

DEPOT FOR ARNOLD'S WASH FABRICS FOR THE ENTIRE NORTHWEST.

DAYTON'S

SEVENTH AND NICOLLET AVENUE, MINNEAPOLIS.

Our Tea Rooms Fourth Floor.
THE Dayton Tea Rooms are delightfully arranged for dinner parties and banquets, and the cuisine and service are unsurpassed. The art galleries in connection are admirably adapted for a promenade.

Mail Order Depot.
DAYTON'S are the Mail Order Distributors of Arnold's Wash Fabrics for the entire Northwest. Special attention will be given to the filling of mail orders promptly. Samples mailed upon request.

Two Wash Goods Prizes Awarded to Dayton's

ON JAN. 16th, representative stores of leading fashion centers from the Atlantic to the Pacific entered into competition for prizes to be awarded by the Arnold Print Works, of North Adams, Mass., for the local advertisement and the window display, setting forth to the best advantage the merits of Arnold's Wash Fabrics. The letters herein reproduced will give some idea of the interest that centered in this contest. When stores in such fashion centers as New York, Washington, Baltimore and other cities, were represented in the contest, the importance of this store's showing may be easily realized. This great showing of Wash Fabrics means much to us. It means everything to our customers. It gives us the prestige we have claimed; it affords you a matchless opportunity to buy these wonderfully beautiful fabrics in most comprehensive assortments, at prices that are amazingly low. Today Arnold's Fabrics vie with the finest of imported goods. In beauty, in exquisiteness and exclusiveness of the designs, in extreme daintiness and effectiveness of the material, Arnold's Wash Fabrics take precedence. They are unlike imported fabrics in one point—the prices of Arnold's are lower—very, very much lower.

Arnold Print Works, North Adams, Mass.

New York, Feb. 20, 1905.
The Dayton Dry Goods Co., Minneapolis, Minn.
Gentlemen:—
Enclosed please find our check for amount of prizes awarded you by the judges of our contest for window display and local advertising.
Please accept our thanks for the special interest you have taken in the contest, and accept our congratulations on the result.
We enclose a list of awards, and remain
Yours truly,
ARNOLD PRINT WORKS.

ADVERTISING PRIZE.

Messrs. Max Jagerhuber, Editor of "Dry Goods," and John C. Cook, Business Manager of New York Evening Mail (formerly Advertising Manager for Wanamaker), acting as Judges for the Best Local Newspaper Advertisement descriptive of the Arnold Trade-Marked Products, have made the following awards:

- First Prize—Dives, Pomeroy & Stewart, Harrisburg, Pa.
Second Prize—Dayton Dry Goods Co., Minneapolis, Minn.
Third Prize—F. A. Empsall, Boston Store, North Adams, Mass.
Fourth Prize—Barnard, Sumner & Putnam Co., Worcester, Mass.
Fifth Prize—William Palmer, Port Jervis, N. Y.
And named the following competitors as WORTHY OF SPECIAL MENTION for the excellence of their advertisements:
- | | |
|--|--|
| Anderson Bros. Co., Portsmouth, Ohio. | The Mandelert Mercantile Co., Chippewa Falls, Wis. |
| I. G. Bromberg & Co., Mineola, Texas. | Miller Bros. Co., Chattanooga, Tenn. |
| Giddings Bros., Colorado Springs, Col. | The Old Bee Hive, Burlington, Vt. |
| Harrison & Dalley, Nyack, N. Y. | Rex Henry & Co., Marietta, Ohio. |
| The Wm. Hengeler Co., Buffalo, N. Y. | I. Rothschild, Titonadoga, N. Y. |
| Hutzler Bros., Baltimore, Md. | D. A. Singleton, Lufkin, Texas. |
| M. Kahn Sons & Co., Washington, D. C. | C. D. Spencer & Co., Shelburne Falls, Mass. |
| Eben Leavitt, Bangor, Me. | E. D. Starbuck & Co., Saratoga Springs, N. Y. |
| M. Levy & Sons, Elizabeth, N. J. | A. Steiger & Co., Holyoke, Mass. |
| | R. H. Stratton, Dunkirk, N. Y. |
- JOHN C. COOK. (Signed) MAX JAGERHUBER.

WINDOW DISPLAY PRIZE.

Messrs. Max Jagerhuber, Editor of "Dry Goods," and John C. Cook, Business Manager of New York "Evening Mail" (formerly Advertising Manager for Wanamaker, New York), have acted as Judges in the PRIZE CONTESTS offered by the ARNOLD PRINT WORKS, and have awarded prizes in the WINDOW DISPLAY CONTEST as follows:

- First Prize—Simpson-Crawford Co., New York City.
Second Prize—Hutzler Bros., Baltimore, Md.
Third Prize—Dayton Dry Goods Co., Minneapolis, Minn.
Fourth Prize—Stewart & Co., Baltimore, Md.
Fifth Prize—Barnard, Sumner & Putnam Co., Worcester, Mass.
Also recommend window displays made by the following firms as WORTHY OF SPECIAL COMMENDATION:
- | | |
|---|--|
| Anderson Bros. Co., Portsmouth, Ohio. | S. Kahn Sons & Co., Washington, D. C. |
| I. G. Bromberg & Co., Mineola, Texas. | The Mandelert Mercantile Co., Chippewa Falls, Wis. |
| Dives, Pomeroy & Stewart, Harrisburg, Pa. | Miller Bros. Co., Chattanooga, Tenn. |
| Forbes & Wallace, Springfield, Mass. | John R. Murray Co., Ansonia, Conn. |
| The Four Seasons Dept. Store, Dublin, Ga. | William Palmer, Port Jervis, N. Y. |
| Giddings Bros., Colorado Springs, Col. | E. D. Starbuck & Co., Saratoga Springs, N. Y. |
| Harrison & Dalley, Nyack, N. Y. | R. H. Stratton, Dunkirk, N. Y. |
| The Wm. Hengeler Co., Buffalo, N. Y. | W. M. Whitney & Co., Albany, N. Y. |
| | The Willison Co., Bozeman, Mont. |
- JOHN C. COOK. (Signed) MAX JAGERHUBER.

Barnard, Sumner & Putnam Co. Worcester, Mass.

Feb. 21, 1905.
The Dayton Dry Goods Co., Minneapolis, Minn.
Gentlemen:—
Will you kindly send me a copy of the paper containing the Arnold Goods Prize Ad?
You have my hearty congratulations, but I QUITE INTENDED to win that prize.
Respectfully,
JOHN E. MAYHEW,
Advertising Manager.

See Our Nicollet Av. Windows; Arnold's Wash Fabrics Prominently Displayed

- Arnold's Grecian Voile, 25c.
- Arnold's Mohair Lustre, 25c.
- Arnold's Taffeta, 15c.
- Arnold's Silk-dotted Mousseline de Soie, 59c.
- Arnold's Silk Organdi, 49c.
- Arnold's Superfine Organdi, 39c.
- Arnold's Embroidered Silk Crepe, 40c.
- Arnold's Dotted Swiss Muslin, 18c.
- Arnold's Holly Batiste, 15c.

- Arnold's Taffeta
A new fabric for natty shirtwaist suits for the ladies—made to look like Taffeta silk with handsome sheen—the new medium and Tobacco Browns, all wanted staple colorings, 28 in. wide, yard..... 15c
- Arnold's Holly Batiste
By far the finest batiste shown this season at the price, this cloth is very soft and sheer, and comes in almost endless assortment of new ideas in printings, 32 in. wide, a yard..... 15c
- Arnold's Embroidered Swiss
Most beautiful printings on a very sheer and dainty fabric with embroidered dots. There is a wide range of styles in all the desirable dainty colorings; also solid ground effects in navy and black; 30 in. wide, a yard..... 15c
- Arnold's Mohair Lustre
Made of hard twisted, selected cotton yarn—equal in effect to real mohair—this is one of the most novel cloths of the season for Street Costumes—all the very latest shades of browns, blues, tans, etc., 28 inches wide, a yard..... 25c

In order to give these fabrics the prominence which they merit, we are for the second time this season devoting practically our entire Nicollet Avenue front to their display. You will want to see this display; you will want soon to plan your shirt-waist suits; you will want to see Arnold's Fabrics first of all.

- Arnold's Mouseline de Soie
Plain and embroidered dotted Mouseline de Soie for evening wear. This cloth has a pure silk filling and comes in all the dainty tints—has a beautiful lustrous finish 28 in. wide, a yard..... 59c
- Arnold's Fine Shirtings
An exquisite fabric for a comfortable shirt waist suit, with mercerized Jacquard figures woven in the cloth—the printings are most attractive—all colorings; extra wide at a yard..... 19c
- Arnold's Fil de Soie
For morning costumes this new cloth will be extremely fashionable—dotted and splash effects predominate—high bright silk finish adds to the effectiveness of the dark and light grounds, 28 inches wide, at a yard..... 25c
- Arnold's Superfine Organdie
While not the most expensive, this fabric is one of the most beautiful creations of this entire assortment—very fine and sheer, the printings are very fine description, and are claimed by the makers to be the finest printings ever produced on cotton fabric; 32 inches wide, a yard..... 39c

- Arnold's Fine Dimity, 35c.
- Arnold's Fil de Soie, 25c.
- Arnold's Fine Novelty Shirtings, 39c.
- Arnold's Cashmere, 15c.
- Arnold's Shirting Percale, 19c.
- Arnold's White Star Percale, 12 1/2c.
- Arnold's Sea Island Percale, 12 1/2c.
- Arnold's La Reine Percale, 10c.

PEOPLE'S PULPIT

"A Psalm of Life."
G. L. MORRILL.
I entered the book department of a big store.
"Where is Miss B?" I asked.
"Seriously ill at the hospital," replied the manager. "I was just going to take her some flowers—won't you come along?"
She welcomed us, and looked greatly pleased when she reached out her hand, white as the coverlid, to take the beautiful roses my friend W. had brought for her.
"I guess we better go," he said, after a few minutes' talk.
I felt so, too; yet the call lacked something—a word of prayer or Scripture; but she was a Jewess.
"Good-by," I said. "I'm sorry you have been so sick, and I hope you will soon be well."
"Yes," she replied, "it has been very lonesome here, and this is our New Year week, when I wanted to attend the Temple service."
"I know it," I answered, "and that's just why I want to say something which is sacred to both of us."
"What is it?"
I took her hand, closed my eyes, and repeated the Twenty-third Psalm. When I looked down into her face, the big black lashes were wet with tears, she suddenly opened her eyes and exclaimed:
"Dr. Morrill, my ancestor wrote that."
She said and she was, she proudly recalled the inspired author, her kinsman; and well she might, for the Greek Homer sang from the heights of Olympus, the Hebrew poet sang from the very heights of the Tree of Life.
"I'm so glad you came!"
"So am I."
Precious psalm which I learned at my mother's knee—repeated with her at the graves of my father and two brothers—and not long since whispered as a prayer when the clouds fell on her coffin!
This Psalm of Life is an artesian well flowing thru the crust of centuries, and Jew and Gentile have wet their lips with its water of help, hope and heaven.
Surely, goodness and mercy shall follow me all the days of my life; and I will dwell in the house of the Lord forever.
"Thy word is a lamp unto my feet and a light unto my path."

DAYTONS WIN.

Clever Wash Goods Advertising Wins a First Prize.

In all probability, what will prove to be the most comprehensive and effective wash-goods advertising ever attempted by a manufacturer, is the novel campaign of the Arnold Print Works of North Adams, Mass. Through leading magazines of the country the merits of Arnold's wash fabrics will be exploited this year in a multitude of homes. The Dayton Dry Goods Company of this city will reap locally the benefit of this advertising in a large measure throughout the northwest.
The Arnold Print Works offered five prizes each for window displays and advertisements which appeared January 16th. In leading stores throughout the country that week became known as "Arnold's Week." Never before has there been so much publicity given to any one make of wash fabrics. The effect will be far-reaching and the advertising will be lasting.
Of the prizes offered, Dayton Dry Goods Company received two awards, namely, the second prize, \$50, for their advertisement appearing in The Journal on January 16th, and third prize, \$25, for their window display. The first prize for window display was awarded to Simpson-Crawford Company of New York city, while Dives, Pomeroy & Stewart of Harrisburg, Pa., received first prize for their advertisement. The advertisement of the Dayton Dry Goods Company, which won second prize, was prepared by W. E. Emery, formerly their advertising manager, but now in the advertising business, with offices in the Andrus building.
Great credit is due to The Journal's efficient organization in our composing room, where the "ad" was set, as the award was given upon the typographical effect as well as the wording of the advertisement.
This advertising campaign, while far-reaching for the Arnold Print Works, has a good proportion of the credit due to Dayton Dry Goods Company, as their store is the mail order depot for distribution of the Arnold Print Works wash fabrics in the northwest. The willingness of this firm to co-operate in selling manufacturers' goods of merit, is well known in the eastern markets, and they often have favors shown them on this account which are totally unolicited.

MRS. HOLBROOK NEAR DEATH
Fergus Falls Woman Took Indiscretion to Incorporate.
FERGUS FALLS, MINN.—Mrs. E. A. Holbrook, wife of a local veterinarian surgeon, took a dose of indigestion yesterday afternoon and it was thought for some time that she could not recover. Her husband called a physician, but her life and it is now thought she is out of danger. Her husband asserts that she mistook the bottle for cough medicine.
The village of Altona held a special election yesterday to decide to incorporate. The vote being unanimous. An election to select village officers will be held March 7.
A basketball game for the benefit of St. Luke's hospital was held last evening and the proceeds amounted to \$50.94.

WINS A SECOND TIME

MOUNT VERNON, IOWA.—Fred J. Clark, representing Cornell college at Mount Vernon, for the second consecutive time, was awarded first place in the state oratorical contest held here last night. The theme of his oration was "The Philosophy of the Race Problem."

Henry Maenster, representing Iowa Wesleyan university at Mount Pleasant, was second with an oration on "The True Basis of Sovereignty," and Miss Mabel Brown Ellis of Taylor college, speaking on "John Calvin," was awarded third place.
The other colleges competing were Iowa college of Grinnell, Iowa State college of Ames, Simpson, Parsons and Lenox.

Washington, D. C., and Return, \$31 via the North-Western Line.
Tickets will be on sale Feb. 23 and March 1 and 2. For sleeping car reservations and further particulars call at City Ticket Office, 600 Nicollet avenue, Minneapolis.

Newbro's Herpicide



Your hairs WILL talk! It doesn't matter how much you try to silence them with heavy veils and broad hats, the ends will stick out and call to every passer-by, "See how dull and brittle we are! She neglects us shamefully."

Every woman should have beautiful and abundant hair, for nature lavishly rewards those who labor intelligently to preserve and beautify it.
Is your hair oily or sticky? Is it dull or lustreless? Have you dandruff? If so, you should use Newbro's Herpicide at once. It kills the germ or mite which causes dandruff and falling hair, after which, the hair will grow as nature intended. It stops itching of the scalp almost instantly and gives the assurance of a cure from the very first application. It contains no oil or grease, and it is unsurpassed for its daintiness. It makes the hair light and fluffy and gives it a silken gloss.
Send 10c in stamps for sample to THE HERPICIDE CO., Dept. L., Detroit, Mich.
See Window Display at... **VOEGELI BROS. DRUG CO., Special Agents.** 2 Stores: Corner Hennepin & Washington Ave. & Corner 7th St. & Nicollet Av.

To see how the world was made

Visit Grand Canyon of Arizona
Deep down in the earth you go for more than a mile
A most thrilling experience
New \$250,000 Grand Canyon hotel.
"El Tovar," open January 1, 1905
Ask C. C. Carpenter, of A. T. & S. Fr. Ry., 503 Cassmeyer Bldg., Minneapolis

W. L. DOUGLAS

UNION MADE \$3.50 SHOES FOR MEN
W. L. Douglas makes and sells more Men's \$3.50 Shoes than any other manufacturer in the world.
\$10,000 REWARD to anyone who can disprove this statement.
The reason W. L. Douglas's \$3.50 shoes are the greatest sellers in the world is because of their excellent style, easy fitting and superior wearing qualities. If I could show you the difference between the shoes made in my factory and those of other makes and the high grade leathers used, you would understand why W. L. Douglas's \$3.50 shoes cost more to make, why they hold their shape, fit better, wear longer, and are of greater intrinsic value than any other \$3.50 shoe on the market to-day. W. L. Douglas guarantees their value by stamping his name and price on the bottom. Look for it. Take no substitute. Sold by all shoe dealers.
PERFECTLY SATISFACTORY.
"I have worn the Douglas \$3.50 shoe for a number of years, and have found them good wearing shoes and perfectly satisfactory."
A. R. MCGILLIVRAY, Real Estate.
W. L. Douglas \$2.00 and \$1.75 shoes for Boys are the same as Douglas \$3.50 shoes for Men. Boys save \$1 on every pair over other makes.
W. L. Douglas uses Corona Colza in his \$3.50 shoes. Corona Colza is considered to be the finest Patent Leather yet produced.
W. L. DOUGLAS, Brockton, Mass.
G. C. & E. E. Call always give satisfaction.
W. L. Douglas \$3.50 Shoe Store in Minneapolis: 405 Nicollet Ave.

CHEATED FOR YEARS

rejudice Will Cheat Us Often if We Let It.
You will be astonished to find how largely you are influenced in every way by unreasoning prejudice. In many cases you will also find that the prejudice has swindled you, or rather, made you swindle yourself. A case in illustration:
"I have been a constant user of Grape-Nuts for nearly three years," says a correspondent, "and I am happy to say that I am well pleased with the result of the experiment, for such it has been."
"Seeing your advertisement in almost all of the periodicals, I for a long time looked upon it as a hoax. But after years of suffering with gaseous and bitter eructations from my stomach, together with more or less loss of appetite and flesh, I concluded to try Grape-Nuts food for a little time and note the result."
"I found it delicious, and it was not long till I began to experience the beneficial effects. My stomach resumed its normal state, the eructations and bitteres both ceased and I have gained all my lost weight back."
"I am so well satisfied with the result that so long as I may live and remain my reason Grape-Nuts shall constitute quite a portion of my daily food." Name given by Postum Co., Sattle Creek, Mich.
There's a reason.
Look in each pkg. for the famous little book "The Road to Wellville."