

An "Opening" for Summer Goods

To the Merchants of London:

INTRODUCE your summer goods as you introduce those of spring, fall or winter.

The most radical change of the year in wearing apparel comes in the summer months.

Each season in the year sees its changes and modifications in dress. In summer comes the greatest change of all.

You announce your new spring goods. You announce your autumn openings. You spread broadcast the news of the arrival of sturdy winter wear.

You dress your store with your

summer styles as you do your spring and fall openings. Why not an "opening" of summer goods? Call the people in to see your summer goods. Send the summons far and wide by means of the merchant's trusted servant—the advertising columns of the daily newspapers.

Think of this idea. It may be new and it may be not. But it is well worth your consideration.

You can obtain helpful advice on advertising free of cost and without obligation by consulting the Business Department of The London Advertiser.

THE FIDELITY TRUSTS COMPANY OF ONTARIO

Executor
Guardian

Administrator
Trustee

TEMPORARY OFFICES:

Corner Dundas and Talbot Streets

NEW LINER LAUNCHED.

[Canadian Press.]
Bremen, June 10.—A new steamer belonging to the North German Lloyd Company, and designed for the American service, was launched yesterday. It was christened "Zeppelin" by Count Zeppelin. The steamer is 16,000 tons, has a length of 569 feet, and accommodation for 500 cabin passengers, 500 third class and 1,500 steerage passengers.

CASTORIA
For Infants and Children
In Use For Over 30 Years
Always bears the
Signature of *Dr. J. C. H. H. H.*

Lambeth Is In For A Period of Rapid Growth

There is a time in the history of every community when circumstances combine to cause a rapid growth of population and a relative increase in buildings and land values. That period for Lambeth is just beginning. All signs point to it. Houses are going up on every hand, chiefly residences of the better class.

There is not a prettier or more favorably situated spot in the province than Lambeth. London has no other suburb that can begin to compare with Lambeth. In years to come, you will hear people tell how in 1914 they could have bought lots in Lambeth for \$3 to \$6 a foot.

What Does This Mean To You?

What does it mean to you that Lambeth is entering upon an era of growth and prosperity? It may mean much or little, depending upon the action you take. Today you earn so much per year. It is reasonable to assume (and you surely hope) that in a few years from now you will earn considerably more. Then is the time you will be dissatisfied with living in the hot, dusty, stifling city. Your means will be such that you will prefer to live a little distance out, among the better classes of suburbanites, and you'll be right, but—

By that time lots in Lambeth New Survey will be selling for several times their present price. Your move is due right now. By securing a lot without delay, you are among the first buyers who get in at rock-bottom prices. The easy terms arranged will permit you to buy your lot or lots practically at your own convenience, and you will hardly miss the money.

Even if you do not intend to build in the near future, the purchase of one or more lots in Lambeth New Survey will prove one of the best investments you ever made. There is only one property like this in the whole of Lambeth.

Some Advantages:

DISTANCE FROM TRACTION LINE—Never more than 100 yards—abuts on the line at Talbot road.

FARE FROM CITY—Seven cents a trip—to be still lower when population warrants.

TIME OF TRIP—Averages eighteen minutes.

SIZE OF LOTS—Mostly 50 feet wide by 135 feet deep; plenty of room for gardening, chicken-raising, etc.

RATE OF TAXATION—Fixed at the very low figure of ten mills.

LOCATION—Lambeth New Survey has unequalled natural drainage, and commands a splendid view on every side. No other Lambeth property is so well situated as this.

FRONTAGE OF LOTS—All lots front on Broadway avenue, a fine, wide thoroughfare, running down the centre of the property.

ENVIRONMENT will be of the best. Reasonable building restrictions insure that houses will be of the better class, consequently the residents will be the most desirable class of people.

Quick Action Is Best

We have not an unlimited number of lots to sell, therefore it is advisable to act promptly and secure your lot or lots in time. Fill in the coupon and mail it, or write us. If you can't get out to see us, we will come in to see you.

It's surprising how many people have already expressed their intention to

Live in Lovely Lambeth

Take the First
Step Today
By Mailing the
Coupon.

Lambeth Development Company,

A. M. CAMPBELL, Manager,

ROYAL BANK BUILDING, LAMBETH, ONT.

FINANCIAL and COMMERCIAL

STRAWBERRY CROP IS EXPECTED TO BE RECORD

Both the Quality and Quantity Promise Well—Hay Slightly Higher in Price.

Twenty loads of hay were the only feature of the market, which was dull, with few buyers in evidence. Hay, however, advanced a little in price, the best sale being at \$11 per ton. A few loads of the best quality brought \$13 per ton. The quality is becoming noticeably poorer as the season advances.

Straw brought the usual \$7 and \$8 per ton.

Only one load of wheat was on the square. It sold for \$1.05 per bushel.

Oats were scarce also. They sold quickly at \$1.00 per cwt, the highest price paid for several weeks.

The strawberry crop this year is expected to be a record for both quantity and quality. No berries have been offered yet, except a couple of boxes last Saturday. These sold for 20c each. The season for strawberries will be earlier this year than it generally is, according to growers.

Eggs and butter remain unchanged in price. There were no vegetables on the square.

Wool, unwashed, is selling for 17c per lb. Wool, washed, sold this morning for 25c.

Grain, Per cwt.
Wheat, per cwt. \$1.05 to \$1.07
Oats, per cwt. 1.00 to 1.02
Grain Per bushel.
Wheat, per bu. 1.05 to 1.07
Oats, per bu. 1.10 to 1.12
Vegetables.
Potatoes, bag, wholesale 1.10 to 1.15
Potatoes, bag, retail 1.25 to 1.30
Beets, per bu. 40 to 45
Turnips, per bu. 30 to 35
Carrots, per bu. 80 to 90
Onions, per bu. 1.25 to 1.30
Mange-wort, per bu. 75 to 80
Cabbage, per doz. 1.00 to 1.05
Lettuce, per doz. 40 to 45
Celery, per doz. 30 to 35
Fruits.
Apples, per bu. 1.00 to 1.25
Apples, per bl. 2.50 to 3.00
Hay, per ton. 11.00 to 13.00
Straw, per load. 7.00 to 8.00
Straw, per ton. 21 to 25
Dairy Products.
Butter, rolls, per lb. 20 to 25
Butter, fancy, retail, lb. 24 to 28
Butter, store lots, lb. 17 to 18
Butter, creamery, lb. 27 to 28
Butter, crocks, lb. 24 to 28
Eggs, crates, wholesale 20 to 21
Eggs, retail, doz. 22 to 25
Eggs, per doz. 21 to 22
Lard, per cwt. 1.35 to 1.50
Honey, strained, 10 lbs. 1.00 to 1.05
Honey, sections, 10 lbs. 1.00 to 1.05
Live Stock.
Hogs, per cwt. 7.75 to 7.75

Fat Sows, per cwt. 7.00 to 7.00
Small pigs, per pair 8.00 to 14.00
Export cattle, cwt. 6.00 to 6.00
Milk cows, each 60.00 to 90.00
Poultry, Alive.
Old fowl, per lb. 11 to 11
Young chickens, lb. 14 to 15
Turkeys, per lb. 10 to 11
Poultry, Dressed.
Old fowl, per lb. 13 to 14
Chickens, spring, 13 to 14
Ducks, per lb. 15 to 16
Butchers' Meats.
Dressed hogs, choice 11.50 to 11.50
Veal, per cwt. 10.00 to 13.00
Beef, cwt. 10 to 10 1/2
Mutton, per cwt. 9.00 to 10.00
Vegetable Plants.
Tomatoes, per box 20 to 20
Onions, per box 20 to 20
Cabbages, per box 20 to 20
Hides, Wool, etc.
Cow hides, No. 1, lb. 12 to 13
Cow hides, No. 2, lb. 12 to 13
Wool, washed, lb. 25 to 25
Wool, unwashed, lb. 17 to 17

Winnipeg, June 9.—Liverpool early cables were unchanged to 1/4 lower, which caused the wheat market here to open fairly steady, 1/4 to 1/2 lower. Following the opening, there was a temporary firmness in this market, but later developed weakness due to the very bearish report issued by the U. S. Government on Monday. The volume of business was heavy, the major portion being transacted during the early hours of the session. Scattered rains have occurred in the prairie provinces and at Edmonton. 30 in. recorded. At noon, Winnipeg had declined 5/8 to 1/2, and the close was 1/2 lower for both months.

In the cash departments, buyers were hanging off, awaiting developments, and consequently trading was quiet. A few sales of No. 2 and No. 3 northern wheat were made, and inquiry for barley and flax was good. There was little or no inquiry for oats. Cash wheat, cash wheat closed 1/2 to 1/4 lower, cash barley, closed unchanged to 1/4 lower, cash barley, closed unchanged to 1/4 higher, and cash flax closed 1/4 to 1/2 lower.

The total cars inspected Monday were 442, as against 350 last year, and in eight weeks.

Cash grain:
Spring wheat—No. 1 northern, 95 1/2; No. 2 northern, 94 1/2; No. 3 northern, 92 1/2; No. 4 northern, 87 1/2; No. 5 northern, 80 1/2; No. 6 northern, 75 1/2; feed, 70 1/2.

Case—No. 2 Canadian western, 29c; No. 3 Canadian western, 28c; extra No. 1 feed, 38c; No. 1 feed, 35c; No. 2 feed, 32c.

Barley—No. 3, 52 1/2; No. 4, 51 1/2; rejected, 48c; feed, 47 1/2.

Flax—No. 1, Northwest Canadian, \$1.34; No. 2 Canadian, \$1.32; No. 3 Canadian, \$1.24.

LIVE STOCK.
Montreal, June 10.—East End market: Receipts, 500; calves, 1,450; sheep and lambs, 325; hogs, 720. Weather conditions had a depressing effect on trade. Live hogs, 8 1/2; medium, 6 to 8 1/2; common, 4 1/2 to 5 1/2; milkmen's strippers, 5 1/2 to 7 1/2; milk cows, \$30 to \$80 each; calves, 3c to 7c.

Sheep 4 1/2 to 6c; spring lambs scarce at from \$5 to \$7 each.

Hogs, 8 1/2 to 9c.

Chicago, June 10.—Cattle—Receipts, 16,000; market steady; beefs, \$7.20 to \$9.25; steers, \$6.80 to \$8.10; stockers and feeders, \$6.20 to \$8.25; cows and heifers, \$5.70 to \$8.70; calves, \$7.25 to \$10.50.

Hogs—Receipts, 20,000; market dull; light, \$7.80 to \$8.07 1/2; mixed, \$7.75 to \$8.10; heavy, \$7.65 to \$8.07 1/2; roughs, \$7.65 to \$8.07 1/2; pigs, \$6.80 to \$7.60; bulk of sales at \$7.95 to \$8.05.

Sheep—Receipts, 12,000; market steady; sheep, \$5.50 to \$6.65; yearlings, \$6.35 to \$7.70; lambs, natives, \$6.60 to \$8.90; spring lambs, \$7.50 to \$10.

TORONTO STOCK EXCHANGE.
(Special to The Advertiser.)
Toronto, June 10.
American Cyanide, com. 65 60
American Cyanide, pfd. 70 60
Barclay's Bank, com. 26 26
Barclay's Bank, pfd. 75 75
B. C. Packers, com. 125 125
Burt, com. 68 68
Canada Bread, com. 30 30 1/2
Canada Bread, pfd. 91 90 1/2
Canada Cement, com. 29 29
Canadian General Elec. 104 100
Canadian Locomotive, pfd. 86 86 1/2
Canadian Pacific Railway 196 195 1/2
Canadian Pacific Railway, 71 71
Canadian Salt 120 98
City of Toronto, com. 100 98
Consumers' Gas 180 180
Crown's Nest Food 50 50
Dominion Bank, pfd. 22 22 1/2
Duluth-Superior Traction 63 63
Electrical Dev. 115 115
Macdonald, com. 125 125
Mackay, com. 81 81 1/2
Maple Leaf, pfd. 92 92
Nova Scotia Steel, com. 40 40 1/2
Porto Rico Railway 60 60
Rogers, pfd. 100 100
Russell Motor Car, com. 50 50
St. C. & Navigation 100 100
Shredded Wheat, com. 89 89
Shredded Wheat, pfd. 93 93
Steel of Canada, com. 15 15 1/2
Steel of Canada, pfd. 75 75
Tocke Bros., com. 20 20
Tocke Bros., pfd. 84 84
Toronto Paper 42 42
Toronto Railway 131 130 1/2
Tuckett, com. 30 30
Twin City, com. 106 106 1/2
Winnipeg Railway 166 166 1/2
Mines.
Conlagas 750 725
Crown Reserve 103 100
La Rose 144 142
Nipissing Mines 621 621
Tretloway 18 18
Banks.
Dominion Bank 229 229
Bank of Hamilton 202 201 1/2
Imperial Bank 216 216
Metropolitan Bank 193 193
Ottawa Bank 207 207
Royal Bank 220 220
Standard Bank 219 219
Union Bank 141 141
Loans, Trusts, etc.
Canada Landed 162 162
Canada Permanent 188 188
Central Canada Loan 190 190
Colonial Investment 80 80
La Rose 210 210
Great West Permanent 129 129
Hamilton Provident 140 140
Huron & Erie 210 210
Land Bank 146 146
London & Canadian 136 136
National Trust 222 222
Ontario Loan 172 172

TORONTO GENERAL TRUSTS. 200
Bonds—
Canada Bread 94
Dominion Bank 99
Electrical Development 91
Province of Ontario 96
Rio de Janeiro 96 1/2
TORONTO SALES.
Toronto, June 10.—(Sales)—Twin City rights, 457 at 9-32 to 9-5-16; N. S. Steel, 835 at 41 to 43 1/2; Can. S. S. Lines, 60 at 10 1/2 to 13; do, pfd, 290 at 70 1/2 to 70 1/2; Steel Corp, 50 at 21 1/2; Brazilian, 600 at 75 1/2 to 75; Maple Leaf, pfd, 45 at 91; Mackay, 178 at 81 1/2 to 81 1/2; Cum. Div., pfd, 35 at 69; Canada Bread, pfd, 27 at 30 1/2 to 31; do, bonds, \$500 at 91; F. N. Burt, pfd, 10 at 85; Toronto Rail, 45 at 131 1/2; Bank of Hamilton, 28 at 20; Imperial Bank, 22 at 210 to 210 1/2; Crown Reserve, 80 at 101 to 112; Canada Land, 12 at 162 1/2 to 163; Canada Permanent, 255 at 18 1/2; Barcelona, 12 at 26 to 26 1/2; Steel of Canada, 25 at 12 1/2; Canners, 51 at 38; Dominion Iron, pfd, 25 at 49 1/2, and 15 shares miscellaneous.

NEW YORK STOCK EXCHANGE.
J. M. Young, 3 London Loan Building, reports fluctuations in New York stocks as follows:
New York, June 10.
Trunk Lines and Open, High, Low, 130.
Baltimore & Ohio, 91 1/2 29 1/2 29 1/2 29 1/2
Erie, com. 29 1/2 29 1/2 29 1/2 29 1/2
Great Northern, 125 125 124 1/2 124 1/2
Illinois Central, 113 113 112 1/2 112 1/2
New Haven, 66 66 65 65
Northwestern, 132 132 131 131
New York Central, 93 93 92 1/2 92 1/2
St. Paul, 101 101 100 100
Southern—
Atchafalpa, com. 99 1/2 155 1/2 155 1/2 155 1/2
Canadian Pacific, 195 1/2 195 1/2 195 1/2 195 1/2
Kansas & Texas, 18 1/2 18 1/2 18 1/2 18 1/2
Missouri Pacific, 18 1/2 18 1/2 18 1/2 18 1/2
Northern Pacific, 11 1/2 11 1/2 11 1/2 11 1/2
Southern Railway, 94 94 94 94
Union Pacific, 156 1/2 156 1/2 156 1/2 156 1/2
Coalers—
Chesapeake & Ohio, 52 1/2 165 1/2 165 1/2 165 1/2
Norfolk & Western, 105 1/2 111 1/2 111 1/2 111 1/2
Pennsylvania, 111 1/2 111 1/2 111 1/2 111 1/2
Reading Railway, 165 1/2 165 1/2 165 1/2 165 1/2
Traction Shares—
Brooklyn Transit, 92 1/2 92 1/2 92 1/2 92 1/2
Interboro, com. 15 1/2 15 1/2 15 1/2 15 1/2
Interboro, pfd. 63 1/2 63 1/2 63 1/2 63 1/2
Third Avenue, 43 1/2 43 1/2 43 1/2 43 1/2
Industrials—
Amer. Beet Sugar, 28 1/2 28 1/2 28 1/2 28 1/2
American Can, 29 1/2 29 1/2 29 1/2 29 1/2
Amer. Car Foundry, 52 1/2 52 1/2 52 1/2 52 1/2
American Smelters, 64 1/2 64 1/2 64 1/2 64 1/2
Central Leather, 35 1/2 35 1/2 35 1/2 35 1/2
Corn Products, 9 1/2 9 1/2 9 1/2 9 1/2
Consolidated Gas, 129 1/2 129 1/2 129 1/2 129 1/2
Distillers, 15 1/2 15 1/2 15 1/2 15 1/2
Ice Securities, 31 1/2 31 1/2 31 1/2 31 1/2
People's Gas, 30 1/2 30 1/2 30 1/2 30 1/2
Virginia Chemical, 30 1/2 30 1/2 30 1/2 30 1/2
U. S. Rubber, 59 1/2 59 1/2 59 1/2 59 1/2
Westinghouse, 77 77 76 1/2 76 1/2
Copper Shares—
Amal. Copper, 72 1/2 72 1/2 72 1/2 72 1/2
Anaconda Copper, 31 1/2 31 1/2 31 1/2 31 1/2
Utah Copper, 56 1/2 56 1/2 56 1/2 56 1/2
Oil Shares—
Amer. Cotton Oil, 42 1/2 42 1/2 42 1/2 42 1/2
Mexican Petroleum, 62 1/2 62 1/2 62 1/2 62 1/2
Bethlehem Steel—
Beth. Steel, 42 1/2 42 1/2 42 1/2 42 1/2
U. S. Steel, 62 1/2 62 1/2 62 1/2 62 1/2
U. S. Steel, pfd, 109 1/2 109 1/2 109 1/2 109 1/2
Steel, per cent. 45 45 45 45
Sales to noon, 64,200 shares.
Sales to 1 p.m., 74,900 shares.
Tennessee Copper, 75c.

THE MINING MARKET.
Toronto, June 9.—Edward Cronyn & Co., members of the Toronto Stock Exchange, report fluctuations in Cobalt stocks for The Advertiser as follows:
Cobalt, com. 29 1/2 29 1/2 29 1/2 29 1/2
Beaver, 29 1/2 29 1/2 29 1/2 29 1/2
Buffalo, 12 1/2 12 1/2 12 1/2 12 1/2
Can. Gold Fields, 65 1/2 65 1/2 65 1/2 65 1/2
Chambers-Fer, 19 18 1/2
City of Cobalt, 50 50
Cobalt Lake, 45 45
Con. Smelters, 105 103
Foster Cobalt, 5 1/2 5 1/2
Great Northern, 8 1/2 8 1/2
Kerr Lake, 425 400
McKinley-Dar, 83 79
Ophir, 38 1/2 38 1/2
Petersen Lake, 4 1/2 4 1/2
Right-of-Way, 4 1/2 4 1/2
Rochester, 2 1/2 2 1/2
Silver Leaf, 45 45
Tem. and H. Bay, 78 75
Temiskaming, 15 1/2 15 1/2
West, 5 1/2 5 1/2
Porcupine—
Apex, 2 1/2 2 1/2
Crown Chartered, 12 12
Dobie, 8 8
Dome Extension, 8 7 1/2
Dome Mines, 800 780
Foley O'Brien, 22 22
Juniper Mines, 10 1/2 9 1/2
Monita, 28 1/2 28 1/2
North Dome, 10 10
Pearl Lake, 3 1/2 3 1/2
Planarum, 50 40
Preston E. Dome, 15 1/2 14 1/2
Rea, 16 16
Swastika, 30 25
Vipond Por., 80 85
West Dome, 9 5
Conlagas, 750 725
La Rose, 144 142
Nipissing, 621 621

COTTON.
New York, June 9.—Cotton futures closed steady. Closing bids: June, 13.18c; July, 12.20c; August, 12.08c; September, 12.83c; October, 12.72c; November, 12.55c; December, 12.73c; January, 12.58c; March, 12.64c. Spot closed quiet; middling upland, 13.55c; do, gulf, 13.30c.

Liverpool, June 9.—Cotton—Spot, prices firm; American middling, fair, 5.51d; good middling, 5.19d; middling, 7.60d; low middling, 7.31d; good ordinary, 6.55d; ordinary, 5.85d. The sales of the day were 5,000 bales, of which 3,000 were for speculation and export, and included 2,600 bales American. Receipts were 10,000 bales, including 700 American. Cotton futures closed steady: June, 7.44d; June and July, 7.26d; July and August, 7.14d; 7.26d; August and September, 7.14d; September and October, 6.92d; October and November, 6.82d; November and December, 6.75d; December and January, 6.73d; January and February, 6.73d; March and April, 6.74d; April and May, 6.74d; May and June, 6.74d.

SCHUMANN-HEINK GETS DIVORCE.
CHICAGO, Ill., June 9.—Mme. Ernestine Schumann-Heink was today granted a divorce from her husband, William Rapp, Jun., whose ardent epistles to Mrs. Catherine Dean, of New York, were the sensation of the suit.

ABSOLUTE SECURITY.
Genuine
Carter's Little Liver Pills.
Must Bear Signature of
Dr. Carter
See Fac-Simile Wrapper Below.

KILL THE FLIES IN YOUR HOUSE NOW
Toronto's Medical Health Officer says: "If you come across any flies in your house kill them now." Therefore, all good housekeepers should commence using WILSON'S FLY PADS early and continue their use through the season. Remember that every ten-cent packet of WILSON'S FLY PADS will kill more flies than three hundred sheets of sticky paper.

Follow the directions carefully to get the best results.

ENGLISH MAGAZINES AND NEWSPAPERS FOR SALE AT
Red Star News Co.
MARKET LANE.

Trimmed Hats at \$1.95
25 Hats, trimmed with flowers, ribbons, mounts, sprays, etc. Values up to \$4.50, on sale at.....\$1.95
50 shapes, all colors and sizes. On sale at.....98c
London Ready-to-Wear
256 DUNDAS STREET.
M. FISHEIN, Manager.

Sole Agents for GURNEY OXFORD RANGES
Smallman & Ingram
DON'T
Don't tell us how you have been stung. Come to Patten's before it is too late and see what you can save on your furniture; we save you dollars. We are satisfied with smaller profits than the other fellows.

W. M. PATTEN
247 DUNDAS STREET. 27

WE PROTECT YOUR PURSE
The Quality Flower Shop
F. Dicks & Son
235 Dundas Street
CHOICE HARDWOOD
16-inch blocks \$2.15 per 1/4-cord.
12-inch blocks \$2.25 per 1/4-cord.
D. H. GILLIES & SON
Phone 1312.

Standard Drug Candies Are Always Fresh
Neilson's Chocolates
THE ULTIMOST IN CHOCOLATE
"The Chocolates that are Different."

J. M. YOUNG, Broker
3 London Loan Bldg.,
STOCKS, BONDS, GRAIN AND PROVISIONS.
Phone 707. Private Wires.
EDWARD CRONYN and Co.
MEMBERS TORONTO STOCK EXCHANGE.
WILL ADVISE ON INVESTMENTS.
CRONYN BLDG., Toronto

Mrs. Winslow's Soothing Syrup
has been used for over SIXTY YEARS by MILLIONS OF MOTHERS for their CHILDREN WHILE TEETHING, with PERFECT SUCCESS. IT SOOTHES THE CHILD, SOFTENS THE GUMS, ALLAYS ALL PAIN, CURES WIND COLIC, and is the best remedy for diarrhoea.