

STILL ON AND GOING STRONG Lesser's Sensational Clearance Sale!

Only 5 More Shopping Days

NO APPROVALS Never before have the people of St. John and vicinity had the opportunity of purchasing clothing at the prices this sale has been selling merchandise at. We have again given prices a slash, and you save 30 p.c. to 60 p.c.

NO EXCHANGES

NO CHARGES

READ A FEW OF OUR SPECIAL BARGAINS—SPACE WILL NOT ALLOW ALL

Ladies' Suits
15 Blue Serge and Tricotine Suits; plain and trimmed models; sizes 14 to 44. Regular prices up to \$45.00.
Lesser's Sensational Clearance Price \$19.98

6 only—Tweed Suits, all silk lined; summer and fall styles. Regular price \$37.50. Lesser's Sensational Clearance Price \$18.00

3 only—Black with white pin stripe Suits. Regular price \$35.00 and \$40. Lesser's Sensational Sale Price \$15.00

Special Values in Skirts
21 Plaid and All Wool Serge Skirts in blue, brown, black. Lesser's Sensational Clearance Sale Price \$2.00

52 Plaid, Stripes and other skirts, in store, values to \$15.00. Lesser's Sensational Sale Price \$7.75

Ladies' Dresses
Extra Special Reductions
75 Serge and Tricotine Dresses; sizes 16 to 40. All styles and materials. Prices regular up to \$26.00.
Lesser's Sensational Sale Price \$13.95

25 Tricotine and Serge Dresses—the pick of our lot—and these are mostly exclusive numbers—\$15.95.
All other serge and tricotine dresses 25 p.c. off regular price.

Silk Dresses
25 Silk Taffeta and Mesline Silk Dresses. Regular up to \$25.00.
Lesser's Sensational Sale Price \$12.95

All other Silk Dresses 25 p.c. off.

Special Values
20 Canton Crepe Sleeveless Dresses, the very newest, in blue and white and black and white. Regular price \$15.00.
Lesser's Sensational Clearance Sale Price \$7.95

Canton Crepe Dresses
40 Canton Crepe Dresses, in all shades, styles. Reg. priced up to \$30. Lesser's Sensational Sale Price \$18.95

70 Canton Crepe Dresses; the pick of our lot. Regular price up to \$37.50. All exclusive models.
Lesser's Sensational Clearance Price \$24.90

Special
20 Georgette Crepe Dresses; beaded trimming
Sale Price \$9.98

Special
5 only—Summer Dresses; sizes 16 to 38.
Lesser's Sensational Sale Price \$3.00

18 Crepe Knit Dresses, in all shades. Regular price to \$31.00.
Lesser's Sensational Sale Price \$17.95

BE SURE YOU ARE AT THE RIGHT STORE, BRING ALONG YOUR FRIENDS.

ALEX. LESSER'S, 210 Union St., Opp. Opera House

Store Open
Monday,
Friday and
Saturday
Evenings.

FARMERS WARNED AS TO RAINMAKERS

Some Devices to Control the
Climate Disapproved by
Department of Agriculture.

New York, Aug. 22—Devices to make rain, to stop rain, to ward off frost, to regulate heat and to make the wind blow at the will of the farmer at fancy prices by experimenters in various parts of the country so often that special warnings have been issued by the Department of Agriculture against some of them.

The contract of "Rainmaker" Hatfield to deliver rain at Medicine Hat, Alberta, for the price of \$40,000 an inch and the claims that he fulfilled the contract and made a huge profit have caused other promoters to enter the climate-controlling industry. Because it was generally a wet year, there has been reported only a very small demand for cloud-compelling inventions. Frost-fighting devices were discussed as follows in a statement by C. C. Marvin of the United States Weather Bureau: "One device, consisting of an air-plane propeller mounted horizontally on a twenty-five-foot tower, was the subject of a test in an orchard in Southern California and was found to be absolutely worthless, as far as raising the temperature was concerned.

"A funnel-shaped machine which drives heated air over the tops of trees was also tested during the same season and found to be of even less practical value, if such a thing were possible. Quite a long experience has demonstrated the economic practicability of adding heat to the air through the use of fifty to one hundred small fires to the acre." Cannon to Break Up Hail.

Professor D. W. Harding of New York University, who has made a study of the history of rain-making devices and similar inventions, has found only one weather-controlling device which actually works, and this is a cannon which breaks up threatening hailstorms. This is described as follows in an article by Dr. Harding in The Scientific Monthly: "After various haphazard experiences of viticulturists, one of them an Austrian, Albert Stigler, invented a form of cannon in 1886 which would readily and effectively be used for the purpose of repelling and breaking up such storms. This cannon somewhat resembles the old bell-mouthed blunderbuss in form, with a chamber at the breech for a cartridge containing only powder and a funnel-shaped tube, like the cone of a megaphone. Housed in little shackles on the hillside, these are ready for use at short notice, and since they are distributed among the many adjoining vineyards, a whole battery of them can be brought into action promptly. The grapes are maturing and the vineyards are in their most vigorous growth from July to September, just at the time of year when hailstorms are most frequent, and when workmen accordingly are alert in watching for signs of danger.

certain; but there seems to be sufficient evidence of the efficacy of the plan in dispersing the clouds and checking the storm of hail. The cannons literally shoot it away."

Rain production will probably be accomplished in time, according to Dr. Harding, who said: "Weather control by artificial means, however, it is not regarded as unscientific, and meteorologists are not hopeless of accomplishing it. At the time of the Dryden experiments, the psychologist Elmer Gates was demonstrating in his laboratory at Chevy Chase, Md., the production of rain electrically. Electrifying the air at one spot (like a limited area of the earth's surface) causes expansion by the mutual repulsion of particles; the air becomes less dense and rises; the currents thus set up encounter colder air in the upper regions and the moisture is precipitated."

The Dryden experiments were efforts made in 1892 to produce rain by the concussion of explosions. They were hailed as a success for a time, because they were apparently favored by lucky accidents.

LIFE SPAN IN ENGLAND SAID TO BE GROWING TO BE GROWING
London, Aug. 22—The expectation of life in this country has largely increased since the period of 1884-1886, according to the annual report for 1921 of the chief medical officer of the ministry of health, Sir George Newman. At that period the expectation at birth was: For males, forty years, and for females forty-two years. The present figures are fifty-one for males and fifty-five for females.

This, with some reservations, means that a baby born now has a chance of living twelve years longer than its grandfather. The reduction of mortality is most marked, however, in early life. The life-expectation of men of forty-five is but little better today than it was seventy years ago. Sir George Newman, in his report, indicts alcohol and faulty industrial environment as the chief causes of this adult mortality. He points out, too, that respiratory diseases, pneumonia, bronchitis and tuberculosis are the chief causes of death.

"It is absolutely within our power to prolong the days of human life and enlarge its capacity," Sir George says. "The length of life in this country is much less than it should be, and there is no inherent reason why as much as three years should not be added to the average lifetime of Englishmen of forty-five."

chandise, smuggled from Texas, had been unloaded and part of the return cargo of liquor was on board. Twelve cases of whiskey are said to have been taken, with several cases of wines and other liquors.

HEROISM LEADS TO HIS RELEASE

London, Aug. 22—The thrilling story of Thomas Gray's heroism in attempting to save a drowning prisoner of Peterhead Jail has had a sequel in keeping with his courage—he has won his own freedom from prison. Gray, a convict in Peterhead Jail, under life sentence for the murder of a Glasgow woman, had served fifteen years of his sentence when the incident in question occurred. About a month ago Thomas Gray, Alfred Coates and other Peterhead prisoners were engaged loading stones beside a water-logged quarry hole at Slingshill when Coates leaped into the hole, which contained fifty-five feet of water. Coates had been sentenced to ten years of penal servitude, and was mentally defective, and his sentence evidently was preying on his mind. Gray at once threw off his coat, plunged in after Coates, gripped the drowning man, and made heroic efforts to save him. Those peering down into the hole were witnesses of a desperate fight, in which the issue was life or death. So violent were the struggles of Coates that both he and his would-be rescuer were drawn under the water. Gray was compelled to relax his hold and come to the surface.

Thus Coates went to the doom he sought, and Gray—thoroughly exhausted, and his sentence evidently was preying on his mind. At the inquiry Sheriff Laing warmly commended the action of Gray and Alexander. The former is now enjoying his liberty, and it is probable that the latter will receive some consideration from the authorities in a moment of passion when he was under the influence of drink.

RUM SMUGGLERS USE DOLLS

Japanese Makers Provide New Device For Travelers From the Orient.
San Francisco, Aug. 22—Japanese dolls of the most innocent variety are the latest liquor smuggling devices of travelers from the Far East landing in the United States Pacific ports, according to Mrs. A. H. Douglas, wife of Commander Douglas, of the Huron, here today from Shanghai.

NARROW ESCAPE FROM DEATH IN AUTOMOBILE RACE CRASH

Brooklands, England, Aug. 22.—A remarkable escape from death occurred in the 200-mile light car race, an event in the programme of automobile races taking place here, when J. Chassagne of France was wrecked at the turn of the road by a bursting tire. Chassagne's car overturned and shot over the banks. In spite of this, Chassagne and his mechanic emerged with only a few scratches, though the French driver had both boots torn off.

in a room adjoining the suspected boot-leggers, he said. He will be completely out of sight, but will be able to see all that is going on in the next room. If he spies a bottle of liquor or sees the bartender serve drinks from a hidden bottle, he will signal his partner, and together they will rush the place.

What is the matter with your hair?



All largely due to a single cause
Obtain this free test from your dealer—today

This is to men and women who wish to care for hair in a more scientific way. To keep or restore its beauty, its health, by methods right and modern. There is now an ideal method. It deals effectively with the cause of hair troubles, present or impending. It embodies the best men know.

The hair's great friend and foe

THERE is an oil called Sebum, secreted by the glands of the hair. It lubricates the hair—gives it luster and softness. It keeps the scalp flexible—or should. It is the hair's chief friend.

But, like all skin secretions, there is often an excess. Then the hair becomes too oily. The surplus Sebum decomposes on the scalp. It forms a fatty acid which inflames.

Scales and dandruff often follow. The oil is suppressed. The condition may kill the hair roots, so the hair falls out. Then Sebum becomes the hair's great foe—the cause of most hair troubles.

Cleanliness the first essential

The first rule is the same as with any skin surface. Remove the excess—cleanse the pores. Think what would happen to any skin if you failed for a time to do that. But you must aim at Sebum—that particular scalp oil. Dissolve it, remove it, then get into the pores. Not with ordinary soaps or shampoos, but with studied, tested, scientific methods.

Our experts have embodied in Palmolive Shampoo the best ways known to do that. It combats the Sebum—Sebum only—correctly and efficiently. That is the first essential. Don't rely on guesswork, on ignorance, on non-scientific means. Your hair is too important.

Beauty—softness—luster—health

The next thing is to treat your scalp as you would your cheeks. Apply a soap based on palm and olive

oils. Do what millions do with Palmolive Soap to foster fine complexions. Palmolive Shampoo does that. It is based on the oil blend which for ages has held supreme place for the skin. The purpose is to give to the hair luster, softness, beauty. And to fit the scalp to maintain healthy hair roots. The other helps are told in our book.

A home demonstration—free

To show these effects we will give you a treatment to try. We will give you the oil blend and the Sebum combatant combined in Palmolive Shampoo. It will show you the ideal way to give the hair care, beauty and protection. You will know that in an hour. With it we give a book, "How to Care for the Hair." That will tell you just what to do for any wrong condition. For dry hair, for dull hair, for falling hair, for dandruff. The advice is up-to-date and authoritative. It will tell you how to deal with damage already done.

Think what your hair means to you. Let us show you how to beautify it, how to preserve or restore it. Take this coupon to your dealer today. He will give you the free trial treatment and the book, which together hold the secret of healthy, beautiful, alluring hair.

THE PALMOLIVE COMPANY OF CANADA, Limited
Winnipeg Toronto Montreal
A line of Palmolive Soap and Palmolive Shaving Creams

Made in Canada



New Booklet Free

Be sure and get this new booklet on the care of the hair, which explains authorized scientific hair treatment, supplied by leading specialists.

FREE—At your dealer's this week, a trial hair treatment and special book. Present the coupon to any drug or departmental store. Make this delightful test this week. Watch the quick effects. The benefits will be a revelation to you.

PALMOLIVE SHAMPOO

Trial Hair Treatment Free

Present this coupon, with your name and address filled in, to any drug or departmental store. It is good for a trial hair treatment and special booklet free.

Your Name _____

Address _____
Out of town residents should mail this coupon to The Palmolive Co., of Canada, Limited, Dept. E-212, Toronto, Canada, and the treatment will be sent by mail.