

All Roads Lead To Borden P.E.I. for the

NORTHUMBERLAND STRAIT SWIM

Saturday, August 1st at 9.30 a.m.

3 BIG CENTENNIAL DAYS (July 31, Aug. 1st., Aug. 2nd)

- FRIDAY**
- Maritime Shows, rides for the kiddies etc.
 - Lobster & ham supper
 - Sky diving
- SATURDAY**
- Parade at 8 p.m.
 - Strait swim • Sky diving • Band concert 2-3 p.m.
RCA Brass Band
 - Round robin softball tournament • Maritime shows
 - Red Cross swimming races
- SUNDAY**
- Roman Catholic Church Service—8:15 a.m.
 - Protestant Service—2 p.m.

LIST OF PRIZES

1st Prize	\$1200
2nd Prize	\$900
3rd Prize	\$500
4th Prize	\$300
5th Prize	\$100

Renowned as one of the world's great swimming marathons. Recognized by the World Professional Marathon Swimming Federation.

List Of Contributors

- Prince Edward Island Government
- P.E.I. Centennial Committee
- New Brunswick Government
- Town of Borden
- Borden Athletic and Recreation Assoc.
- The Guardian - The Evening Patriot
- P.E.I. Tourist Association
- Smallmans
- Curran & Briggs
- Summerside Legion
- Town of Summerside
- George H. Toombs & Son
- Holmans
- Canada Packers
- Journal-Pioneer
- Tartan Restaurant
- Williams, Murphy, McLeod
- Mrs. Annette Wedge
- M. F. Schurman
- Wilfred Kiggins
- Seaman Beverages
- Gaudin's Save Easy
- D. Alex MacDonald
- Clarke Fruit Co. Ltd.
- Rogers & Arnett
- Irving Oil

History Of Northumberland Marathon Swim

Many years James Pendergast, a powerful athlete, famous as a boxer and field events at the turn of the Century, dreamed of the possibility of organizing a swim across Northumberland Strait; the body of water separates Prince Edward Island from the Mainland of Canada.

Interest in the swimming of the Strait inspired Miss Evelyn Henry of Borden, P.E.I., and in 1951 she completed a swim of the Strait in 8 hours and 15 minutes. Later in 1955 Mrs. Dorothy (Gallant) Peters, of Summerside, swam it in 10 hours and 50 minutes.

At that time until the swim was first held as a competition in 1963, except for a few unsuccessful attempts, the waters were not disturbed by swimming. July 27, 1963 the first organized swim of the Strait began with 9 competing swimmers. Only 2 were to finish the race. John LaCourse of Montserrat, John Starrett of Natick, Mass. John LaCourse swam it in 7 hours and 15 minutes, John Starrett finished 3 hours and 20 minutes later.

The swim was made possible by the energetic organization of the Committee.

- Organized by:
- James Gilbert Bell
 - James McCormack
 - Reginald Rodgers
 - John & Liaison—James Pendergast
- Other Members Include:
- Mrs. Capt Herb MacKenzie,
 - Alvin Oatway,
 - Arnett Bell.

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BORDEN, P.E.I.

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To
All Contestants
of the

MARATHON SWIM

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Prop. Alastair MacLeod
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Be sure to be

in Borden on
August first for the
MARATHON SWIM

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Clover Farm Store
General Merchant
Carleton
Phone 1-2

ERIC ROBINSON

Produce Dealer

Albany

Phone: Borden 116-4

Best Of Luck To The BORDEN SWIM and CARNIVAL!

We wish the people organizing and taking part in the Borden Swim and Carnival the best of luck. Remember for all your druggist needs contact Borden Pharmacy, we are always pleased to serve you.



THE BORDEN PHARMACY

WILFRED F. KIGGINS

Borden

Phone 264-3

WEEK-END SPECIALS

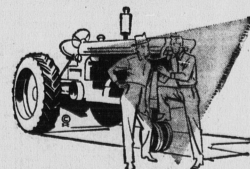
WHITE SUGAR, 10 lb. bag	1.19
PERFECTION MILK, tall	5 for 79c
Clark PORK & BEANS, 20 oz.	2 for 39c
TWINKLE CAKE MIX	2 for 39c
TREASURE MOLASSES, quart	39c
King Cole TEA BAGS, 60's	83c
PERFECTION ICE CREAM, 1/2 gal.	96c

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