


The War Pictorial



THIS VOLUME IS SPECIALLY DEDICATED TO
CORPORAL CHARLES EDWARD ROBERTSON
of the
FOURTEENTH BATTALION
CANADIAN EXPEDITIONARY FORCE
and
TO ALL OF BRITAIN'S SONS WHO CROSSED THE SEAS
IN RESPONSE TO THE CALL OF
KING AND COUNTRY.

Reference: Bank of Toronto, Atwater Branch, Montreal, Canada.



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Montreal P.Q. Canada

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Address all Correspondence to:
1510-1522 Notre Dame St. West
Montreal, Canada

This letter is addressed to-

YOU as "NEXT OF KIN" to the SOLDIER

whose name appears on the enclosed coupon.

The Canadian Government has furnished us with your name as one of those NEXT OF KIN to a member of the CANADIAN EXPEDITIONARY FORCE. Having just prepared a special edition of THE WAR PICTORIAL of particular interest to those who are "Next of Kin" to soldiers on active service with the Canadian Contingent, we take pleasure in bringing same to your attention.

This edition is dedicated to "all of Britain's Sons who have crossed the seas in response to the call of King and Country", and on the covers of YOUR SET will appear also THE NAME OF THE ONE WHO WENT OUT TO REPRESENT YOU on the Empire's battlefields.

On the first page of this folder appears the name of Corporal Charles Edward Robertson of the Fourteenth Battalion--in place of this on your set will appear the name of the one to whom you are Next of Kin, and the Battalion or Unit to which he is attached.

Provided you send with your order a photograph of him, suitable for the purpose, we will mount this photograph on the first page, as the frontispiece, of Volume I. You will thus have a work not only of lasting value as a Pictorial History of the war, but of inestimable value to you and to coming generations, owing to the fact that on the covers of each volume is the name of the one in whom you are particularly interested, and whose photo appears inside Volume I.

We have previously only made this offer to those residing in Canada, but as it has met with such approval, we decided to extend the offer to those residing in Great Britain and other parts of the Empire, who are 'Next of Kin' to soldiers on active service with the Canadian Contingent.

These sets will be supplied only to you or to those whose orders may be COUNTERSIGNED BY YOU as NEXT OF KIN. WE ABSOLUTELY WILL NOT SUPPLY SETS ON ANY OTHER CONDITIONS.

The work is too well-known to require lengthy description here. It is a distinctly high-class Pictorial, from the Canadian viewpoint, recording some of the greatest events in the history of the Dominion, and its merits have been recognised and favourably commented upon by educational, religious and military authorities.

It is the leading Canadian Pictorial Souvenir of the War. Further particulars may, however, be found elsewhere in this folder.

EACH SET CONSISTS OF THE FIRST SIXTEEN PARTS OF THE WAR PICTORIAL, HANDSOMELY BOUND IN FULL KHAKI CLOTH, IN TWO VOLUMES OF EIGHT PARTS EACH.

Our SPECIAL PRICE to you (OR TO THOSE WHOSE ORDERS ARE COUNTERSIGNED BY YOU) complete, as specified above, is..... 15/9

PLEASE NOTE—This is a SPECIAL OFFER TO YOU, and must be taken advantage of within 30 days of the date of enclosed coupon if you wish to secure the set at this price.

Should you desire different wording to that shown on sample cover, this can be supplied at slight extra expense. Information is given at the foot of this page, and we also give a few suggestions which may enable you to prepare special dedication should you desire same.

In sending your order use the enclosed SPECIAL NEXT OF KIN COUPON and on receipt of your valued instructions, with remittance, we will ship books with the utmost dispatch.

The early returns from this SPECIAL OFFER have shown very clearly how much these sets are appreciated by those having friends and relatives at the front—single individuals having asked us to supply as many as 25 sets for distribution among their friends--and we will therefore supply you with any additional sets you may desire, on the same terms as above, or we will supply relatives and friends provided their orders are countersigned by you. In ordering extra sets use the WHITE ORDER FORM herewith, and if you desire more ORDER FORMS for the use of your relatives and friends, kindly advise us and we will send some to you.

Respectfully Yours,
DODD-SIMPSON PRESS, LIMITED.

In no way can you more fittingly honour YOUR HERO at the front than by securing one or more of these sets as a lasting record of the Great War, and the part he played in it—A record to be treasured by you AND BY COMING GENERATIONS.

SPECIAL DEDICATIONS.

The publishers will print any special dedication desired, provided it does not exceed 50 words, for an EXTRA CHARGE of 1/9

The following are given as suggestions, but of course any special wording can be supplied.

THIS VOLUME IS SPECIALLY DEDICATED TO LANCE CORPORAL JAMES WHITE of the FOURTEENTH BATTALION CANADIAN EXPEDITIONARY FORCE Who fought with the immortal Canadian Brigades at the Battle of Langemarck, 22-24 April 1915, whose gallantry brought undying fame to themselves and honour to Canada.	THIS VOLUME IS SPECIALLY DEDICATED TO THE MEMORY OF MAJOR JAMES ROBERTSON of the SECOND BATTALION CANADIAN EXPEDITIONARY FORCE Who died of wounds received while fighting for his King and Country on the battlefields of Europe, 10th February 1915.	THIS VOLUME IS SPECIALLY DEDICATED TO SERGEANT LOUIS LEFAIVRE of the TWENTY SECOND BATTALION CANADIAN EXPEDITIONARY FORCE Who enlisted as a Private 20th December 1915 and was promoted 10th May 1915, for conspicuous bravery.
THIS VOLUME IS SPECIALLY DEDICATED TO LANCE CORPORAL ROBERT BROWN of the TENTH BATTALION CANADIAN EXPEDITIONARY FORCE Who was wounded at Ypres, 10th May 1915, while fighting for his King and Country, and was invalided home.	THIS VOLUME IS SPECIALLY DEDICATED TO PRIVATE THOMAS GREEN of the THIRD BATTALION CANADIAN EXPEDITIONARY FORCE Who was mentioned in despatches for conspicuous bravery at the Battle of Langemarck, and awarded the V.C. by His Majesty King George V. 25th May 1915.	THIS VOLUME IS SPECIALLY DEDICATED TO THE MEMORY OF CAPTAIN ROBERT JOHNSTON of the THIRTEENTH BATTALION CANADIAN EXPEDITIONARY FORCE Who was killed in action on the battlefields of Europe, while fighting for his King and Country March 20th 1915.

Canada's Immortal First Contingent.

When we were preparing the first sixteen parts of **The War Pictorial** we did not realize just how valuable they would become. The fact is that, in common with most Canadians, we underestimated the possibilities of our quickly but efficiently mobilized troops. We knew that upon the Empire's battlefields they would bring honour to our Dominion; we were convinced that at all times they would bear themselves as true Britons and as brave soldiers—but, high as was our estimate of them, it was yet too low. That, overnight as it were, their valorous deeds should bring to Canada so great a meed of praise, and to themselves a lasting fame and glory that the centuries cannot dim, we did not realize.

And to-day there is not a Canadian home—still less a soldier's home—where some permanent record of **Canada's Immortal First Contingent** should not find an honoured place. Among the available records of this character we claim—with sincere conviction—that none as fittingly supply the need as the first Two Volumes of **The War Pictorial**. For the series of splendid illustrations—many of them exclusive—with which these two volumes are replete, include scores of most interesting and valuable photographs showing the brave lads of the First Contingent—

Mobilizing on Canadian Soil, including wonderful scenes at the great White City at Valcartier; Embarking for the Motherland—an exclusive and unexcelled collection of views of the great doings in the Ancient Capital; Arrival on English Soil; And subsequent activities.

In addition to these there are many unique war pictures of naval and military subjects—selected with great care from the finest collections of the leading pictorial agencies. The two volumes (containing nearly 400 pages of intensely interesting matter—pictorial and otherwise)—printed on fine coated paper—contain in all over 480 illustrations, including 16 double-page and 104 full page illustrations. Other features include 17 of the finest war poems inspired or made popular by the present conflict, timely special articles, and a complete daily history of the war covering the important and keenly interesting opening phases—a record of no small interest and value for present and future reference.

Don't take our word for it alone—Listen to what our subscribers say of **The War Pictorial**. Here are a few typical comments:—

"I am delighted with **THE WAR PICTORIAL**. I had no idea such a publication could be produced in Canada. It is a credit to any publishing house," is the unsolicited testimony of a prominent manufacturer.

"The more I see of it the better I like it. There is nothing on the market to touch it." This from Toronto.

"Your **WAR PICTORIAL** is precisely what I wanted. I must compliment the Dodd-Simpson Press on its fine work from a mechanical standpoint, and your editor for the admirably clear and concise story," is the comment of a leading clergyman.

"Your **WAR PICTORIAL** is a success," is the summing up—terse but significant—of the Principal of a college.

"Hurry along your next volumes. I am deeply interested in **THE WAR PICTORIAL**," is the feeling expressed by a Montreal reader, and echoed by many others.

All of which—and many more such—go to prove what we have already said—**The War Pictorial** is a success. It has won merited recognition at the hands of the Canadian public, and in many homes throughout the Dominion, for years to come, its volumes—filled with hundreds of exceptional illustrations and interesting and informing matter—will be valued possessions.

Note.—A Third Volume is now in course of preparation. In addition to other features it will contain a special series of drawings by the well-known young Canadian Artist, Mr. Louis Keene—formerly on the Staff of the publishers and now on active service—who went over with **Canada's Great Armada** and crystallized his impressions in a series of clever sketches. **To those who order the First Two Volumes now**, opportunity will be given to secure this and any successive volumes that may be issued from time to time, on equally favourable terms. All volumes will be uniform in style binding, and with dedication.

SOME OF THOSE WHO HAVE ADDED "THE WAR PICTORIAL" TO THEIR LIBRARIES.

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Sir William Van Horne
Sir Frederick Williams-Taylor
Lt. Col. John W. Carson
Lt. Col. Gascoigne
Lt. Col. (Dr.) H. S. Birkett
Col. Macpherson
Major Stewart Howard
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No. 8099

Date Aug. 26 1915

NOTE PARTICULARLY

Should you desire more than one set you will use the WHITE ORDER FORM sent herewith, remitting 15/9 for each additional set ordered. Kindly state also very clearly names and addresses to which additional sets are to be sent, and be careful to say how many sets are to be sent to each address.

Please read carefully the instructions on the other side of this Coupon.

THIS COUPON entitles
Mrs. A. A. Ferris,
94 Sherwood Ave., Toronto, Ont.

being "Next of Kin" to

Sergeant Cecil Bruce Ferris.

of the

Divisional Engineers.

CANADIAN EXPEDITIONARY FORCE,
to ONE SET of the first 16 parts of "THE WAR PICTORIAL," bound in TWO VOLUMES in FULL KHAKI CLOTH as per special offer, if forwarded with remittance for 15/9, within 30 days of the date which appears on this coupon, to—

DODD-SIMPSON PRESS, LIMITED
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1510-1522 Notre Dame St. West
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INSTRUCTIONS

1.—If sending photograph for frontispiece of first volume, please note that this must **not be mounted** and that it must not exceed $5\frac{1}{2} \times 8\frac{1}{2}$ in. nor be less than $2\frac{3}{4} \times 4$ in. in size.

2.—If the name and address to which you wish volumes sent are correctly shown on the reverse of this coupon, and the name and battalion to be inscribed on the dedicatory cover are also correct,—

Simply attach money order for 15/9, made payable to “DODD-SIMPSON PRESS, LIMITED, Montreal, Canada,” and forward it with this coupon.

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Volumes can be supplied with specially worded dedication if desired, same not to exceed 50 words, for an extra charge of 1/9.

If you desire special wording write it below, and add 1/9 to your remittance.

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FIRST CONTINGENT

CANADIAN EXPEDITIONARY FORCE

Mrs. A. A. Ferris,
94 Sherwood Ave.,
Toronto, Ont.



DODD-SIMPSON PRESS, Limited

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