## THE BIG SEVEN SECTION EDITION OF SUNDAY W Is the Product Mechanically of CANADIAN BRAINS, LABOR and ENTERPRISE

THE TORONTO WORLD

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 variety of features can make a similar claim. The adaptability of The World's press equipment permits of printing direct from the plates in one to four colors, with one impression; and the Art Section printed by the new Roto-gravure process 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 Scarboro, recently bombarded by the Germans; Kitchener's army constructing bridges; A Canadian Trooper receiving the Duchess of Connaught's gift emblematic of Canada, "Maple Sugar"; The Czar in shooting costume; Relief for the Flood Sufferers at Maidenhead; Drummer Joe Spencer Bent receiving the Victoria Cross; Russia's oldest and youngest volunteers, Ivan and Constantin Malafeeff, age respectively 15 and 62 years; A view of a 500 metre bridge built by the German Engineers in five days; A German Trooper sharing his ration with a Belgian Refugee; The famous Steamship "Dacia," formerly German, now under the American Flag; View of the new Belgian Steamship 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 terrible carnage, showing a building being devastated by a German shell, and scattering a detachment of a Bsitish Black Watch regiment ; The storming of a Belgian village by the allies. WINTER PICTURES THAT INSPIRED A POETICAL DESCRIPTION. The chief literary features in this week's issue are :

TWO MAGAZINE PAGES ESPECIALLY FOR WOMEN - Filled with the bright, instructive news that women in the world of work, and women at home, like to read.

THURSDAY MORNING

THE TRUTH ABOUT NICKEL-All the facts in the case against those who permit this metal; which is necessary to every German gun and every German ship, to get into the hands of Germany. And how Ontario nickel will help kill Ontario's sons now drilling for the front.

TWO PAGES IN FULL COLOR-Famous paintings, rescued from the German vandals' hands in Belgium, that seem to have foretold what would happen to the unhappy country of our ally. "THE SCOUT," a war drawing in color, that is full of human appeal, and will particularly touch the hearts of those who love dogs. romance and adventure in large measure.

"THE SECOND DEGREE"—By Col. Swinton, the British official eye-witness at the front. This is one of the most thrilling, vital, and vivid stories of the "inside" of the war game—how generals plan their battles—ever

JANUARY 28 1915

HOME-MADE MOVIES-Some of the secrets of the trade as learned since the movies came into our midst -Toronto places appear as settings.

"NEXT DOOR TO AN AVIATOR"-A story of what the structural steel worker thinks of his job, and some of the peculiar accidents on Toronto buildings.

Dilworth, C.A.

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