

# Every 25 Cts. parcel will gladden the heart of a HERO

He will remember you because your name and address is written on the postcard we enclose in every 25 cts. parcel you subscribe for.



**This is what  
25 Cts. sends**

**50 Cigarettes,  
4 ozs. Tobacco,  
Packet of Matches.**

*To a Soldier or Sailor at the  
front (not in Great Britain).*

A postcard addressed to you is enclosed in every 25 cts. parcel you subscribe for, and this enables the happy soldier who receives your gift to write and thank you personally when he can do so.

These Postcards are a most pleasing feature of our Tobacco Fund. They bring those who give into direct touch with those who receive in a personal way, never before attempted in a distribution of Gifts from a General Fund.

Thousands of postcards and letters of grateful thanks from the trenches are being received every day by those who have already contributed to the Citizens of Canada Cigarette and Tobacco Fund.