More than thirty years ago the Greek National Schism was presented as a crisis of national unification, defined by geographical, political, financial and social criteria. In this talk it will be argued that this Schism might also be considered as an episode of the broader and much older Greek ideological drama. The study of the Press, leaflets and parliamentary debates of the time shows that out of the conflicting arguments a parallel conversation emerged and must be studied: Given its culture, which was the real position of Greece between the two European alliances? Deciding on cultural grounds presupposed definite clear answers to a series of relevant questions beyond strategy and the balance of power: Which was the true cultural identity of Greece? Who were their “natural” and “true” allies? What was its due future course, its mission in the world and the most suitable state model for excellence? The answers given over a whole decade reintroduced the eternal question of “East or West?” adapted to the Great War scheme and necessities.