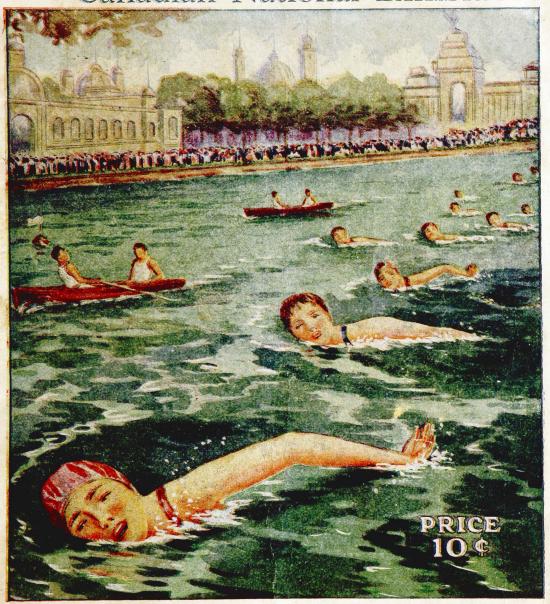
OFFICIAL PROGRAMME

# 3rd Wrigley Marathon ~ at the Canadian National Exhibition.



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

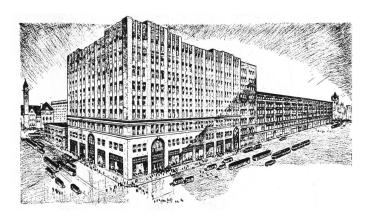
# What Is Honey Dew?

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.

HE 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.

# Robert Simpson Company Limited

**TORONTO** 



# Fall Styles for Women

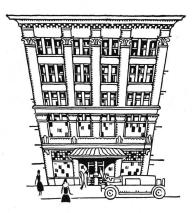
Fine Furs and Wraps Imported Gowns and Coats Sportswear and Hats

Visitors Welcome

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

Fairweathers

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.

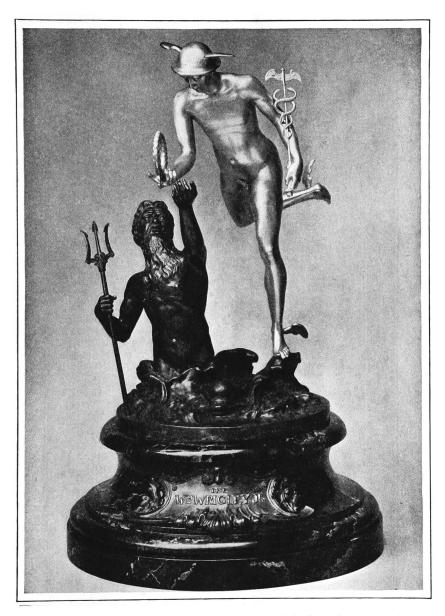


DIAMOND MERCHANTS
YONGE AND TEMPERANCE TORONTO

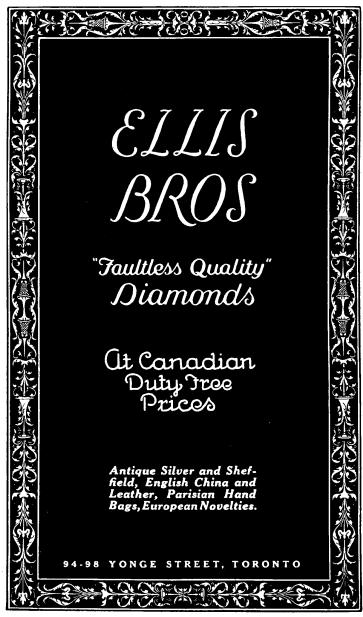
# WRIGLEY'S P.K.



i Ö



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.



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

\$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:

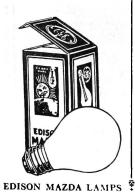
The Hon. Dr. Forbes Godfrey His Worship, Mayor Sam. McBride

(Carrie for the contract of th









# 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.

Test.

### 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.

The state of the s

CANADIAN
GENERAL ELECTRIC CO.

JEAN OFFICE TORONTO, SALE OFFICES IN ALL PRINCIPAL CITTES.



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 arrowroot 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.

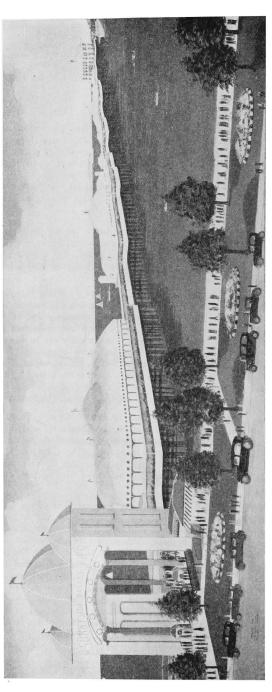
The race itself already has an interesting history. When the youthful Torontonian, George Young, won the race across the Catalina Channel, he was an unknown. In a few hours he had achieved one of the greatest of all swimming triumphs. He had given an unequalled display of stamina and endurance and in 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

Toronto is the "logical location" for Canada's Million Dollar Pier. Heady 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 Bidg. TORONTO 2,

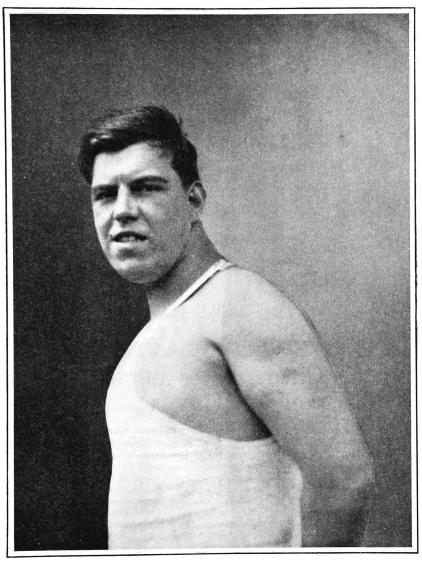
# - HUMBERSIDE PIER

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

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

Please send full particulars of Sunnyside Palace Pier without obli-gation to me.

ADDRESS .....



GEORGE YOUNG

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



## **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

# CKNC

broadcasts the

## MARATHON SWIM

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

RADIO IS BETTER WITH BATTERY POWER

# Canadian National Exhibition Golden Jubilee Year

HE 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

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."



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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 Permanents from \$3.50 to \$15.00

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read what she says: Dear Sirs:

MRS. ANNA BENOIT

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

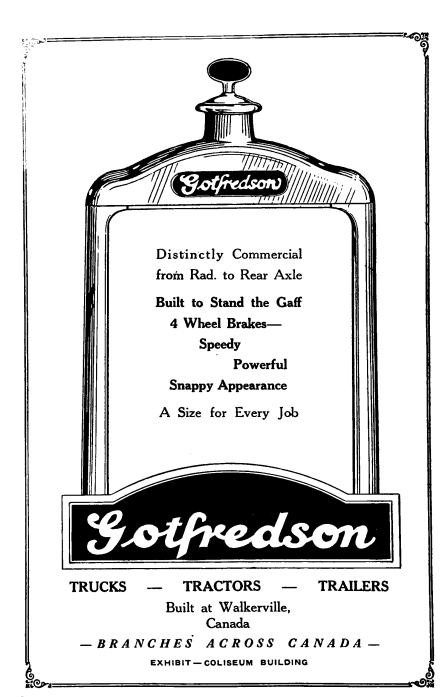
130-132 Yonge Street
Appointments: Phone Adelaide 9011-2-3

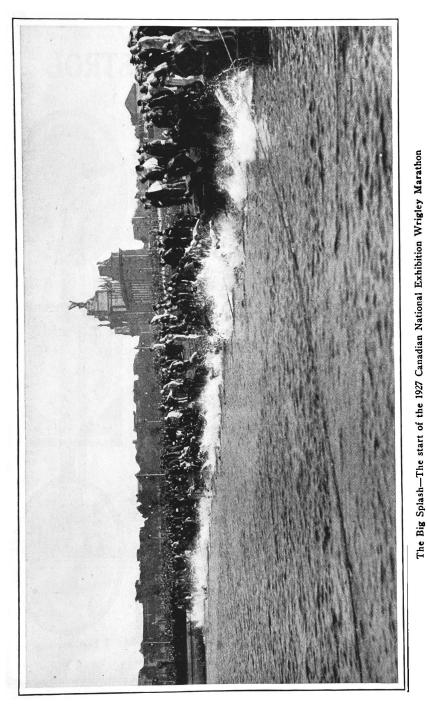


ETHEL HERTLE New York City



GERTRUDE EDERLE New York City





# Famous Users of CASTROL

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

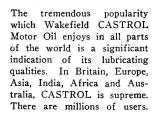
Sir Alan Cobham, world-renowned for his aerial exploits, and who recently circled Africa—

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



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.



Two hundred leading motor manufacturers recommend Wakefield CASTROL Motor Oil.

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



Ray Keech





Capt. Malcolm Campbell



Bert Hinkler



Capt. Ferrarin

Sir

Alan Cobham



NORMAN ROSS Chicago, Ill.



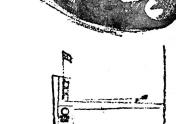
MILLIE HUDSON Port Elizabeth, South Africa

# 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, pains taking care and skilful methods have won for HARRON'S the confidence and steady patronage of thousands of Toronto's best families.



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872-876 Bathurst Street TORONTO



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- 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.
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- 4.-William Erickson, New York City.

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President.

GEO. H. ALLEN, Vice-President

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Service Is Our Motto

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





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.



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- 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

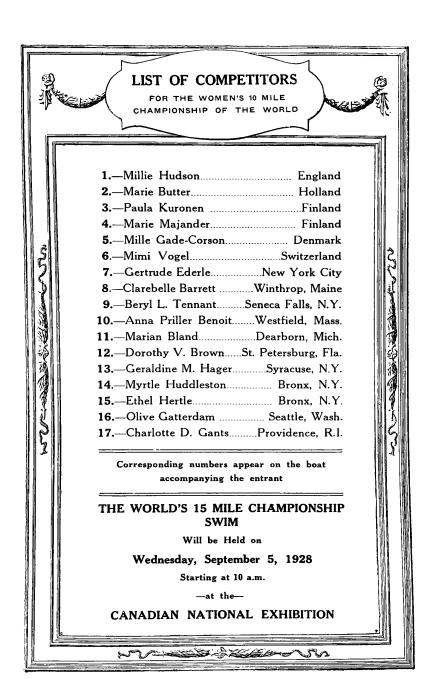
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1000 Rooms with Bath

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#### VICTORIA DINING-ROOM

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

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

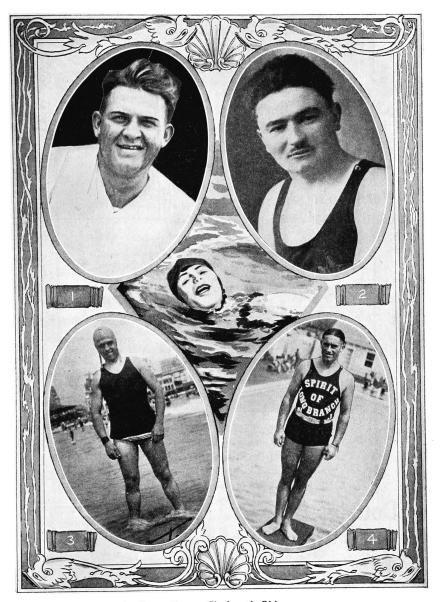
#### THE PICKWICK ROOM

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

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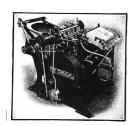
P. KIRBY HUNT, Manager.

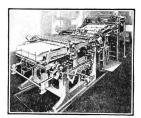


- 1.-Peter Meyer, Cincinnati, Ohio.
- 2.-Joseph LeDriant, France.
- 3.-Roger Mattey, France.
- 4.—George A. Creegan, Patterson, N.J.

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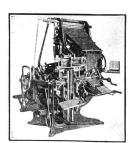


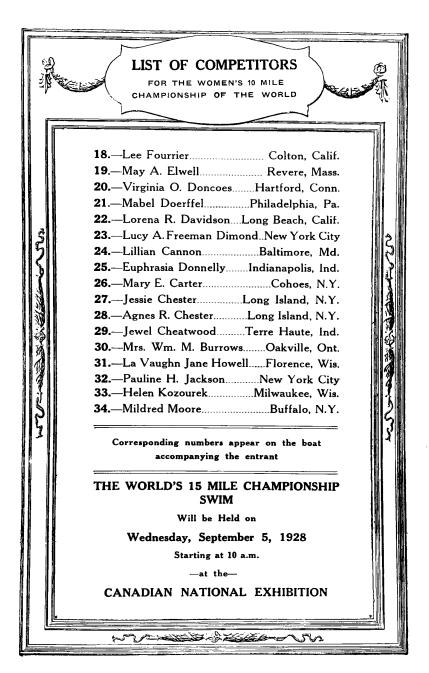
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Printing of every description when entrusted to our care receives our personal attention, and the risk of inconvenience and loss incurred through delays are eliminated when you make use of our facilities at your disposal.

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"Gold Medal"

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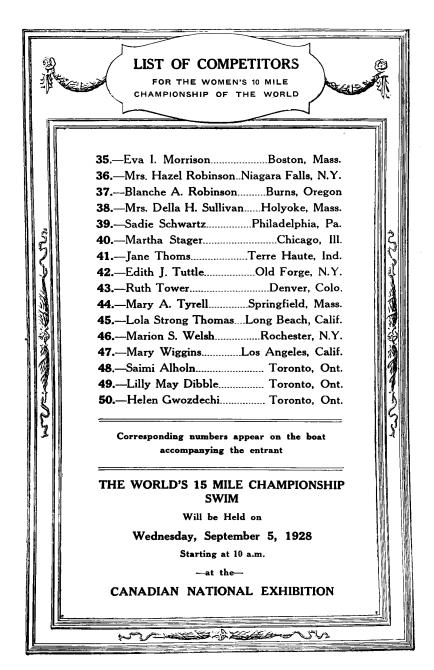
Eectrical and Engineering Building

at the

CANADIAN NATIONAL EXHIBITION

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Weston, Ontario



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SELECTION of very delightful Fall Gowns has just arrived, including afternoon frocks in printed, transparent and plain velvets—French evening gowns of tulle, lace and velvet, fashioned according to the dictates of the mode, new in color and design.

All sizes.

A visit will delight you.

Madame Senior

Limited

Bloor Building



#### LIST OF COMPETITORS

FOR THE WOMEN'S 10 MILE CHAMPIONSHIP OF THE WORLD



51.—Margaret StuartSandwich, Ont.
52.—Helene Fernandez Galand. Toronto, Ont.
53.—Edythe Louise Hardy Toronto, Ont.
54.—Edith Elisabeth HedenToronto, Ont.
55.—Rose Hibbard Toronto, Ont.
56.—Marjorie Jackson Toronto, Ont.
57H. Miller Toronto, Ont.
58Mrs. H. MartensBirch Cliff, Ont.
59.—Eileen MorrisonHamilton Beach, Ont.
60.—Ethel Margaret Quinn Toronto, Ont.
61.—Pauline SchaeferKincardine, Ont.
62.—Daisy King Shaw. Shawinigan Falls, Que.
63Mary Sitwell Toronto, Ont.
64.—Lotty Moore Schoemmell. New York City
65.—Charlotte SpridikCharleroi, Pa.
66.—Doris JacksonLong Beach, Calif.

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

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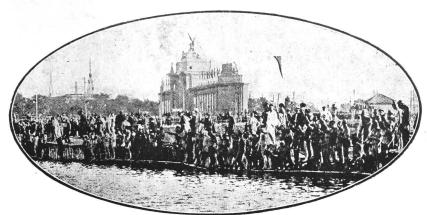
RUGS and CARPETS—Dusted and shampooed and mothproofed with Larvex. Our process restores much of their original color and beauty. Oriental rugs repaired.

BLANKETS—Look like new when cleansed here in soft water and pure soap, moth-proofed with Larvex and brushed light and fluffy.

Bindings put on blanket edges @ 8 cents per yard.

New Method Laundry Limited
"WE KNOW HOW"

TORONTO



## Everybody's in the Swim

with the wonderful new

\$165



\$395

WHILE only a few thousands actually see the Marathon swim—other thousands all across Canada will actually hear through their Rogers Batteryless Radio, a word by word description of this great event. Join the ever-increasing ranks of Rogers Batteryless Radio fans now. The new 1929 models, just released, present sensational values never before thought possible.

Visit our store to-day and let us demonstrate the many exclusive new Rogers features which are amazing the radio world—illuminated Drum dial—Non-slip tuning Control—Automatic voltage control—Rogers Output Filter—Phonograph "Plug-in" Jack—the new Rogers A/C Power Tube, etc.

#### New Low Price Level—Saves \$60 to \$110 ONE YEAR TO PAY

The world's best products in each line are to be found in this— Canada's Largest Music Store.

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SIX GROUND FLOOR RECORD ROOMS



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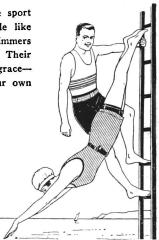
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