

# At a Glance

Getting better all the time: A quick overview of Target's history, growth and changes.

**1881**

Marshall Field & Co. is founded.

**1902**

George D. Dayton opens Goodfellows in downtown Minneapolis.

**1903**

Dayton Dry Goods Store is founded; in 1911, it becomes The Dayton Company.

**1918**

The Dayton Foundation is created with an endowment of \$1 million.

**1946**

The Dayton Company's bylaws establish the practice of giving 5% of pretax profits back to the community.

**1962**

The Dayton Company enters discount merchandising with the opening of its first Target Store.

**1967**

The Dayton Corporation has its first public offering of common stock.

**1968**

The bullseye logo is redesigned to its current appearance by dropping one of the center rings.

**1969**

With the merger of the Dayton Corporation and The J. L. Hudson Company, the Dayton Hudson Corporation was born.

**1974**

Target introduces uniform "plan-o-grams" to plan the layout and placement of store interiors and products, creating consistency throughout the chain.

**1975**

Target becomes parent company Dayton Hudson Corporation's #1 revenue-producer.

**1978**

The Dayton Hudson Corporation acquires Mervyn's and becomes the 7th largest U.S. retailer.

**1985**

The weekly Target advertising circular is second only to the Sunday comics as America's most read newspaper insert.

**1987**

Target introduces electronic scanning checkout to all its stores while software processing expedites distribution center delivery process.

**1990**

The Dayton Hudson Corporation acquires Marshall Field's and opens the first Target Greatland®.

**1995**

Target introduces their store credit card, now known as the REDcard.

**1995**

The first SuperTarget® store opens in Omaha, NE.

**1995**

Target launches Club Wedd® bridal registry; a year later, Lullaby Club® baby gift registry is introduced.

**1999**

Target launches Target.com, its online presence.

**1999**

Target introduces its first designer line of products from world-renowned architect Michael Graves.

**2000**

The Dayton Hudson Corporation is renamed Target Corporation.

**2004**

Marshall Field's and Mervyn's are sold.

**2005**

Target Corporation ranks among the top 20 corporate contributors in the nation, giving back \$2 million each week to the communities it serves. The company now has more than 1,300 stores in 47 states, and employs more than 300,000 team members.

**2006**

The Robert J. Ulrich Center, Embassy Golf Links, opens in Bangalore, India.

**2007**

The tradition of giving 5% of our income to charitable organizations continues, translating into more than \$3 million in change every week.