

Ldg. Sig. Sam Tranter acknowledges Christmas parcel and advises a change of address. Says he: "I just want all of you to know that the cigarettes are appreciated by the writer and I would be pleased to drop anyone the odd line if they care to write."

Sam's address is V-27290 Ldg. Sig. A. S. Tranter, H.M.C.S. "Gananoque," c/o F.M.O., Halifax, N.S.

Art Isherwood says: "Once again I wish to take this opportunity of thanking you for the package which I received to-day. While at home I was fortunate to be just in time to attend the dance held at the Hotel Leonard at St. Catharines and might add that I had an enjoyable time."

Gnr. Al. Edwards, from Camp Shilo, Man.: "I have just finished two courses in driving and am now a qualified Driver in Trucks, Bren Carriers and Motor Cycles.

"We have a swell camp up here—good meals, warm huts, and plenty of entertainment. You can look in any direction and see miles and miles of Prairie. This is the best camp I have seen yet, except it is too far from civilization. The people are very friendly and do everything to help us. So long for now and thanks again for the 'News.'"

Many Wellanders, especially Atlas men, recognized an excellent picture of Ralph Francis in the Rotogravure section of the "Toronto Star Weekly" of January 8. The camera had caught Ralph in the act of offering food to a half-starved child.

A host of friends here were saddened by the news that Ralph was reported missing somewhere in Italy, December 21. We sincerely hope he turns up safe and well.

AC2 Carl Jones writes from Toronto, bragging about gaining 12 lbs. since joining the Air Force. Says he:

"So far I have passed all physical tests very well and also I.Q. tests (which would surprise Bruce Hanson) and expect to go to a refresher course in about three weeks.

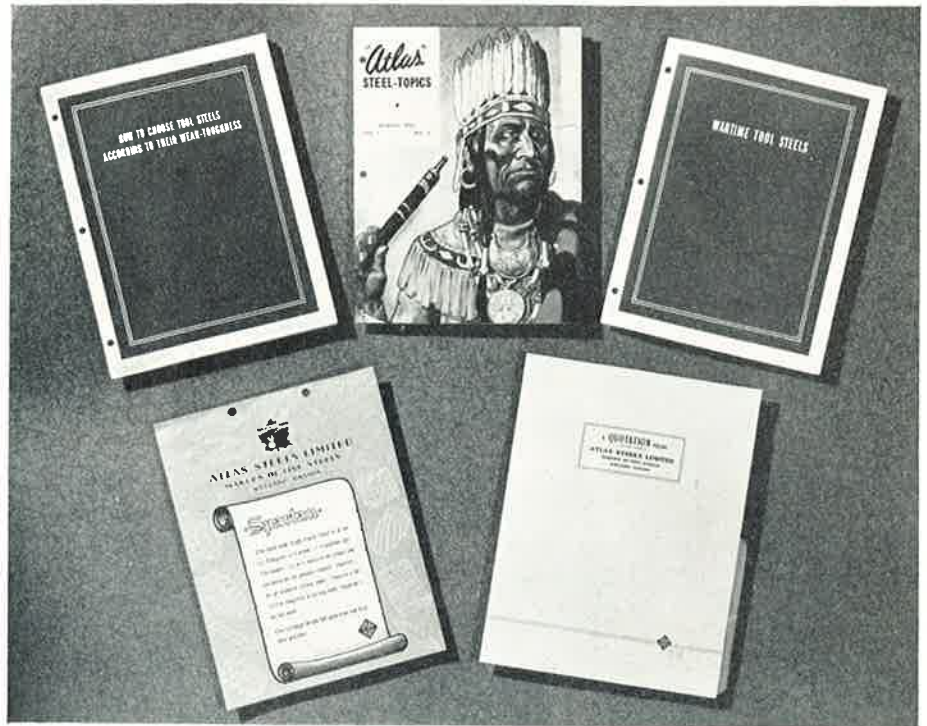
"I saw Jack McIvor a few days ago and he looks well. Walter Church is also here in Training Wing and a few fellows from the Engineering Building."

Besides the foregoing letters, cards, letters or airgraphs have been received from each of the following men:

AC1 E. J. Olley, R.C.A.F., Winnipeg.  
Gnr. Jack Dandy, Petawawa.  
Sgt. W. A. Broda, Debent.  
Rflmn. E. Mino, Camp Niagara.  
Tpr. M. W. Mitchner, Newmarket.  
Tpr. Frank Bedesky, Kingston.  
L/F Duncan Doan, Overseas.  
Pte. Chas. H. D. O'Neill, Overseas.  
Pte. John Dalybozyk, Toronto.  
Pte. Dick Evans, Somewhere in Italy.  
Pte. H. Easterbrook, Toronto.  
Pte. J. E. Stokes, Overseas.  
AC2 S. H. Dengo, R.C.A.F., St. Thomas.  
Sto. 1/C T. A. Hogue, Cornwallis.  
Cpl. Bushman, H.A.V., Suffield, Alberta.  
Pte. Angelo Dandrea, Overseas.  
Tpr. "Bill" Coles, Central Med. Force, Overseas.  
Pte. Ken. Dunton, Overseas.  
Pte. K. L. White, Barriefield.  
AC2 R. Toderick, R.C.A.F., Montreal.  
Sto. 1 Manson Brown, H.M.C.S. Restigouche.  
LAC Hugh Lavery, Overseas.

Anyone desiring to write to these men may obtain their latest address by applying to the Personnel Office.

## ATLAS ADVERTISING MATERIAL BUILDS BUSINESS



Atlas Bulletins, Atlas Steel Topics, Atlas Technical Inserts and Atlas Quotation Folder Covers illustrate the calibre of Sales-Building Literature used by Atlas. Results show that it is appreciated by customers.

## ADVERTISING WELLAND

(Reprinted from *The Welland Tribune*)

Calendars have long been used for advertising a business. They can also be used for advertising a city. Welland's importance as a steel centre will receive some excellent publicity as the result of an unusually interesting calendar for 1944 produced by Atlas Steels Limited.

The calendar is of sufficient size to be effective in any office as a wall decoration. It is almost sure to be given preference because of the outstanding character of its illustrations. These consist of a series of six full color pictures representing typical members of various tribes of Canadian Indians. The pictures are faithful reproductions of paintings by the well known Canadian painter, C. W. Jefferys, and present the subjects in all the splendour of their colorful tribal costumes of old. Mr. Jefferys is also an historian of international repute, and his specific knowledge gives to his subjects an authenticity in coloring and detail which makes them doubly valuable. On the reverse side of the six sheets of

the calendar is a story of the tribe, its origin and other interesting facts.

Production of the calendar is not, of course, without its commercial objective. The tribes represented—Seneca, Nipigon, Keewatin, Iroquois, Sioux and Ottawa—are to be used to identify Atlas Steels brand names. As the last issue of "Atlas News" points out, since the Atlas plant is an all-Canadian plant, use of the names of these Canadian Indians to identify their products is particularly appropriate.

This calendar will not only be presented to each employee of Atlas Steels but will also be distributed in many parts of the world where the company has branch offices or sales agencies. In advertising the products of the company it will call attention to the importance of Welland, Canada, as an industrial centre.

It is understood that, for a nominal sum, copies of the illustrations are available for framing. They might serve an additional useful purpose if school boards would purchase them and use these authentic pictures by a famous Canadian artist as an aid to instruction in Canadian history.