

HOW MUCH?

THE SPIRIT OF GIVING

The world lifts its eyes to France and the French people with affection and admiration. Every nation that is now fighting for freedom and justice and the security of a just peace keeps steadfastly before its vision the inspiring example of the French. Yet before this war began, the French were pictured by hateful and envious German "scientists" as a decadent race, whose frivolous souls were incapable of unselfish purpose, of sustained endeavor or of sacrifice for a lofty ideal. And this picture, made in Germany, was widely accepted even in Great Britain and the United States.

What brought about the reversal of the world's judgment? How has it come to pass that everywhere that the confident hope of the triumph of democracy and of humanity over German savagery is cherished, this hope is fortified to certainty by the heroic endurance of France?

The answer is not found alone, or even chiefly, in the courage and resource of the French soldier on the battlefield. French armies, it is true, have resisted and repeatedly overcome the greater armies of the invader. French generals have displayed a marvelous strategy and a swift adaptation of novel expedients to unforeseen emergencies. The inventive talent of the French, coupled with their painstaking mastery of detail, has produced much that could not be spared in successful warfare with Germany. But none of these things, nor all of them together, can be taken as the reason for the amazing change in the world's opinion of France and the French.

The reason is to be sought in the revealed spirit of fortitude, of high resolve, of unconquerable devotion to an ideal and of eagerness to serve, sacrifice and suffer for that ideal which animates the civilian population of France. This spirit behind the lines is expressed in many ways and produces many invaluable effects. Its first and most intimate result is to hearten and strengthen the men at the front.

A man cannot fight with full measure of confidence and determination if he feels that the people at home care little whether he wins or not. He will not fight with the heroic sacrifice and devotion that ultimate victory requires, if he feels that the men and women at home are avoiding the sacrifice and service the cause must have from them to win. But if he knows that every man at the front is doing to win the war only what every man at home is doing, according to his opportunity, he will fight in the certainty that his people is worthy to be preserved in its liberties and rights because its individuals equally among themselves share peril and hardship as well as freedom and opportunity.

That is why democracy and liberty are very real to the French soldier, and why they seem to him worth fighting to save. He knows that while he is fighting for them, the men and women in the homes, the factories, on the farms and in all conditions and occupations, are striving and sacrificing for the same ends.

The war gave France the opportunity to redeem a national name tarnished by German slanders and British and American credulity. France has gloriously redeemed it, through the sublime idealism, the unflinching faith and the ungrudging service of her people at home.

The conditions which America faces are not greatly different from those which confronted France. Before we entered the war, Americans were accused of having lost their ideals, their patriotism, their national spirit, even much of their moral worth in pursuit of wealth and in its luxurious enjoyment. The American people were likened time and again to swine fattening in sluggish indolence on the fruits of other nations' toil and privation and bloodshed. Our love for liberty and independence was lip-service and sham, it was said. So long as it cost us nothing in blood or treasure, we spoke loudly on the side of humanity; but we were not ready to lose a life, nor a dollar of war profits, to save even our own land from German conquest.

So ran the tale that far too many people in the world—including especially the Germans—believed. When we entered the war, our action silenced some of this talk. But it was not all silenced, nor is it yet. It will not be altogether silenced until America, like France, has enlisted every man, woman and child of the nation in the untinted and ungrudging service of liberty. It will not be silenced until every American feels, and shows that he feels, the same individual responsibility in saving liberty that every Frenchman feels. Nor will the war be won until then, for not until then will we deserve to win.

It is not necessary that every American fight at the front, nor is it desirable. Everyone knows that. But it is necessary that everyone who does not fight at the front, fight here at home. He must fight by working for victory, by saving and giving for victory, by sacrificing every day until victory comes. He cannot pass this burden on to another, either in France or in Great Britain or in Italy. He cannot shirk it in the expectation that someone else here at home will carry it for him. He must carry it himself if America is not to be shamed by him, or be ashamed of him.

The War Chest Fund is Rochester's treasure house of patriotic opportunity. It brings within easy reach of every person in Rochester who is not going to the front, the privilege and the means of serving here at home and of knowing that his service is effective. It enables every man who cannot fight with a gun to fight with his money, while he continues to earn the money to fight with. It reduces this fighting here at home to system and efficiency. It insures that no blow struck by a Rochester dollar for liberty and humanity will miss its mark.

The War Chest Fund unites the work of strengthening and supporting the military army at the front with the other indispensable work of preserving and strengthening the morale of the civilian army at home. Strong and valiant armies we must have at the front to win the war. No less must we have a population at home free from the menace of pestilence or pauperism. We must be sound outside and inside to endure the stress of war. No people that is afflicted with epidemics of disease or with prostrating financial distresses behind the lines is formidable at the battle front. Witness Russia. Therefore it is our duty to neglect no just and pressing need at home while we supply the needs "over there."

The War Chest is to be the reservoir of Rochester's financial, moral and civic resources, made effective to win this war. It is to be the gauge of Rochester's spirit of liberty. It is also to be the permanent and indelible record of the individual spirit of service that was present in Rochester while this war was being fought.

Get on the War Chest list for the sake of American liberty, and for the sake of Rochester's honor and your own.

Rochester Patriotic and Community Fund, Inc.

WAR CHEST CAMPAIGN
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ROCHESTER