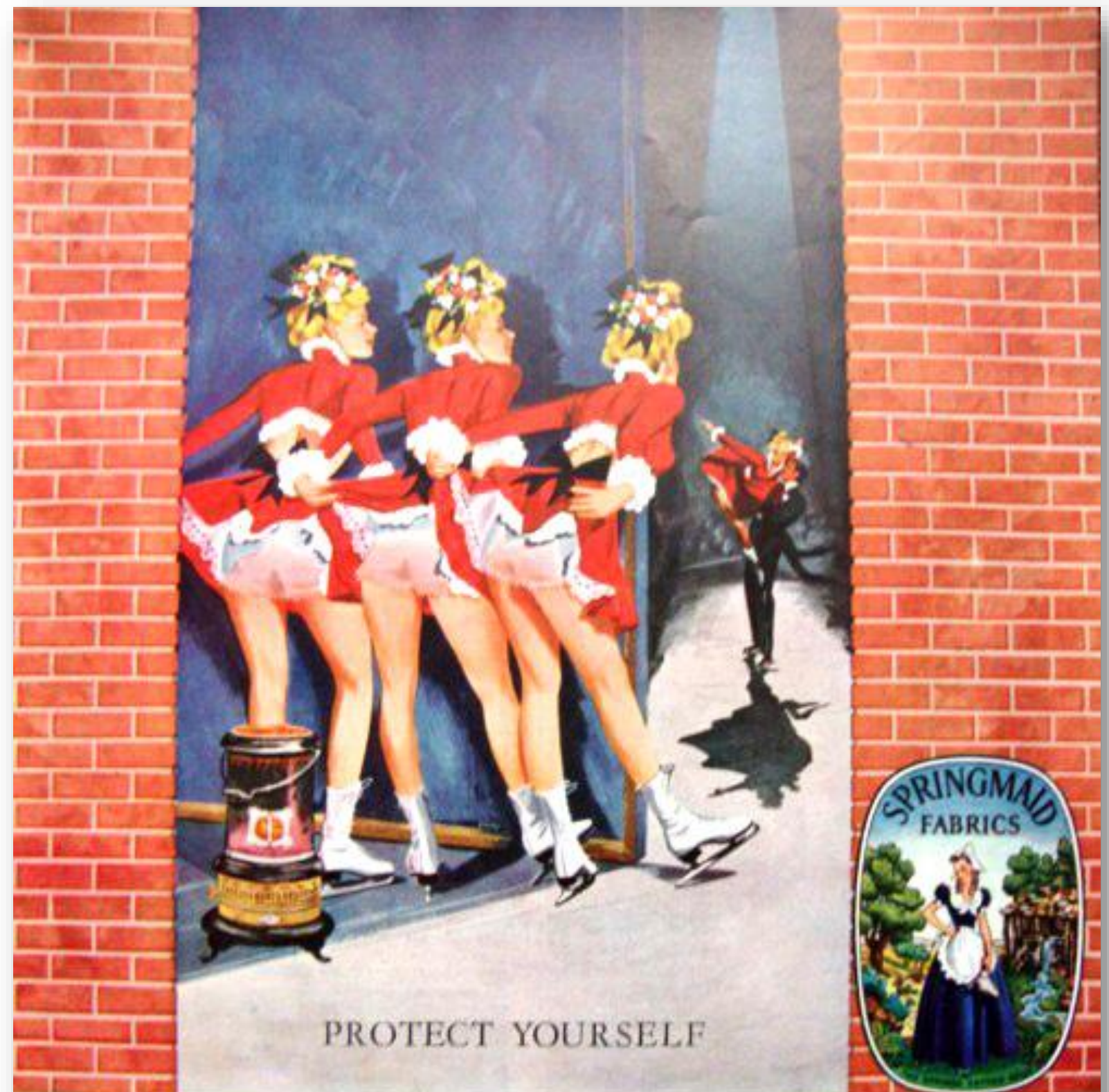
If you want to achieve that careless look and avoid skater's steam, kill two birds with one stone by getting a camouflaged callipygian camisole with the SPRINGMAID label on the bottom of your trademark.

SPRINGS MILLS

200 Church Street • New York 13, New York

Atlanta Chicago Dallas Los Angeles

SPRINGMAID sheets, pillowcases, diapers, broadcloth, poplins and tubings



PROTECT YOURSELF

During the war, The Springs Cotton Mills was called upon to develop a light cotton fabric to be impregnated and made flame resistant. This was accomplished, and the fabric was used for airplane ground crews and carrier fire squads.

It is now known as SPRINGMAID KERPER and is available to the false bottom and butt bucket business as a combat

broadcloth, 57" wide, 152 x 68 approximate count, with a weight of 3.50. The finished fabric is sold in pink, white, nude and dusty.

If you expect to attend a campfire picnic, a Fourth of July barbecue, scratch matches, or warm yourself in front of a crackling fire, be protected by the SPRINGMAID label on the bottom of your trademark.

SPRINGS MILLS

200 Church Street • New York 13, New York

Chicago Dallas Los Angeles

Coming soon ... SPRINGMAID sheets, pillowcases, diapers, broadcloth, poplins and tubings



© 1949, THE SPRINGS COTTON MILLS

STICKLERS FOR ETIQUETTE

During the war, The Springs Cotton Mills was called upon to weave a special cotton fabric which was bleached, coated with emulsified rubber, cut into strips, put on rolls, and shipped to hospitals all over the world for use as adhesive tape. In all, 600,000,000 yards of tape were delivered between Pearl Harbor and Hiroshima, and the looms are still running. This cloth, known to the trade as **STICKER**, is now available to the makers of bustles for deceitful seatfuls, and is

woven 40½" wide, 74 x 86 count, and weighs 2.80 yards per pound before coating. It comes in tearose, nude and white.

Don't depend on buttons and bows, but switch to **STICKER** and let the **SPRINGMAID** label protect you from the consequences of embarrassing accidents such as pictured above.

We stick behind our fabric and feel its tenacity so strongly that we call it an insurance policy to provide full coverage. Our only competition comes from a tattoo artist.

SPRINGS MILLS

200 Church Street • New York 13, New York
Atlanta Chicago Dallas Los Angeles

For a set of 10 **SPRINGMAID** ads suitable for framing, send 25 cents to Springs Mills, New York.

ELLIOTT WHITE SPRINGS, president of The Springs Cotton Mills, has written another book, "Clothes Make the Man," which was indignantly rejected by every editor and publisher who read it. So he had it printed privately and sent it to his friends for Christmas. After they read it, he ran out of friends, so there are some extra copies. It contains a veritable treasury of useless information, such as how to build cotton mills, how to give first aid on Park Avenue, and how to write advertisements.

If not available at your local bookstore, send a dollar and postage to us.

He has also designed a sport shirt with 16 **SPRINGMAID** girls printed in 6 colors on **SPRINGMAID** combed broadcloth. It is made large, medium large, medium and small. Send us \$3, and we will mail you one postpaid in the United States. Or, if you want to make your men, send \$2.50 for four yards of material 36 inches wide.



Don't Feed Baby Onions

During the war, The Springs Cotton Mills was called upon to produce a special fabric with a luminous finish for use as identification panels in aircraft and invasion landings. These panels of radiant fabric aided greatly in pin-point bombing and marked the spot for many maneuvers. They conveyed secret signals and helped reinforce the advance and stabilize the flank.

This fabric is now available to the undercover front-

support and rear-guard business as **SHINER**, woven of the finest combed yarns 57" wide, 152 x 68 approximate count, with a weight of 3.30 yards per pound. It will still mark spots, point pins and radiate during maneuvers. You don't have to feed your baby onions to find her in the dark, even at a masked ball, if she has the fluorescent **SPRINGMAID** label on the bottom of the trademark.

SPRINGS MILLS

200 Church Street • New York 13, New York
Atlanta Chicago Dallas Los Angeles St. Louis San Francisco

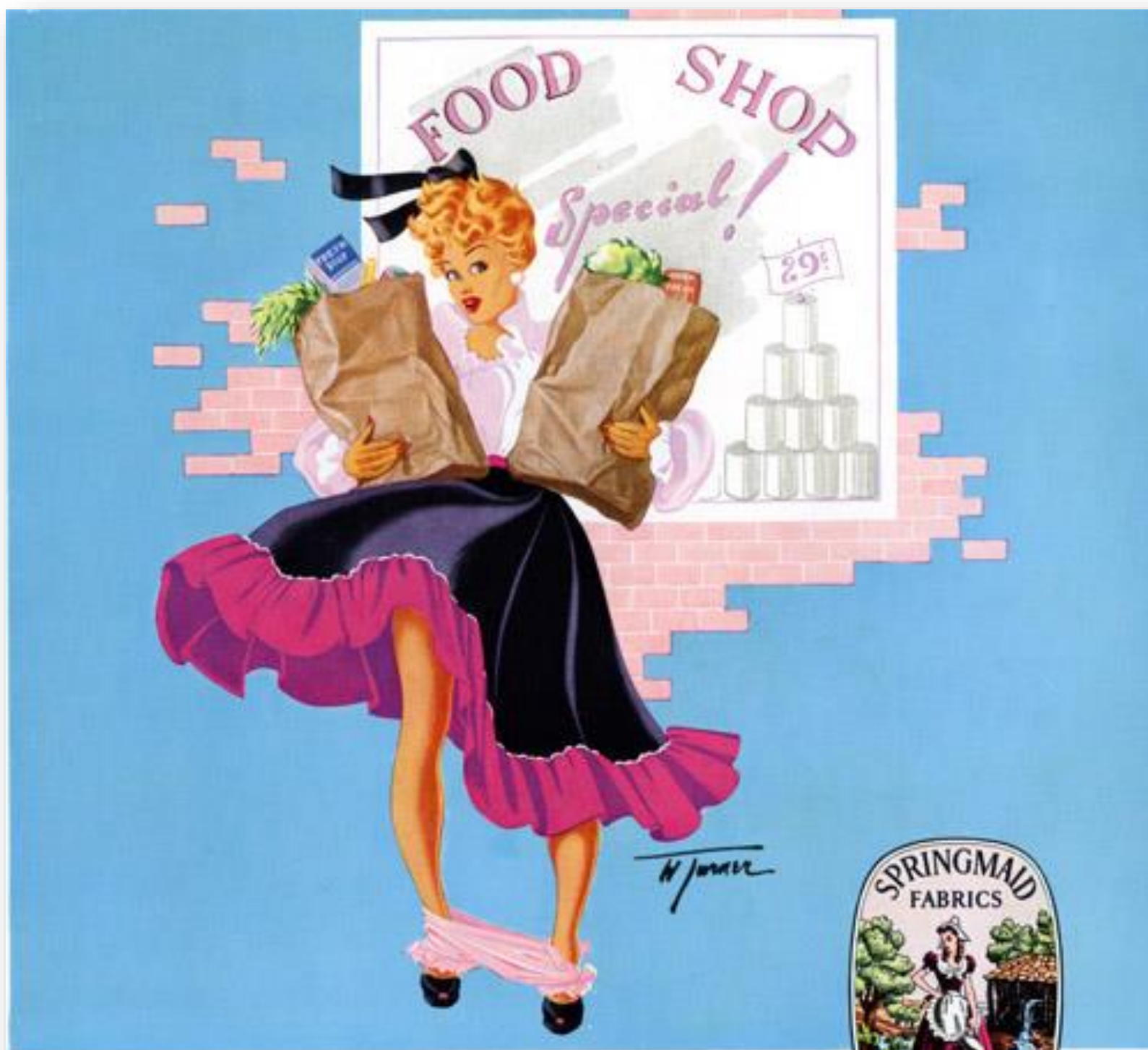
For a set of **SPRINGMAID** ads suitable for framing, send 25 cents to Springs Mills, Dept. E-12, at the above address.

ELLIOTT WHITE SPRINGS, president of The Springs Cotton Mills, has written another book, "Clothes Make the Man," which was indignantly rejected by every editor and publisher who read it. So he had it printed privately and sent it to his friends for Christmas. After they read it, he ran out of friends, so there are some extra copies. It contains a veritable treasury of useless information, such as how to build cotton mills, how to give first aid on Park Avenue, and how to write advertisements.

If not available at your local bookstore, send a dollar and postage to us.

He has also designed a sport shirt with 16 **SPRINGMAID** girls printed in 6 colors on **SPRINGMAID** broadcloth. It is made small, medium, large, and extra large. Send us \$3, and we will mail you one postpaid in the United States. Or, if you want to make your own, send \$2.50 for four yards of material 36 inches wide.

© 1945, The Springs Cotton Mills



WATCH THE BUTTER FLY

During the war, The Springs Cotton Mills was called upon to weave a special cotton fabric which was bleached, coated with emulsified rubber, cut into strips, put on rolls, and shipped to hospitals all over the world for use as adhesive tape. In all, 600,000,000 yards of tape were delivered between Pearl Harbor and Hiroshima, and the looms are still running. This cloth, known to the trade as *STICKER*, is now available to the false bottom and filibust business, and is woven 40½"

wide, 74 x 86 count, and weighs 2.80 yards per pound before coating. It comes in tearose, nude and white. Don't depend on buttons and bows, but switch to *STICKER* and let the SPRINGMAID label protect you from the consequences of embarrassing accidents such as pictured above. We stick behind our fabric and feel its tenacity so strongly that we call it an insurance policy to provide full coverage. Our only competition comes from a tattoo artist.



How to Make an Extra Buck

"WHY PUSH with a paddle when you can lay alongside a SPRINGMAID® sheet?" asks Minnehaha as she sails past the bow-oar Buck who is panting from prodding propulsion.

Hereafter this Buck will be ballast for Minnehaha who knows that one SPRINGMAID sheet to the wind is better than two paddles in the pond. She has proved that SPRINGMAIDS are strong enough to give smooth sailing in rough going. They can't be split by sudden squalls, torn by jibing, or frayed by luffing; and you can tack about as often as you wish when making a buoy or laying a mark.

Make SPRINGMAIDS your main sheet,* and they will make those extra bucks for you.

*Whether sail or sheet, SPRINGMAIDS will take the strain. They stand up so well to wear and washings and yet are soft and beautiful; any number of bucks couldn't get you a better sheet value. We sent them to an independent testing laboratory and, honest Injun, what happened to them would make Custer's Last Stand look like a Vassar Daisy Chain. First, they were washed 400 times—abraded 100 times warpwise and 100 times fillingwise. That was equal to a whole generation of constant use! And those sheets came out looking like—you guessed it—a million bucks, with a lot more wear left in them too!



The Springs Cotton Mills

Lancaster, South Carolina

Now by popular demand—a revised 316 pocket edition of KENNETH WHITE SPRINGS' head-shirling book "CLOTHES MAKE THE MAN." It has the possible solution to three of New York's most famous unsolved murder mysteries and even more of his startling letters and sheet stories, plus how to lose friends, write advertisements and build cotton mills. Available now at better newsstands. If yours can't supply you, order from us.

He has designed a brand new sport shirt in the SPRINGMAID Harem print . . . featuring the famous SPRINGMAID girls in a colorful Oriental setting. Sizes: small, medium, medium-large and large. One sale at better retail stores for \$3.95. Also SPRINGMAID Sports Cap for men or women—Sizes: 6½ through 7½—\$1.00.

© 1951, The Springs Cotton Mills



A buck well spent on a Springmaid Sheet

This buck may look more like 47¢—which is what *most* bucks are worth these days. But not *this* "dear-slayer." Any buck spent on a SPRINGMAID sheet gets you value of 100 cents on the dollar—as any two smart squaws know.

Because they stand up so well to wear and washings and yet are soft and beautiful, any number of bucks couldn't get you a better sheet value. We sent them to an independent testing laboratory and, honest Injun, what happened to them would make Custer's Last Stand look like a Vassar Daisy Chain. First, they were washed 400 times—abraded 100 times warpwise and 100 times fillingwise.

That was equal to a whole generation of constant use! And those sheets came out looking like—you guessed it—a million bucks, with a lot more wear left in them, too! But don't take our word for it! See for yourself their luster and even yarns. And compare the "washability" of SPRINGMAID sheets and pillowcases with any other sheet on the market. We're betting plenty of wampum every time that you'll put your buck on a SPRINGMAID sheet—and it'll be a buck well spent!



SPRINGS MILLS, Inc.



During the war, The Springs Cotton Mills was called upon to develop a special fabric for camouflage. It was used in the Pacific to conceal ammunition dumps and gun emplacements, but the Japanese learned to detect it because of its lack of jungle smells. To overcome this, when the fabric was dyed, it was also impregnated with a permanent odor of hibiscus, hydrangea, and old rubber boots. The deception was so successful that when Tokyo fell, the victorious invaders hung a piece of this fabric on a Japanese flagpole.



During the war, The Springs Cotton Mills was called upon to develop a crease-proof cotton fabric. It was used with great success as a backing for maps, photographs, and other valuable assets. This fabric has now been further perfected and made available to the makers of anti-rebound rompers.

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QB Profiles – Elliott White Springs

- Springs had an obsession with **automobiles** and was a part-time mechanic most of his life. He owned, among others, a Winston, Isetto Raschini, Detroit Electric, Pierce Arrow, Auburn, Cord, DeSoto, Cadillac, Jaguar, Mark VII, Mercedes Gullwing, Volkswagen, Buick, Chrysler, Aston-Martin, Corvette Stingray, and three Rolls Royces. He gave Governor James Byrnes a custom-built Rolls Royce Phantom II to be used on ceremonial occasions.
- Springs married **Frances Hubbard Ley** on October 4, 1922. They were the parents of a daughter, **Anne Kingsley Springs Close**, and a son, **Leroy “Sonny” Springs II**, who was killed in an airplane crash May 12, 1946, at the age of 22.





Mr. Martin McMartin St Martin III, famous sports car buff, says: "For love or money, you can't beat a Stutz Bearcat for style or stamina. The same thing is true of Springmaid sheets. I used them on my yacht until I lost it in the storms of the recession. But I salvaged the running lights and made seat covers out of the sheets. My driving cape came from the draperies, but my crash helmet was designed in London. You can't go wrong on a Stutz Bearcat."



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Seen in Hemmings Motor News, May 2019.

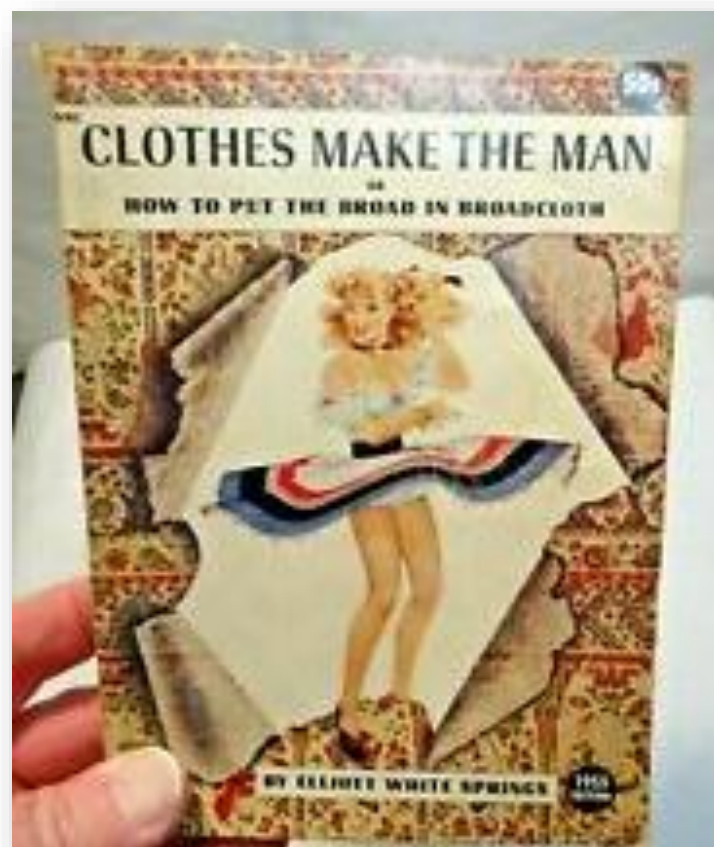
<https://www.hemmings.com/stories/article/backfire-17>



The heavens were the grandstands and only the gods were spectators. The stake was the world, the forfeit was the player's place at the table, and the game had no recess. It was the most dangerous of all sports and the most fascinating. It got in the blood like wine. It aged men forty years in forty days. It ruined nervous systems in an hour.

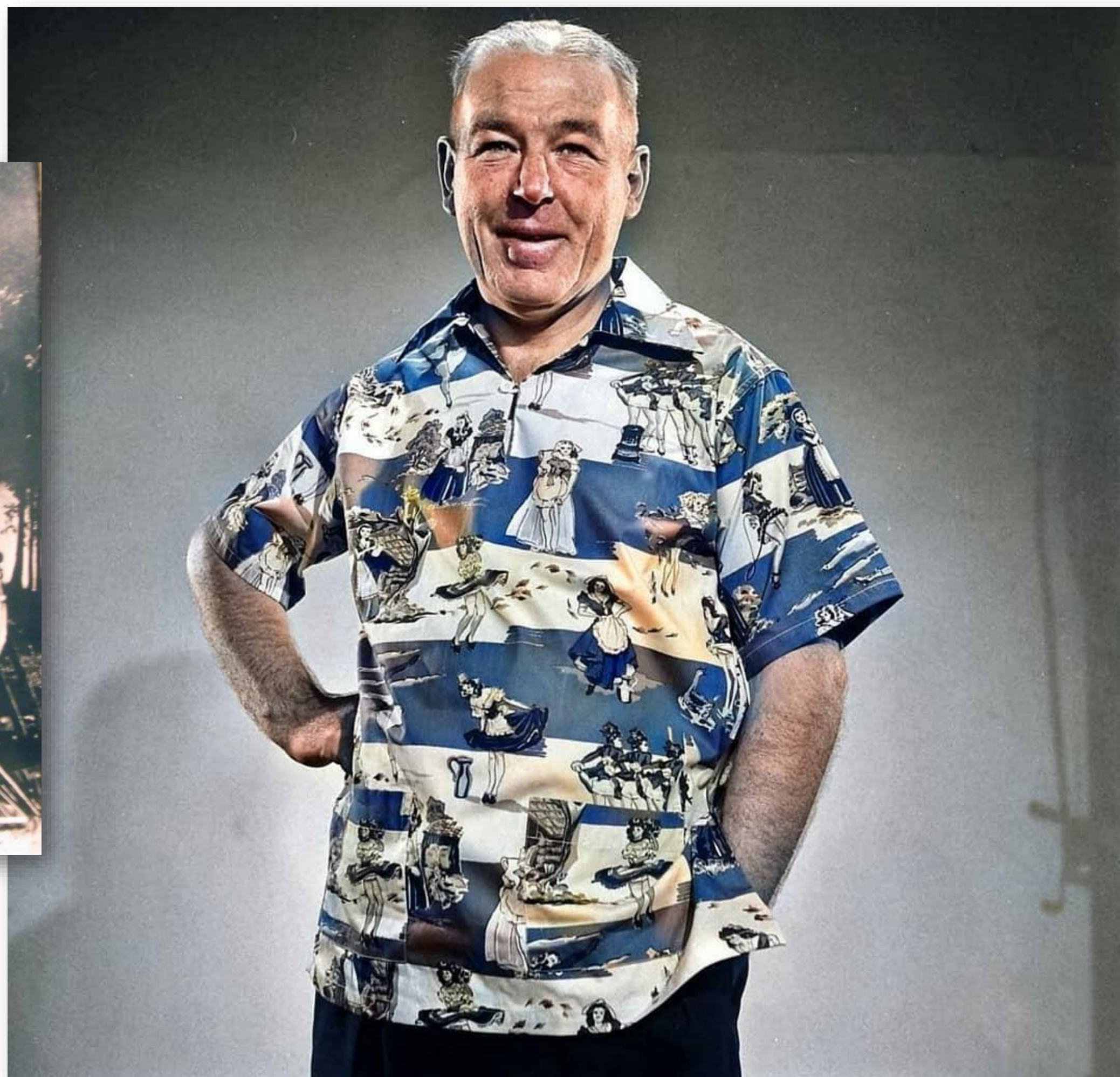
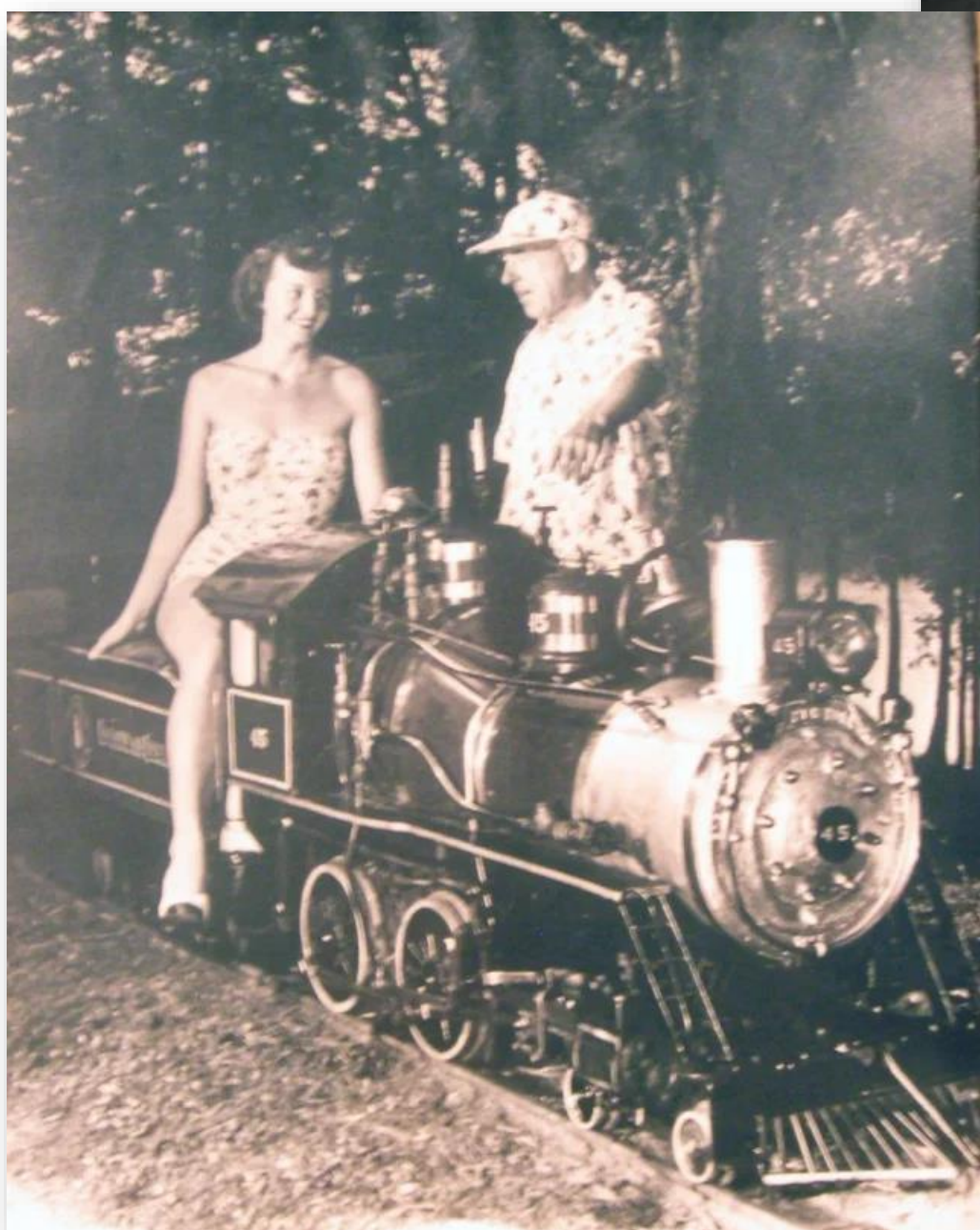
— Elliott White Springs —

AZ QUOTES



Frances Ley Springs





QB Profiles – Elliott White Springs



"I've Got a Secret" from November 11th, 1953, featuring Elliott White Springs (right).



QB Profiles – Elliott White Springs

- Died on 15 Oct 1959 at aged 63, in Manhattan, NY.
- Buried in Unity Cemetery, Fort Mill, South Carolina.



CAVU FOREVER BROTHER QB



Thank You