

**Canadians in
Trenches Want
"Smokes" Badly**

Lack of Cigarettes Cause of
More Worry Than Jack

Johnsons and Ger-
man Bullets

SNIPERS ACCURATE
SHOTS

Put Bullets Through Peep-
holes of Trenches Occu-
pied By Troops From
Dominion.

(Canadian Associated Press.)

London.—One would imagine from a letter received from a Canadian officer serving with the contingent in France, that neither "Jack Johnsons," the ubiquitous sniper, nor unceasing German bullets cause him and his men so much concern as the absence of cigarettes. "A smoke at night now is a great comfort, and it's hard to do without one," he writes; and then he adds, "Possibly we are not entitled to anything from the Imperial Government or from British newspapers, but the Canadian Government has evidently not provided for us in this way."

A Cry From the Trenches

"SEND US SMOKES"

WHEN our Canadian boys were at Salisbury, with money in their pockets and every facility for satisfying their wants, the necessity for sending them tobacco and cigarettes was not so urgent; but now that they are in the trenches, the need for something to smoke is very urgent indeed. Our boys are giving their lives; all they ask of us is something to smoke. We therefore make an appeal to the public for subscriptions to



The British Whig Cigarette and Tobacco Fund For Canadians Overseas

The British Whig has completed arrangements with the Overseas Club (who already in all parts of the Empire have sent thousands of dollars worth of tobacco and cigarettes to the front) to take advantage of the wonderful organization they have created for supplying tobacco gifts to the soldiers, whereby it will be possible to secure the tobacco and cigarettes at less than manufacturers' cost from Messrs. Martins Limited, the well known tobacco firm of Piccadilly, London, England, and have the War Office and Admiralty distribute the tobacco and cigarettes to the men who are fighting for King and country, free of all charges. For every 25 cents, The Whig will send 50 cigarettes and 4 ounces of smoking mixture to some soldier or sailor. For every dol-

lar, The Whig will send a parcel containing 1 briar pipe, 1 rubber-lined tobacco pouch, 1 tinder lighter, 50 cigarettes and 4 ounces of tobacco. Each of these parcels will contain a post-card bearing the name and address of the donor, to enable the soldier or sailor to acknowledge his gratitude. Our 25 cent parcel, if bought in the ordinary way and mailed by an individual in this country to France, would cost at least \$1.50. The Whig is able to offer this big saving by reason of the fact that the tobacco and cigarettes are obtained from the duty free warehouse of Martins Limited, of London, and distributed free of charges by the governments of the Allied Armies by arrangement with the Overseas Club.

EVERY CONTRIBUTION TO TOBACCO FUND WILL BE ACKNOWLEDGED IN THE COLUMNS OF THE WHIG — THERE ARE NO "BACCY" SHOPS ON THE BATTLEFIELD.

A Canadian officer, in urging tobacco and cigarette gifts for the volunteers from the Dominion, states that the English "Tommys" receive, as many as 70 to 100 cigarettes per week, in addition to a goodly supply of tobacco. It is now up to Canadians to look after their own, and they will do it. All they need is some practical means of forwarding these comforts, and The Whig Fund supplies it.

Up till now, anyone desirous of forwarding cigarettes or tobacco to the firing line had to pay three or four times the value of the package in transport and duty charges, and then could never be sure of the delivery of the parcel. The Whig Fund makes it a simple matter; all that is now required is the name of the regiment you wish to benefit, together with your subscription. All the detail work of shipping, addressing and keeping records is looked after by The Whig, whose arrangements with the War Office, Admiralty and Transportation Companies, permit of the free carriage and distribution of the Tobacco Gifts. This means that instead of paying about three times more for transportation and duty than the actual value of the tobacco or cigarettes, the full amount of your subscription goes to buying the tobacco. Not one penny is deducted by The Whig for the work involved in looking after this Fund, and not one penny goes to transportation companies or inland revenue. More than that, your subscription to The Whig Fund buys more than is possible in the ordinary way, for the Tobacco and Cigarettes are obtained by arrangement with the Overseas Club from the duty free warehouse of Martins, Ltd., of London.

25c Provides a Parcel Like This



The 25c Parcel Contains :
50 Cigarettes.
4 ounces Smoking Mixture.
Some Matches and a Postcard addressed to you.

The Dollar Parcel Contains:
1 Briar Pipe.
1 Rubber-lined Tobacco Pouch.
1 Tinder Lighter.
50 Cigarettes
4 ounces of Tobacco.
Some Matches and a Postcard addressed to you.

All cheques and postal orders to be made payable to

TOBACCO FUND

The Daily British Whig

Kingston, Ont.

Inquiries concerning the Fund should be sent to the above address.

The Return Postal

One of the most pleasing features of The Whig Fund is that every subscriber will receive a "personal thank you" from the particular soldier who has benefited. This is done by means of a return postal card bearing the name and address of the subscriber and which The Whig will put in every package sent to the front.

These postcards will be interesting souvenirs from the men who are "doing their bit" in the trenches in Flanders.

Will You Help Us Do This ?

It is the desire of The Whig that at least every Kingstonian shall be looked after. As one soldier remarks, "there are no 'baccy' shops on the battlefield," and everyone who knows how the smoker loves his pipe or cigarette will not deny them the only comfort it is possible for us to give.

Ladies Can Help !

Ladies with a little time can help provide the soldiers with their favorite "weed" by the use of our collecting cards. These are now ready. Application for them should be sent in early.

Employers, Too !

Collecting cards for The Whig Tobacco Fund are also ready for use of employers, and we shall be glad to receive application for same. Collecting Cards will be sent to all Fraternal Societies, Clubs, Schools, etc., upon application.