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

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Belgian Soldiers' Tobacco Fund

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KING ALBERT OF BELGIUM

Contributed by the

American People

Administered by the



OVER-SEAS CLUB

Belgian Soldiers' Tobacco Fund

Organized and Administered by the Over-Seas
Club at the Request of Belgians in London

To Provide a Weekly Supply of Tobacco and
Cigarettes for Each Belgian Soldier at the Front

BELGIAN COMMITTEE:

Patron

KING ALBERT OF BELGIUM

Vice-Patrons

H. R. H. The Duchesse de Vendome
His Eminence Cardinal Mercier, *Primate of Belgium*
His Excellency the Baron de Brocqueville, *Minister of War*
His Excellency M. Hymans, *Belgian Minister in London*
His Grace Monseigneur Dewaechter

Committee

Comtesse Hadelin d'Oultremont
Baronne J. Osy de Zegwaert
Baronne R. de Selys-Longchamps
Mme. Eden Carton de Wiart
Mme. O. de Kerchove d'Ouselghem
Comte Alex. van der Stegen de Schriek

Hon. Organizer

Evelyn Wrench, Esq.

AMERICAN ORGANIZATION

President

HON. JOSEPH H. CHOATE

Vice-Presidents

His Excellency E. Havenith, *Belgian Minister in Washington*
Hon. James M. Beck, LL.D., *Former U. S. Asst. Attorney-General*
Hon. Emmet D. Boyle, *Governor of Nevada*
Hon. Woodbridge N. Ferris, *Governor of Michigan*
Hon. James Withycombe, *Governor of Oregon*
S. R. Bertron, *Bertron, Griscom & Co., New York*
Charles W. Bowring, *Bowring & Co. of New York*
Delos W. Cooke, *Vice-President, Erie R.R.*
E. F. Darrell, *President, British Schools and Universities Club*
Rev. Charles A. Eaton, D.D., *of New York*
Paul Hagemans, *Consul-General of Belgium, Philadelphia.*
Robt. H. Ingersoll, *Robt. H. Ingersoll & Bro.*
Will Irwin, *Publicist*
Rev. J. H. Jowett, D.D., *of New York*
Pierre Mali, *Belgian Consul, New York*
George McNeir, *Vice-President, W. & J. Sloane*
Howard Graves Meredith, *British Vice-Consul, Detroit*
Albert Moolaert, *Consul-General of Belgium, Chicago*
Rev. A. A. Notebaert, *of Rochester*
Paul Pflieger, *of Ghent and New York*
Theodore H. Price, *Editor of Commerce and Finance*
George Haven Putnam, Litt. D., *G. P. Putnam's Sons*
Charles H. Sabin, *President, Guaranty Trust Co. of New York*
T. Ashley Sparks, *Chairman of the Patriotic League of Britons Overseas*
Rev. J. F. Stillemans, *Belgian Bureau*
L. B. Stoddart, *Vice-President, Bowring & Co. of New York*
Felix J. Streyckmans, *of Chicago, President Belgian-American National Alliance*
Dr. Cyrille Vermeren, *Belgian Consul, Chicago*
L. de Waele, *Belgian Consul, New Orleans*
George T. Wilson, *Vice-President, Equitable Life Assurance Society*

Patronesses

Mrs. L. H. Baekeland, *Yonkers-on-Hudson*
Mrs. W. A. Clark, *New York*
Mrs. Henry Clews, *New York*
Mrs. Lewis Cass Ledyard, *New York*
Mrs. Seth Low, *New York*
Mrs. Maurice La Montagne, *New York*
Mrs. Douglas Robinson, *New York*
Mrs. Herbert L. Satterlee, *New York*
Mrs. J. Allen Swanson, *New Orleans*

Depositaries

J. P. MORGAN & CO., 23 Wall St., New York

Hon. Auditors

BARROW, WADE, GUTHRIE & CO., 25 Broad St., New York

Organizing Secretaries

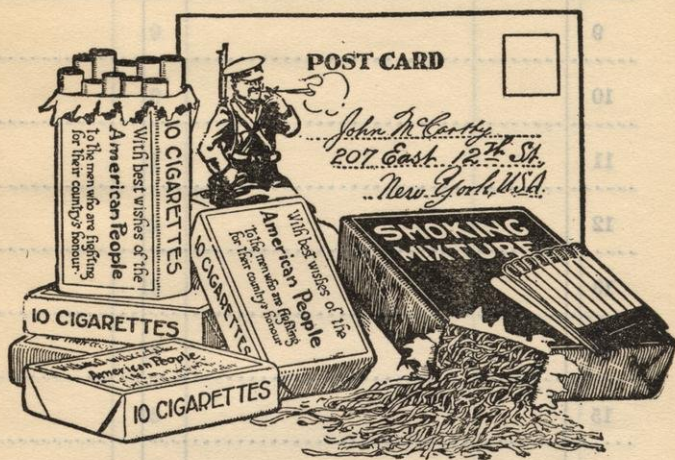
FRANCIS R. JONES } Flatiron Building, New York
E. M. BARROW } Phone: Gramercy 4229

Belgian Soldiers Make Urgent Appeals for Tobacco

There are nearly 200,000 Belgian Soldiers defending the last few miles of their country. They want tobacco, and want it badly.

Unprovided for by their Government and unable to receive tobacco from family and friends, these heroes (always great smokers) have asked repeatedly and appealingly for "smokes."

Every 25-cent Parcel looks like this and contains:



50 Cigarettes and a large package of Smoking Tobacco, specially manufactured in America to our order to suit the Belgian taste, and a box of matches.

A post card bearing your name and address is also enclosed in each 25-cent parcel for which you subscribe, so that you will probably receive thanks direct from the trenches on a post card with the Army Post Office Stamp and Censor's Mark.

By packing in bond, and through special concessions, we supply twice as much as you could buy and send yourself.

Give a Dollar and Make Four Belgian Soldiers Happy

ALL THE MONEY GOES FOR SMOKES

THE OVER-SEAS CLUB PAYS ALL EXPENSES

BELGIAN SOLDIERS' TOBACCO

To provide Cigarettes and Tobacco

FUND Contributed in the United States

for the Belgian Soldiers at the Front.

	Name.	Street.		Town.	\$	cts.
1			1	<i>Forward</i>		1
2			2			2
3			3			3
4			4			4
5			5			5
6			6			6
7			7			7
8			8			8
9			9			9
10			10			10
11			11			11
12			12			12
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16			16			16
17			17			17
18			18			18
19			19			19
20			20			20
21			21			21
22			22			22
23			23			23
24			24			24
25			25			25
26			26			26
					<i>Forward</i>	

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	Name.	Street.	Town.	\$	Cts.
1			Forward		
2					
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4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
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22					
23					
24					
25					
26					
			Forward		

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23			23			
24			24			
25			25			
26			26			

King Albert has welcomed the establishment of this Fund to provide comfort for his soldiers. Below is a facsimile of his letter:



Madame

Je reçois de recevoir la lettre dans laquelle vous me demandez de donner mon patronage à l'œuvre si louable de l'Over-Sea Club qui recueille aux Etats Unis des fonds destinés à fournir du tabac aux soldats belges

C'est avec bien volontiers que j'accepte de voir mon nom associé à celui de ceux qui se dévouent ainsi pour le bien et le réconfort de nos braves combattants

Veuillez croire Madame, à mes sentiments dévoués

Albert

La Panne, le 25 août 1915

Translation of above letter to the Comtesse d'Oultremont:

Madam,

I have just received your letter in which you ask me to give my patronage to the very praiseworthy work of the Over-Seas Club, which is going to the United States to raise funds to furnish tobacco to the Belgian soldiers.

It is with pleasure that I consent to see my name associated with those who are thus devoting themselves for the welfare and comfort of our brave soldiers.

Please believe, Madam, in my devoted sentiments,

(signed) Albert.

La Panne, Aug. 25, 1915.

Cardinal Mercier, Primate of Belgium, sends the following beautiful letter of thanks to the American people:

ARCHEVÊCHE DE MALINES

Malines, Oct 26. 15

my dear friends

Dear gentlemen,

And we have, once more that generosity appears as a charming

If Belgium could bear comparison with courage the terrible trial which Divine Providence sends us, it has been because of the brotherly help of the generous American people.

present to our valiant soldiers who struggle for the defence of our rights and our liberty

With an exquisite delicacy, the whole American nation comes to us, looking and of all our needs, organizing

The remembrance of so many good deeds will remain for ever printed in the memory of our people; and we all look with eagerness to the day when we

shall be able to give to England and the States our deep gratitude.

Once more, dear gentlemen, I give you the assurance of our feelings of affection and deep thankfulness.

J. B. J. Cardinal Mercier, Archbishop of Malines.
- He had come to Belgium, then on to London

Facsimiles of the above letters (actual size) will be sent to collectors for distribution on application to

BELGIAN SOLDIERS' TOBACCO FUND
FLATIRON BUILDING, NEW YORK

BELGIAN SOLDIERS' TOBACCO FUND

ADMINISTERED BY THE

OVER-SEAS CLUB

Facts and Details as to the Working of the Fund

THE DEMAND

There are nearly 200,000 Belgian Soldiers still holding on to the last few miles of Belgian Territory. Tobacco is an essential to these men with but few exceptions. They are an army without a country to supply their needs. Their compatriots are either destitute and sheltering in England and Holland, or under German domination in Belgium. The Belgian Soldiers have no money of their own and, asked recently whether they preferred to have improved food or tobacco, said: "Give us worse food if you like, but let us have Tobacco." That heroic Monarch, King Albert, and his Minister of War have requested the Over-Seas Club to undertake this work, because they know of the successful manner in which the Club has been caring for the smoking needs of the British forces.

THE SUPPLY

To fill the demand nearly 200,000 packages of Tobacco of a special kind are required each week. Each package costs 25 cents.

ALL THE MONEY FOR TOBACCO

Every cent contributed is expended in the actual purchase of Tobacco and Cigarettes to be sent to the Belgian soldiers.

NO EXPENSES

The whole of the organization expenses are borne by the Over-Seas Club.

NO DUTY

The Tobacco is manufactured in bond and the British, French and Belgian Governments have agreed that no customs duties shall be charged.

NO FREIGHT CHARGES

The British and Belgian Authorities have undertaken to convey the Tobacco to the men on the firing line free of any charge.

MAXIMUM VALUE

These concessions, together with special terms arranged with the manufacturers, make it possible to supply for 25 cents more than twice as much Tobacco as a private individual could purchase at a retail store and send to the front for the same amount.

CONTENTS OF PACKAGE

Each contribution of 25 cents will supply a package containing 50 good quality Cigarettes, a large packet of good quality Tobacco, a box of matches and a reply post card. The Tobacco and Cigarettes will be of American manufacture, made specially to our order to suit the Belgian taste. Sample packages can be seen at the Office of the Fund.

REPLY POST CARD

The object of the post card is to enable the recipient to acknowledge the gift. The subscriber's name and address are written on the post card and the soldier at the front has merely to write his thanks on the back. These post cards will probably bring the sender into personal touch with the receiver and a collection of them will make most interesting War Souvenirs.

WHERE TO SEND THE MONEY

Money received should be forwarded at least twice a month, together with a list of contributors with names and addresses written legibly in order that the post cards may be correctly addressed, to the Depositaries, Messrs. J. P. Morgan & Co., New York. Drafts, checks and money orders should be made payable to the Belgian Soldiers' Tobacco Fund.

FURTHER INFORMATION

Any further information regarding the Fund will be gladly given on application to

FRANCIS R. JONES

Organizing Secretary

BELGIAN SOLDIERS' TOBACCO FUND

Flatiron Building

Phone: Gramercy 4229

NEW YORK

A Dollar Sends Four Parcels
Five Dollars Sends Twenty Parcels

*How Many Belgian Soldiers
Will YOU Make Happy?*

SOME POST CARDS FROM THE FRONT

"Your parcel came as a Godsend to us, for life in the trenches is very monotonous without a smoke."

"I've smoked rolled leaves because there was nothing else."

"What we want more than anything else is Cigarettes and Tobacco."

"A smoke eases your mind: You forget about things."

"No words can describe the men's delight and gratitude when your case arrived."

Official Collecting Book No. 24169

Please take or send this book with the amount collected, as soon as possible, to Messrs. J. P. Morgan & Co., 23 Wall St., New York. Make checks, etc., payable to Belgian Soldiers' Tobacco Fund.

Don't delay until the book is full. Pay in your collections once every month, or oftener if possible. Fresh collecting books and large collecting cards for hanging in public places can be had on application to Francis R. Jones, Belgian Soldiers' Tobacco Fund, Flatiron Building, New York.

Name of Collector _____

Address _____

Belgian Soldiers' Tobacco Fund

Administered by the



OVER-SEAS CLUB

General Buildings,
Aldwych, London, Eng.

PATRON: KING ALBERT OF BELGIUM

Vice-Patrons:

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His Eminence Cardinal Mercier
Primate of Belgium.
His Excellency the Baron de Broc-
queville, *Minister of War.*
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Mme. Eden Carton de Wiart.
Mme. O. de Kerchove d'Ouseghem.
Comte Alex. van der Stegen de
Schrieck.

Object of the Fund

This fund has been organized at the request of the Belgian Committee whose names are given above to provide the great comfort and solace of tobacco and cigarettes for Belgian soldiers and wounded. The fund is administered by the London Headquarters of the Over-Seas Club, of which H. M. King George V. is Patron.

The Over-Seas Club has been so remarkably successful with its own Tobacco Fund for British Soldiers that the Belgian Committee felt it could not do better than request its help and place the administration of this present Fund in its hands.

Depositaries

J. P. Morgan & Co., 23 Wall Street,
New York.
Drexel & Co., *Philadelphia.*
Central Trust Company of Illinois,
Chicago.
First & Old Detroit National Bank,
Detroit.
Bartlett Bros. & Co., *Boston.*
Bank of Buffalo, *Buffalo.*
Forest City Savings & Trust Co.
Cleveland.

Drafts, checks, etc., should be made payable to the Belgian Soldiers' Tobacco Fund and forwarded to either of the above.

AMERICAN ORGANIZATION

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HON. JOSEPH H. CHOATE

Vice-Presidents:

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ington.
Hon. James M. Beck, LL.D. *Former U. S. Asst. Attorney-*
General.
Hon. Emmet D. Boyle, *Governor of Nevada.*
Hon. Woodbridge N. Ferris, *Governor of Michigan.*
Hon. James Withycombe, *Governor of Oregon.*
S. R. Bertron, *Bertron, Griscom & Co., New York.*
Charles W. Bowring, *Bowring & Co., of New York.*
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E. F. Darrell, *President, British Schools and Universities*
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Will Irwin, *Publicist.*
Rev. J. H. Jowett, *D. D. of New York.*
Pierre Mall, *Belgian Consul, New York.*
George Mc'Neir, *Vice-President, W. & J. Sloane.*

Howard Graves Meredith, *British Vice-Consul, Detroit.*
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Mrs. Seth Low, *New York.*

Mrs. Maurice La Montagne, *New York.*
Mrs. Douglas Robinson, *New York.*
Mrs. Herbert L. Satterlee, *New York.*
Mrs. J. Allen Swanson, *New Orleans.*

Auditors:

Barrow, Wade, Guthrie & Co., 25 Broad St., New York.

Organizing Secretary:

Francis R. Jones

American Headquarters

FLATIRON BUILDING, NEW YORK

Phone: Gramercy 4229

Dr. J. A. Jackson

Nov. 9, 1916

Dear Sir:-

Some weeks ago you kindly contributed to our fund, and I now have pleasure in enclosing you several post cards which have come back from the Front.

Being unable to arrange for their distribution through the mail free of charge, as is the case in France and England, we devised a new form of post card addressed in the first instance to the headquarters of the Club in London, and then re-addressed to the subscriber whose name appears on the back.

I am sure you will be glad to receive them, and shall be grateful if you will try and interest others in the work. Can you possibly accept one of our collecting books, or undertake to send out a number of circulars to your friends if I supply them? The sending out of circulars with a covering letter from yourself would be far more effective than any appeal sent from this office, and any assistance you can render will be heartily appreciated.

Thanking you in anticipation, I am,
Yours faithfully,

Francis R. Jones

Organizing Secretary.

FRJ/Y