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Will you help these brave wounded men? [1914-1918]

London: The Over-Seas Club, [1914-1918]

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Will you help these brave wounded men?



Reproduced by courtesy of the War Office Cinematograph Committee.

This picture was taken at the Minden Post Dressing Station, close up to the Fighting Lines.

IN THE VICTORY PUSH.

Little do we at Home know of all that our brave soldiers are enduring in this great struggle for life and liberty, and the heartrending scenes at the dressing stations on our various fronts beggar description. Here there is urgent need for a continuous supply of cigarettes for our wounded heroes, and we at Home must never fail in our duty to send them.



**If we all could
only understand**

the real state of affairs
out there at the Front

**we would all have
cause to be ashamed**

that we are not doing more
to help these brave men.

The Tobacco Fund is administered by
OVER-SEAS CLUB
(Empire Unity).
Aldwych, LONDON, W.C. 2 (Eng.)

THE QUESTION IS—

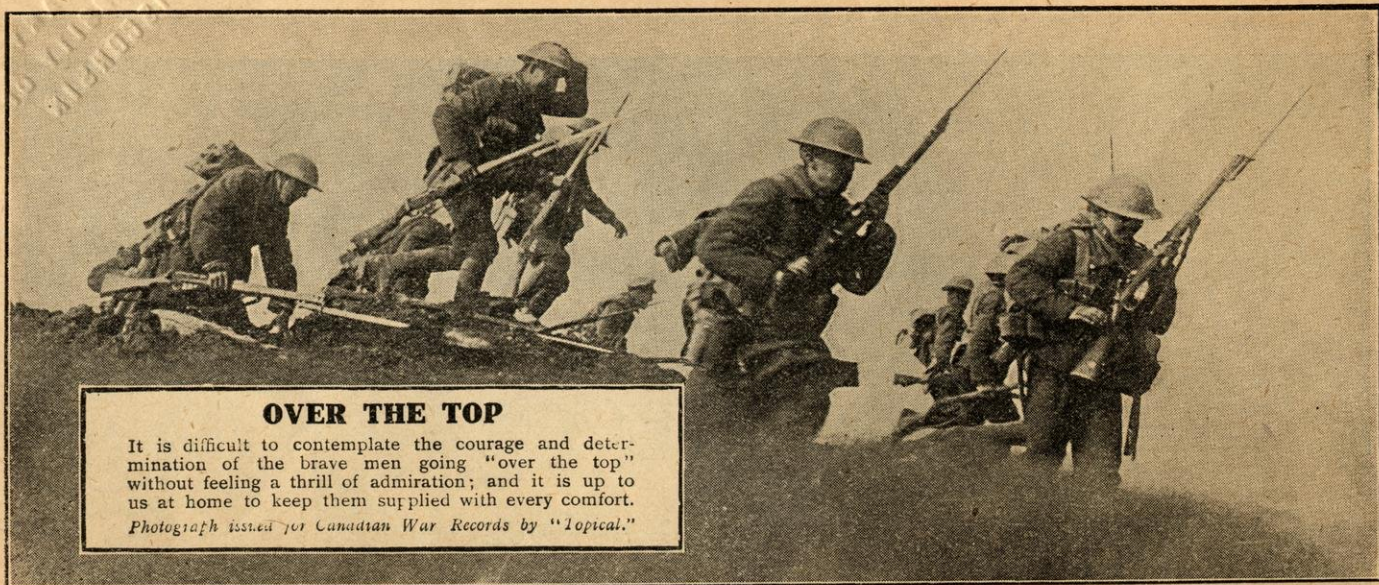
What more can we do to cheer them
up and show our earnest sympathy?

AND THE ANSWER IS—

Send the men plenty of cigarettes and
tobacco—through the OVER-SEAS
Tobacco Fund—they want smokes
every hour of every day.

VICTORY GIFTS of Cigarettes & Tobacco

This may be your last chance to cheer the brave men at the front



OVER THE TOP

It is difficult to contemplate the courage and determination of the brave men going "over the top" without feeling a thrill of admiration; and it is up to us at home to keep them supplied with every comfort.

Photograph issued for Canadian War Records by "Topical."

This is probably *the last chance* you will have of sending something to smoke to our brave men who are fighting at the front.

We hope this will be our final appeal, so we want it to meet with a hearty and immediate response.

Tobacco has cheered, soothed and comforted our gallant defenders over and over again in the dark days of adversity.

Tobacco must now cheer them again and again on to VICTORY—to a lasting peace that will free Europe and the rest of the world from militarism for ever.

At the beginning of the war we said that our aim was to keep the men at the front supplied with tobacco and cigarettes right on until the end of the war—until the last shot has been fired.

The urgent personal needs of our enormous army have been cared for by many organizations, by loving women and earnest men.

The Over-Seas Club, by means of its Tobacco and Comforts Fund, has raised over £220,000 (more than a million dollars) and supplied upwards of four million parcels of tobacco and cigarettes to our brave soldiers.

This looks a big lot, and it is true that this Tobacco Fund has done more than any other, yet these enormous figures are very small when compared with the daily need of the men at the front.

There are nearly a million men from Overseas alone, to say nothing of the other mighty host. *And these men want smokes all the time*—every hour of the day.

This year must be the year of Victory. But the road is hard. And we must make it as easy as we can.

We must have Victory Gifts; gifts worthy of the Empire sons; gifts for those who have crossed the seas in the hour of the Motherland's need; gifts for the boys at the front; the dear fellows in the hospitals; the

Prisoners of War in Germany, and for Jack facing storm and stress on the great high seas.

And the greatest of all gifts is—"something to smoke," that is what our men appreciate most.

For the comfort of our heroes in these hardest of all days we ask your prompt and generous help. The fighting will be more bitter, the struggle more intense, the nerve tension infinitely greater. All this can be relieved by the comforting cigarette, the soothing pipe.

Won't you at once start this list with your own gift, and hand it round among your friends?

Every 1/- (25 cents) you give for cigarettes and tobacco will make one soldier happy for a week.

In every 1/- (25 cents) parcel we send to the men at the front we enclose a postcard addressed to the giver.

Every 1/- (25 cents) sends four times as much as you could buy and send yourself for the same money.

Smoke Taste.

As far as possible we endeavour to send the kind of smokes most favoured by the men; for example—To Canadians we send Canadian manufactured cigarettes and tobacco; to Australians we send Australian manufactured cigarettes and tobacco, when supplies permit.



"It would do you good to see the cheery effects of your gifts of smokes."

"To be without a smoke at the front is worse than a tragedy."

Every 1/- (25 cents) you give will make one soldier happy for a week

our brave men by sending a few 1/- (25 cents) parcels of Cigarettes and Tobacco to the men in the fighting line?

Tear out this page and send with draft, cheque or postal order to the Over-Seas Club, Aldwych, London, W.C. 2, England.

The Over-Seas Club Tobacco Fund is
Approved by the British War Office
 and licensed under the War Charities Act.

**"To be without
a smoke out
here is worse
than a tragedy."**

our brave men by sending a few 1/- (25 cents) parcels of Cigarettes and Tobacco to the men in the fighting line?

To JOHN EVELYN WRENCH, *Hon. Sec. and Organizer,*
"The Over-Seas Club,"
 GENERAL BUILDINGS, ALDWYCH, LONDON, W.C. 2, ENGLAND.

Date

Make Cheques, Drafts, and Postal Orders payable to the "Over-Seas Club," and cross "Coutts & Co." Money from each Over-Seas Dominion is expended on the soldiers from that Dominion, as far as practicable, unless a desire to have it used otherwise is expressed.

If more space is required for the names and addresses, please write them on another sheet of paper and attach to this list.

SIR EDWARD WARD,

The Director-General of Voluntary Organisations asks help from all the friends of the Over-Seas Club. Will you please lend a hand again to the work.

Three letters have been sent to the Over-Seas Club Tobacco Fund by Sir Edward Ward, Director-General of Voluntary Organisations, the one man in the British Empire who has complete control of gifts going to the front.

In the first he said:—

"The Over-Seas Club (Tobacco Fund) is entitled to all the privileges of Official War Office Recognition, and may make full use of the words 'Approved by the War Office' in connection with its work."

In the second he said:—

"May I thank you again for the great work which the Over-Seas Club is carrying out, and which is conferring such well-appreciated benefits on our troops."

And in the third he said:—

"I want to appeal to you to continue, and, *if possible, extend*, this branch of your work, by providing even greater quantities of tobacco and cigarettes for general distribution to the troops . . . No luxury is more appreciated by our soldiers than gifts of this nature."

The above three paragraphs from the letters of the Director-General of Voluntary Organisations are suggestive enough when taken separately, but when taken together they form an appeal of the most direct and urgent nature.

"Send more Tobacco"



A cigarette is the soldier's greatest joy.
Every 1/- (25 cents) you give will make one soldier happy for a whole week. He gets a week's supply of smokes. How many brave men will you make happy?

What the Officers say.

LIEUT. A. M. CAMPION, Rly. Coy., R.E., B. E. F.—"Your Tobacco and cigarettes were issued last night, and if you could have seen the grin of delight when the packages were opened, you would have been delighted. To be without a smoke out here is worse than a tragedy."

LIEUT. W. C. MEEK, R.N.R., H.M. Submarine E II.—". . . The parcels of tobacco, which you send periodically, always seem to arrive at a well-timed moment when our whereabouts prevent decent 'smokes' being readily obtained. The cold, stormy weather we are now having makes presents of tobacco ever so acceptable."

2/LT. J. EDWARDS, — Battery, N.Z. F.A.—". . . You can't imagine how grateful the boys are to your organisation. The Over-Seas Club will never be forgotten out this way."

LIEUT. N. O'BRIEN, — Infantry Brigade, A.I.F.—". . . I am sure it is an eye-opener to the World, the way in which you people at home have looked after the lads who are "doing their bit."

LIEUT. L. D. NULVEN, O/C — Australian L. T. M. B.—". . . Being a newly-formed unit we do not receive many comforts. The contents of your parcel were distributed at a most opportune time—after a strenuous fourteen days in the trenches."

What the Men say.

SGT. G. S. BROWN, No. 3 Co., 4th Batt., C. E. F.—"Many thanks for smokes received yesterday. Was just gasping for a smoke when your package arrived. You are awfully good to us boys. Again many, many thanks."

CORPL. S. H. PRINCE, C. Co., 4th Batt. 1st Can. E. F.—"I was the lucky individual that secured your packet, and I thank you very much for your kindness. Tobacco is not always easily obtained here, which makes the donations from the Over-Seas Tobacco Club doubly welcome."

PTE. MORLEY GURNEY, C. E. F.—"It was rather a coincidence that I should get a package of tobacco which you had subscribed for. I, also, am a citizen of Toronto, 333, Markham St., and have often been in your store. The sight of the card certainly revived some old memories of dear old College St. Please accept my sincere thanks for the smokes."

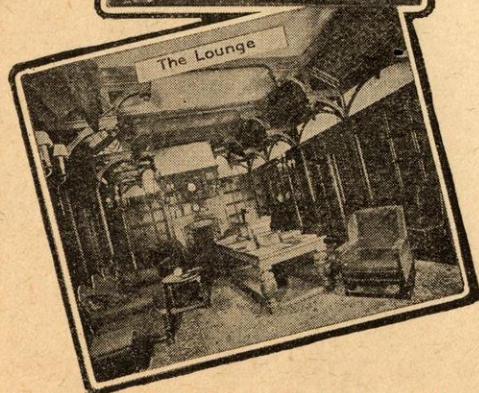
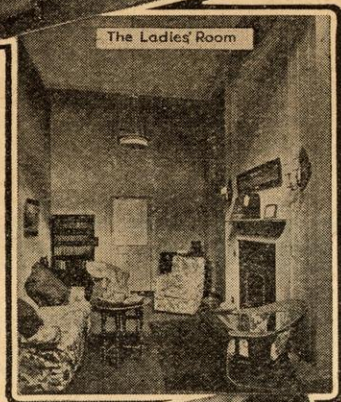
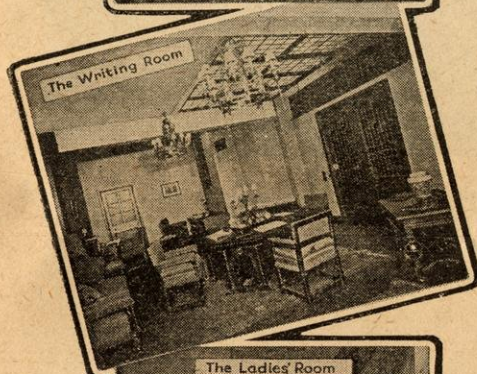
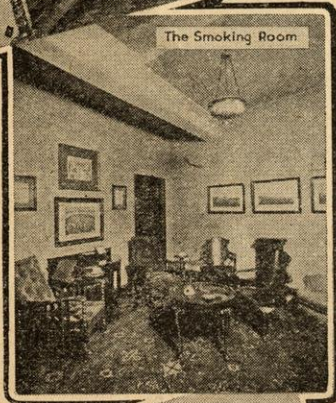
PTE. WM. FISKE, 50th O. B., C. E. F.—"Many thanks for the cigarettes so kindly presented by the Club for the Over-Seas Troops on Xmas day. Besides fighting shoulder to shoulder with the men of the old country, the magnificent hospitality extended to Over-Seas troops will undoubtedly go a long way in making any sacrifices worth while."

(Thousands of letters similar to the above may be seen at the headquarters of the Over-Seas Club at any time.)

Let this—possibly our last appeal—meet with a hearty and immediate response.

Tear out this form and send to the Hon. Organizer.

A peep into the Headquarters of the OVER-SEAS CLUB.



The Over-Seas Club, which since the beginning of the war has raised over £220,000 for smokes for our soldiers and sailors at the front, extends a cordial invitation to members of the Overseas contingents passing through London. The above illustrations of some of the rooms give an idea of the commodious accommodation offered at the premises of the Over-Seas Club at General Buildings, Aldwych, W.C.

OVER-SEAS CLUB TOBACCO FUND.

Statement of Receipts and Expenditure for the Year ending 30th September, 1916.

Receipts.

Balance at 1st October, 1915—
At Bank
" Club
Subscriptions Over-Seas Tobacco Fund
Subscriptions from Schools (less cost of Lithographed Certificates presented to the school children)

£ s. d.
102,642 10 11
225 8 9
7,089 13 2
£100,957 12 10

Expenditure.

Amount paid for Cigarettes, Tobacco and Comforts supplied to His Majesty's Forces
Amount returned to Subscribers
Balance—
At Bank
" Club

£ s. d.
6,777 17 2
311 16 0
7,089 13 2

Analysis of Subscriptions to Over-Seas Club Tobacco Fund for the year ending 30th Sept., 1916.

	Approximate Amount Collected.	Total Number of Subscribers.
Canada	£18,828	36,718
U.S.A.	6,333	26,037
U.S.A. (Belgian)	7,725	76,527
Australia & New Zealand	26,046	73,368
Europe	1,376	7,359
Africa	7,921	34,375
Asia	7,931	13,420
S. America	5,445	8,767
Central America	540	5,038
	£82,345	281,809
Children's Collections during the year	£18,302	Total number of schools, 33,769
TOTALS	£100,647	315,578

Table showing the approximate quantities of Cigarettes, Tobacco, Cigars, &c., despatched to His Majesty's Forces through the Fund during the two years ending 30th Sept., 1916.

	Cigarettes.	Packet Tobacco.	Cigars.	Pipes and Pouches.
British Expeditionary Forces (including Prisoners of War)	70,500,000	1,320,000	150,000	100,000
Anzac Army	36,000,000	700,000		
Canadian Expeditionary Forces	33,000,000	700,000		
Belgian Army	5,000,000	100,000	280,000	
South African Contingent	3,500,000	80,000		
	148,000,000	2,900,000	430,000	100,000

NOTE.—The Total amount collected through the Fund for the two years ending 30 Sept., 1916, is £160,653 3s. 9d.

We have examined the above Statement with the Books, Vouchers and Records of despatch and receipt of supplies and find the same to be correct. The Expenses of administration are not being charged to the Tobacco Fund.

31 and 32,
Broad Street Avenue,
London, E.C.
1st March, 1917.
Clayton Bennett Sons & Co.

Chartered Accountants.



September 15th, 1916, was a day of fine achievement by the Canadians on the Somme. They took part in the storming of Courcelette and Martinpuich, and fought a fierce battle round the sugar refinery, where the new "Tanks" gave help in silencing the enemy machine guns. Men lobbed bombs at one another at a range of only a few feet, taking cover from cylinders and other parts of the refinery which had become detached from the main building. Many Germans were killed by the Bayonet.

**Will you help to cheer the
men on to victory?** They are making their
biggest effort now.

**Every shilling (25 cents) you send
makes one soldier happy for a week
—he gets a week's supply of smokes.
How many men will you make happy?**