

Quality  
Style  
Fair  
Prices

What's  
Wrong  
We'll  
Right

# DAYTON'S DAYLIGHT STORE

SEVENTH AND NICOLLET, MINNEAPOLIS.

## Spring Opening of New Styles

### The Story of the Store

**T**HREE YEARS AGO this store opened for business at the present location, Seventh street and Nicollet avenue, with fifteen departments occupying less than half the present floor space. Today we have forty-two departments. Several of the original fifteen have been enlarged to more than double their former size and importance. Workmen are engaged in making further additions and improvements. Among the important additions during the past year was the establishment of our beautiful TEA ROOMS AND RESTAURANT, where at a very moderate expense, a dainty luncheon or a full course dinner may be enjoyed. As an attractive feature an excellent Orchestra furnishes music during the evening Dinner hours, from 5:30 to 7:30 o'clock. Special facilities for Parties, Banquets, Luncheons and Teas at moderate prices.

**THE BEARD ART GALLERIES**—The peer of any in this country. Visitors from the art centers of the United States grow enthusiastic over them.

**THE McCARTHY BOOK ROOMS**—Very popular and deservedly so. Under the able management of Nathaniel McCarthy—by far the best and most favorably known book man in the Northwest.

**THE CUT FLOWER SECTION**—Recently opened—just inside the Seventh street entrance.

**THE HAIR GOODS DEPARTMENT**—One of the most attractive spots on the Second Floor, under the management of the Misses Olsen. Recently nearly doubled in capacity.

### Music

Tuesday Afternoon from 2 to 5 O'clock

Popular music will be furnished by the Minneapolis Ladies' Orchestra, under the leadership of Miss Thelma T. Lyons.

- 1—March..... "Karama"..... Grey
- 2—Waltzes..... "Mermaid"..... Gamble
- 3—Selection..... "Garret O'Magh"..... Alcott
- 4—Two-step..... "Arabela"..... Hendrix
- 5—Waltzes..... "In Loveland"..... Halzman
- 6—Selection..... "Babes in Toyland"..... Luders
- 7—March..... "Bubbles"..... Powell
- 8—Reverie..... "Apple Blossoms"..... Roberts
- 9—Selection..... "Woodland"..... Anderson
- 10—Waltzes..... "Rose Dreams"..... Albert
- 11—Two-step..... "La Belle Rosa"..... Daniels
- 12—Selection..... "Sho-Gun"..... Luders
- 13—Waltzes..... "Wedding of the Winds"..... Whitney
- 14—March..... "Billy"..... Barron
- 15—Selection..... "Florodora"..... Stewart
- 16—Finale..... "Zenobie"..... King

### What's Wrong We'll Right

**T**HIS HAS BEEN OUR MOTTO from the beginning. We have striven to deserve the confidence of the public. We believe that success is based on confidence, and have expected to succeed because we intended to prove you could safely confide in us, in our merchandise, in our prices, in our qualities, in our methods.

We shall continue to do business along the same line, improving our methods as we learn more—we appreciate all friendly suggestions.

**REMEMBER THIS**—Paying the smallest prices doesn't always mean economy—depends on the service the article you buy will give. We might sell a cheaper class of goods, but if we should, we couldn't expect you to be satisfied. We could not gain your confidence. We could not expect you to buy again and again. We propose to build our store on GOOD SERVICE, which is building it on a rock.

We have gathered here the finest productions of the best looms of many lands, we have sought out with keen discernment the most charming creations of the best designers of ready-to-wear apparel for ladies and children. We feel gratified indeed that our present showing reveals such a high class of dependable merchandise. We believe that by giving our customers the best we can buy we have thus afforded real economy.

## Four Days' Spring Opening With Intensely Interesting Opening Souvenirs

Tuesday, Wednesday, Thursday and Friday, March 21 to 24, Inclusive.

**IN FORMER YEARS** it has been customary during our Spring Opening to present to our visitors flowers or some pictorial reminder of the occasion. After due consideration, we've concluded that a more appreciated souvenir would be an opportunity to save on your spring purchases, hence we inaugurate A SERIES OF FOUR DAYS OF OPENING SOUVENIRS. As you know, our buyers have recently returned from the market, their purchases of the NEWEST and BEST of Spring Merchandise has nearly all arrived, and to make this occasion memorable, each of our forty-two complete departments will present for four days, beginning Tuesday, March 21st, some article of UNQUESTIONED MERIT and VALUE in quality and style, at such DECIDED PRICE REDUCTIONS, that they will BE TRULY regarded as SOUVENIRS in the broadest sense of the word. We invite you to come during the OPENING DAYS—it will give you an insight into the styles that fashion favors for the Spring and Summer of 1905. Special care in making selections has been exercised. The knowledge gained by long experience, supplemented by excellent taste and good judgment has enabled our buyers to present the MOST ATTRACTIVE as well as the MOST PRACTICAL collection of merchandise it has ever been our good fortune to offer.

**Silk Souvenir**  
69c A larger assortment of charming silks that we have sold and will again sell at \$1.00 and \$1.25. Souvenir price .....69c

**Neckwear Souvenir**  
18c Pure Surah Silk Hemstitched Windsor Ties, all colors, some plain, others tastily embroidered, 25c values; each, opening souvenir.....18c

**Dress Goods Souvenir**  
68c Fine imported French Voile, good firm mesh and a perfect black; our regular \$1.00 quality. Tuesday, at .....68c

**Glove Souvenir**  
\$1.15 Perrin's Overseam Kid Gloves, a very excellent glove at \$1.50, and sold regularly at that price, only .....\$1.15

**Trimming Souvenir**  
\$1.49 From \$2.75 to \$4 were the prices of these ornaments; black, cream, colors; for dress or jacket. Opening Souvenir, each.....\$1.49

**Waist Souvenir**  
\$1.00 White Lawn of sheer quality, 8 wide tucks at side, plait front, fan shape plait back, embroidery inserting, \$1.50 value.....\$1.00

**Wash Goods Souvenir**  
16 1/2c Pure Silk Mixed Mousseline de Soie, plain shades and woven self color dots, worth up to 35c; one day, yard.....16 1/2c

**Rug Souvenir**  
\$28.88 Royal Wilton, 9x12 rugs -12 different patterns, sell regularly at \$37.50. Tuesday, while they last, each .....\$28.88

**White Goods Souvenir**  
18c A Panama waisting, hard to get at any price; always sells at 30c a yard. To make the opening memorable, per yard.....18c

**Corset Souvenir**  
73c These \$1.00 Corsets, mercerized tape girdles with dainty pink and blue stripe; for our opening Tuesday, each .....73c

**Muslin Souvenir**  
6 3/4c Genuine Lonsdale Muslin, bearing the regular green ticket, limit ten yards to a customer, per yard, only .....6 3/4c

**Underskirt Souvenir**  
98c Muslin or Cambrie, with deep flounces, fine wide embroidery finish, usually \$1.25. Tuesday only, at, each .....98c

**Linen Souvenir**  
65c Linen Damask—real Irish make, in an assortment of beautiful patterns, 72 inches wide, 85c value, at the yard.....65c

**Veiling Souvenir**  
19c Finest weave Chiffon Veilings, assorted colors, some with fancy dots, borders and figures, 35c and 50c yard values. Tuesday.....19c

**Lace Souvenir**  
98c All are laces for waists; Point Gaze, Point de Venise, open-work L'Anglaise, etc., in ecru and white, \$1.50 and \$1.75 values, yard.....98c

**Handkerchief Souvenir**  
48c Ladies' Pure Irish Linen hand-embroidered, lace trimmed handkerchiefs, including new Easter styles in floral effects, 75c quality.....48c

**Ribbon Souvenir**  
13c Our famous 19c pure Silk Taffeta Ribbon, 3 3/4 inches wide, in a complete assortment of colors, the yard, only .....13c

**Underwear Souvenir**  
98c Ladies' best Peeler cotton Union Suits, hand crocheted, neatly finished, usually \$1.25. Souvenir price, only .....98c



Shepherd Check Mohair Suit. The above model is an exact copy of one of our own garments shown in the Suit Department. We exhibit the same style in other materials such as Silk Taffeta, and Clay Worsted, in green, blue and brown colors. Souvenir price.....\$45

**Special Souvenir**  
Tuesday  
An Illustrated Fashion Magazine Free.  
An illustrated Fashion Magazine will be presented to each caller at our enlarged and improved Wash Goods Section.

**Rest Room**  
We have furnished very cozy and pleasant Reception Rooms on the third floor for ladies. You will find these rooms conveniently arranged for meeting your friends or for resting awhile. Stationery is provided, toilet conveniences are offered and free telephone service is provided over both phones.

**Mail Order Dept.**  
This department has grown to be a very important feature. All requests for samples or information receive prompt and intelligent attention, thus insuring very satisfactory returns.

**Souvenir for Baby**  
75c Knit Sacques, choice of a number of pretty styles, sell regularly to \$1.98 each. Tuesday only, each, at .....75c

**Millinery Souvenir**  
39c Best values we ever offered—these pretty roses, violets and foliage, selling at \$1. For the opening, at, only .....39c

**Hosiery Souvenir**  
35c Ladies' Black Brilliant Lisle Hose, drop stitch, a handsome value at 50c. Opening Tuesday special, for .....35c

**Optical Souvenir**  
1/4 OFF—During opening days, we will fit you with glasses to your liking at twenty-five per cent under usual prices, at .....1/4 OFF

**Shoe Souvenir**  
\$1.99 for misses' wear, choice from Dugan & Hudson #3 Shoes three lines, sell usually at \$3.00. Opening special, per pair.....\$1.99

**Candy Souvenir**  
25c Our regular 40c Chocolate Creams, assorted and put up in pound boxes. Opening Tuesday, per pound .....25c

**Stationery Souvenir**  
29c In beautiful violet boxes, sells at 45c. 100 boxes only. Opening Souvenir price, at the box, Tuesday only .....29c

**Floral Souvenir**  
20c Large bunches of Violets that sell usually at 50c, never less than 25c. Opening Tuesday, Souvenir price, only .....20c

**Curtain Souvenir**  
\$6.29 Arabian or Cluny Net Lace Curtains in several patterns; values to \$9.50, at Souvenir price, per pair .....\$6.29

**Hair Goods Souvenir**  
\$3.98 On Opening Day we offer our regular \$4.50 first quality switches at, only, each.....\$3.98

**Book Souvenir**  
95c Oxford Teachers' Bible, with all the helps, minion type, divinity circuit binding, a \$1.35 book, for .....95c

**Hand Bag Souvenir**  
\$1.00 Leather, with Venetian handle, strong gilt frame, heavily lined and three fittings. \$1.50. Souvenir price, only.....\$1.00

**Picture Souvenir**  
25c Small pictures, 100 of them, neatly framed and worth from 35c to \$1. In the Beard Art Galleries. Souvenir price, each .....25c

**Belt Souvenir**  
69c Soft crush leather Belts, black or brown, oxidized or gilt buckle. The \$1.00 kind. Opening Souvenir price, only .....69c

**Table Cover Souvenir**  
98c Stamped, tinted, Russian Linen, 36x36 or 22x54, artistic designs in new coverings. \$1.50 ordinarily. One day, only .....98c

**Tea Spoon Souvenir**  
43c Rogers' Silver Plated Tea-spoons—very pretty and sell regularly at 75c. For Opening Tuesday, per set of 6, in basement, only.....43c

**Souvenir for Men**  
\$1.19 A good Negligee Shirt, in selected patterns, detached cuffs—the Dayton \$1.50 shirt. Souvenir price, only .....\$1.19

**Basement Souvenir**  
18c for large sized galvanized Iron Water Pail, extra heavy with strongly wired edge. Regular 25c value, at, only .....18c