

A large number of parcels have already been sent through the **Citizens of Canada Cigarette and Tobacco Fund** to our brave men in the fighting line, but our work is only beginning.

A lot more money is wanted.

Tobacco ends in smoke, and it is a long, long way from the battlefield to a shop where they sell the welcome weed.

Our aim is to send a parcel of cigarettes and tobacco every week to every soldier at the front.

We want to emphasise the importance of sustained effort and regular contributions. The supply of cigarettes and tobacco must be maintained.

We appeal to you with full confidence to help us keep the ball rolling.

Our soldiers are giving their lives ; you are asked to give them something to smoke. It isn't much to you, but it is a great deal to "Tommy Atkins." This sending out of something to smoke is a solemn duty. The empty pipe is bad enough anywhere, as every smoker knows, but at the Front it is a tragedy.

Our soldiers are inveterate smokers. They love their weed as they love their country.



It cheers us up to know that our friends in Canada are thinking of us out here in the trenches.

The destination of your parcels is left entirely to yourself.

They can be sent to any Regiment at the Front, or to any Battleship.

If you leave it to us, we will send your gifts to a Regiment that has not had parcels sent to it that particular week.

Put your name down for as many quarters as you can.