

The Citizens of Canada

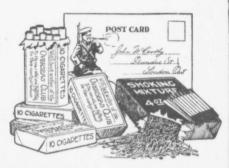
Cigarette & Tobacco Fund

Collected by the Overseas Club

For our gallant Soldiers and Sailors in the fighting line

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.

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.



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.

	Name.	Street.		Town.	\$ cts.
1			1	Forward	
2			2		
3			3		
4			4		
5			5		
6			6		
******			7		
7			8	•••••••••••••	
8			9	••••••••••••	
9		• • • • • • • • • • • • • • • • • • • •	10	······	
10			11		
11			12		
12					
13					
14					
15					
16			16		
17					
18			18		
19			19		
20			20		
21			21	··········	
22		,	22		
23		1	23		
24			. 24		
25			25		 **
26			26		
				••••••	

Contributors to THE CITIZENS OF CANADA Tobacco Fund.

For Soldiers and Sailors at the Front (not in Great Britain).

	Name.	Street.		Town.	\$ cts.
1			1	Forward	
2			2		
3			3	•••••••	
4			4		
	***************************************	***************************************	5	•••••••	
5		······	6		
******			7		
7			*******		
8			8	· · · · · · · · · · · · · · · · · · ·	
9			9	·····	
10			10		
11			11		
12	***************************************		12		
13			13		
14			14		
15			15		
16			16		
17		***************************************	17		
18			18		
19	***************************************	***************************************	19		
******			20		
20					
21			21	•••••	
22		······································	22		
23			23	••••••	
24			24		 ******
25			25		
26			26	••••	

Contributors to THE CITIZENS OF CANADA Tobacco Fund.

For Soldiers and Sailors at the Front (not in Great Britain).

cts.	8	Town.		Street	Name.	
		Forward	1			1
			2			2
	***********	•••••	3			3
			4			4
			5			5
			6			6
			7			7
			8			8
			9			9
			10			0
			11			1
			12			2
		***************************************			***************************************	3
		***************************************				- 1
			14			4
			15	······································		5
			16			6
			17			7
			18			8
			19			9
-			20			0
			21			1
* ****						2
			22			- 1
			23			3
			24	······································		4
			25			5
			26			6

What we have done.

The value of the Citizens of Canada Fund is vividly reflected in the fact that the 50 cigarettes and 4 oz. of tobacco, if bought in the usual way, would cost you at least \$1, or four times the quarter now asked. The reason for the low price is that the cigarettes and tobacco are free of duty. It comes from the bonded warehouses of Messrs. Martins, Limited, Piccadilly, London, who have undertaken the whole of the work, including the addressing of the postcards which are enclosed in every parcel.

The operations are carried out in bond under the supervision of H.M. Customs.

The French Government have waived the duty. The Military Authorities are delivering the gift-parcels in bulk free to the front.

Therefore, for every 25 cts. subscribed, we are able to send what would cost \$1.00 in the ordinary way, and \$1.50 if the parcel was sent separately by parcels post.

It is a fine work that we are engaged on, and our success in the last few weeks must spur us on to further efforts. "Tommy Atkins" must be assured of his smoke as long as we are assured of his bravery, a quality which will endure as long as there is a feather left in the wing of the "Prussian Eagle."

Our soldiers appreciate this practical way of showing how we all admire their bravery.

Every parcel is welcome proof that someone here at home is thinking of him day by day and week by week.



"Thank You!"



Joy in the Trenches

What Cigarettes mean to our Men at the Front

A soldier who has been sent home from the Front wounded, describing his experience, states that he saw many remarkable sights, but nothing more wonderful than the scene in the trenches upon the arrival of the cases of cigarettes and tobacco.

"No words can describe the men's delight and gratitude," he says. "If only the subscribers could have been there they would have been well repaid for their contributions,"

Our Soldiers are giving their lives; you are asked to give them something to smoke.

Official Collecting	ng Book, No	
Please	return this book	to:
The Overseas Club 402 King's Hall,		
Name of Collector		
Address		
For the benefit of		(if possible)
	Regiment or	Battleship.
If no Regiment is n to a Regiment tha		