

December 13 Their Lucky Day

ONE OF THE LARGEST CROWDS EVER ASSEMBLED IN PORTLAND FILLED GRAND AVENUE MONDAY NIGHT FOR BLOCKS AND BLOCKS, WAITING PATIENTLY FOR HOURS TO GET INTO OUR NEW STORE ON THE OCCASION OF

Our Grand Opening

We calculated that we would have 10,000 people, but there was over 10,000 people who never got into the building. In fact many have estimated that 50,000 people appeared on the scene between 7:30 and 10:30 P. M., thousands of them not getting within a block of the store. As a Grand Opening event, it was one of the most successful ever held in this or any other city. Such crowds are seldom seen, except at some great Fair, Festival or Street Parade. By 7:30, Grand Avenue was packed from East Oak to East Morrison. We advertised 3000 free souvenirs, but gave away 3 times 1300, or 3900.

39 Presents Worth Not Less Than \$13 Each

We advertised 13 Presents worth not less than \$13.00 each, 13 Presents worth not less than one-half of \$13.00, and 13 Presents worth not less than one-third of \$13.00, but we were so highly honored, there came so many thousands of people over and above the 10,000, we had previously estimated, that we will give away no present worth less than \$13.00.

Numbers 13 and 1313 get best Presents, worth not less than 3 times \$13, or \$39.00, each of these being first lucky number in first and second series. No. 2613 gets a present worth not less than 2 times \$13.00 or \$26.00.

Value of All Presents About \$600

We advertised presents to run over \$400, but they will now run about \$600. Exact amount to be announced later.

All numbers ending with 13, were selected in advance to draw Presents. The cards were placed in envelopes, and thoroughly mixed and given out at the door. No one could foretell who would get these numbers. One Present to each hundred people.

Winning number 3813 cannot be located. Probably the holder got shoved out of the building before finding the box. However, if this coupon is brought in, the holder will get his present. Below we give

Names and Addresses of Those Who Found 13 Exceptionally Lucky

FIRST SERIES

1st—No. 13. W. Parker.....1286 E. 8th, North
 2d—No. 113. Minnie Wacklund.....1064 E. Morrison
 3d—No. 213. Arthur Turnbull.....449 11th
 4th—No. 313. A. L. Bradley.....791 E. Yamhill
 5th—No. 413. Mrs. M. Tatro.....397 Florence
 6th—No. 513. F. M. Sutford.....372½ E. Morrison
 7th—No. 613. Mrs. Wm. Clark.....1020 Williams Ave.
 8th—No. 713. Miss Bessie Herbert.....980 E. Yamhill
 9th—No. 813. Cecil B. Heacock.....1186 Union Ave., North
 10th—No. 913. Mrs. Lulu Dahl Miller.....471 E. Ash
 11th—No. 1013. Mrs. Chas. Martin.....167 Wood
 12th—No. 1113. Miss Emily Quappe.....809 Washington
 13th—No. 1213. Mrs. F. S. Horton.....343 Ross

SECOND SERIES

14th—No. 1313. S. J. Pascall.....1616 Portsmouth Ave.
 15th—No. 1413. Earl Freeman.....412 East Harrison
 16th—No. 1513. Mrs. G. M. Brown.....362 Chapman
 17th—No. 1613. Mr. F. K. Hungerford.....687 E. Ash St.
 18th—No. 1713. F. Cohen.....464 E. Ankeny St.
 19th—No. 1813. H. P. Cloyes.....174 E. 28th, N.
 20th—No. 1913. Fred Trachsel.....509 Stephens



Mrs. Lulu Dahl Miller, the popular and accomplished contralto of the Harmony Quartet, and who sings at the White Temple, was 10th among the lucky holders of coupons ending in 13.

SECOND SERIES (Continued)

21st—No. 2013. Lottie E. Gregg.....1947 E. Yamhill
 22d—No. 2113. Lillie Penson.....10 E. 8th St., N.
 23d—No. 2213. Mrs. W. A. Heiget.....350 Stanton St.
 24th—No. 2313. Mrs. Barge.....594 E. 10th St.
 25th—No. 2413. Josie Blackford.....1099 E. 28th St., N.

THIRD SERIES

26th—No. 2513. L. G. Barker.....60 E. 9th St., S.
 27th—No. 2613. G. S. H. Jackson.....427 10th St., West Side
 28th—No. 2713. M. A. Jaynes.....206½ First St
 29th—No. 2813. C. W. Riddell.....E. 28th and Glisan Sts.
 30th—No. 2913. Mrs. Dunlap.....909 Oregon St.
 31st—No. 3013. James P. Murphy.....152½ Grand Ave.
 32d—No. 3113. Mrs. H. T. Rayner.....871 E. Irving St.
 33d—No. 3213. F. B. Farmer.....290 Park St.
 34th—No. 3313. Kathryn Patterson.....409 Fairbanks Ave.
 35th—No. 3413. Mrs. W. E. Newson.....126 E. 20th, N.
 36th—No. 3513. P. R. Greaves.....115 Humboldt St.
 37th—No. 3613. Mrs. B. A. Parrish.....229 E 6th St., N.
 38th—No. 3713. Mrs. Chas. Carlston.....306 E. 9th St.
 39th—No. 3813. (Not found.)

We wish to express our thanks to our customers and the general public for helping by their presence, patience, orderliness and good nature, to make this one of the grandest features in the commercial history of Portland.



Presents will be on exhibition in our store the rest of the week. We invite the public to call and inspect them and also to look through our new store, something that thousands of people had no opportunity of doing Monday night