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A collecting list for the winter gift (cigarettes and tobacco) of the U.S.A. to the brave Belgian soldiers. [1914-1918]

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

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A Collecting List for

The Winter Gift

(Cigarettes & Tobacco)

of the U. S. A. to the Brave Belgian Soldiers

(Sent by the courtesy
of "Oral Hygiene.")



They Are Too Poor to Buy Their Own "Smokes"

LITTLE Belgium is now a tragedy and an epic. Entrenched in the last remaining scrap of their native land—in winter-time almost a marsh—enduring with grim fortitude all the hardships and privations of winter warfare, the soldiers of Belgium are waging one of the grandest fights in history.

The Belgian Army has also to face poverty. The comforts rationed out to them are far less than those supplied to the other Armies of the Allies. They get nothing to smoke except what they might buy out of their meagre 5 cents a day—or what is sent to them through the Over-Seas Club.

Under the auspices of King Albert of Belgium and an influential Committee of Belgian ladies and gentlemen, the Over-Seas Club decided to add to its many other activities by raising a Fund for the sending of "smokes" to the brave Belgian soldiers, and this task is being carried out by the Club by an appeal to the humanitarian sentiments of the great and rich nation of the United States.

As Cardinal Mercier says in his very beautiful letter printed on this page, you of the United States have done much for little Belgium. But we believe that the springs of sympathy still flow strongly, and we ask you to help again. At no time in its history has the United States been so prosperous; its prosperity is due, directly or indirectly, to the holocaust of Europe; and we feel confident that our appeal on behalf of the Belgian soldiers will result in a generous and ready response.

Not only will you be sending comfort of body to these brave men, but more, you will also be sending that comfort of mind which comes from knowing that men and women in distant lands are interested in their personal happiness. Sympathy in tangible form is practical proof.

And through our Tobacco Fund the soldier is actually introduced to his benefactor. They are brought into direct touch with one another in a personal way never before attempted in the distribution of gifts through a public Fund.

For, in each 25-cent package of tobacco and cigarettes sent through our Fund we enclose a postal card on which is written the name and address of the donor, so that the soldier may write himself to thank you for your generosity. And we see to it that the postal cards reach the donors fully stamped, and that there is no overdue postage charge levied on the cards when delivered in the United States.

On the back page are printed just a few out of thousands and thousands of postal cards received by donors from the Belgian soldiers.

Some are written in French; some in Flemish; a few in quaint and touching broken English. Letters and little souvenirs from the battlefield are also sent by the grateful soldiers to the friends in the United States with whom they have come in touch through the Over-Seas Club Tobacco Fund. These postal cards form links-of-friendship, and they have resulted in a volume of good-will which it is impossible to estimate.

For each 25 cents contributed to the Fund we send to the fighting-man in the name of the donor 50 good cigarettes and a package of good smoking tobacco, of which the retail price would be nearly \$1.00. (See picture of the package on back page.)

We are able to do this because all the tobacco and cigarettes we send to the front are free of duty. The British and Belgian Governments have consented to waive the very heavy duties on tobacco payable in their respective countries, and they also provide free transport of the gifts to the front. You will see on the back page that our humanitarian work is directly supervised by H.M. the Queen of the Belgians, who very often goes into the trenches to distribute the smokes with her own hands.

The Over-Seas Club does not deduct anything from the Fund for administrative expenses at Headquarters.

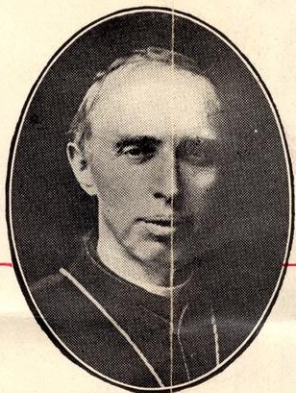
The Fund is audited by Messrs. Barrow, Wade, Guthrie & Co., 25 Broad Street, New York City, who have kindly consented to act as Honorary Auditors. In London our Accountants are Messrs. E. Layton Bennett, Sons & Co., Chartered Accountants, 31 & 32 Broad Street Avenue, London, E. C. The Balance Sheet of the Fund will be issued in due course, and a copy will gladly be posted to anyone who writes for it.

Will you be kind enough to show this collecting list to all your staff or friends and neighbors, and ask them to join in the Winter Gift of the U. S. A. to the Brave Belgian Soldiers?

Collecting lists and remittances should be sent to Messrs. J. P. Morgan & Co., 23 Wall Street, New York City, who have kindly consented to act as Depositaries for the Fund. Acknowledgments will be posted to every collector. The collecting lists and remittances will then be sent to the Headquarters of the Over-Seas Club at General Buildings, Aldwych, London, W. C. Will you please post your collecting list and remittance as early as possible, in order that there may be sufficient time to handle the necessary administrative work in London and to transport the parcels of smokes to the men at the front?

CARDINAL MERCIER, Primate of Belgium

sends this
touching
appeal
to the



hearts of
the
American
Nation.

Archevêché de Malines.

Dear Gentlemen,

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

With an exquisite delicacy, the whole American nation came to us, taking care of all our needs, engaging our least wishes.

And see here, once more that generosity appears as a charming present to our valiant soldiers, who struggle for the defence of our rights and our liberty.

The remembrance of so many good deeds will remain forever printed in the memory of our people; and we all look with eagerness to the day when we shall be able to prove to England and the States our deep gratitude.

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

CARD. MERCIER, Archbishop of Malines.
To the Over-Seas Club, London.

Royal Appreciation of Our Work

Madame,

Je viens de recevoir la lettre dans laquelle vous me demandez de donner mon patronage à l'œuvre si louable de L'Over-Sea Club que va recueillir aux Etats Unis des fonds destinés à fournir du tabac aux soldats belges. C'est 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.

Veillez croire, Madame, à mes sentiments dévoués.

La Panne.

ALBERT.



A letter from H. M. King Albert to the Comtesse d'Oultremont (Princesse de Ligne), a member of the Belgian Committee of the Tobacco Fund; and one of many letters sent by H. M. the Queen to the Hon. Secretary of the Over-Seas Club.

Maison Militaire du Roi, La Panne.
Monsieur le Secrétaire,

La Reine a reçu les 250 caisses de tabac et de cigarettes que vos Lui avez fait parvenir pour nos soldats au front. Très sensible à cette nouvelle marque de sollicitude envers notre armée, Sa Majesté me charge de vous en remercier vivement, ainsi que tous les membres de votre Comité, et de vous dire qu'elle sera heureuse de procéder Elle-même à la distribution de votre envoi.

Veillez agréer, Monsieur le Secrétaire, l'expression de mes sentiments très distingués.

(Signé) PREUD'HOMME.
A Monsieur le Secrétaire de "The Over-Seas Club," à Londres.



Every 25 Cents Sends a Parcel Like This

"A Great Purpose."

"A great purpose. The cigarettes and tobacco that you have sent to me, have I received in the trenches on the hands of our great King. Thanks, many thanks. Yours sincerely, Soldier Schurewegen, B, 208, 2-4. Armée Belge en Campagne."

"Your Splendid Gift."

"I want to thank you for your splendid gift, which reach me quite well here at the front; we all, are all very kind for tobacco and cigarettes sending by the so generous and nice American people; we want always stay yours recognising an affectionately, Belgian Soldiers. Excuse my English, please, Sir, I am doing my best and will ever do for such good persons like you. — Jean Bochy, Belgian Soldier."

The Postal Card Link.

"I was very glad to know the name of the subscriber who sent the money for the cigarettes and the tobacco I have received to-day, and I thank you very much. You can be sure that I shall conserve a good remembrance of you and your country which think to the little Belgian soldiers. Respectfully yours, Albert Kohl, B, 208, 4-2 Armée Belge en Campagne."

"I thank you very much for the tobak and cigarettes for which you was the subscriber, and I shall tell you that all the Belgian soldiers are very happy to knew the name of the gentlemen of the U.S.A. who think to our little country. I beg you to accept all my remerciements and to remain Sincerely yours, Albert Kohl, B. 204 4-11 Armée Belge."

Distributed by King Albert.

"Grand merci pour votre aimable cadeau. Il m'a été remis en souvenir d'une visite de mon Roi aux tranchées. Je vous assure que ce cadeaux d'un ami inconnu m'a fait un bien grand plaisir. Mille fois merci, Albert Julien, B. 208 1-4 Armée Belge."

"They Think of Us."

Excusez-moi de ne pas vous repondre en Anglais, mais les quelques mots que je connais ne me le permettent pas. J'ai reçu un paquet de tabac et de cigarettes grace à votre générosité. Je vous en suis très reconnaissant car non seulement cela nous permet de fumer, mais cela nous prouve que partout dans le monde on songe à nous et on nous aide à vaincre. Agréer, Monsieur, mes sincères remerciements, Yvon Bandoux, A 44, 4-I, Armée Belge en Campagne."

He Shared with His Comrades.

"J'ai bien le plaisir de vous annoncer que je viens de recevoir le petit paquet que vous m'avez bien voulu expédier, contenant un grand nombre de cigarettes. Mon cher Monsieur, je ne saurrais trop vous remercier ainsi que mes amis qui ont partagé avec moi. Veuillez recevoir, mon cher Monsieur, mes plus vifs remerciements, et mes salutations distingués.—Fernand Person, B. 132 Armée Belge."

"How Good You Have Been To Us Poor Soldiers."

"Je viens par la présente lettre vous remercier pour la bonté que vous avez envers nous soldats belges sans famille et sans ressource, qui, depuis bientôt deux ans ont quitté notre chère Belgique tant aimée, pour combattre l'Allemagne. Je vous remercie aux noms de mes 20 hommes qui m'ont chargé de vous dire combien vous avez été bon pour eux, pauvres soldats. Recevez, cher Monsieur, mes sincères salutations.—Leopold Cologne, Armée Belge en Campagne."

"Very Much Prized."

"We were just in trenches when your delicious thoughts gave us the happiness and the occasion to smoke Virginian cigarettes and tobacco which are very much prized in our Army. It is now two years that I have no more possibility to speak English, then excuse me if you find some faults with this card, but be assured that all of us, and we are particular, send you and your people, all what our hearts can feel of thankfulness and gratitude.—Bill Steekulter de Villie, Armée Belge en Campagne."

Gave Him Enormous Pleasure.

"Je viens par la présente vous remercier, de la bonté qui vous avez eu en m'envoyant du tabac. J'ai bien reçu votre petit colis qui m'a fait énormément plaisir, et je remercie également le donateur pour sa grande générosité.— Detilleux Felis, 2-1 B. 206, Armée Belge en Campagne."

"I Cannot Thank You Enough."

"Ik kan U niet genoeg bedanken voor het pakje dat gij mij gezonden hebt. Het is mij zeer aangenaam geweest. Beste groeten, Frans Kennis, Armée Belge en Campagne."

"I Am Overjoyed."

"Ik heb metveel vreugde het pak ontvangen dat gij mij gezonden hebt. Ik ben er zeer tevreden over. Nu ben ik in staat eene goede pijp te rooken, ook zijn de cigarettten heel goed. Mijnheer, ontvang mijne beste groeten, en nogmaals dank. Richard De Clercq, B. 264 4/. Armée Belge en Campagne."

"What Joy It Gives Us."

"Het is met overgroote voldoening dat ik het pakje met de cigarettten ontvangen heb en mijnen makker Peerlinck ook. Gij kunt U niet inbeelden, Waarde Heer, welke vreugde dit voor ons was van eenige cigarettten te ontvangen, ook vind ik geen woorden genoeg om U mijne dankbaarheid te betuigen. Hopende, Waarde Bestuurder dat gij mijne beste groeten aan dien heer ook zult bieden teeken ik. Met hoogachting, Julien Boddaert, Armée Belge en Campagne."

"Entirely to My Taste."

"I am just in receipt of the small parcel which you sent me by the intervention of the 'Belgian Soldiers' Tobacco Fund.' It constituted a most agreeable surprise to me. Your cigarettes and tobacco were very welcome and entirely to my taste. I thank you sincerely for your kind attention, and consider the pretty gift as an expression of your great sympathy for little Belgium. With all my heart I thank you once more for your goodness, and name myself, respectfully yours, Guillaume Willems, Brancardier."

"Let me address you my best thanks from trenches for the agreeable present you have been so kind to send us, and you may be sure that I highly appreciate it, considering that it comes from my dear parents from whom I am separated since so long a time without any communication. Very respectfully yours, Leon Piette, Belgian Soldier of Tumat, Charleroy."

"Excellent Flavour."

"Je viens vous présenter mes sincères remerciements pour le beau cadeau de tabac et cigarettes reçu, que j'ai trouvé d'un goût excellent. Agréer, Monsieur, mes salutations sincères et dévouées.—Edouard Lietaert, Caporal, Armée Belge."

The above are only a few amongst thousands of grateful postal cards received from the Belgian soldiers.



Above is shown a specimen of the postal card enclosed with each 25-cent parcel, ready addressed to the donor. The soldier will use it to thank you for your gift.