

The First Thing They Read

It is astonishing how many people read the small advertisements in this paper before they turn to the news items. This class of advertising is one of the most important because it is a daily announcement of events of all descriptions. Try The Advertiser. Cheap rates and sure results.

20c for Three Insertions.

Births, Marriages, Deaths.

DIED.
GOULD—At the family residence, 170 Adelaide street, on Aug. 24, 1902, Ann Yeo, relict of the late Richard Gould, in her 78th year.
Funeral on Thursday, at 3:30; private.

AMUSEMENTS, LECTURES, ETC.
SPRING-BANK. Performance Every Night at 8:30.
Admission, 10c; ladies free; stands, 5c.

BASEBALL—City League, Tecumseh Park.
Saturday, Aug. 23.
London vs. Rockets, 2:30.
Admission, 10c; ladies free; stands, 5c.

NEW GRAND MONDAY.
SHOOTING THE CHUTES.
Prices—Evening, 50c, 35c, 25c.
Matinee, 35c, 25c, 15c.
Plan open Friday morning.

WHITE STAR LINE—P. B. CLARKE.
only agent, Richmond street, next Advertiser. Read list of cut rate excursions following. Call for information.

10-15—LONDON TO MONTREAL and return, including meals and berth, via the Pacific and Ocean, low rates in proportion to Kingston, Prescott, Cornwall and Morrisburg. P. B. Clarke, Richmond street, next Advertiser, sole agent.

WHITE STAR LINE—P. B. CLARKE.
only agent, Richmond street, next Advertiser. Read list of cut rate excursions following. Call for information.

PHOTOGRAPH ENTERTAINMENTS.
I will provide evening entertainment for schools, house, concerts, parties, etc. Apply George Wilson, Hyde Park, Ont.

BUFFALO RACES—WHITE STAR LINE.
Special excursion, Labor Day, Saturday, Sunday, Monday, P. B. Clarke, only agent.

1. O. P. PICNIC AT SPRINGBANK.
Park, Aug. 30—Addressed by prominent High Court officers, 1. O. P., at 2:30. Large programme of sports, commencing at 3:30. 25th. Dan. Everybody welcome.

WHITE STAR LINE EXCURSIONS.
Lower than any other route. Detroit, Buffalo, Niagara Falls, Toledo, P. B. Clarke, only agent, next Advertiser.

WHITE STAR EXCURSIONS—25c.
London to Detroit and return, Saturday and Sunday, 25c; Saturday, Aug. 29, Sunday, Aug. 30, Monday, Sept. 1, return Tuesday, Sept. 2, P. B. Clarke, next Advertiser.

WHITE STAR LINE—CUT RATE EXCURSIONS.
Lower than any other line. Detroit, Buffalo, Niagara Falls, Toledo, P. B. Clarke, only agent, next Advertiser.

DANCING—SUMMER SEASON, PALACE AMUSEMENT.
Private lessons any hour. Special orchestra for parties, garden or lawn socials, etc. Terms moderate. Dayton & McCormick.

EXCURSIONS TO LIVERPOOL.
Fifty berths reduced to 25c, cabin passage, Philadelphia to Liverpool, via American Line, Philadelphia service. P. B. Clarke, excursion office, Richmond street, next Advertiser.

MEETINGS.
LADY MACABEES WILL MEET this (Thursday) evening, at 8 o'clock, sharp, Knights of Pythias Hall.

BOARDING ROOMS, ETC.
COMFORTABLE ROOMS WITH GOOD board, central location. Apply 100 Maple street.

LARGE NICELY FURNISHED FRONT room for two; also smaller rooms; conveniences; good board. 340 Dundas street.

WANTED—TWO ROOMS FURNISHED or unfurnished, with board preferred. Address Box 89, Advertiser office. 72c.

BUSINESS CHANCES.
FOR SALE CHEAP—MILK ROUTE—compact, 40 to 50 quarts daily. Apply Box 54.

DOMINION Savings and Investment Society.
HIGHEST RATES Paid on Deposits and Debentures

OFFICES—Masonic Temple Building, corner King and Richmond Streets.
NATHANIEL MILLS, Manager

Big Increase In Our Trunk And Valise Department

We sell the Langmuir makes. They give entire satisfaction.
DEFY THE BAGGEMAN and stand the ravages of time. From our stock of TRUNKS AND VALISES you can pick one which will exactly suit your taste, your needs and your pocket.
These goods are made of the finest stock, be it wood or leather, and trimmed and finished in the best manner. Our low prices are as pleasant as the goods.

Pocock Bros

MALE HELP WANTED.

WANTED—BOY TO WORK IN AFTER-NOONS. Apply Advertiser office. 74c

GOOD MAN WANTED. APPLY WM. Heiman & Son, coal and wood yard, Mainland street. 74c

BOY WANTED TO DRIVE BUTCHER rig. Apply 239 Wellington street. 74c

BOYS WANTED AT H. T. REASON & Co's, 89 Dundas street. 74c

GOOD STEADY COOPER. TO TAKE charge shop to make apple, flour and oatmeal barrels. Steady employment. Apply A. E. Stanley & Co., Ltd. 74c

YOUNG MEN AND BOYS WANTED for shipping room and for factory. D. S. Perrin & Co., Limited. 74c

WANTED—BOY TO DRIVE DELIVERY wagon. Apply Harry Ranahan, grocer, Richmond street. 74c

DO YOU WRITE ADS? SEND ADDRESS today on your business stationery for invaluable information free. Harper Syndicate, Columbus, Ohio. 74c

MESSAGE BOY WANTED—GOOD wages. Apply Anderson's Book Store, Dundas street. 74c

BOY WANTED—WITH SOME EXPERIENCE at bicycle work. D. McKenzie & Co., 235 Richmond street. 74c

BOYS WANTED TO SELL PORTRAITS in colors, four sizes, of his Holiness Pope Leo XIII.; equal to the best all Canada. Send agent stamp for sample of \$3.00 inches, worth 25c. Sample of larger sizes, 12c, 20c, 25c. Large profits. Address Pictures, Box 83, this office.

STREET BOYS WANTED—McCORMICK Manufacturing Company. 67c

FEMALE HELP WANTED.

EXPERIENCED DINING-ROOM GIRLS wanted, good wages to right parties. Apply Olympia Restaurant. 74c

WANTED—A GOOD GENERAL SERVANT. Apply to 47 Dufferin avenue. 74c

GIRLS WANTED AT H. T. REASON & Co's, 89 Dundas street. 74c

GIRLS WANTED—PAPER BOX MAKERS; also two bag makers and girls for other departments. Apply C. R. Somerville, 613 Dundas street. 74c

OPERATORS AND HAND SEWERS wanted for part-making; new shop; highest figures for experienced. Also makers to work at their homes. Green, Swift & Co., 133 King street. 74c

PASTRY COOK WANTED—LIBERAL wages. Apply Chalmers Hotel. 74c

WANTED—A GOOD GENERAL SERVANT. Family of three. 70c-74c

WANTED—A GIRL FOR GENERAL housework in small family; no children; wages, 10c per week. Apply to Mrs. Fitzgerald, 235 King street. 74c

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ROSS' 500 GOOD HEADS WANTED

To fill our New Fall Hats. Just arrived.

The first shipment of the most stylish and becoming Stiff and Soft Felt Hats ever shown.

Prices—\$2, \$2.25 and \$2.50.

J. & D. ROSS,

198 Dundas Street.

ARTICLES FOR SALE.

FOR SALE—CHICKEN HOUSE, NEW; 12x30 ft., also bathtub and brooder at 207 South street. Apply 47c King street.

RED CEDAR SHINGLES AND ONE and quarter maple flooring at Dorchester Saw and Planing Mill, E. McCann & Sons. 60c-74c

PEACHES AND PLUMS ARE COMING in plentifully now. Do not wait for your plums until the best are gone, as plums are a short crop this season. A. Pauls, 12 Market House. Phone 151. ywt

FOR SALE—ONE MCCLARY BASE-BURNER, "Patented," without oven; in use only three months. Apply 65c Queen's avenue. 74c-74c

FOR SALE—VICTOR HAY PRESS, nearly new. Apply Box 72, this office. 74c

FOR SALE, CHEAP—GOOD BRINDLE bull terrier dog. Apply 124 Maple street. 74c

BEAUTIFUL ENGLISH GREYHOUND intelligent, great pet. Apply Box 79, Wyoming, Ont. 74c

THE CHEAPEST PLACE IN TOWN is the market stall at John Park's corner stand and be convinced; stalls 1 to 5, market house. Phone 500. ywt

STOVES, BASEBURNERS AND Ranges of all kinds for wood and coal; second-hand furniture; cheap; at P. Keene's, 41 King street.

10-GENTLEMEN'S GOOD SECOND-HAND wheels, with new tires; clearing out of lives; easy terms. J. H. Cunningham, 684 Dundas street.

"THE PYRAMIDS, THE PROPHETS and the Preachers," by Don Regular price, 15c. Red Star News Company, 82 Dundas street.

FULL LINE OF FISHING POLES, lines, hooks, reels, cartridges, etc. Lowest prices. D. McKenzie & Co., 235 Richmond street.

10-00 WILL BUY A \$100 BEDROOM suite, with bevel plate mirror, this week at Keene Bros' new store, 125 and 127 King street.

SNAIL—GOOD PIANO, ROSEWOOD case, in 12 octave first-class condition, and guaranteed for 5 years. Only \$100, on easy terms of payment. Heintzman & Co., 41 Dundas street, corner Clarence.

SUMMER WOOD—PER LAD, \$1.35 Cash. Also coal and hard wood. Buchanan's, 623 Colborne street. Phone 1,096.

WOOD FOR SALE—WE CAN SUPPLY summer wood at \$1.25 a load. Gillies & Co., 678 Bathurst street, leading east and wood yard. Phone 1,347.

REAL ESTATE.

Some Real Estate Bargains.

Modern brick residence, corner Ridout and West avenue.

Modern brick residence, Queen's avenue. 12c.

Modern brick residence, 1 1/2 stories, St. George.

Modern brick cottage, Talbot street.

Modern frame cottage, Ridout street.

See our list of houses and businesses for sale.

DULMEAC & MOORHOUSE, Real Estate and Business Transfer Agency, 8 Albion Block, London, Ont. First Floor.

FOR SALE—125 CATHART STREET, London, South brick cottage, four rooms, one acre, good fruit. Apply on premises. 74c-74c

TO RENT—100-ACRE FARM—DWELLING, large frame house, four bedrooms, well fenced; immediate possession. Inquire T. Tambling, 200 Ridout street. 74c-74c

A BARGAIN IN REAL ESTATE—Large frame house, four bedrooms, 1,068 Laura street; worth \$1,400; will take \$1,000; easy terms. Apply J. H. McCann, 112 Masonic Temple.

FOR SALE—NICE 10-ACRE WITH good buildings, near city; store on Dundas street paying 12 per cent. J. P. Sanger, 112 Masonic Temple.

FARM FOR SALE NEAR STRATHROY—75 acres, good buildings and water. G. M. Haldane, Strathroy.

HOUSE FOR SALE OR TO LET—Three blocks from Victoria Park. Apply Francis Love, police const. 84c

HOUSES, ETC., TO LET.

TO LET—NEW STORY AND HALF residence, containing all modern improvements, on English street, near Dundas. Apply 434 English street. 74c

TO LET—BRICK COTTAGE, 42 OXFORD STREET. Apply on premises. 74c

TO LET—LARGE BRICK HOUSE, 481 Princess avenue, modern conveniences; immediate possession. Apply S. Mills, Masonic Temple.

TO LET—GOOD HOUSE; BATH-ROOM; central; suitable for two small families. Apply to J. H. Sangster, 72c-74c

HOUSE, BARN AND STABLE; GOOD lot. Apply 100 High street. 74c-74c

THE SHOP NOW OCCUPIED BY MR. McLeod, corner Dundas and Adelaide streets, will be let shortly; has been a grocery for over 30 years; one of the best stands in London. Apply Lilly's, 46c

TO LET—UNION FURNITURE—JOHN F. FURNESS, 235 King street, near Bluffs, Cathart and Bruce, South London, late of London Furniture Company. 74c

LIQUOR LICENSE ACT—NOTICE is hereby given that application has been made by Mrs. E. J. Odeh, Westminster Township, to have her beer and wine license transferred to Robert Ellison, City of London. The Board of License Commissioners will meet on Sept. 3, to consider the same. A. BAILEY, inspector, East Middlesex. 74c

SWIMMING THE BRITISH CHANNEL

Holbein Sets Out From France In Good Weather

TALK WITH THE PLUCKY EXPERT

Explains the Difficulties To Be Overcome—His Mask To Protect His Eyes.

Cape Griznez, France, Aug. 27.—Montagu Holbein, the English swimmer, started at 3:30 p.m. today on his third attempt to swim the English Channel. A light west wind was blowing and the sea was dead calm.

In an interview after his recent failure to swim the channel, Mr. Holbein explained his method of training and some of the difficulties to be overcome. He said: "The greatest obstacle which has to be contended with is cold. Remaining in the water for many hours is a terrific trial to the circulation of most people, and quite bars any training known to athletes as 'fine.' One must, therefore, so train as to leave the body well covered with flesh, in addition to saving the muscular system in good condition.

"I make only a very slight change in my diet, eating a little less vegetable food than under ordinary circumstances. Once or twice a week I take a long walking exercise, and indulge in a six or seven hours' swim every two or three days. In addition to feeding well up to the day of the attempt, I believe in constant mental training during the effort. In fact, I try to get something about every half hour. I hold that a swimmer should be so well fed that he can eat, and continue to take small quantities of short intervals. I strongly recommend raw eggs, hot milk, hot tea and boiled as refreshing and staying foods. The eating of raw eggs is one of the great difficulties and anxiety for those who direct me. In my former attempt to swim the channel this was especially difficult. The sea became so rough that I was unable to eat, and the salt water upon my eyes, and had to be shouted at every moment. Once, after a tussle with a wave which pitched me about pretty violently, my platoon lost sight of me completely for some time. They eventually discovered me swimming some 150 yards astern, and saw to their consternation that I had not about and was making full speed back towards the French coast.

"My eyes must be naturally weak, for they are the only part of my anatomy that I feel the need of protecting the long stay in the briny. After some hours' swimming the salt renders me quite blind and causes considerable agony. This blindness does not make matters easier for my pilots. I have, therefore, been experimenting this year with a small mask which tightly fits on to the upper part of my face and resists the water very stiffly. I have extended the arms beyond the head until the mask becomes rather depressing after a while, and I would much sooner be without one.

"The water here known me as a 24 hours' road cyclist, was surprised at my turning to swimming. I met with a serious accident while cycling, which resulted in a fractured leg. The injured limb was very stiff, and my doctor recommended swimming to benefit the limb. In carrying out his directions I grew so proficient that I soon became ambitious to hold some swimming records.

"As the crowd flies the distance across the channel is about 21 miles, but the currents cause one to take a course resembling a figure eight. The length of the journey to about 25 or 40 miles. For the first five miles the tide is helpful, but after that it takes one right out of the way. Even with the help of the tide, it is a long and tedious journey. A south-southeast wind is favorable, while a north-northwest is dead against one and causes the salt water to break over one's face.

"A swimmer has to be very strong, and one of my own invention. Lying on my back, I bring the hands from the thighs close to my body up the chest. With the arm of the wrist at the elbow I extend the arms beyond the head until the hands meet. I then bring them with an outward and downward sweep, with as much power as possible, to the thighs. In this way the hands never leave the water, and so the minimum resistance is offered to a contrary wind. This stroke also keeps me high in the water. About 22 to the thighs is the rate of striking. I find most profitable, my friend, Mr. Gray, who frequently times me, tells me that I rarely vary the rate by so much as a stroke a minute from start to finish.

"For a change I turn on to my side or breast for fifteen or twenty minutes, but the back stroke is the best. 21 of which are equal to about 24 or 25 of the other strokes. Needless to say, the difference of energy expended is far from being a negligible quantity in long distances.

HOLBEIN FAILED.

Dover, Eng., Aug. 26, 1 a.m.—A boat from Calais, which had been waiting for the English swimmer, Montagu Holbein, the English swimmer, who started from Cape Griznez, France, at 3:30 p.m. yesterday, failed to reach the English coast, within nine miles of the Kentish coast.

Dover, Eng., Aug. 26.—Holbein failed in his attempt. He was taken out of the water when a mile from Dover. Holbein had to be helped out of the water, being too exhausted to struggle any longer against the westward tide. He stayed in the water 22 hours and 21 minutes.

Dover, Aug. 26.—Frank Holmes, of Calais, who started from Dover at 5 o'clock this morning in an effort to swim the English Channel, was seized with sickness and abandoned the attempt when he was about a mile from the English coast. Holmes was taken from the water he was found to be suffering from a cramp.