

WAR ON APATHY IS WAGED FIERCELY

Mighty Demonstration Planned to Stir City to Buy Bonds of Liberty Loan.

5000 WORKERS TO PARADE

Powerful Effort to Be Made to Shake Residents of Portland into Wakefulness and Make Possible Completion of \$13,000,000 Quota.

PARADE ORDER ISSUED FOR TONIGHT'S LIBERTY LOAN DEMONSTRATION.

To all colonels, officers and workers of the Portland subscription divisions of the fourth liberty loan:

Imperative necessity compels me to call you together at the Auditorium Tuesday evening, September 24, in order to devise emergency measures to save Portland from humiliating defeat.

All workers are reminded that they have enlisted for the term of the campaign and that no worker is discharged from duty, even though his district has been canvassed, until released by the commanding colonel.

Preceding the meeting at the Auditorium all officers and workers will form in parade at 7:15 o'clock, under their colonels. Formation points will be on Park street, between Mill and Columbia streets.

This is the most important order of the campaign. No officer or worker will fail to respond.

GUY W. TALBOT,
General in Command.

For the purpose of firing both public and workers alike with zeal of the fourth loan, and to retrieve Portland from the apathy that has thus far marked the drive for liberty dollars, a "Portland Must Win" parade will be held tonight at 7:15, when 5000 workers of the loan will march through downtown streets to the Auditorium. The meeting at the Auditorium will be called to order at 8 o'clock.

With many bands, and with banners bearing wartime slogans, the workers will form a mighty demonstration that is calculated to shake the city into wakefulness and make possible the completion of the \$13,000,000 quota by Saturday noon.

At the Auditorium meeting there will be no lengthy or tiresome programme. Dr. E. H. Pence, whose patriotic oratory has stirred many Portland audiences, will deliver the message of urgency to the loan crusaders.

Details of Parade Announced.

The following details of the parade itself are announced by W. J. Hofmann, chairman of the liberty loan parade committee:

Line of march—North, on Park to Main; east on Main to Broadway; north on Broadway to Washington; east on Washington to Fourth; south on Fourth to Market; east to Auditorium.

To all colonels—This will be the parade formation for the emergency parade Tuesday evening.

Parade forms on Park street, between Mill and Columbia streets at 7:00 P. M., starting at 7:15.

You will be responsible for your particular division, and for instructing your captains to get out their workers. Each colonel will be the marshal of his own division, with his captains as aides.

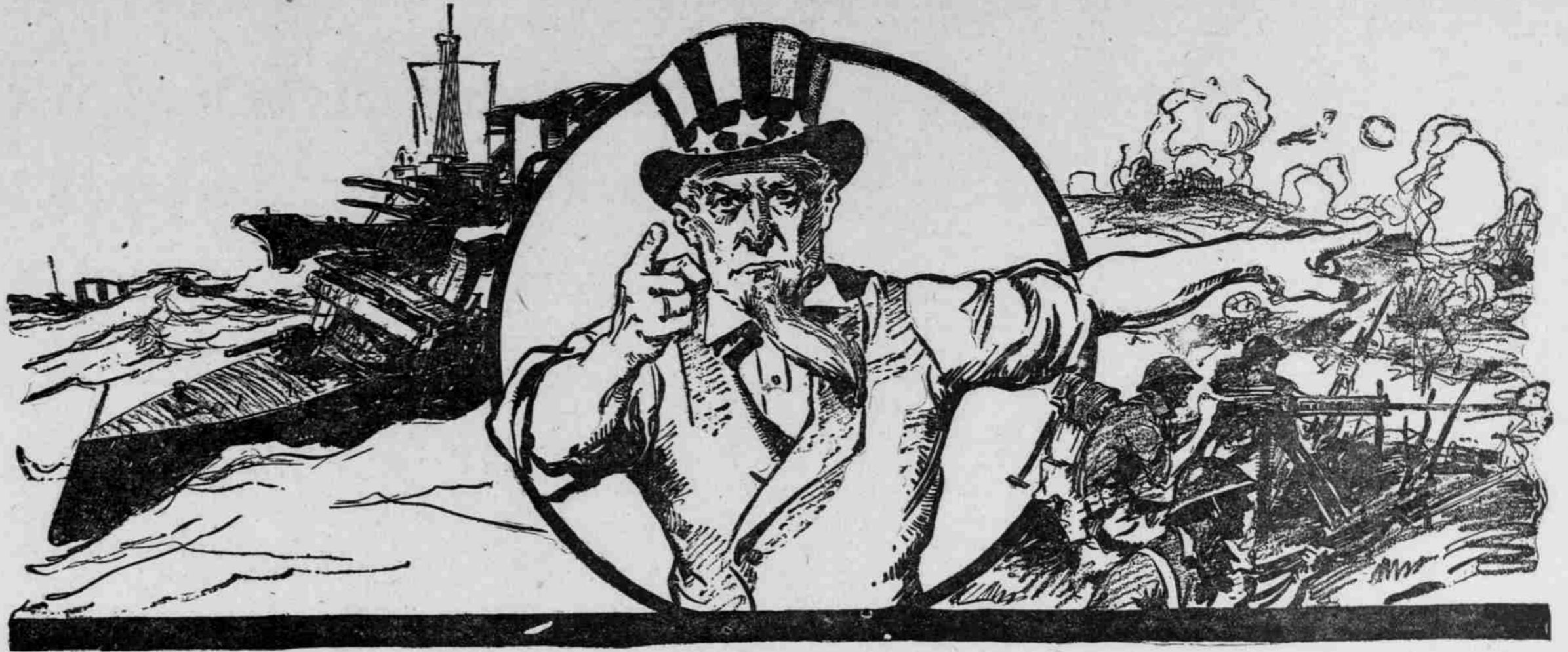
Kindly instruct your captains to see that your workers march in military order, four abreast, with a distance of six feet between platoons, giving special instructions to see that this formation be maintained throughout the parade.

Banners with colonels' names will be furnished at the formation grounds. Bands will form in following order, reporting to W. J. Hofmann, chairman of the parade committee:

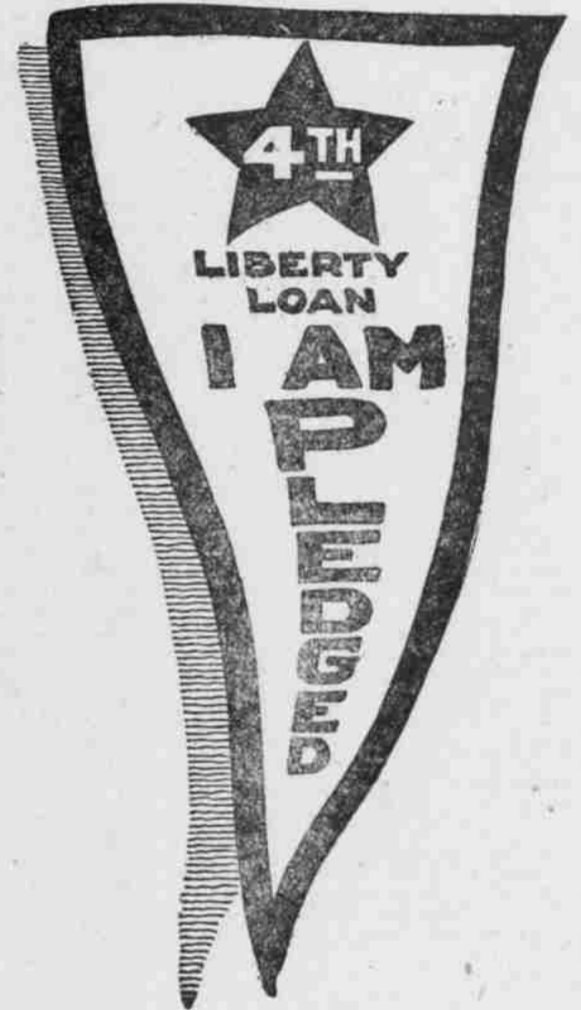
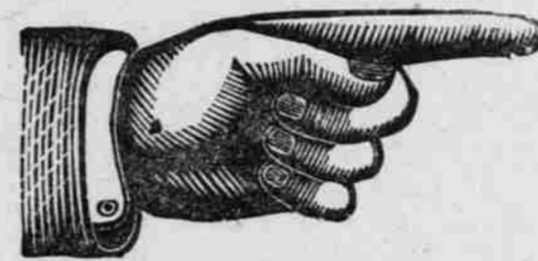
- Camp Lewis Depot Brigade band heads parade, and forms on Park, between Mill and Market.
- Multnomah Guard band forms at Mill and Park.
- Musicians' Union band forms at Park and Market.
- Scottish Bagpipers form at Park and Market.
- Grant Smith-Porter band forms at Park and Clay.
- Albina Engine & Machine Works band forms at Park and Clay.
- Northwest Steel Band forms at Park and Columbia.
- Williamette Iron & Steel Company band forms at Park and Columbia.
- Junior Artisans' band forms at Park and Columbia.

Parade Formation Given.

- Following will be the formation of the parade:
- Colonel Donald Green, district 26, Columbia street, at Park, facing east.
 - Colonel A. C. Spencer, district 25, Columbia at Park, facing east, behind Green.
 - Colonel E. V. Hauser, district 30, Columbia at Park, facing east, behind Spencer.
 - Colonel C. D. Anderson, district 22, Columbia at Park, facing east, behind Hauser.
 - Colonel A. A. Muck, district 24, Columbia at Park, facing east, behind Anderson.
 - Colonel R. E. Smith, district 18 and 20, Clay at Park, facing east.
 - Colonel Harry Anderson, districts 18 and 20, Clay at Park, facing east.
 - Colonel W. E. Collins, district 24, Clay at Park, facing east, behind Smith.
 - Colonel S. C. Bratton, district 10, Market at Park, facing east.
 - Colonel Everett Ames, district 12, Market at Park, facing east, behind Bratton.
 - Colonel Charis Ringler, district 14, Market at Park, facing east, behind Ames.
 - Colonel James Gillison, district 10, Market at Park, facing east, behind Ringler.
 - Colonel Phil Metachan, district 2, Mill at Park, facing east.
 - Colonel A. H. Devers, district 4, Mill at Park, facing east, behind Metachan.
 - Colonel O. E. Overbeck, district 6, Mill at Park, facing east, behind Devers.
 - Colonel D. C. O'Reilly, district 3, Mill at Park, facing east, behind Overbeck.
 - Colonel H. L. Corbett, district 21, Columbia at Park, facing west, behind Case.
 - Colonel Ira F. Powers, districts 13 and 24, Columbia at Park, facing west, behind Corbett.
 - Colonel Fletcher Linn, district 17, Clay at Park, facing west.
 - Colonel J. H. Dundore, district 19, Clay at Park, facing west, behind Linn.
 - Colonel Paul C. Bates, district 21, Clay at Park, facing west, behind Dundore.
 - Colonel John J. Piageman, district 23, Clay at Park, facing west, behind Bates.
 - Colonel J. A. Halliday, district 25, Clay at Park, facing west, behind Piageman.
 - Colonel John T. Dougall, district 9, Market at Park, facing west.
 - Colonel J. O. Elrod, district 11, Market at Park, facing west, behind Dougall.
 - Colonel Frank McCrellis, district 15, Market at Park, facing west, behind Elrod.
 - Colonel John S. Beall, district 1, Mill at Park, facing west.
 - Colonel Winthrop Hammond, district 3, Mill at Park, facing west, behind Beall.
 - Colonel John G. Clemson, district 7, Mill at Park, facing west, behind Hammond.
 - Colonel T. Morris Dunne, district 5, Mill at Park, facing west, behind Clemson.
 - Colonel W. J. Hofmann, district 27, Columbia at Park, facing west.
 - Colonel Frank Case, district 29, Columbia at Park, facing west, behind Hofmann.



Where's That Badge?



The absence of evidence that you have patriotically pledged your Fourth Liberty Loan Subscription will very, very soon cause you to stand out conspicuously as ONE WHO COULD—BUT WOULDN'T.

The records here at Liberty Temple will mark you as one who either did SOMETHING or NOTHING, who did your "BIT" or did your BEST.

You are neither too big financially or too little to neglect or overlook or disregard this appeal for support of our Government and our Boys.

Your subscription—and the evidence of it—will bring others to a realization of their DUTY. Don't withhold this moral support any more than you intend to withhold your FINANCIAL SUPPORT.

As a business man or woman, you must certainly realize

the psychology of YOUR DOING IT FIRST, both in the necessity of the moment and for the influence upon others.

Your subscription, therefore, will not only represent the Liberty Bonds YOU BUY, but others bought by those who "follow suit." Don't be a "FOLLOW-SUITER" yourself.

If you've a patriotic heart in you, you will make sure it isn't YOUR FAULT if Portland DOESN'T prove to its Country and its Boys that THE LAST DOLLAR WE HAVE IS

THEIRS. You will pledge your subscription promptly, willingly, patriotically and VOLUNTARILY. You will do these things NOW—not when it suits YOUR CONVENIENCE.

Monster Mass Meeting and Parade Tonight
Parade of Liberty Loan Workers and Subscribers, 7:15; Then Giant Meeting at Auditorium.
COME—Your Influence Is Needed.

Fourth Liberty Loan Executive Committee

This Space Contributed Through the Patriotic Co-Operation of

PACIFIC COAST BISCUIT COMPANY
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BARKER'S BAKERY
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