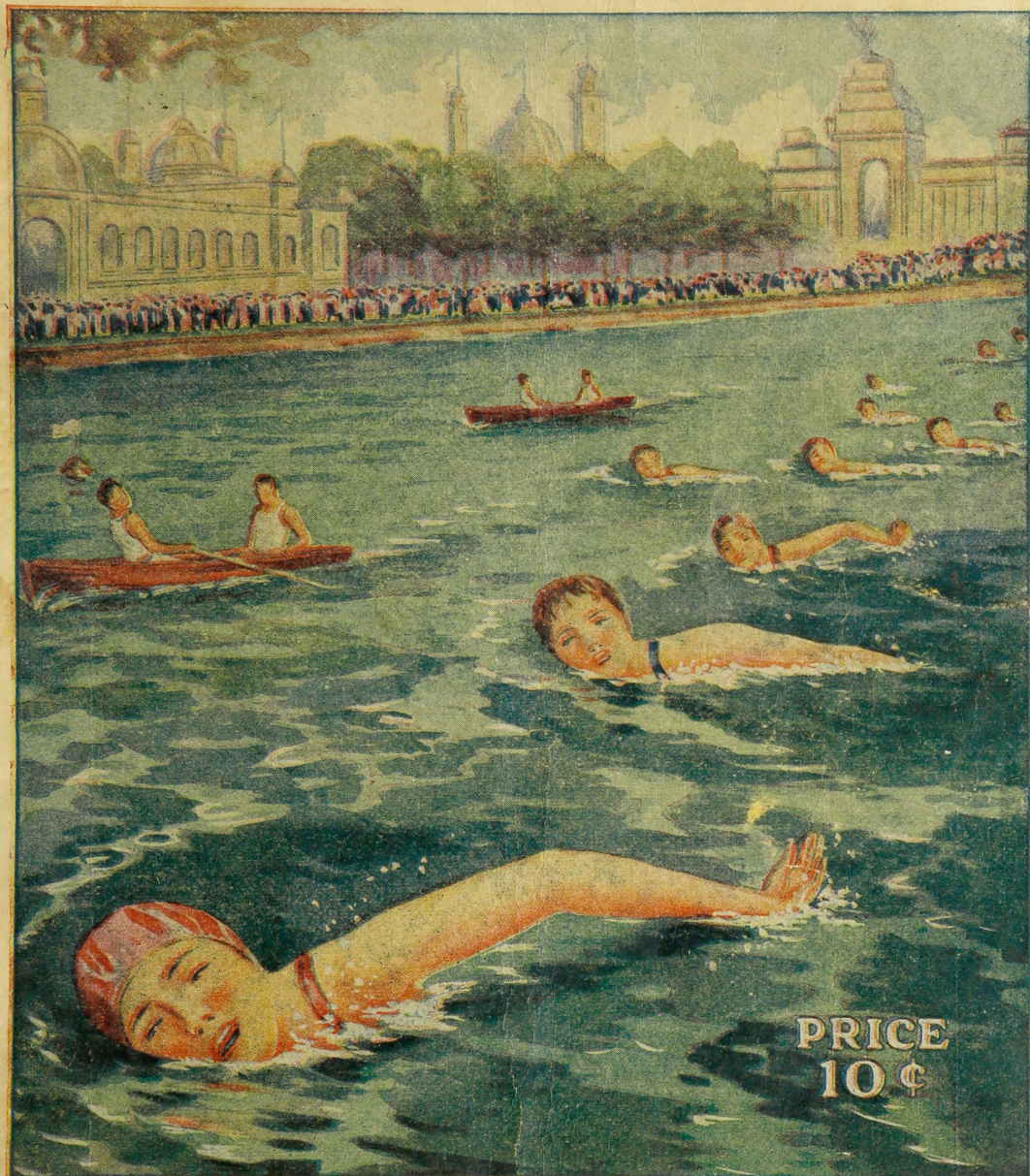


OFFICIAL PROGRAMME

3rd Wrigley Marathon ~ at the Canadian National Exhibition.



PRICE
10 ¢

The Third Wrigley Marathon Swim has been made possible by a prize of \$25,000 offered by the Canadian Wrigley Co., to which is added an additional \$25,000 by the Canadian National Exhibition, making a total of \$50,000 in prizes.

TORONTO, Wednesday, August 29th, 1928
Women's 10 Mile Championship of the World

DRINK



Sold only in Honey Dew Stores and Stands

*AT THE EXHIBITION
SIX STANDS*

*IN TORONTO
ELEVEN STORES*

*IN HAMILTON
TWO STORES*

*IN LONDON
ONE STORE*

*IN WINDSOR
ONE STORE*

*IN OTTAWA
ONE STORE*

*IN MONTREAL
TWO STORES*

*IN WINNIPEG
TWO STORES*

**AND BE IN
THE SWIM**

*What Is
Honey Dew ?*

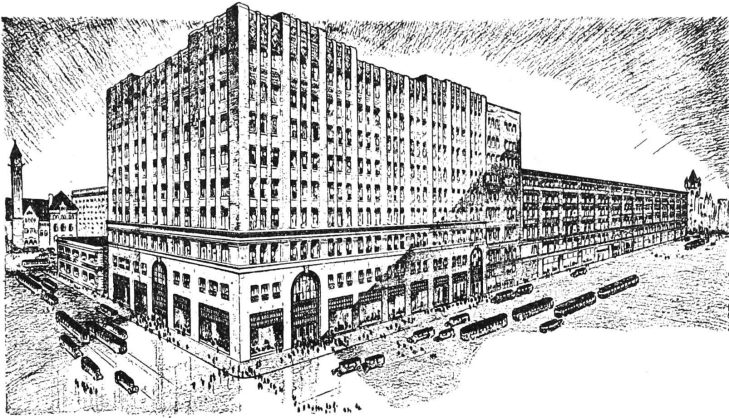
If you could ask the thousands who daily patronize the HONEY DEW Stores, they would tell you that HONEY DEW is the most delicious and refreshing drink they have ever tasted. And they would also tell you that a HONEY DEW Store is the most enticing spot where light refreshments are invitingly served amid immaculate and pleasant surroundings.

Look for the HONEY DEW sign, at the Exhibition or in your home city—you'll be delighted.

HONEY DEW LIMITED

EXECUTIVE OFFICES - TORONTO, ONT.

"HONEY DEW IS THE DRINK FOR YOU"



The Growth of a Great Store.

THE Robert Simpson Company, Limited Greater Store, has already shouldered its way into the sky. Nine storeys have been erected on a sturdy foundation that will bear an ultimate twenty storey growth.

The record of Simpson's reads as a romance. Fifty-seven years ago a small two-storey dry goods establishment, to-day this business ranks as one of the leading mercantile organizations in the world.

You will enjoy a visit to this great store—and will surely be impressed by its new growth.

The Robert Simpson Company Limited
TORONTO

FURRIERS FOR



SIXTY YEARS



Fall Styles for Women

Fine Furs and Wraps
Imported Gowns and Coats
Sportswear and Hats

Visitors
Welcome

You will find this Store one
of the Showplaces of Toronto
Come at any time—No obligation to buy

Fairweather's

88-90 Yonge Street - - At King



When Visiting Toronto

Usually one of the first places that attracts the visitor to Toronto is Ryrie-Birks. For Ryrie-Birks, in addition to being Canada's largest jewellery store, is internationally famous for its outstanding collection of finest-quality diamonds. And, of course, diamonds cost considerably less in Canada.

Here you will also find Parisian Novelties, London Leather, English China, Antique and Modern Silver, and a thousand-and-one suggestions for little gifts for the folks at home.

Ryrie-Birks

L I M I T E D
DIAMOND MERCHANTS
YONGE AND TEMPERANCE TORONTO

WRIGLEY'S P.K.





The Wrigley Swimming Marathon Trophy is a perpetual trophy to be competed for each year. The first Wrigley Marathon was held off Catalina Island, and won by George Young of Toronto. The second Wrigley Marathon was held at Toronto and was won by Ernest Vierkoetter, of Berlin, Germany. The third Wrigley Trophy is a reproduction in sterling silver of the famous "Flying Mercury" modeled by Giovanni da Bologna. The position of the figure is changed to show Mercury presenting to Father Neptune a wreath. Neptune with his trident, dolphins and water surrounding are in bronze. The figure Mercury contains over 1,000 ounces of silver. In addition to the big trophy there will be provided annually a replica in sterling silver and bronze, to be presented to the city where the Marathon is held and the total value is \$25,000.

ELLIS BROS

*"Faultless Quality"
Diamonds*

*At Canadian
Duty Free
Prices*

Antique Silver and Sheffield, English China and Leather, Parisian Hand Bags, European Novelties.

94-98 YONGE STREET, TORONTO

Our Antique Shop—Continental Shop and Leather Shop all offer helpful gift suggestions.

You are always welcome at this store, free parking, telephones and writing desks for your convenience.

OFFICIAL PROGRAMME

The
Third Wrigley Marathon
for the
*Championship
of the World*
Women's Section
Canadian National Exhibition

WEDNESDAY, AUGUST 29th, 1928
Starting at 10 a.m.

TOTAL PURSE, \$50,000

Wednesday, August 29th

WOMEN'S TEN MILE EVENT

\$10,000 to the Winner
3,000 for Second Place
1,000 for Third Place
600 for Fourth Place
400 for Fifth Place

Wednesday, September 5th

FIFTEEN MILE OPEN EVENT

\$25,000 to the Winner
5,000 for Second Place
2,000 for Third Place
1,500 for Fourth Place
1,000 for Fifth Place
500 for Sixth Place

OFFICIAL STARTER—MR. J. ALLAN ROSS

Referee—Alderman Joseph Wright

Chief Judge—The Honourable G. Howard Ferguson

Chief Observer—Harry Price

Chief Scorer—Raymond L. Hughes

Chief Medical Officer—Dr. M. M. Crawford

Chief Shore Scorer—H. H. Roxborough

Chief Timer—Robert Falconer

TIMERS :

Chas. Collins John F. McGarry Sam Leonard Alby Robinson

JUDGES :

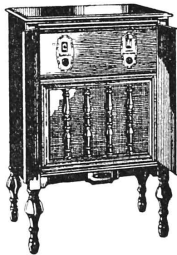
T. A. Murphy, M.P.P. W. A. Hewitt M. R. Twomey
Frederick C. Wilson

JUDGES AT THE FINISH :

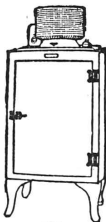
The Hon. Dr. Forbes Godfrey His Worship, Mayor Sam. McBride



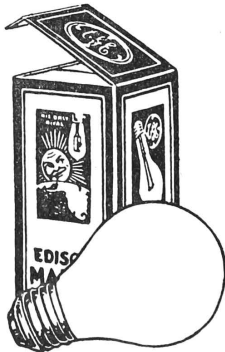
**HOTPOINT HI-SPEED
RANGES**



RADIOLAS



**GENERAL ELECTRIC
Refrigerator**



EDISON MAZDA LAMPS

See These Products on Exhibit

In the Electrical Building

YOUR visit to the Exhibition will not be complete until you have seen the Canadian General Electric Exhibit in the New Electrical Building.

There you will find Hotpoint Electrical Servants for the Home, General Electric Refrigerators, Edison Mazda Lamps, Radiolas, Telechrons and many other products representing the latest development in electrical research.



See the Model Lamp Factory

You will be especially interested in our model lamp factory in which we are making Edison Mazda lamps.

Lighting Canadian National Exhibition

The brilliant light which illuminates the grounds and buildings of the Canadian National Exhibition comes from Edison Mazda Lamps.



**CANADIAN
GENERAL ELECTRIC Co. Limited**
HEAD OFFICE TORONTO. SALES OFFICES IN ALL PRINCIPAL CITIES.



*Ernst Vierkoetter of Cologne, Germany
World's Long Distance Swimming Champion
Winner of the Second Wrigley Marathon
at the Canadian National Exhibition, 1927*



--and
proud
of it!



By appointment to
their Excellencies
the Governor-General and
Viscountess Willingdon.

Christie's Arrowroot Biscuits

Absolute Purity and Christie Quality
—always rigidly maintained—is a
combination that cannot be improved
upon. That is why a far greater
number of our sturdy Canadian
children are brought up on Christie's
Arrowroots than on any other arrow-
root biscuits.



Exhibition Visitors!

Come and visit our Booth in
the Pure Food Building, where
you may enjoy a sample of
Christies' Arrowroot Biscuits—
the purest of all pure foods.

In the store or on the 'phone, always ask for

Christie's Biscuits

The Standard of Quality Since 1853

Synopsis of the Swim



THE Third Wrigley Marathon at the Canadian National Exhibition has, like its predecessor, the Second Wrigley Marathon, which was staged at last year's Exhibition, been made possible by a contribution of \$25,000 by the Canadian William Wrigley Company Limited and supplemented by a further \$25,000 by the Canadian National Exhibition. This total purse of \$50,000 is the largest ever offered for an event of this kind. Spectators not only have the opportunity of watching a struggle for a world's championship, but also of viewing the greatest international event in the history of aquatic sports.

Never before has there been a race to compare with it either in the size of purses offered, the colossal number of athletes participating, or in the type of contestant entered. The event has attracted the cream of the world's greatest aquatic stars, scores of champions, present and past holders of more than a hundred swimming titles. All parts of the world are represented.

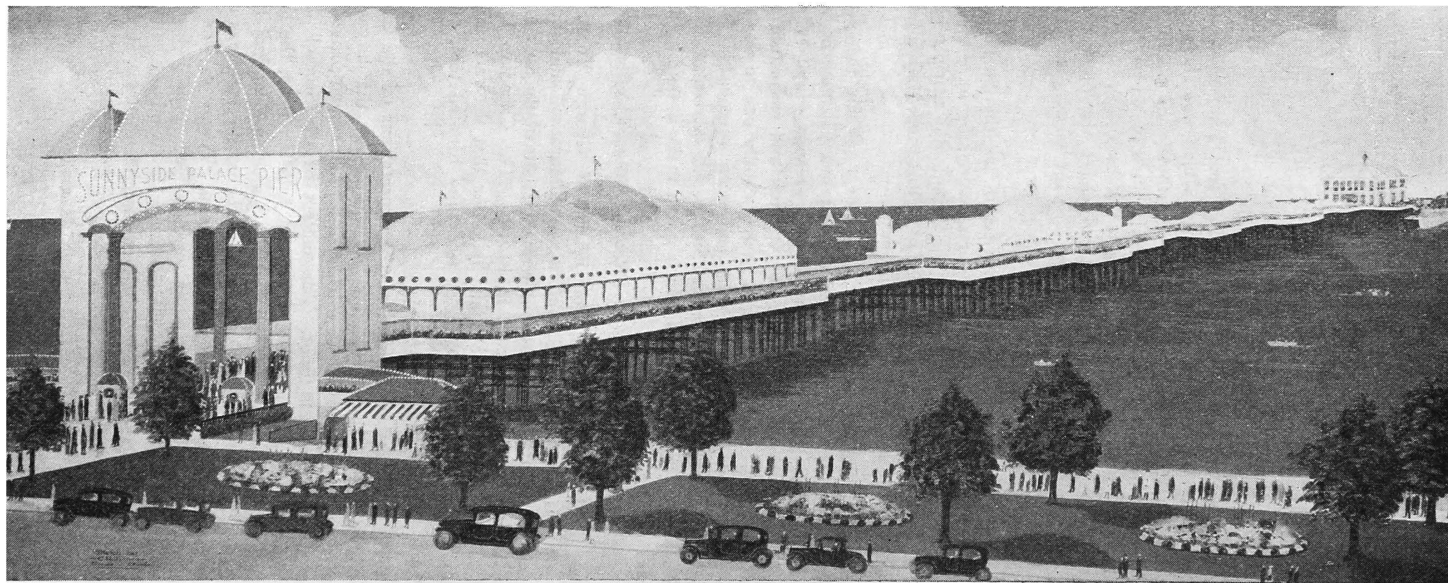
The race itself already has an interesting history. When the youthful Torontonian, George Young, won the race across the Catalina Channel, he was an unknown. In a few hours he had achieved one of the greatest of all swimming triumphs. He had given an unequalled display of stamina and endurance and in conquering twenty-two miles of open ocean, had been the only one to do it. His feat made a deep impression on the man who had been responsible for this spectacular race, Mr. William Wrigley, Junior, of Chicago. A sportsman of esteem and a sincere admirer of all of the qualities which go to make a true sportsman, Mr. Wrigley decided to do something more than merely hand over to this Canadian youth the fortune which he had won for his courageous effort.

His offer was, in brief, a challenge on behalf of George Young. Mr. Wrigley offered a purse of \$25,000 for a Second Wrigley Marathon and stipulated that the individual or organization co-operating with him contribute an additional \$25,000 and thus make the race the greatest in history. The Canadian National Exhibition fulfilled Mr. Wrigley's conditions and in order that the race might be purely Canadian, the Canadian William Wrigley Company Limited took over his interest in the race.

The Second Wrigley Marathon fulfilled all the expectations of the Canadian National Exhibition and the Wrigley interests. Witnessed by the largest paid crowd to ever view a sporting event in the world's history, the race proved to be one of the greatest spectacles of all times. The success of the Second Wrigley Marathon was the chief reason that influenced Colonel J. Allan Ross, the head of the Canadian William Wrigley Company, to select the Canadian National Exhibition as the scene of the Third event. The announcement that the race was on and that it was open to the world was made some time ago. The news was broadcasted through the press to a host of nations and cabled around the globe. Inquiries came from every corner of the civilized world, swimming stars have travelled thousands of miles to take part. To the winner of the race in addition to the fortune which automatically becomes his, goes beyond the possibility of argument the title of world's champion.

3 WORLD LEADERS

**THE CANADIAN NATIONAL EXHIBITION
THE MARATHON SWIM and
CANADA'S MILLION DOLLAR PIER**



SUNNYSIDE PALACE PIER — HUMBERSIDE

Toronto is the "logical location" for Canada's Million Dollar Pier. Already the eyes of the world are focused on Toronto for two weeks in the year because of the fame of the Canadian National Exhibition, and the world's premier swimming event which it sponsors.

Sunnyside Palace Pier will be second in importance only to the Exhibition as an attraction with this advantage—it attracts for 52 weeks in the year instead of 2.

The PROVINCIAL IMPROVEMENT CORPORATION, Limited

902 Northern Ontario Bldg.

TORONTO 2, - - CANADA

From where you watch the swim you can see the site of Canada's Million Dollar Pier, and the crowds around you will help you to visualize the crowds that will patronize the pier and the profit making possibilities of this great enterprise.

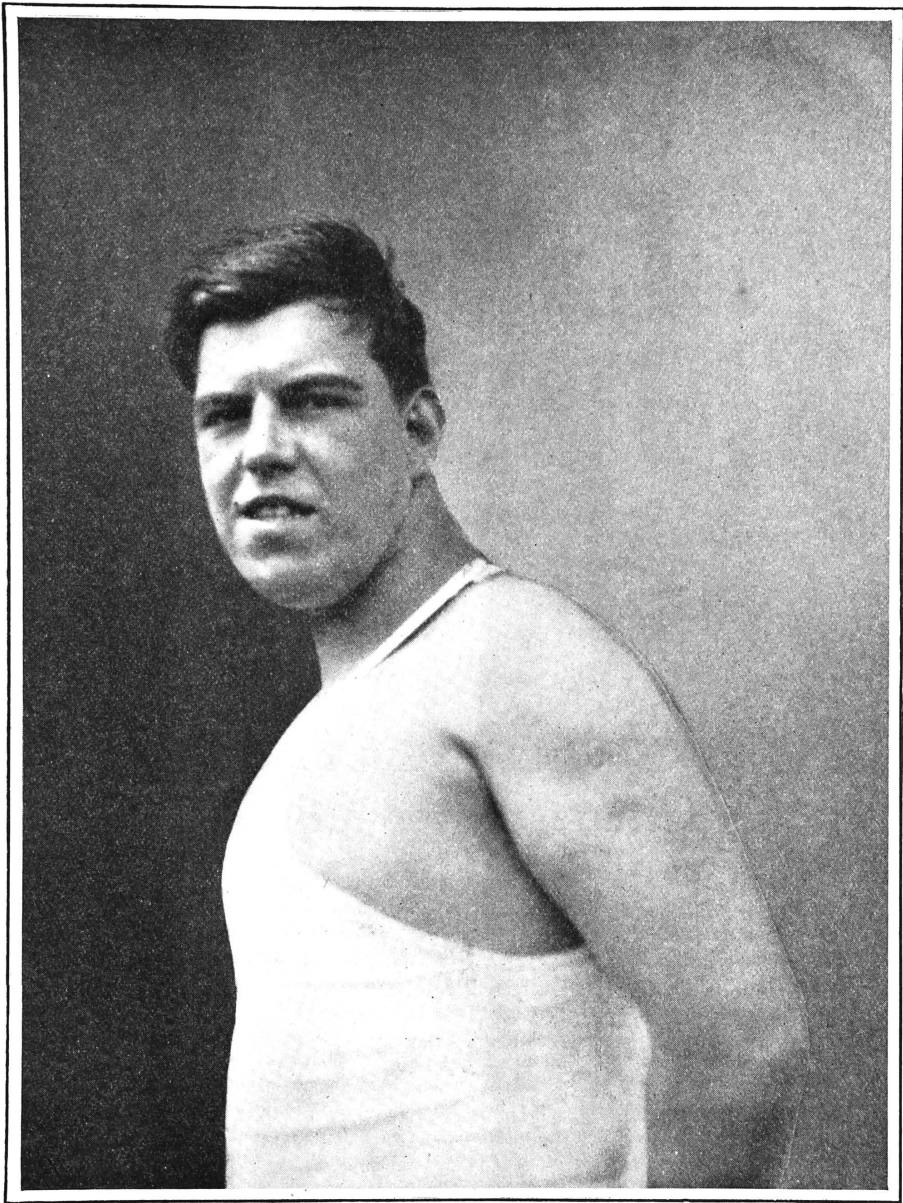
You will be proud to be a partner in Canada's first—and the world's finest amusement pier.

Invest your surplus where it will work full time 52 weeks in the year.

Please send full particulars of Sunnyside Palace Pier without obligation to me.

NAME

ADDRESS



GEORGE YOUNG
OF TORONTO

Youthful Conqueror of Catalina who will endeavour to regain his laurels in this swim for the championship of the world.



EVEREADY
Radio Batteries
—they last longer

3 EVEREADY LAYERBILT Batteries Cover All “B” Power Needs

Choose the right battery for your set from these three new Eveready Layerbilts—now selling at new low prices—and be ready when Eveready Battery Station

C K N C

broadcasts the

MARATHON SWIM

On Wednesday, August 29th and Wednesday, September 5th

RADIO IS BETTER WITH BATTERY POWER

Canadian National Exhibition

Golden Jubilee Year

THE fame of the Canadian National Exhibition has spread to the ends of the earth. From a small civic fair, which was the pride of Toronto in 1879, it has developed into an international exposition which, in this, its Golden Jubilee year, has no equal on earth. This year more than one prophecy has been made that the attendance will pass the two million mark. Visitors arrive from the United States by the scores of thousands and the Exhibition will be a mecca for tourists from all nations of the world. Huge edifices of unusual architectural beauty have been created one by one until to-day they have reached the colossal value of fifteen million dollars. These buildings are scattered over an area of 350 acres of magnificent park land with a mile and a half of water front on Lake Ontario.

The secret of the Exhibition's success in a large measure is due to the fact that its officials have always paid careful heed to the interests of every section of the nation. It combines a phenomenal number of different features.

Agriculture has always been one of the predominant ones. Every year, the finest blooded stock in the Dominion is shown and judged. The produce of farms, situated the length and breadth of the Dominion, has been brought here for the world to see.

With its Coliseum and the newly-completed Livestock Pavilion, which is now open for the first time, the Exhibition has facilities for this aspect of its displays, which have not been equalled in the history of expositions,

It has the Graphic Arts Buildings, devoted to the art of the painter, the sculptor and the art of the camera. At its Motor Shows, the newest models are given their first showing. Its displays of manufactured articles are unrivalled, and in the Process Building, scores of articles of everyday use are made as the spectators watch.

It gives a panoramic view of Canadian natural resources and, in special exhibits, the resources of a group of other nations. It caters to every aspect of trade and commerce.

Its nightly pageant in front of the grandstand is a super-production and an epic of the showman's art presented by fifteen hundred trained actors in a setting which is a symphony of light and color. An entire day is devoted to music, and, in addition, the celebrated Exhibition Chorus, composed of 2,000 trained singers, gives special concerts. A score of bands play during the two weeks which it is open, with almost hourly concerts. Nor is the lighter side of things overlooked. Almost every variety of amusement device has been added to its Midway, with its scores of side-shows. The grounds are thickly spotted with special features, which add to the general enjoyment.

Athletics invariably occupy an important place on the list of events each year. There are track and field meets, to which come the continent's greatest stars, motor races, motor boat races, rowing and paddling on the water-front, trotting races, a softball tournament between selected teams of Canadian girls and a catalogue of other items, all of unusual interest.

This is, all in all, only a casual glance at what the Exhibition is and what it has to offer.

But one short visit, if it should by any chance happen to be the first, is enough to make anyone realize why literally millions of people speak of it as "the greatest Exposition of them all."

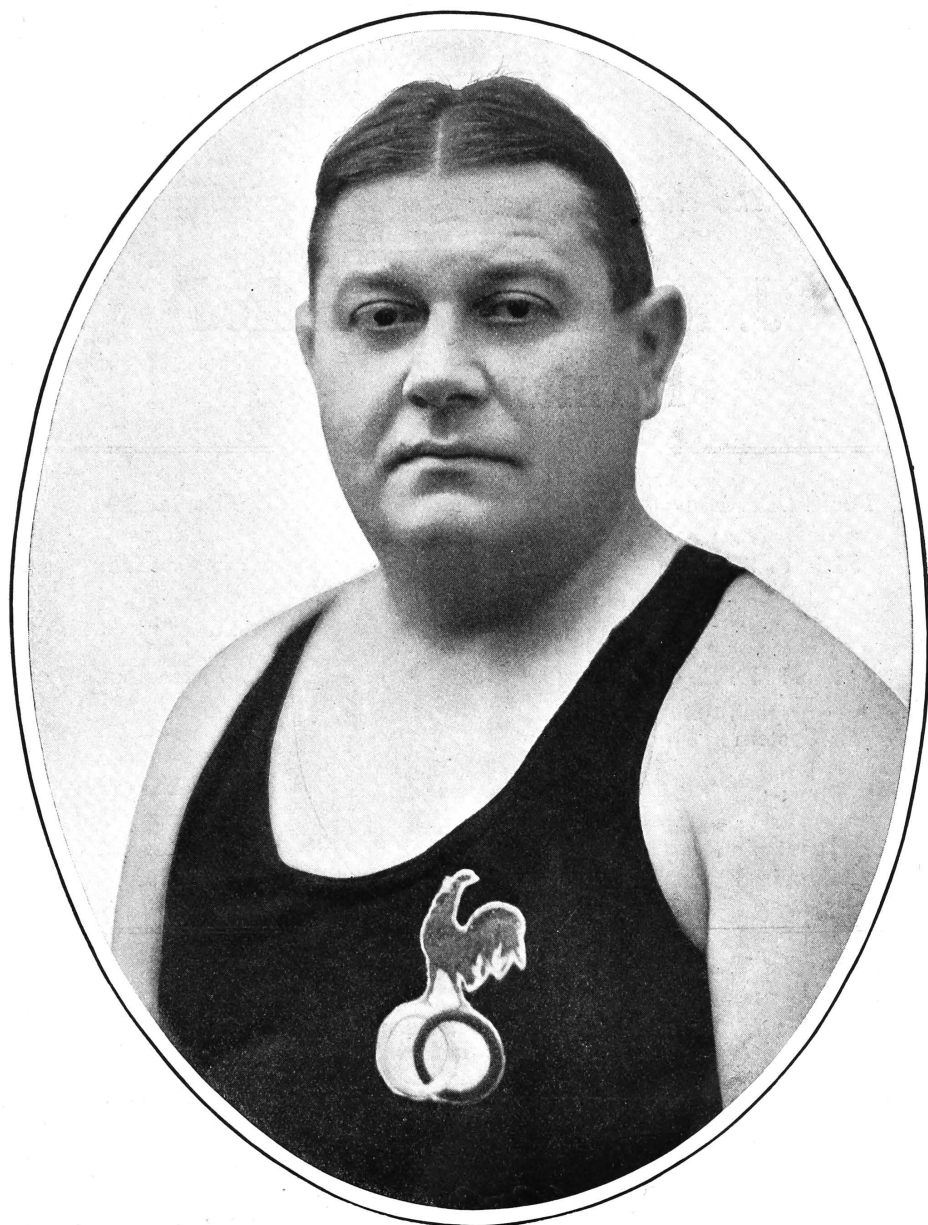
WILSON'S
BACHELOR

Universally liked
by most smokers
~from coast to coast~

*Try the handy pack
of five Bachelors*

10c

134



GEORGES MICHEL
OF FRANCE

Holder of the English Channel Record. Second in the 2nd Wrigley Marathon at the Canadian National Exhibition, 1927.



Royal Patronage

Mrs. Benoit

the charming marathon swim entrant
is delighted with her

J. Nelson Day (Method) Permanent Wave

Perfect Perman-
ents from
\$3.50 to \$15.00

:::

Central Drying
and Ventilating
System

:::

Inspection
Invited



The Largest
Parlor
in Canada

:::

70 Booths

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Days Famous
Taper Hair Cut
In all Latest
Styles

read what she says:

MRS. ANNA BENOIT

Dear Sirs:

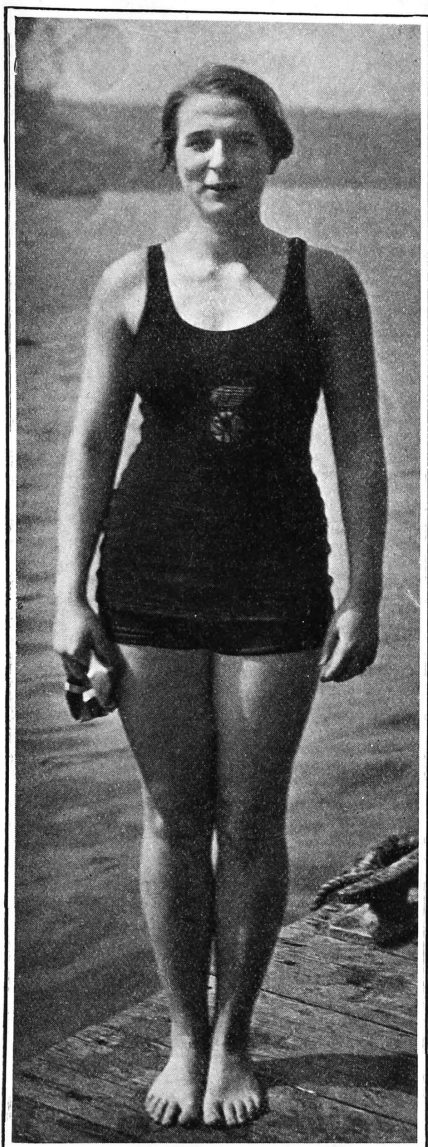
This is the most delightfully natural looking "Permanent" I ever had. It just falls into waves and curls when I come out of the water.

I KNOW NOW WHY YOUR WAVES ARE SO POPULAR. It was not only comfortable having the wave, but your beautiful parlors and your staff of experts made it a pleasure.

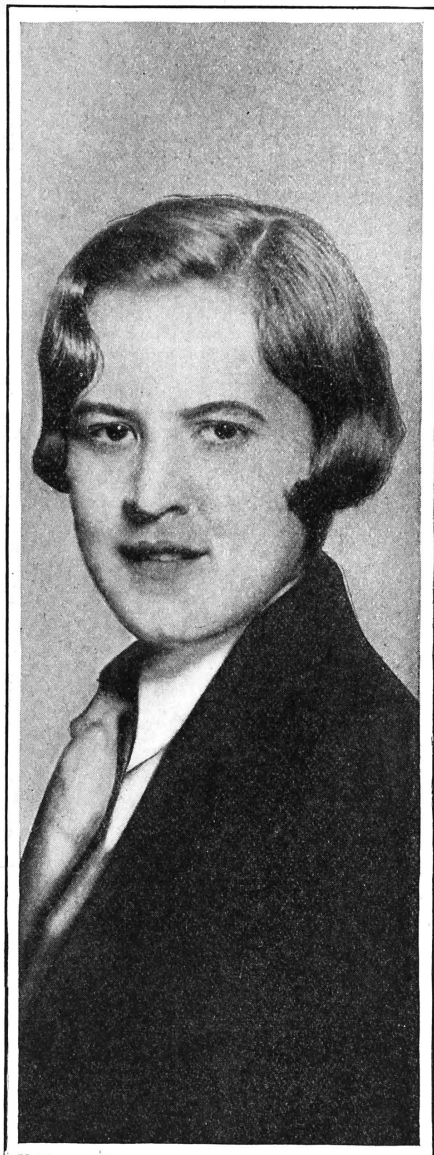
J. Nelson Day
LIMITED

130-132 Yonge Street

Appointments: Phone Adelaide 9011-2-3



ETHEL HERTLE
New York City



GERTRUDE EDERLE
New York City

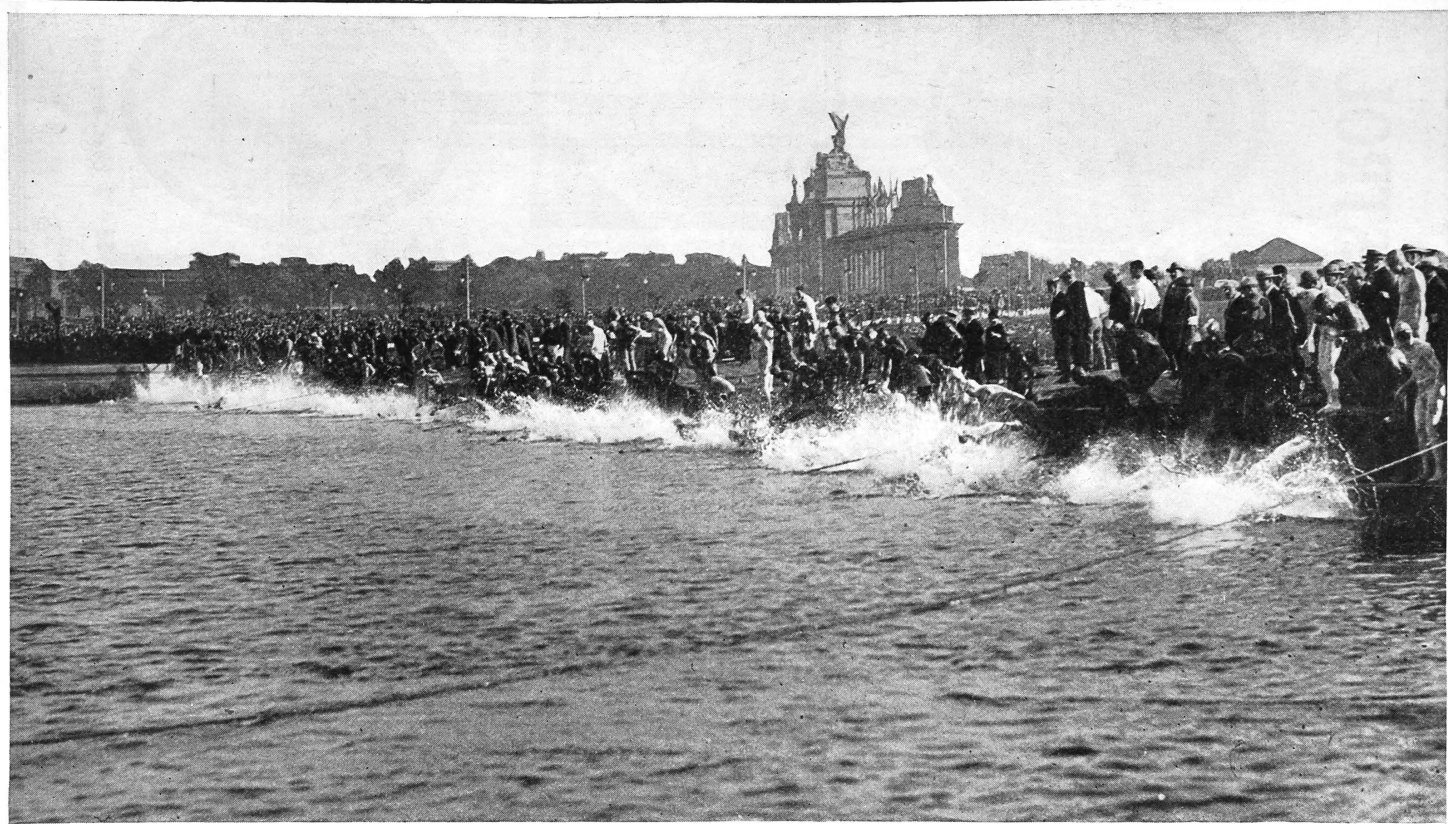


TRUCKS — TRACTORS — TRAILERS

Built at Walkerville,
Canada

— BRANCHES ACROSS CANADA —

EXHIBIT — COLISEUM BUILDING



The Big Splash—The start of the 1927 Canadian National Exhibition Wrigley Marathon

Famous Users of CASTROL

Segrave, Campbell and Keech, who successively created motor car speed records of over two hundred miles per hour—

Sir Alan Cobham, world-renowned for his aerial exploits, and who recently circled Africa—

Bert Hinkler, who made a record flight in a light aeroplane from England to Australia in sixteen days—



Major
H. O. D.
Segrave



Sir
Alan
Cobham



Ray Keech

Capt. Arturo Ferrarin, Italian aviator, who, with Major Delprete, recently spanned the South Atlantic, setting a new world's non-stop flight record of 4,448.82 miles—

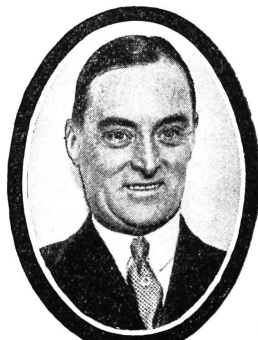
—all these famous men and legions of others, used Castrol in achieving these breathtaking feats of prowess and courage.

The tremendous popularity which Wakefield CASTROL Motor Oil enjoys in all parts of the world is a significant indication of its lubricating qualities. In Britain, Europe, Asia, India, Africa and Australia, CASTROL is supreme. There are millions of users.

Two hundred leading motor manufacturers recommend Wakefield CASTROL Motor Oil.

CASTROL brings faultless lubrication, a quiet, cool, smooth-running motor and a positive minimum of repair bills. Whatever the heat, whatever the stress, the film of CASTROL will remain invulnerable.

WAKEFIELD
CASTROL
MOTOR OIL



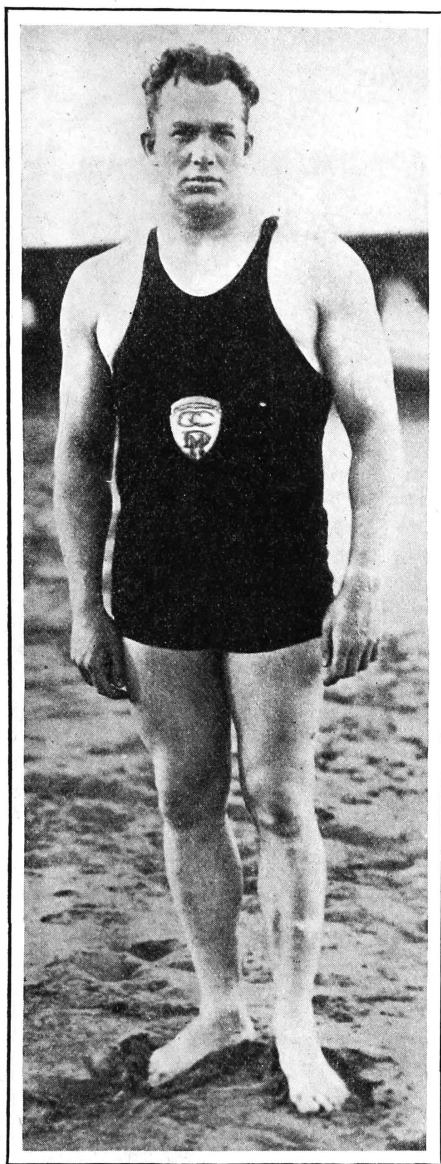
Capt.
Malcolm
Campbell



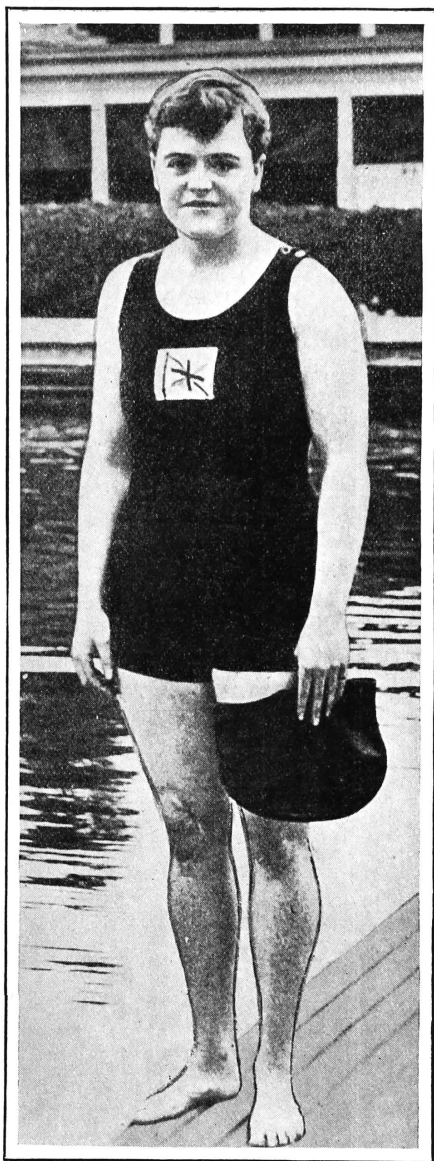
Bert
Hinkler



Capt. Ferrarin



NORMAN ROSS
Chicago, Ill.



MILLIE HUDSON
Port Elizabeth, South Africa

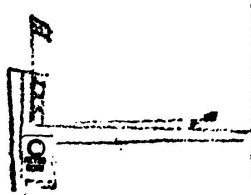
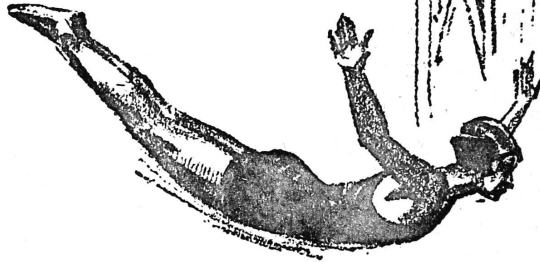
Confidence---

is essential to the successful
swimmer



So too must one have confidence in the organization entrusted with the cleaning or recoloring of dainty and elaborate gowns or valuable household furnishings.

Long years of experience, painstaking care and skilful methods have won for HARRON'S the confidence and steady patronage of thousands of Toronto's best families.



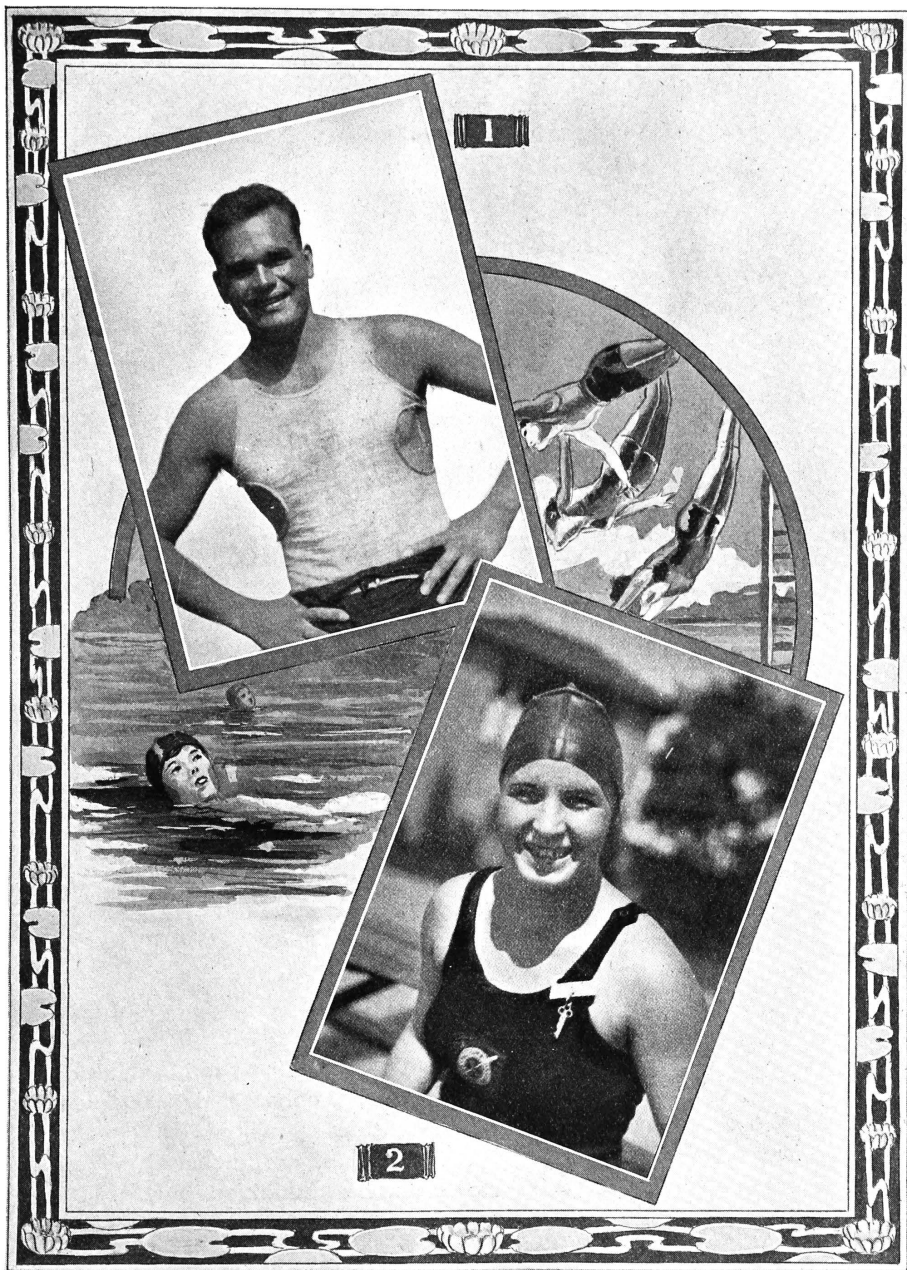
May we serve you?

Harron's

DYE WORKS

CLEANERS AND DYERS FOR 25 YEARS

872-876 Bathurst Street
TORONTO

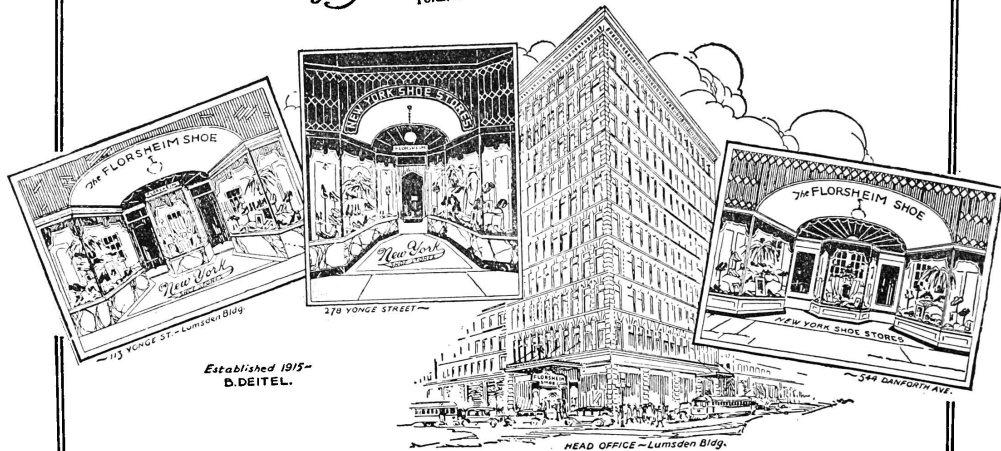


1.—Herr Von Papenfus, Transvaal, South Africa.

2.—Mimi Vogel, Switzerland.

The New York Shoe Stores

FOREMOST IN SHOE DESIGNING



Foremost for Exclusive and Exquisite Footwear

VALUES SECOND TO NONE

Showing New 1929 Fall Styles in Florsheim's, Dawson's and Specified Hand-Made Turns.

Sold exclusively in our stores in this city.

Toronto, Aug. 25, 1928.

Good During Exhibition ONLY

To **The New York Shoe Stores**
278 YONGE ST. 113 YONGE ST.
Allow Bearer of this Voucher

DOLLAR

B. Deitel

New York Shoe Stores
Advertising Campaign
One Voucher on Each Sale
Accepted on Each Sale

ONE.....

\$1.00

The New York Shoe Stores
278 YONGE ST. 113 YONGE ST.

ON ANY PURCHASE OF SHOES

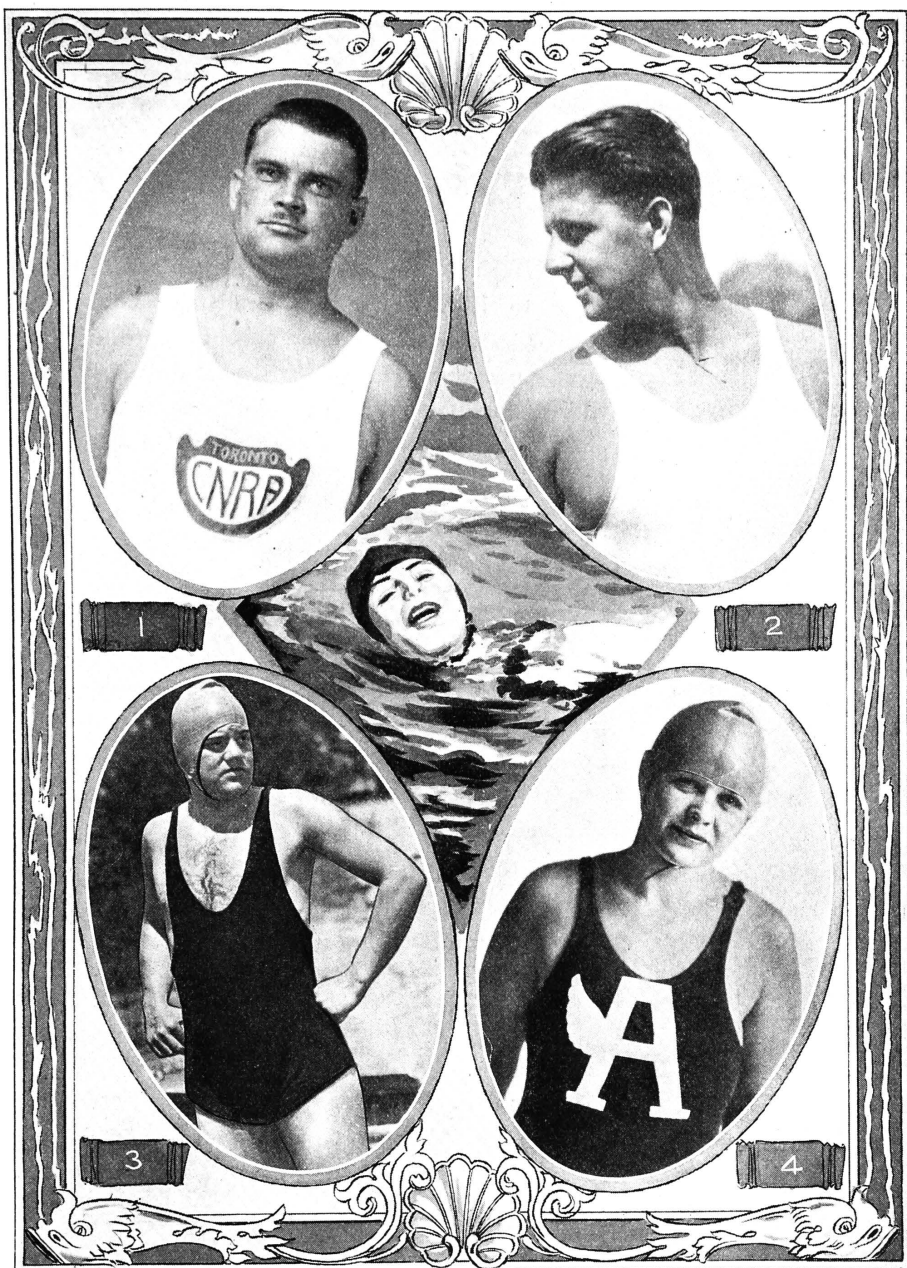
The New York Shoe Stores

Special prizes given during Exhibition only. This check entitles you to \$1.00 value on any shoe purchased in our stores during Exhibition only.

New York Shoe Stores

278 Yonge Street

113 Yonge Street
(at Adelaide)



- 1.—Mendell Burditt, Toronto.
- 2.—Byron Summers, San Francisco, Cal.
- 3.—Meyer Mendelsohn, Montreal, P.Q.
- 4.—Lee Fourrier, Long Beach, Cal.

\$15,000 In Prizes

And Everybody Wins!

DURING the week of September 8th to 15th we will celebrate the Grand Opening of our new Toronto store and service station. The memories of this event will go down in history as the greatest merchandising achievement ever staged in the City of Toronto.

The Wentworth Profit-sharing Policy has always made every customer feel like a winner in purchasing standard quality merchandise.

But, now as we present our card of introduction to Toronto, we are going to stage a Prize Contest during the Opening Week in which we will give away \$15,000 in prizes and every contestant will receive a valuable prize. *"You can't lose at The Wentworth."*

See the morning papers on September 8th for details.

Wentworth Radio & Auto Supply Co.

LIMITED

EVERYTHING FOR THE RADIO OR AUTO

1187 Bay Street, (Near Bloor) TORONTO



- 1.—Edward F. Keating, New York City.
- 2.—Lottie Moore Schoemmell, New York City.
- 3.—John L. O'Halloran, Barrie Ontario.
- 4.—William Erickson, New York City.

T. J. MACABE,
President.

GEO. H. ALLEN,
Vice-President

Buntin, Reid Co. Limited

THE PAPER HOUSE

Bond, Ledger, Writing
Book and Cover Papers
Printers' Supplies

Service Is Our Motto

Printed on Dove White Book Paper, 25x38-60 lb.
Cover Stock on Cornwall Cover, 20x25-65 lb. Ripple Finish, India



- 1.—Rosaire Delorme, Montreal, P.Q.
- 2.—Norman L. Derham, South End on Sea, England.
- 3.—A. A. Mueller, New York City.
- 4.—Gabriel Legal, Detroit, Mich.

ENERGY

at your
fingertips



the best
milk chocolate
bar
made



Every Swimmer and Athlete knows the value of Neilson's Jersey Milk Chocolate. If you are not a regular user of this famous chocolate decide now to eat a bar or two every day. You will gain in health and strength.



- 1.—Louise Hardy, Toronto.
- 2.—Mille Gade Corson, Sufferin, New York.
- 3.—Pauline Jackson, New York City.
- 4.—Virginia Doncoes, Hartford, Conn.

We Invite Your Inspection
of the
"New Fur
Fashions"
for
The Season
1928-9

Buy with "Confidence"



Established 1904



Brodey-Drainin Co.
Exclusive Furriers

256 Yonge St.
Toronto, Ont.

LIST OF COMPETITORS

FOR THE WOMEN'S 10 MILE
CHAMPIONSHIP OF THE WORLD

- 1.—Millie Hudson..... England
- 2.—Marie Butter..... Holland
- 3.—Paula Kuronen Finland
- 4.—Marie Majander..... Finland
- 5.—Mille Gade-Corson..... Denmark
- 6.—Mimi Vogel..... Switzerland
- 7.—Gertrude Ederle..... New York City
- 8.—Clarebelle Barrett Winthrop, Maine
- 9.—Beryl L. Tennant..... Seneca Falls, N.Y.
- 10.—Anna Priller Benoit..... Westfield, Mass.
- 11.—Marian Bland..... Dearborn, Mich.
- 12.—Dorothy V. Brown..... St. Petersburg, Fla.
- 13.—Geraldine M. Hager..... Syracuse, N.Y.
- 14.—Myrtle Huddleston..... Bronx, N.Y.
- 15.—Ethel Hertle..... Bronx, N.Y.
- 16.—Olive Gatterdam Seattle, Wash.
- 17.—Charlotte D. Gants..... Providence, R.I.

Corresponding numbers appear on the boat
accompanying the entrant

THE WORLD'S 15 MILE CHAMPIONSHIP SWIM

Will be Held on

Wednesday, September 5, 1928

Starting at 10 a.m.

—at the—

CANADIAN NATIONAL EXHIBITION



King Edward Hotel

1000 Rooms with Bath

Under Direction of United Hotels Company of America



You are cordially invited to visit our

VICTORIA DINING-ROOM

A la Carte Service from 7 a.m. until 10 p.m.
Special Club Breakfast 75c

SUMMER ROOF GARDEN

A la Carte Service from 10 p.m. until 1 a.m.
Dancing with Romanelli's Orchestra

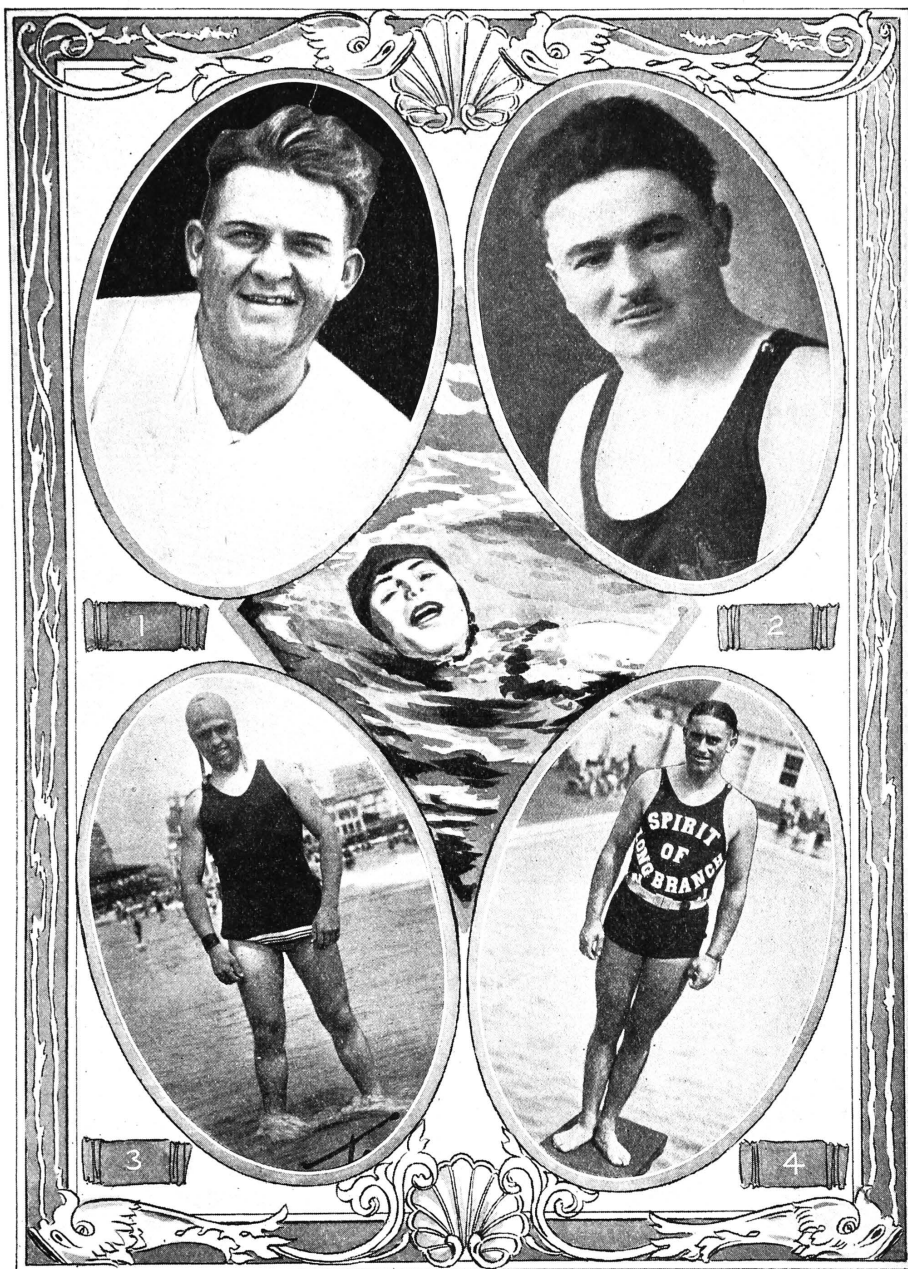
THE PICKWICK ROOM

A la Carte Service, Special Plate Luncheons,
Special Table d'hote Dinner 6.30 to 8, \$1.50
(except Sunday)

THE CAFETERIA

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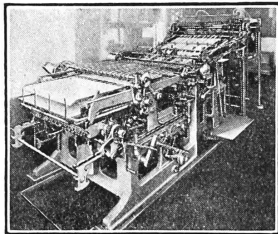
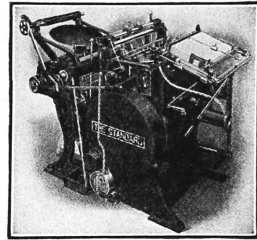
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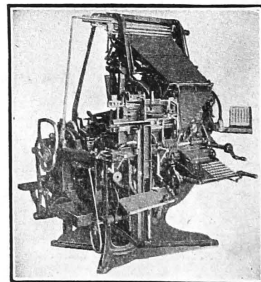


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- 21.—Mabel Doerffel..... Philadelphia, Pa.
- 22.—Lorena R. Davidson..... Long Beach, Calif.
- 23.—Lucy A. Freeman Dimond..... New York City
- 24.—Lillian Cannon..... Baltimore, Md.
- 25.—Euphrasia Donnelly..... Indianapolis, Ind.
- 26.—Mary E. Carter..... Cohoes, N.Y.
- 27.—Jessie Chester..... Long Island, N.Y.
- 28.—Agnes R. Chester..... Long Island, N.Y.
- 29.—Jewel Cheatwood..... Terre Haute, Ind.
- 30.—Mrs. Wm. M. Burrows..... Oakville, Ont.
- 31.—La Vaughn Jane Howell..... Florence, Wis.
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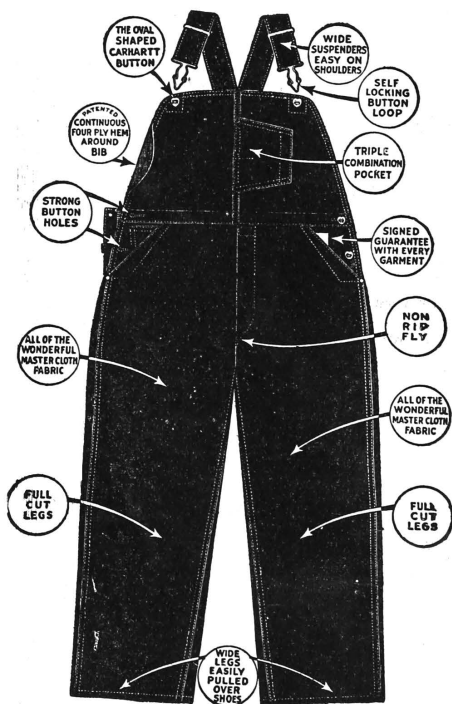


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- 40.—Martha Stager.....Chicago, Ill.
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- 42.—Edith J. Tuttle.....Old Forge, N.Y.
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- 44.—Mary A. Tyrell.....Springfield, Mass.
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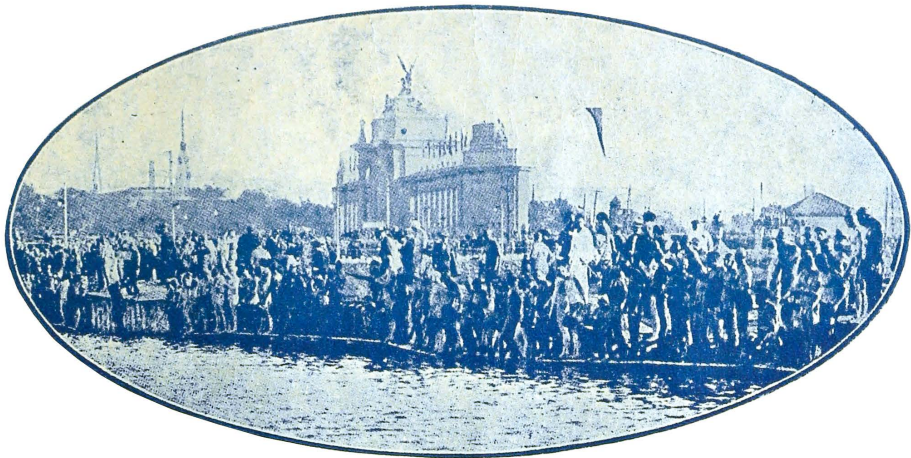
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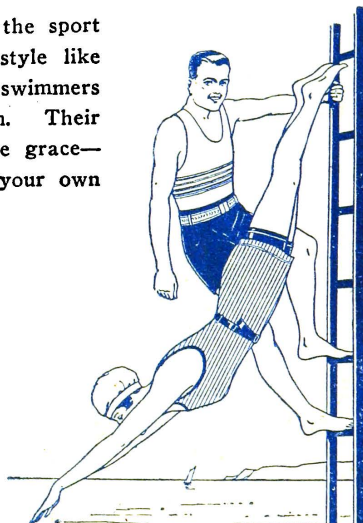
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