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MINNEAPOLIS HAS
FAMOUS MODISTE

Madame Boyd's Establishment
Recognized Headquarters for
Stylish Dressmaking.

To speak of fashionable dressmaking in Minneapolis is to at once suggest the name of Madame Boyd, whose establishment in this city has for years been recognized as being the very source and center for everything artistic and modish in ladies' garments. Her place has long been the Mecca of those who would be gowned a la mode, for to possess a robe made at this famous establishment marks the wearer at once with a stylish individuality and an indescribable grace and charm which nothing but the artistic touch of a high-class modiste can give.

Madame Rose H. Boyd has been a dressmaker in Minneapolis for nearly twenty-five years, first at 608 Nicollet avenue, then at the large and well-known frame residence property on Nicollet avenue at the corner of Tenth street, and now at 301-3-5 Tenth street S. This last home for her business establishment—into which she moved Dec. 1 last—is a fine old brick residence containing many large and pleasant rooms, and is located at the corner of Third avenue S and Tenth street. It is now the property of Madame Boyd and provides a fine, beautiful place, centrally located and in a choice portion of the residence district, for her extensive business.

If ladies are to be gowned with taste, and in accordance with the fashions set in the old world centers, no more important accessory to a city of wealth and refinement can be named than a high-class dressmaking establishment. Goods may be imported, but a dressmaker must be on the ground. Ladies cannot travel across the continent in search of capable modistes whose artistic touch and deft fingers shall give finish to their costuming. The modiste must be near at hand and if satisfactory results are to be obtained she must be an artist.

Designs Are Original.

It requires one who can originate, design, plan, manage and execute in order to meet the almost infinite demands and requirements which are made upon her. She must be resourceful, too, for while the main idea of the prevailing fashion must be adhered to, it must be varied to meet the endless demands of an exacting patronage. The different types of women, from the young society bud to the mature matron or even the white-haired dame, each with her individuality in appearance, each with her own ideas to be considered, each wanting to conform generally to the prevailing mode, yet to differ from all others in the application of that mode—all this requires ability of a high type in the successful dressmaker. Fortunately indeed is Minneapolis that she has such a one in Madame Boyd, a woman whose skill is in constant demand by ladies both far and near who have need for the services of a high-class dressmaker, and fortunate, too, are the ladies of this city and surrounding territory that such an artist in ladies' wearing apparel is so near at hand.

Minneapolis is a city of wealth. Its beautiful residences in many instances are palace-like in their furnishings and luxury. Its ladies are gowned as richly and with as much taste and elegance as those of any other city in the new world. Its society functions are notable as the assemblages of richly attired ladies. It goes without saying that to be well dressed a woman cannot wear

her clothes, as Dean Swift said, "as if they were thrown on her with a pitchfork"; but to be gowned right, and she then becomes, to slightly paraphrase—

"A phantom of delight
When first she beams upon our sight;
A lovely apparition sent,
To be a beautiful ornament."

A well-dressed woman is, indeed, the very acme of our material civilization. What were wealth, or palaces, or every ornament that luxury can give, if it were not for the visions of beauty that lovely woman, who sits enthroned amid it all, brings to us; and what a contribution of the joy of our senses is made by the Madame Boyds and others like her, who thus minister to the world's delight.

Many Are Employed.

To get some conception of the highly systematized management of a fashionable and exclusive dressmaking establishment which caters to the trade of those who would appear gowned in the latest styles at all times, one need only step into Madame Boyd's at almost any hour, day or night, during the weeks preceding any of the smart society functions, such as the charity ball, the hostesses' ball, the Deutscher-Frauen ball, and many others. Weeks before these functions are to be held, the preparations are begun which are to reach their climax in their splendor and magnificence of the ballroom, and during these preceding weeks the scene of activity is at Madame Boyd's, in front of whose place the street is often thickly lined with limousines and electric. A force of 100 designers, fitters and seamstresses, all under the watchful eye of Madame Boyd herself, is at work in the great establishment, intent on the innumerable details of dressmaking.

Madame Boyd's opinion on things material and immaterial concerning fashions always carry weight, for her sound judgment and unflinching good taste have given her front rank among dressmakers. The fashionably gowned women of this part of the world,

whose beautiful costumes may be seen at every resort of prominence in the United States, reflect the taste and elegance of design of her good taste no less than the rare workmanship of her establishment. No only are her garments effective and striking in their general appearance, but the details are carried out with the painstaking care of a real artist.

In order to keep herself in touch with the latest whims and fancies of the ever-changing fashions of Europe, Mme. Boyd goes abroad twice a year, for the demands of the growing wealth and social prominence in the empire of which Minneapolis is the center require that our styles shall come to us first hand from the very heart of fashion's citadels—gay Paris, Berlin and London. Early in February of this year she sailed to be in attendance at the February openings in Paris, and similar trips are made every fall and spring.

Rumors From Abroad.

Just now there are many rumors from abroad regarding dresses made with separate waists and skirts, and the question is being debated by those most interested whether the American woman will give up her one-piece gown. It is for the purpose of securing personal information on just such important matters as this to the ladies, as well as scores of other matters that can be obtained in no other way so satisfactorily as by the personal touch, that Mme. Boyd goes abroad. Speaking of the one-piece gown, by the way, it will not necessarily be the princess dress that will hold its allegiance in every case, for the star of the well-defined waist line is said to be undoubtedly in the ascendant, and while many of the early spring and summer dresses will be made with the waists and skirts quite independent of each other, they will be made of the same materials, or at least of similar colors; and when they are finished the waist and skirt will be tacked securely together so that there will be no danger of faulty

connection at the waist line. We may be sure that whatever is the latest word on all such matters will be brought to Minneapolis on Mme. Boyd's return.

The woman who dresses smartly, and who endeavors to be gowned in accordance with fashion's decrees, knows that the best designers of the continents of Europe and America have been busy for months now determining what will be correct to wear when my lady of the fashionable world graces some social function; what will be pretty and becoming for church, calling, afternoon teas, etc., etc.—what will mark her as the trim, smartly dressed and disconcerting woman. And the women of Minneapolis and the northwest are not behind their sisters elsewhere either in elegance of their costumes or in the date of their appearance. The average woman, taken up with the numerous cares and duties of her home and social affairs, does not have the time to inform herself on the important matter of dress. Hence she goes to an expert like Mme. Boyd, who makes it her business to know, and whose long experience and up-to-date information fits her to give counsel and advice that is dependable.

No matter what is being planned, a daytime dress or an evening costume, a charming negligee or a winsome waist, one may be sure that Mme. Boyd will meet every expectation in style and in execution, and that the garment turned out will be all that it should be.

All of the finer fabrics used in this establishment are imported by Mme. Boyd herself, these including weaves and qualities which are not to be had in any but the most select and fashionable places. Ladies who patronize this place also have the benefit of private sketches of Paris modes from such famous places as those of Paquin, Calot, Doucet, Francias, Bernhard, etc., which are never published for general distribution, but are made only for the use of dressmakers catering to select trade—women who do not want to have the individuality of their gowns made common by general adoption.

ENGRAVING ART

greatly appreciated by printers, and the plate being twice as deep, with clean

TWIN CITY LOAN CO., MINNEAPOLIS.

meat dealer and they threaten to shut off his credit if he will not pay. Then along comes the furniture man and

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