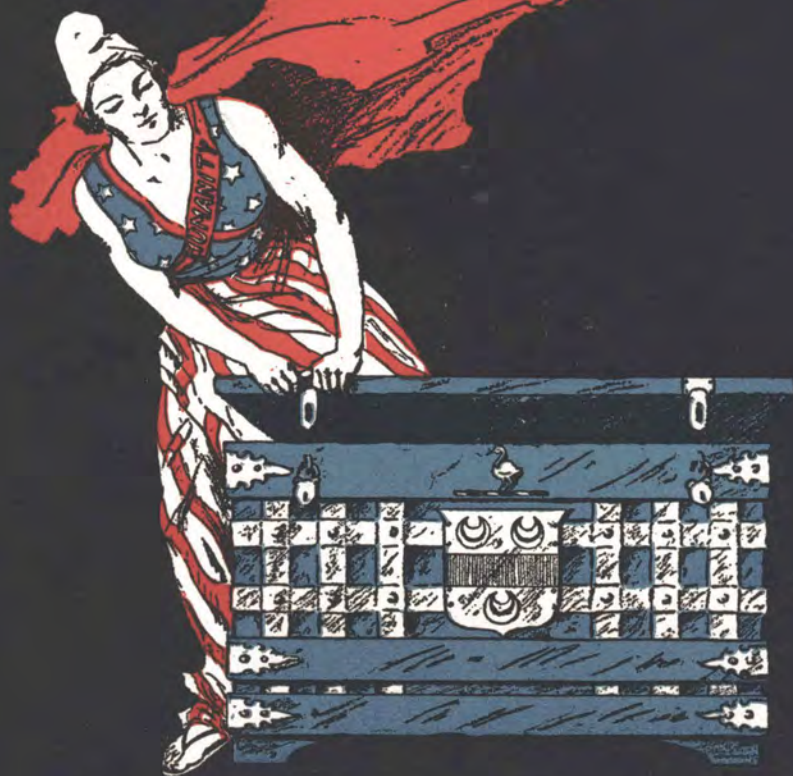


WILL SHE
FIND IT FILLED?



THE ROCHESTER
WAR CHEST

Rochester Patriotic and Community Fund Inc.

A Detailed Plan through which
Rochester and Monroe
County must raise a

SINGLE FUND

OF

\$3,750,000.00

**In One BIG Six Days Campaign
Starting Monday, May 20th
1918**

*“If you can buy liberty with money,
in God’s name, buy it!”*

—HARRY LAUDER.

*Everyone who gives to the War Chest,
gives to relieve the sufferings, not
only over there, but over here.*

Rochester's War Chest

To you who have given, and given generously in the past year, to the many war funds for which campaigns have been conducted, the idea of the Rochester War Chest should come as a great relief.

You were fully awake to the vital importance of winning this war. You were willing and anxious to bear your full share of those new burdens that it placed upon the men and women behind the lines, as well as upon the soldiers in the trenches. But, as campaign followed campaign, you sometimes wondered if there was to be no end to the individual solicitations and grew a little weary—not at giving, but at being asked to give. Why could it not all be done at once, you thought, and so eliminate the waste of time, effort and money? In this thought, expressed by so many, lay the germ of the War Chest idea.

WAR RELIEF BUDGET

The War Chest is simply an application of the budget system to war relief.

As applied to Rochester, the War Chest involves a six-day campaign opening May 20th, in which every citizen will be asked to pledge a percentage of his yearly income to a fund which will meet the needs of war relief work and our local philanthropies. These pledges will be payable monthly or weekly and arrangements will be made by which persons employed in factories, stores, and other business houses, may have the payments withheld from their monthly or weekly pay envelopes and turned over to the War Chest—thus relieving them of the inconvenience of attending to the periodical payments.

A DEMOCRATIC MEASURE

The War Chest campaign is a democratic method of financing relief work in this war for democracy and providing for the necessary philanthropic and charitable work at home.

Every citizen is interested in war relief and Rochester charities, and will be glad to feel that his gift helps every worthy cause.

ROCHESTER PATRIOTIC AND COMMUNITY FUND INC.

40 DIRECTORS
 MAYOR HIRAM H. EDGERTON
 HONORARY PRESIDENT
 GEORGE EASTMAN
 PRESIDENT
 HIRAM W. SIBLEY
 1ST VICE PRESIDENT
 EDWARD BAUSCH
 2ND VICE PRESIDENT
 GEORGE W. TODD
 TREASURER
 JAMES E. GLEASON
 ASSISTANT TREASURER
 MORTIMER ADLER
 SECRETARY

MORTIMER ADLER
 WILLIAM BAUSCH
 HERBERT W. BRAMLEY
 HAROLD P. BREWSTER
 J. WARRANT CASTLEMAN
 JAMES G. COMERFORD
 PHARCELLUS CRITTENDEN
 JAMES G. CUTLER
 JOSEPH P. DOYLE
 WILLIAM A. E. DRESCHER
 EUGENE J. DWYER
 GEORGE EASTMAN
 ALBERT B. EASTWOOD
 HON. HIRAM H. EDGERTON
 JOHN G. ELBS
 LOUIS S. FOULKES
 JAMES E. GLEASON
 RT. REV. THOMAS F. HICKEY
 GRANGER A. HOLLISTER
 WALTER S. HUBBELL

EMANUEL KOVELSKI
 J. ADAM KREAG
 ALEXANDER M. LINDSAY
 JOSEPH MICHAELS
 EDWARD G. MINER
 HENRY W. MORGAN
 DR. RUSH RHEES
 JOHN A. ROBERTSON
 GEORGE W. ROBESON
 GEORGE T. ROCHE
 HIRAM W. SIBLEY
 HENRY A. STRONG
 THOMAS H. SYMINGTON
 DR. WILLIAM R. TAYLOR
 GEORGE W. TODD
 JAMES S. WATSON
 JULIUS M. WILE
 ERNEST W. WILLARD
 ROLAND B. WOODWARD
 PHILIP YAWMAN

EXECUTIVE COMMITTEE
 GEORGE EASTMAN, CHAIRMAN
 DR. RUSH RHEES
 GEORGE W. TODD
 MORTIMER ADLER
 RT. REV. THOMAS F. HICKEY
 WILLIAM BAUSCH
 W. ROY McCANNE
 HERBERT W. BRAMLEY
 WILLIAM J. O'HEA
 CHARLES C. BEAHAN
 J. WARRANT CASTLEMAN
 ELMER E. FAIRCHILD
 HAROLD P. BREWSTER
 ROLAND B. WOODWARD

TREASURER
 GEORGE W. TODD
 ASST. TREASURER
 JAMES E. GLEASON

OFFICE MANAGEMENT COMMITTEE
 HARRY P. WAREHEIM
 EDWARD WETER
 RUDOLPH SPETH

OFFICE MANAGER
 L. ORLIE SWEETLAND

CAMPAIGN MANAGER
 HARRY P. WAREHEIM

BUDGET COMMITTEE
 DR. RUSH RHEES
 GEORGE W. ROBESON
 JAMES E. GLEASON
 JAMES G. COMERFORD
 HENRY D. QUINBY

INDIVIDUAL SUBSCRIBERS DIVISION
 WILLIAM BAUSCH
 CHAIRMAN
 40 TEAMS
 6 MEN EACH

FACTORY EMPLOYE DIVISION
 W. ROY McCANNE
 CHAIRMAN
 EXECUTIVE COMMITTEE
 CARL F. LOMB
 JAMES E. GLEASON
 JAMES E. McKELVEY
 ARTHUR STERN
 HERBERT J. WINN
 CHARLES SLEMIN
 5 DIVISIONS
 157 TEAMS

RETAIL EMPLOYE DIVISION
 HERBERT W. BRAMLEY
 CHAIRMAN
 EXECUTIVE COMMITTEE
 JOHN F. FORBES
 AUSTIN CRITTENDEN
 OSCAR L. NILES
 FRANTZ HAVERSTICK
 44 TEAMS

UTILITY EMPLOYE DIVISION
 WILLIAM J. O'HEA
 CHAIRMAN
 EXECUTIVE COMMITTEE
 BERTRAM E. WILSON
 HARRY E. HUNTINGTON
 WILLIAM T. FARRELL
 L. M. LYNCH
 ERNEST C. SCOBELL
 TEAM FOR EACH GROUP OF EMPLOYEES

PUBLIC EMPLOYE DIVISION
 CHARLES C. BEAHAN
 CHAIRMAN
 EXECUTIVE COMMITTEE
 GEORGE C. SPAUD
 FRANK J. GAMLAGER
 JACOB ALLBEROTH
 JOSEPH C. WILSON
 HERBERT W. PIERCE
 R. ANDREW HAMILTON
 CLARENCE S. McBURNEY
 HERBERT S. WEST
 BENJAMIN B. CUNNINGHAM
 GEORGE S. TAYLOR
 WILLIAM G. RILEY
 C. ARTHUR POOLE
 EDWARD B. WILLIAMS
 WILLIAM R. ERSKINE
 JAMES L. MOTTCHISS
 HENRY D. QUINBY

FEDERAL	STATE	COUNTY	CITY	SCHOOL
---------	-------	--------	------	--------

TEAM FOR EACH GROUP OF EMPLOYEES

WAR SERVICE CORPS DIVISION
 COLONEL
 J. WARRANT CASTLEMAN
 ADJUTANT
 MASON D. GRAY
 23 MAJORS
 60 ADJUTANTS
 264 CAPTAINS
 800 AIDES
 4200 LIEUTENANTS

COUNTY LIEUTENANT COLONELS
 ANDREW H. BOWN
 THOMAS C. GORDON

CREATED BY HOME DEFENCE
 JAMES G. CUTLER
 CHAIRMAN

COUNTY DIVISION
 ELMER E. FAIRCHILD
 CHAIRMAN
 EXECUTIVE COMMITTEE
 FRANK W. JUDSON
 V. A. SPRING
 FRANK D. HEBBARD
 GORDON KELLOGG
 W. W. RAYFIELD
 19 TOWNSHIPS

SPEAKERS DIVISION
 HAROLD P. BREWSTER
 CHAIRMAN
 JAMES G. PALMER
 VICE-CHAIRMAN
 PERCIVAL D. OVIATT
 MILTON E. GIBBS
 JOSEPH FRITZSCH
 CHARLES E. OGDEN
 NELSON E. SPENCER
 REV. A. W. BEAVEN
 GEORGE S. VAN SCHAACK

PUBLICITY DIVISION
 ROLAND B. WOODWARD
 CHAIRMAN
 THOMAS H. YAWGER
 VICE-CHAIRMAN
 POSTERS AND CARDS
 VICTOR W. HURST
 MERCANTILE ADVERTISING
 WILLIAM H. CAMPBELL
 AUTOMOBILE ADVERTISING
 GEORGE C. DONAHUE
 STREET CAR ADVERTISING
 MAYO S. KLAUS
 MOTION PICTURES
 RALPH M. BARSTOW
 NEWSPAPERS
 ALLAN M. FRANKLIN
 FRED T. HARRIS

In the War Chest Campaign as planned by the Rochester Patriotic and Community Fund, everyone will be given an opportunity to have a part,—men of large means whose yearly pledge runs into thousands of dollars, and the salary and wage earner. Through the standards of giving which will be suggested, every contributor may know whether he is doing his full share.

HOW THE MONEY WILL BE USED

The amount of money necessary to be raised, and its distribution so that every worthy cause may be adequately financed, is most important and has been the subject of very careful study.

The sums included in the budget for war relief are based on the experience of last year. Local philanthropic expenditures for 1917, with due consideration for advancing costs, have been taken as the basis of the amounts required for the coming year.

The United States is just becoming a factor in the war and everyone realizes that as the conflict continues, with its terrible aftermath of wounds and disabilities for many of the soldiers, the need for relief will increase; so too, the charities at home will be called upon to do more for the orphans, widows, and other dependents of those who will have given their all for their country.

With these facts in mind, the Board of Directors has fixed upon the sum of \$3,750,000 for the Rochester Patriotic and Community Fund and has adopted the fundamental policy that this money shall constitute a fund for all war, relief and charitable needs raised from and distributed for the entire community regardless of race or creed.

NOT AN EXPERIMENT

In organizing the War Chest Campaign, Rochester has had the advantage of the experience of other cities. The War Chest idea has long since passed out of the realm of experiment. It has been done successfully in nearly a dozen cities of the United States including Columbus, Ohio; Rome, Utica and Syracuse in our own State, Cleveland and Detroit are organizing War Chest Campaigns.

In all the cities where War Chest Campaigns have been conducted, the quota fixed upon was oversubscribed. One

of the most gratifying features of these campaigns has been the loyal support given them by factory, store and other workers.

In Columbus, 95 out of every 100 factory employees contributed to the War Chest.

In Utica, in 107 out of 164 factories canvassed, every person employed contributed, and in the remaining 57 the percentage of givers was remarkably high.

These records were made in the face of the fact that the campaigns took place in the early months of the war when a large portion of the people was not yet awake to the responsibilities resting upon every citizen by the participation of the United States in the world conflict, and when a considerable amount of educational work along that line was necessary. Twelve months of war, the campaigns for the Red Cross, Y. M. C. A., Knights of Columbus, and the Jewish War Relief Fund, together with the many inspiring speakers who have brought messages direct from the trenches and the suffering peoples of the invaded countries, should have prepared every man and woman in Rochester to give generously.

ONE HOUR A WEEK

"What is a fair minimum amount for those who depend on weekly wage or salary to give to the War Chest Fund?" is a question which will be asked. In Columbus, the amount suggested was 4% of salary or wage received. Rochester is asking the wage earner to give at least ONE HOUR A WEEK—only about 2%. "Over There" the boys in the trenches are fighting full time for us—ten, twelve, fifteen hours at a stretch without a wink of sleep or a moment's rest—fighting, dying, that we may have our home, our family, our country. Can we do less than to give each week what we earn in one hour for their cheer and comfort?

UNITY OF PURPOSE

The Board of Directors of the Rochester Patriotic and Community Fund appreciates most highly the hearty co-operation accorded the War Chest movement by the Rochester representatives of the Red Cross, Y. M. C. A., Knights of Columbus, Y. W. C. A., Jewish Relief Fund, and others. It has also been particularly gratifying to receive from the

responsible heads of the thirty or more local philanthropies represented in the budget, assurance of their complete sympathy and loyal assistance.

The date for the opening of the War Chest Campaign, Monday, May 20th, is the same as that fixed by the American Red Cross for raising its second war fund. Rochester, in spirit and action, will, therefore, be in accord with the whole American Nation.

List of institutions who have already signified their desire to participate:

Community Funds

ASSOCIATED HEBREW CHARITIES	INFANTS SUMMER HOSPITAL
BAPTIST HOME OF MONROE COUNTY	JEWISH SHELTERING HOME
BOY SCOUTS OF AMERICA	JEWISH YOUNG MEN'S ASS'N
CATHOLIC CHARITIES AID ASS'N	LEGAL AID BUREAU
CHARLES SETTLEMENT HOUSE	ORPHAN ASYLUM
CHILDREN'S AID SOCIETY TRAINING HOME	SALVATION ARMY
CHURCH HOME	ST. ANNE'S HOME FOR THE AGED
CONVALESCENT HOME	ST. ELIZABETH'S GUILD HOUSE
DOOR OF HOPE ASSOCIATION	ST. JOSEPH'S ASYLUM
DORSEY COLORED ORPHANAGE	ST. MARY'S BOYS' ORPHAN ASYLUM
FEMALE CHARITABLE SOCIETY	ST. PATRICK'S ORPHAN GIRLS' ASYLUM
FRIENDLY HOME	SOCIAL SETTLEMENT
GENERAL HOSPITAL	UNITED CHARITIES OF ROCHESTER
HAHNEMANN HOSPITAL	UNITED JEWISH CHARITIES
HOMEOPATHIC HOSPITAL	WORKERS FOR THE BLIND
HOUSEKEEPING CENTRE	Y. M. C. A.
INDUSTRIAL SCHOOL	Y. W. C. A.

War Relief Funds

RED CROSS

Y. M. C. A. WAR WORK

KNIGHTS OF COLUMBUS

JEWISH WAR RELIEF FUND

Y. W. C. A. WAR WORK

SALVATION ARMY WAR WORK

AMERICAN LIBRARY ASSOCIATION

Reasons Why

The War Chest is the Best Method of Raising Funds

BECAUSE--

1. It does away with waste of time, effort and money.
2. It induces all to give to the full limit of their ability.
3. It assures support to all worthy causes.
4. It unites the patriotic spirit of the community and makes it effective.
5. It is no experiment. It has succeeded in many cities.