A promotion for Borax soap traveled around the country, coming to Connecticut towns, including Manchester, in fall 1918. Photographer John Knoll (1887-1955) captured the excitement of the visit, showing the crowds that came out to see this “Mammoth Unduplicated Cavalcade.” Knoll’s photos also show buildings in Downtown Manchester. At the far left of this photo is the former Orford Hotel, which became Marolows. The building middle left with 3 gables became Regals. The Ferris building on the right of the photo was moved in 1923 to Oak Street. A Manchester Herald office can be seen in this picture.

The sign above the flat wagon says, “Home Services, Manchester War Bureau.” Right of sign: Patrick O’Leary’s lunch wagon, with “NCH” (as in “lunch”) visible. The brick building to the left of the War Bureau sign was built by Rocco and Felix Farr on the site previously occupied by the American Hotel, which had burned. The sign says Miss M. Campbell Millinery. When this building was completed, the Farr brothers leased space to merchants, including Glenney and Haultman. Farrs occupied much of the upper floor as their living quarters.

Manchester street scene by John Knoll. There were actually 18 mules and two horses in the cavalcade, billed by Borax as “The Greatest and Last of Its Kind.”

From the ad, above:

This ad ran in The Hartford Courant, September 11, 1918. Bottom left of ad invites the public to “Hear Tarrantula Pete Talk.” By the way, “W.S.S.” means War Savings Stamps. Many ads at the time solicited support for the war effort – sale of bonds, donations to the Red Cross, etc.
This appears to be Tarantula Pete, telling the story of Borax, and its mining in Death Valley, California. Free samples!

Arrested for stealing Liberty Bonds! Sept. 8, 1918.

Willimantic news in The Courant, August 25, 1918. The “Great Parade” was making its way across Connecticut.

Thompsonville, CT; “slackers” attracted to the event.