

Atlas Fashions

WAR REPORT

WORLD WAR II

Atlas Fashions

A record of the achievement of Scioto County
and Southeastern Ohio men and women
in World War II.

Ernie Pyle has been called the greatest living war correspondent because he has succeeded in personalizing the war—not victorious armies, but individual soldiers—privates or officers whom he finds at random on the far flung battle fields. Just as he has made it a G. I. war, so Atlas' Fashion has sought to personalize the contribution of Portsmouth, Scioto County and southeastern Ohio by dramatizing the achievements of our own home town heroes.

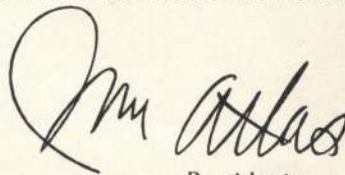
These messages have appeared once each week as page copy in the Portsmouth Times, but they are far more than advertisements—they are case histories of heart-ache, glory and sacrifice. They tell the story of war by introducing local men and women so that the home front may be stimulated to greater war bond purchases, to greater sympathy and greater cooperation in our united effort to bring about lasting peace.

This series has been praised as one of the outstanding bits of war promotion in the country, so said Editor & Publisher, Printer's Ink and a score of other national trade journals in publicity fields. It has brought to our store the unique leather star awarded by the Treasury Department for outstanding retail promotion in the sale of war bonds. It has won first prize in many competitions—best of all, it is being universally acclaimed by the best folks on the earth, our customers.

You have furnished the ideas for many of these pages. You have lauded our efforts and offered so many helpful suggestions. If this is one of the best war promotions in America, then you deserve a great credit because we are telling the story of your sons and daughters—their devotion and sacrifice in the winning of World War II.

We wish to express our great appreciation to Mr. C. G. Linham, Advertising Manager of the Portsmouth Times, for his fine work in writing the copy and planning this series. Many advertising men of national fame have told us that the copy is the finest bit of work in a generation. Thank you, Chet Linham, for a grand job.

Thank you, Portsmouth and Scioto County, for your grand war effort. Let's all keep on buying war bonds until our nation is victorious over its enemies.


President

a good job just begun

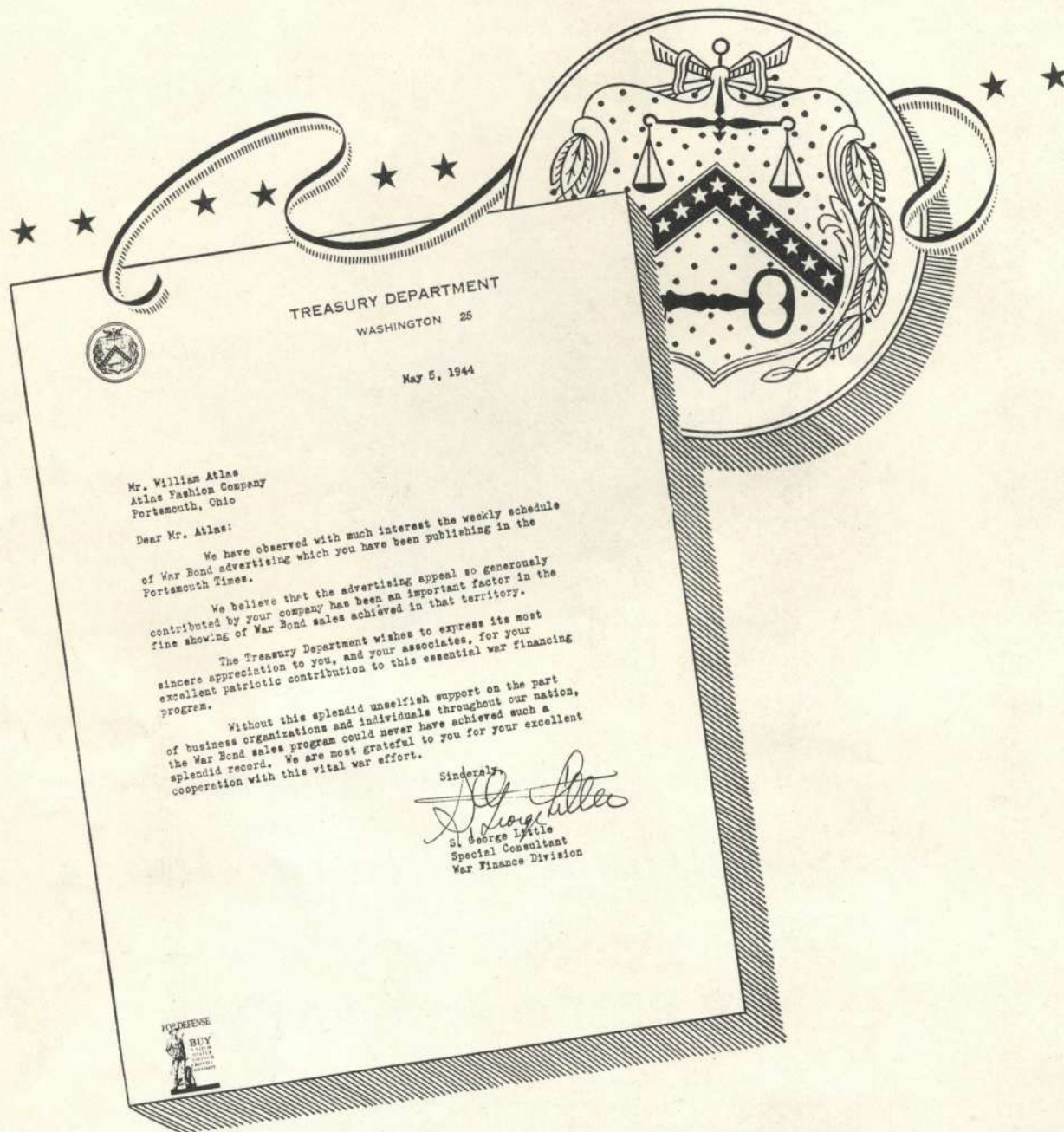


last night Atlas' Fashion received the
United States Treasury Star
for distinguished service in promotion of
WAR BONDS and STAMPS

We of Atlas' Fashion are proud of the honor the United States Treasury Department has bestowed upon us — the second of all retail stores in Ohio to receive this recognition. We will receive this Star proudly, BUT we shall display it as our pledge of increasing and continued effort, rather than an award of achievements past. For we share, with every good American, the knowledge that ours is indeed — A GOOD JOB JUST BEGUN.

Mr. R. F. Fletcher, Vice Chairman for the Third Ohio District, made the award on behalf of the Treasury Department at a store-wide banquet last night when our salespeople were honored for their loyalty and enviable record in selling war bonds in the cause of Victory.

ATLAS' FASHION



PROUD? ... You Bet We Are!

You'll forgive us won't you if we seem to be a little boastful?

A few days ago, Atlas' Fashion received a very flattering letter from the United States Treasury Department. We reproduce it here because we want to share it with all of you folks! After all, it is all of you who have made it possible for us to receive the compliments that have come to us from all over the nation.

Each week, for more than a year now, we have been running a series of full page ads, each devoted to the sale of War Bonds. In these messages we have talked about local folks ... people you know ... men and women serving in our armed forces ... some who have paid the supreme sacrifice ... others who have made outstanding records. These messages have urged you to buy more

and more War Bonds. You have responded as you always do. You have made Atlas' Fashion your War Bond headquarters. You have purchased nearly \$600,000 worth of bonds at our store ... a record that makes us mighty proud ...

Now as we approach the Fifth War Loan drive we dedicate ourselves to do an even better job than before ... with your continued help we'll do it.

During the Fifth War Loan, we feel there will be nothing in our store which will match in importance or value the bonds that will be offered. Let first things come first. The priority goes to WAR BONDS.

The
FIFTH WAR LOAN
Is Coming Up
BACK THE ATTACK
BUY MORE THAN BEFORE

Atlas Fashions
A WAR BOND AGENCY

IMMEDIATE
DELIVERY
On All War Bonds
Purchased at Our
Store May We Serve You?

"Daddy gave me his **PURPLE HEART**



*and
his Life
to his
Country"*

Somewhere on the battlefields of Europe my daddy is sleeping. I can never have him back ... my love and devotion for him must be showered upon a Purple Heart in a little plush box ... that is my daddy.

Please ... during this Fifth War Loan won't you buy all the war bonds you possibly can so that daddies of other boys and girls can come home to them. Save them the heartaches and loneliness that I know. Daddy would like you to do that ... he was that kind of a soldier!

BARBARA JEAN SIKES

Barbara Jean, 11 years old, makes her home with her grandmother, Mrs. Jennie Sikes, 1029 24th St. Her daddy, Tech. Sgt. Howard E. Sikes was a radio operator and waist gunner on a bomber. He gave his life over Germany, Jan. 29th.

THIS FIFTH WAR LOAN — BUY MORE THAN BEFORE!

Atlas Fashions
A WAR BOND AGENCY



American Legion Color Guard and Firing Squad pay tribute to one of Scioto County's young men who gave his life in the cause of Freedom.

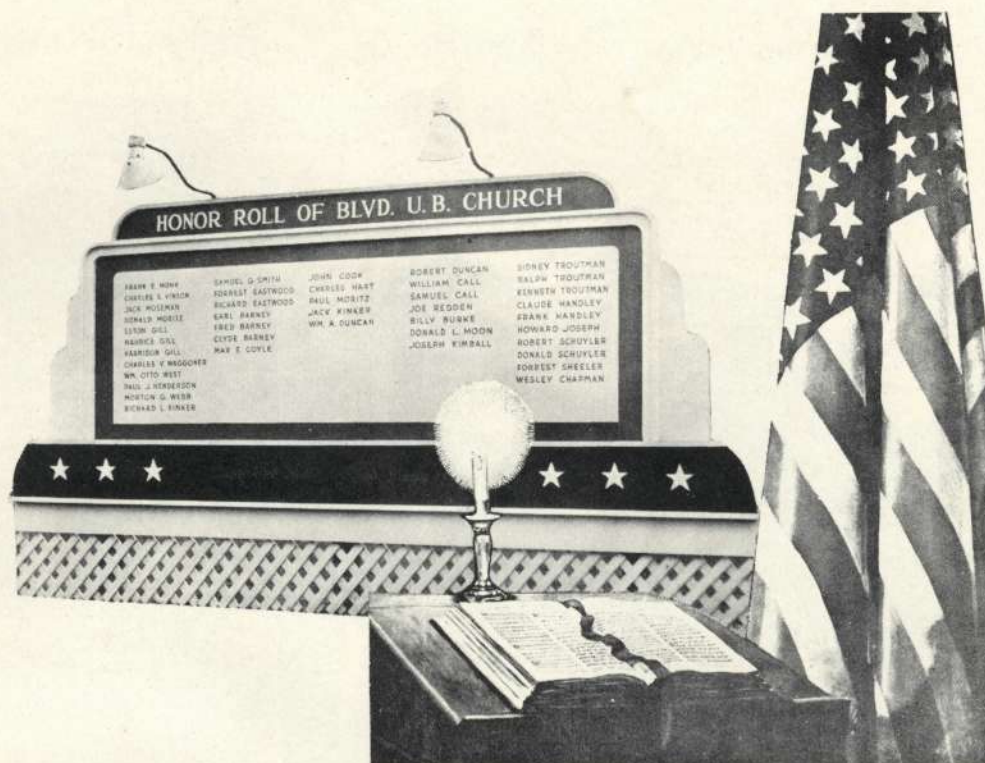
"LORD GOD OF HOSTS BE WITH US YET, LEST WE FORGET LEST WE FORGET"

★ PFC George Bailey
★ S2-c Robert Earl Blaine
★ Sailor Merrill Brown
★ Cpl. Ray M. Copley
★ Tech. Sgt. Russell E. Crisp
★ PFC Adam Culp
★ Cpl. Lewis Willard Darnell
★ Staff Sgt. Chas. (Bud) Davis
★ S2-c William Douglas Davis
★ Fireman 2-c Lowell M. Dever
★ Sgt. Robert Daub
★ PFC Edward D. Dougherty Jr.
★ Storekeeper 3-c James Lowell Flannery
★ PFC Sybol Leon Frazier
★ Gunner's Mate James Gilmore
★ Aviation Cadet (Navy) Leo J. Glockner
★ Pvt. Cecil Hannah
★ Gunner's Mate 3-c John Hughes
★ S 2-c Paul R. Hunter
★ Sgt. Wilmer Inlow
★ Sgt. James W. Irwin
★ S 2-c Challis Rudolph James
★ Fireman 3-c Francis Eugene Kelly
★ Pvt. William H. Knapp
★ Cpl. Robert Ellwood Lewis

★ Cpl. William J. Lewis
★ Pvt. Frank Lockhart
★ Tech. Sgt. Eugene D. Locklin
★ Master Sgt. Collen Wesley Long
★ Staff Sgt. Francis Patrick McMahon
★ Sgt. Harry Quinton Martin Jr.
★ Sgt. Edwin Mattox
★ Pvt. Raymond Harry Mauk
★ S 2-c William Meade
★ Second Lt. James Henry Miller
★ T-4 Crate Morris
★ Lt. Comdr. Wendell G. Osborn
★ Seaman Ralph Poole
★ Ensign Charles Reinhard
★ PFC Herbert W. Rice
★ PFC Stanley Rittenhouse
★ Floyd Rogers
★ Torpedoman 3-c Edwin Earl Starrett
★ Pvt. John L. Stone
★ S 2-c John V. Thompson
★ Lt. George W. Vandervort Jr.
★ Pvt. Leslie Howard Willis
★ Fireman 2c Paul Wisenberger
★ Sgt. Charles B. Workman Jr.
★ S 2-c Roydon D. Wright

Yes, it is twenty-five years since the end of World War I. As we pause in deep reverence, on this Armistice Day 1943, to commemorate the day . . . to pay tribute to those sixty-five men from Scioto County who were killed in action during the last war . . . we find ourselves in the middle of another world wide conflict. Another generation has grown up . . . another generation is fighting once again, to find freedom for the world . . . another generation is giving their lives! To date fifty young men from Scioto County have paid the supreme sacrifice! By their sacrifice may we be inspired tomorrow, as we pause in silent tribute to have a fervent prayer on our lips, in appreciation of this sacrifice for us . . . Lord God of Hosts be with us yet . . . Lest we forget . . . Lest we forget.

ATLAS' FASHION



***YESTERDAY - - - the pranksters of the neighborhood,
TO-DAY - - - men - - - fighting for God and Country!***

Within the shadow of the United Brethren Church on Coles Boulevard—in the church yard—has been erected an honor roll. Upon it are imprinted the names of forty-one young men—members of this neighborhood church who are fighting for America. To the families of that neighborhood it's more than an honor roll—it's that something that makes one look back—not so many years—and remember those names as the pranksters of the neighborhood who used to gather under the street light on the corner—to play "duck on a rock"—or possibly at Halloween time to remove the chair so temptingly left on the front porch—and hang it on a telephone pole. It's that something that makes you remember Bob, the kid who was so crazy about show horses—and did a good job with them—or Max—the thrills you got when he made such a fine record playing football—or Joe, the kid who would rather hear the bay of a hound dog on Two-mile hill, than eat. Yes, it's the roll call of the kids in a neighborhood—only yesterday.

Today they are men—young men—serving the cause of victory and freedom—on the land, on the sea and in the air. Close to their hearts are the memories of the gang that used to play under the corner street light—in their minds is the thought that now they are fighting to protect the kind of freedom they knew as boys—to preserve that freedom, that the youth of today—tomorrow—and the tomorrows to come—may know and understand the kind of freedom that is truly America—the freedom so very few of us realized we had until this war struck at us. Yes—they are fighting for the American belief in equality, in justice—in Almighty God. When the cause of justice is victorious—and may that not be too far distant—these men will be back—settling down in the neighborhood once again—living in peace and happiness with the neighbors who will forever hold them in their hearts—as the kids who played "duck on a rock" under the corner street light—the pranksters of the neighborhood.

ATLAS' FASHION

The unanimous Declaration of the thirteen united States of America.

Pfc. Felix Smith USMC
Nauvoo
Saw action in South West Pacific

"—And for the support of this Declaration, with a firm reliance on the protection of Divine Providence, we mutually pledge to each other our Lives, our Fortunes, and our Sacred Honor."

Once again, in our glorious American history, a new year finds us fighting to protect our freedom, in keeping with the pledge made, lo these many years ago. Fighting—yes—fighting as we have never fought before, with the hope in every heart that this time it is for a lasting freedom, never again to be marred by the need for war.

None have a greater understanding of what it means to give their lives, if necessary, than those who have offered to do it on the field of battle. These three Scioto County boys know—because they have fought for us in Africa, in Sicily, and in the Southwest Pacific. Home on sick leave after the hell of battle, they look forward to a new year that will bring about a universal peace and freedom that will justify their sacrifice.

Let all of us at home, as we stand at the brink of a new year—resolve to develop a sincere will to win the war—a will equally as strong as that in the hearts of those who shoulder the guns.

ATLAS' FASHION



Mrs. Eileen McMahon, 2013 17th st, and son, Francis Patrick Jr.

*Only through pictures
will
Francis Patrick McMahon Jr.
know his daddy!*

Francis, your daddy gave his life for his country . . . true you will know him only through pictures, but yours will be a love, born of the knowledge that your daddy was every inch a man . . . a hero who gave his life that his country . . . and yours will ever remain a nation where nothing will stifle men's ambitions or their will to dare . . . he died that you . . . and the kiddies like you, may continue to have equality of opportunity and the right to make the most of your abilities. You are only ten weeks old . . . it will be quite some time before you realize the value of your daddy's contribution to America . . . in the name of a son he had never seen. In the meantime . . . those of us on the home front who do have a knowledge and deep appreciation of his sacrifice will work now . . . do our share . . . that when you do step into your daddy's shoes . . . you will find America to be . . . the America your daddy gave his life for.

ATLAS' FASHION

★Contribute your just share to the
RED CROSS WAR FUND
During the Month of March

★Contribute a pint of your blood to the
RED CROSS BLOOD DONOR SERVICE
Weeks of March 20 and 27