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 paddling 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, SPRINGMAID 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 Dairy 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

By popular demand — revised 35¢ pocket edition of ELLIOTT WHITE SPRINGS' head-whirling book "CLOTHES MAKE THE MAN." It has the possible solution to three of New York's most famous unsolved murder mysteries, his sizzling letters and short stories, plus how to lose friends and write advertisements. Available now at newsstands. If you can't supply you, order from us.

Now he has designed a brand new sport shirt! If you liked the first shirt, you'll feel undressed without this one. It features a bevy of SPRINGMAID girls printed in full color on SPRINGMAID Holiday print broadcloth. Sizes: small, medium, medium-large, and large. Send $2.75 to The Springs Cotton Mills, Lancaster, S. C., and we will mail you one.
The sons of the Prophet are brave men and bold
and quite unaccustomed to fear.
They can jockey a stallion, ambush a battalion,
or blow the top off a bier.
But needing a man to encourage the van,
or harass the enemy's rear,
Or to storm a redoubt, they always sent out
for Abdullah Bulbul Amir.

There are heroes of fame, with a sword or
a dame, in the ranks that are led by the Czar.
But a man you'd applaud, at home or abroad,
was Ivan Skavinsky Skivar.
He could instigate brawls, lead charges or balls,
and play on the Spanish guitar.
In fact, quite the cream of the Muscovite team
was Ivan Skavinsky Skivar.

One day this bold Russian had donned his best
fustian and bared his most scurulient sneer;
Downtown, for a treat, he tramped on the sheet
of Abdullah Bulbul Amir.

"Young man," quoth Abdul, "has your life grown
so dull that you're anxious to end your career?
Your infidel feet have just spilled the sheet
of Abdullah Bulbul Amir."

Said the Russian, "My friend, your remarks in the end
will avail but little, I fear.
You ne'er will survive to repeat them alive,
Mr. Abdullah Bulbul Amir."

But the Bulbul said, "Alerte! you'll get your dessert!
You've guzzled your last caviar,
By that, I imply, that you are going to die,
Count Ivan Skavinsky Skivar."

They fought all that night 'neath the pale northern light;
the din it was heard from afar.
Huge multitudes came, so great was the fame
of Abdul and Ivan Skivar.
As Abdul's long knife was extracting the life —
in fact, he was shouting "Huzah!"

Forgetting to duck, he felt himself struck
by Ivan Skavinsky Skivar.

The Sultan drove by in his red-crested fly,
expecting the victor to cheer;
But, arriving in state, he saw the sad fate
of Abdullah Bulbul Amir.

Czar Petrovitch, too, in the midst of the hue,
rode up in his bluest britains:
But he only drew nigh to hear the last sigh
of Ivan Skavinsky Skivar.

There's a grave where the wave of the blue Danube
rolls, and on it engraved so clear
Is, "Tempus is fugit, don't step on the sheeting of Abdullah Bulbul Amir."
A Muscovite maiden, her lone vigil keeps,
where the Volga and Vodka go far;
The name she repeats when a ghost tugs her sheets is "Ivan Skavinsky Skivar."

SPRINGMAID® sheets were a standard item of barter in North Africa during World War II. Our invaders could
ship a SPRINGMAID® sheet or mattress cover for a Bulbul with any Amir who was fresh out of dinner clothes.

SPRINGMAID® Private Label Workwear, SPRINGMAID® fitted sheets are now
standard in undercover markets of the Middle East.

SPRINGMAID® is the exclusive home furnishing line of Springs Mills, Inc., Lancaster, South Carolina.
Another Springmaid Deb  
Nancy Brown

Nancy Brown is well known to all café society—that is, to those who go to the right cafés where her saga is still sung.

In the hills of West Virginia lived a gal named Nancy Brown.
She was pinning for a hope chest filled with sheets as soft as down.
Now Deacon Jones and Nancy searched the mountain high and low;
They almost reached the summit but no further would she go.
She came back down the mountain; she came back down the mountain;
She came tripping down the mountain shoozin' "Yay!
"She didn't think the Deacon caught the same thing she was sein'!
And to meet his forceful arguin' took a most resourceful virgin;
But she's still as pure as mountain driven snow.

A Drummer came along one day, who wooed her with a song.
Took Nancy to the mountains, but she still knew right from wrong.
She came back down the mountain; she came back down the mountain;
She came tripping down the mountain breathin' scout.
But despite his smart deceits, she would not dote her sheets.
So she left her bold companion to the coyotes in the canyon,
And she's still as green as West Virginia corn.

Then came a city slicker with his hundred dollar bills,
Put Nancy in his Packard and took her to the mills.
She came back down the mountain; she came back down the mountain;
She came skiddin' down the mountain with new life;
For that handsome city slicker made her girlish heart beat quicker.
So her Pappy, rising early, met a woman, not a gitter;
And his shotgun made the couple man and wife.

Oh, she's livin' in the city; Oh she's livin' in the city,
For she's winin' and she's dainin'.
On her Percale sheets® reclinin',
And the West Virginia hills can go to hell.
No more scrubbin' pots and kettles, for she's eatin' fancy vittles;
And our West Virginia gal has done right well.

Along came that depression, kicked the slicker in the pants;
He had to sell his Packard and catch a boat for France.
So she came back to the mountains, so she came back to the mountains;
Oh, she sneaked back to the mountains mighty sore.

Now the Drummer and the Deacon furnisht Nancy with her sheets****
For our Nancy's met as choosy as of yore.

The Springs Cotton Mills  
Lancaster, S. C.

* SPRINGMAID® percale Type 110 for mountain cabins.
** SPRINGMAID® percale Type 100.
*** She could not afford any sheets.
**** She has to hem her own homemade sheeting but, if she needs the moonsquins and lonesquins, her will last her the rest of her life, even in the mountains.
The deb who made the party
Thanks to SPRINGMAID®
Sheets

I took my harp to a party,
But nobody asked me to play.
The others were jolly and hearty,
But I found myself in the way.

They asked Missus Morgan
to play her mouth organ,
And somebody else did a dance.
They let Missus Carter perform
a sonata,
But I wasn't given a chance.
A North country person
called Sandy MacPherson
Played bagpipes and took off his coat,
While both the Miss Fawcetts
burst out of their corsets
In trying to take a top note — but

I took my harp to the party,
And nobody asked me to play;
In fact, a guy named McCarty
Ordered the darn thing away.

I wore my sheetsto the party,
But nobody asked me to stay;
And soon that guy named McCarty
Said, "Why did you come here this way?"

They sang "Home Sweet Home"
and "The Banks of Loch Lomond"
And "All the King's Horses" and "Trees,"
While nephews and nieces,
intent on their pieces,
Smearéd jam all over the keys.
A collector named Lent
squeezed her concertina,
And McCarty said "Throw out that femme!"
So I danced on the table
to show my SPRINGMAID's label
And everything up to the hem.

I wore my sheet to the party
And after that they asked me to stay.
My label, I guess, pleased McCarty,
For McCarty's my label today.

* Type 180 for formal wear.
Fitted sheets by SPRINGMAID now available.

The Springs Cotton Mills
Lancaster, S.C.
We put the "Broad" in Broadcloth!

Every time you see a cotton dress, there's more than an even chance that it's a SPRINGMAID broadcloth.

Elliott Springs designed this new print from an old Paisley pattern, originally handblocked on silk. It shows paintings by America's most famous artists of ten broads in broadcloth, as shown above.

THE Springs Cotton Mills
Lancaster, South Carolina

If you want to know how Elliott Springs designed this print and wrote this ad, get a copy of his new book "Clothes Make the Man" from newsstands at 35¢ or write us.

New 1952 SPRINGMAID calendar featuring 15 titillating SPRINGMAID ads—at newsstands or send 25¢ to Dept. L-18 at the above address.

Send 25¢, too, for sheet of decals of 6 sprightly SPRINGMAID girls. Same address.

SPRINGMAID® Fitted Sheets are Now Available!
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.

The Springs Cotton Mills
Lancaster, South Carolina

Elliott White Springs is not a resort 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 $1 for postage to Dept. 0000, The Springs Cotton Mills, Lancaster, N. C. Send $5 for the new two-year SPRINGMAID calendar, beginning with the month of May, 1953, and featuring reprints of SPRINGMAID ads.
Beware the Goose!

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 been further perfected and made available to the ham hamper and lung lug trade.

Whether you are on Capitol Hill for business or pleasure bent, 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, Inc.
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 “dearslayer.” 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!
has taken the new SPRINGMAID® Persian print to her heart and set it to the music of summer with her square-necked gadabout dress, gay strapless swim suit and two-piece mermaid swim suit.

The Persian Print features a bevy of those popular SPRINGMAID® beauties in glowing summer colors—...one of the finest examples of American print cloth...CAROLYN SCHUER'S designs for designing women are available now at fine stores everywhere.

The Springs Cotton Mills
Lancaster, South Carolina

B. ALTMAN & CO. — New York, White Plains, East Orange, Woodburn
FREEMAN'S — Boston, BATTLESTRIKE — Jamaica
THE MAY COMPANY — Los Angeles
ANDERSON BROS. — Chicago
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, hydranges, 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, 37" 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
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.