

Retail Stores and Swimming World— A Winning Combination!

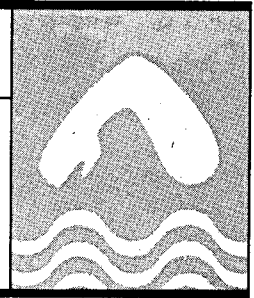
More and more retail stores throughout the country have begun to discover that teaming up with **Swimming World** makes for good business. The following is a partial listing of stores currently selling **Swimming World**. If you don't see your favorite swim shop listed—why not pass the word and tell them to start supplying **Swimming World** each month. It's simple to join the team, just contact Charlotte Mercurio at **Swimming World** for further information. Charlotte's address is: P.O. Box 45497, Los Angeles, Ca. 90045. 213-641-2727.

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|--|--|
| Conejo Sports Works
2500-H Townsgate
Thousand Oaks, CA | Kelleher Swim Sup.
1908 E. 62 St.
Indianapolis, IN |
| Uglier Unltd.
1617 E. Highland
Phoenix, AZ | Swim Quick
7920 Santa Fe
Overland Pk., KS |
| Conlin Bros.
7058 S. Greenleaf
Whittier, CA | TJ's Swim & Trophy
508 Rt. 10 West
Randolph, NJ |
| Calif. Swim Shop
9319 La Riviera Dr.
Sacramento, CA 95926 | Kast-A-Way Swimwr
8963 Cin/Columbus
Westchester, OH |
| Universal News Ag.
1655 N. Las Palmas
Hollywood, CA 90028 | World Wide Aquatics
509 Wyoming Ave.
Cincinnati, OH |
| The Swim Gear
3263 Katella Ave.
Los Alamitos, CA | Swim Skin
150 High St.
Portland, ME |
| Wecco Inc.
28 Kenton Land Rd.
Erlanger, KY 41018 | Metro Swim Shop
639 Springfield Ave.
Berkeley Hts, NJ 07922 |
| Sherman Oaks News
14500 Ventura Blvd.
Shrmn Oks, CA 91403 | Swimmers Elite
335 W. Stote St.
Media, PA 19063 |
| South Swim
2706 Chapel Hill Blvd.
Durham, NC 27702 | Joe In
c/o Dorris Mathews
229 Clark Ave.
Yuba City, CA |
| Comp. Aquatic Sup.
4134 South St.
Lakewood, CA | Lane 3 Swim Shop
728 Fulton Ave.
Rochester, IN |
| Sonrise Sports
24000 Alicia Pk.#33
Mission Viejo, CA | Westport Prop Shop
210 N. Boeke Rd.
Evansville, IN |
| Scubahaus
501 Wilshire Blvd.
Santa Monica, CA | World Wide News
100 St. Paul St.
Rochester, NY |
| Swim & Things
2120 S. Holly
Denver, Colo. | The Sportnit
25 Blarcrest Sq.
Hershey, PA |

Name _____
Address _____
City _____
State _____ Zip _____

Distance Swimming

By James A. Barry



The final 1980 standings for the World Professional Marathon Swimming Federation are as follows:

MEN	
Paul Asmuth, USA	1,553
Claudio Pitt, Argentina	1,243
James Kegley, USA	995
James Barry, USA	755
Magdy Mandour, Egypt	750
Nassar El Shazli, Egypt	666
Bill Heiss, USA	575
Jorge Villegas, Mexico	559
Ossama Rachad, Egypt	448
Mohammed Messary, Egypt	261
WOMEN	
Christine Cossette, Canada	1,453
Loreen Passfield, Canada	1,004
Joke Van Stavaren, Holland	973
Martina Hermes, Canada	334
Cecilia McCloskey, USA	303

(The top 10 men and top five women are guaranteed starting positions in any sanctioned race in 1981.)

John Kinsella went into business and Penny Dean's injuries were just too severe to overcome. With the retirement of these two 1979 world champions, the doors were wide open for the scramble which occurred.

Federation-sanctioned races determine the world rankings. The swimmers continued to struggle to raise the standards of the profession. Because of disagreements with some of the race organizers, two traditional races were not sanctioned. This left three races to determine the new world champion. Non-sanctioned races in 1980 included Lake St. John, the Nile River, Capri-Naples and Port Said (Suez Canal).

Although Paul Asmuth dominated the tour with victories in all but one race, his single loss opened the door to the wildest finish of a season in Federation history. Seven men were still in the running for the world championship in the last race! All these men entered the water hungrily; they were all planning to win the Lake Memphremagog Marathon, a 28-mile swim.

Asmuth opened up an early lead and after five hours was well in front of the field. In vain the other swimmers went for broke. Asmuth was not to be denied. He not only

held off the others, but increased his lead. Finishing in a flurry, Paul broke 10 hours, the world record for the course, and can now claim to be the world's best marathon swimmer.

Another highly-talented newcomer, James Kegley, placed high in several races and promises to be a force in the future. The always tough Argentine, Claudio Pitt, was the only race champion in 1980 besides Asmuth. Veterans James Barry, Magdy Mandour, Nassar El Shazli and Bill Heiss were all able to maintain their high rankings.

Christine Cossette, the rising star from Quebec, totally overwhelmed the other women by winning every race she entered in 1980. It appears that it will be extremely difficult to dislodge her in the near future. Loreen Passfield was second overall for the second consecutive year.

Following are the results of the three sanctioned races of 1980:

ATLANTIC CITY 23 miles, 61-70° Calm

MEN	
Paul Asmuth	7:36:22
James Kegley	7:51:12
James Barry	8:12:37
Claudio Pitt	8:22:58
Bill Heiss	8:25:47
WOMEN	
Christine Cossette	8:56:02
Joke Van Stavaren	9:00:29
Loreen Passfield	9:12:36

PASPEBIAC 18 miles, 57-60° 2-5 foot waves directly against swimmers

MEN	
Claudio Pitt	8:06:53
Magdy Mandour	8:29:57
Nassar El Shazli	8:41:25
Bill Heiss	8:59:23
WOMEN	
Christine Cossette	9:39:26

(Only five swimmers completed this swim.)

LAKE MEMPHREMAGOG 28 miles, 72-76° ½-1 foot waves directly against swimmers

MEN	
Paul Asmuth	9:39:13
Claudio Pitt	10:16:37
James Kegley	10:22:01
James Barry	10:41:51
Jorge Villegas	10:47:37
WOMEN	
Christine Cossette	11:04:44
Loreen Passfield	11:36:28
Joke Van Stavaren	12:20:25