



• ARF A 'MO' KAISER! •

# The Citizens of Canada Cigarette & Tobacco Fund

Collected by the Overseas Club

For our gallant  
Soldiers and Sailors  
in the fighting line



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.

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	<i>Forward</i>	
2				2		
3				3		
4				4		
5				5		
6				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		
					<i>Forward</i>	

Contributors to THE CITIZENS OF CANADA Tobacco Fund.

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

1	Name.	Street.		Town.	\$	cts.
				Forward		
2				2		
3				3		
4				4		
5				5		
6				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		

Forward

Please read pages 8 to 10.

Contributors to THE CITIZENS OF CANADA Tobacco Fund.

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

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

Forward

Please read pages 8 to 10.

## 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 post-cards 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 Book, No. \_\_\_\_\_

Please return this book to :

**The Overseas Club Amalgamated Tobacco Funds,  
402 King's Hall, 591 St. Catherine St. W.,  
MONTREAL.**

Name of Collector \_\_\_\_\_

Address \_\_\_\_\_

For the benefit of \_\_\_\_\_ (if possible)  
Regiment or Battleship.

If no Regiment is named, the parcels will be sent to a Regiment that has not had a shipment of parcels that particular week.