

## Springs Mills Get National Acclaim

FORT MILL — Springs Mills' "outstanding contribution" to textile apparel has been recognized by a national group in an award presented Col. Elliott White Springs at a luncheon in New York.

The 1955 award was given by the National Association of Shirt, pajama, and Sportswear Manufacturers Association.

The citation was presented to Springs Mills, Inc., in recognition of "outstanding contribution to the progress of the textile apparel industry, through consistently maintained integrity and quality of its fabrics; through its courage and initiative in the development of style and design, and through standards with which it has supported its merchandising policies."

In receiving the citation Col. Springs said:

"On behalf of all those who work for Springs Mills, I proudly appear before you." This award is obviously a tribute to the business principles which have guided us steadily through the nearly 70 years of our company's growth.

"My father often said to me, 'goods well made are already well sold.' That is why I have stayed in the South and improved our quality and left the selling to Worth St.

But times change, and we change with them. We went from a traditional grey goods mill to an integrated finished goods operation in one big jump.

"We determined to get close to our customers and that's why

I am here today.

It is axiomatic that any business is a creature of its customers. What this industry needs in guaranteed customers. "This award is most unusual. I hope it is the reversal for the long trend. For 24 years I have been pilloried for cutting prices.

"In 1931, a group of my customers trekked down to South Carolina and threatened to boycott us unless we raised prices. Of course, they were all buying additional goods at the old price, but I was the whipping boy.

"Again in 1938 some customers asked us to shut down, but they wanted their goods first.

"I explained that we never cut prices. In the first place we don't make prices. Our customers pick out prices and our competitors tell us when they are right. It's my job to find out what our customers will pay for our goods and take it before our competitors beat us to it. The rest of merchandising is Sound and Fury.

"To succeed in this thankless business of ours we need first, quality, second realistic prices, and finally, service. Our own customers are the final judges of all three, and we accept this award as a sign of encouragement which we shall strive to merit."

-Evening Herald, Rock Hill

Tuesday, June 28, 1955

### LARGEST THIS YEAR

## Springs Mills Plans \$5 Million Addition

COLUMBIA, S.C. (AP) — A five million dollar finishing plant addition for Lancaster Springs Mills was announced Wednesday by Gov. Hollings.

The governor said this is the largest industrial expansion project for the state this year.

The enlargement will provide employment for about 1,000 more people than now work in the mill.

Ground has been broken for the new extension, which will be 160 by 180 feet and will be built in two sections.

One half will be built immediately. The other half will be constructed later.

More bleaching, dyeing and finishing machinery will be installed.

better than new industry in our state is announcement of expansion of existing industry.

"I am happy to congratulate Col. Elliott White Springs (the mills head) on five million bucks well spent."

The first unit of the extension is due for operation by Sept. 15.

### SAYS PICTURE 'MISUSED'

## Model Sues Springs Mills, Others for \$4.2 Million

NEW YORK, Nov. 28 (AP) — A New York fashion model has filed a \$4,250,806 suit, contending that a picture taken of her for a book advertisement later was altered and used in an advertisement for bed sheets.

The action in New York State Supreme Court was served today on Springs Cotton Mills, the principal defendant, in Lancaster, S.C.

The plaintiffs are Mary Jane Russell, who poses for pictures in Vogue, Harpers and other magazines, and her husband, Edward T. Russell, an advertising man.

The action asks \$1,020,000 of Springs Mills and the rest from eight other defendants.

Mrs. Russell contended she posed last year for a picture to advertise the Marlboro Book Club. The picture showed her in one bed and a male model in another, both reading books.

The advertisement, later printed in magazines and newspapers, was intended to portray a couple spending their evening at home reading in bed, the complaint said.

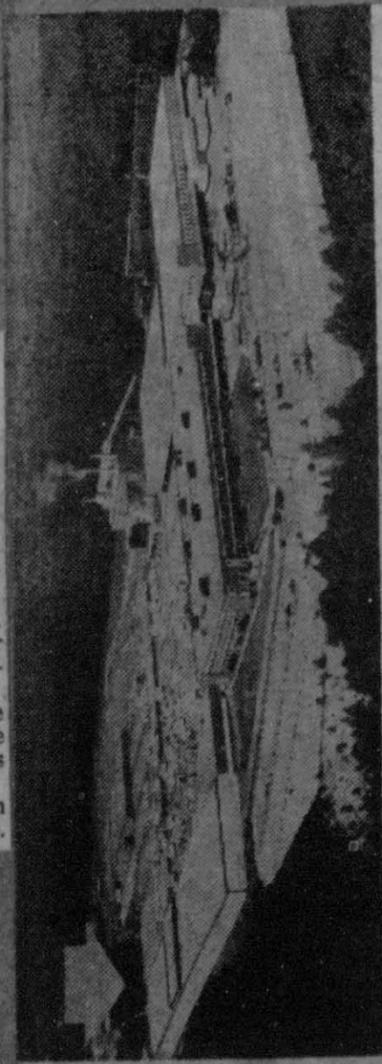
Later, however, the action said, the picture was sold without Mrs. Russell's knowledge to Springs Mills, altered and used in a company advertisement for bed sheets.

The model and her husband charged the defendants with libel and invasion of privacy.

Other defendants in the action are Marlboro Books; F. J. Reiss, McGlone Advertising; C. L. Miller Co., Inc.; Promenade Magazine Co.; Cowles Magazine, Inc.; The Curtis Publishing Co.; and the Curtis Circulation Co.

In Lancaster, Col. Elliott Springs, president of Springs Cotton Mills, said he had not yet seen the complaint and had no comment.

TUESDAY, NOVEMBER 29, 1955 *The State*



SPRINGS MILLS ADDITION: The \$5,000,000 finishing plant addition by Springs Cotton Mills to a Lancaster plant is drawn in on the left (arrow) of this overall view of the plant. Construction on the addition is now underway. Governor Hollings congratulated Col. Elliott Springs on the project in an announcement yesterday.

MAY 14, 1959

*The State*

## Mrs. Springs dies suddenly

Herald: Sept. 17, 1966

FORT MILL — Mrs. Frances Ley Springs, 66, widow of Col. Elliott White Springs, former head of the Springs textile organization, died today at her home in Fort Mill.

She was the former Frances Hubbard Ley of Springfield, Mass., daughter of a prominent Massachusetts family. Her father, the late Harold A. Ley, was an industrial builder and contractor.

Mrs. Springs had lived in Fort Mill since her marriage to Col. Springs Oct. 4, 1922. Col. Springs was president of what is now Springs Mills, Inc., from 1931 to his death Oct. 15, 1959.

Mrs. Springs made her home at the old homestead ante-bellum family home of Col. Springs' grandfather, Capt. Samuel E. White who founded the first unit of what later became the Springs textile organization.

Col. and Mrs. Springs had two children, Leroy Springs, 11, who died in 1946 in a glider accident near Lancaster, and Anne Kingsley Springs, now Mrs. H. William Close of Fort Mill, whose husband succeeded Col. Springs as president of the Springs organization.

Survivors, in addition to Mrs. Close, are a brother, Harold A. Ley Jr., of New York City and eight grandchildren, all of Fort Mill, the four sons and daughters of Mr. and Mrs. Close.

### Mrs. Frances Ley Springs

FORT MILL — Funeral services for Mrs. Frances Ley Springs, 66, widow of the late Col. Elliott White Springs, were held today at 2 p.m. at the Fort Mill family home. Burial services were private.

Surviving are a daughter, Mrs. H. William Close, Fort Mill; a brother, Harold A. Ley Jr., of New York City; two sisters, Mrs. Ramon Hubbell, Albuquerque, N. M., Mrs. Margaret Kent, Bronxville, N. Y.

-Evening Herald, Rock Hill

Monday, Sept. 19, 1966

### TEXTILE DYNASTY

## Elliott White Springs' Widow Is Dead At 66

FORT MILL, S.C. — Mrs. Frances Ley Springs, 66, widow of Col. Elliott White Springs, former head of the Springs textile organization, died Saturday in her Fort Mill home.

She was the former Frances Hubbard Ley of Springfield, Mass., daughter of a prominent Massachusetts family. Her father, the late Harold A. Ley, was an industrial builder and contractor.

Mrs. Springs had lived in Fort Mill since her marriage to Springs, in 1922. Springs was president of what is now Springs Mills Inc. from 1931 until his death in 1959.

Mrs. Springs was a member of the board of directors of Springs Mills.

Mrs. Springs lived in the old White homestead, family of Springs' grandfather, Capt. Samuel E. White, who founded the first unit of what became the Springs textile organization.

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Other survivors: a daughter, Mrs. H. William Close of Fort Mill; Mrs. Ramon Hubbell of Albuquerque, N.M., and Mrs. Margaret Kent of Bronxville, N.Y.; a brother, Harold O. Ley Jr., of New York City, and eight grandchildren all of Fort Mill.

Funeral will be held in the family home at 2 p.m. today.

The family has requested that memorials be sent to Marion Sims Memorial Hospital, Lancaster, S.C., in lieu of flowers.

Mrs. Springs was a member of the board of directors of Springs Mills.

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THE CHARLOTTE OBSERVER Sunday, Sept. 18, 1966