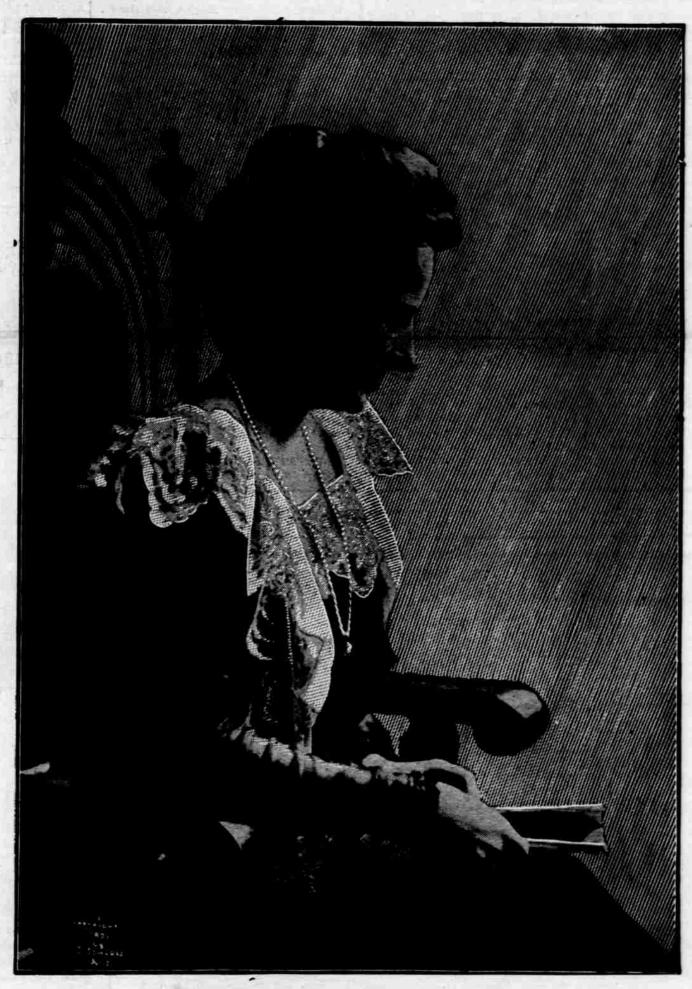


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ESTABLISHED IN 1886

FIRST LADY OF THE LAND



MRS. THEODORE ROOSEVELT.

Although the President's wife is always a person of public importance, the prominence which Mrs. Roosevelt occupies in the public eye at this particular time makes her photograph in very great popular demand. The above is the portrait of Mrs. Roosevelt which the mistress of the White House has herself selected from all the numerous pictures of herself that have been made, as being the best and most faithful likeness of her yet taken.