# MADE IN CANADA 

## THE BIG SEVEN SECTION EDITION OF



## Is the Product Mechanically of CANADIAN ERAINS, LABOR and ENTERPRISE

THE Pictorial and Literary features are the efforts of the most brilliant minds drawn from the four corners of the earth, but in the preparation of these from the original photograph or drawing and from the manuscript of the Author, the work is done by the staff of The Toronto World, and is all "Made in Canada." No other Canadian newspaper with such a varing direct from the plates in features can make a similar claim. The adaptability of The World's press equipment permits of printing direct from the prone pross is produced by the only shop in Canada that has this equipment.

The second issue of the new picture section will appear this week. Among the pictorial features, see the Queen Victoria Rifles doing the Swedish Drill in Hampstead Gardens; British Coast Guards on their way to Scarooro, recenay A Canadian Trooper receiving the Duchess of Connaug Bent receiving the Victoria Cross; Russia's oldest and youngest volunteers, Ivan and Constantin Flood Sufferers at Maidenhead; Drummer Joe Spencer ben receirg bridge built by the German Engineers in five days; A German Irooper sharing his Malafeeff, age respectively 15 and 62 years; A view of a 500 ,metre bridge buiran, now under the American Flag; View of the new Belgian Steamship ration with a Belgian Refugee;
recently launched at Belfast for Belgium; The Christmas Truce-Allies and Germans fraternizing at Christmas.

The front page of the Art Section displays a vivid picture of war's terible carage, showing a building being devastated by a German shell, and sectering a detachment of a Bitiah Bleck Watch regiment ; The storming of a Belgian village by with the tright instructive news that SIR GILBERT PARKRR'S CANADIAN STORY is one of exceeding interst. This week's.story is one TWO MAGAINE PAGES ESPECLALY FOR WOMEN - Filled with the bright, instructive news that
women in the world of work, and women at home, like to read. THE TRUTH ABOUT NICKEL -Ar the fracts in the case against those who permit this metal) which is necessary to every German gun and every German ship, to get into
nickel will help kill Ontario's sons now driling for the front. TWO PAGES IV FUL COLOR-FFamous paintings, rescued from the German vandals' hands in Belgium,
that seem to have foretold what would happen to the unhapy country of our ally. 1 ITHESCOUT," 2 war
 wirtiten
HOME-MDE MOVIIES-Some of the secrets of the trade as learned since the movies came into our midst Toronto places appear as settings. "NETX DOOR TO AN AVAATOR" - A Story drawing in color, that is full of human appeal, and will particularly touch the hearts of those who tor DO Not forget the four-page comic section-interesting to both everywhere, At 5 Cents the Copy
No

