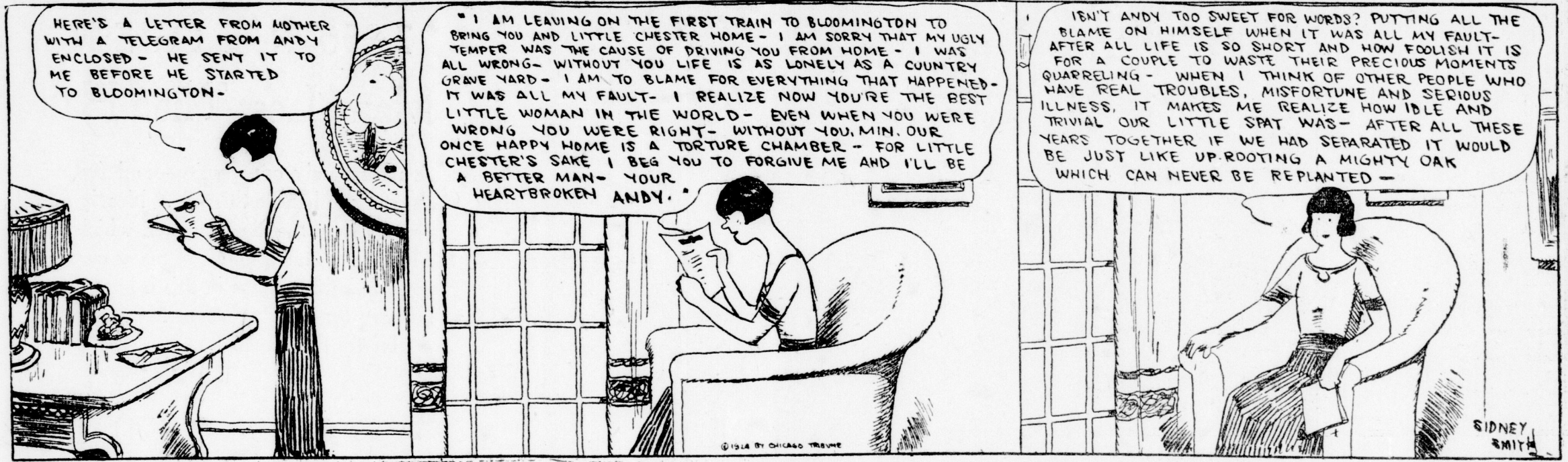


GUMP, GOOGLE & CO., Experts In Laughter

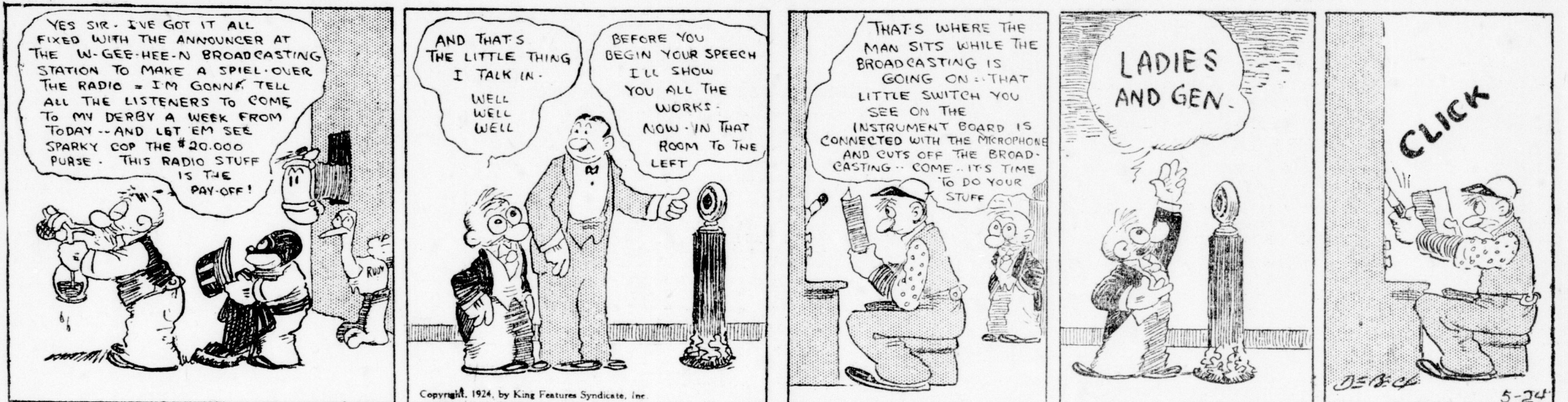
THE GUMPS—THE ONE TO BLAME



BARNEY GOOGLE AND SPARK PLUG

Censored!

By BILLY DE BECK



TOOTS AND CASPER

Buttercup's Got the Habit Now.

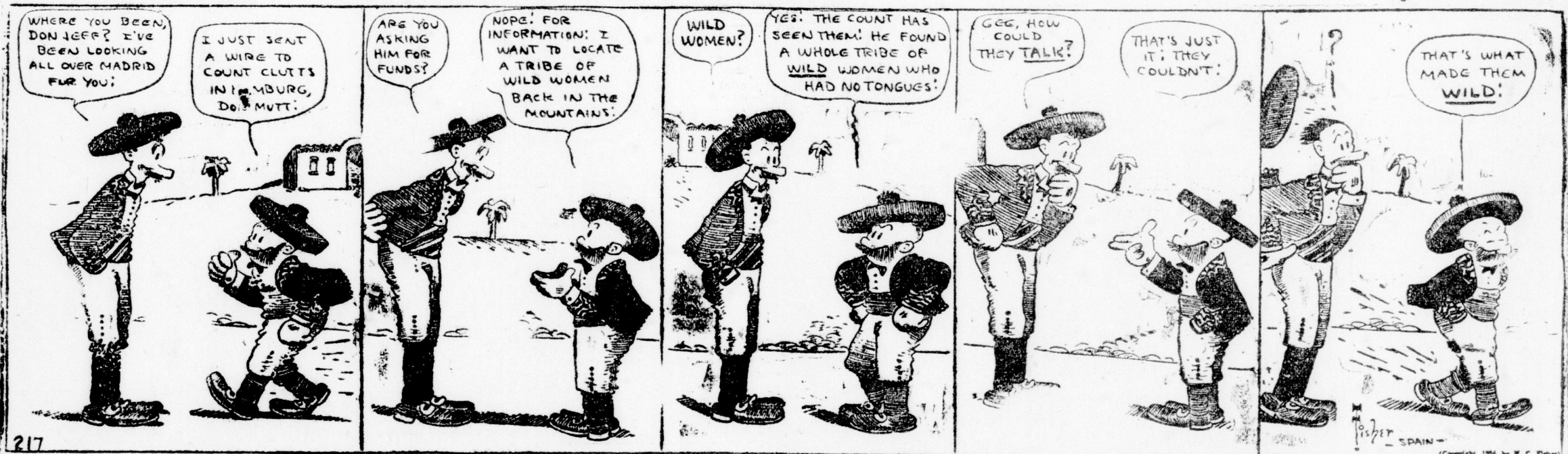
By JIMMY MURPHY



MUTT AND JEFF

Maybe Count Clutts Was Spoofing Jeff.

By BUD FISHER



REG'LAR FELLERS

A Tough Situation.

By GENE BYRNES



Profits Reduce
Twenty Payments to Fourteen

Policy 43465, issued in 1909, called for 20 premiums, but Great-West profits reduced this to 14 premiums.

Amount:	\$7452. Premium	\$246.70
Earnings Credited 1914		197.85
Earnings Credited 1915		253.49
Earnings Credited 1916		327.45
Total end of 14th year		1103.79
Required to pay future premiums		1946.79
Cash Surplus to Assured		\$62.60

Although no further premiums are to be paid, the policy will continue to participate in profits.

Great-West Life

REPRESENTATIVES IN LONDON:

J. J. CALLAGHAN	CHAS. T. GLASS	F. G. PARSONS
W. G. FRANCIS	W. A. GLASS	J. J. SHEA
G. A. GERALD	F. K. HAMMOND	D. F. SMITH
B. C. HIGGINS, INSPECTOR		

216 DOMINION SAVINGS BLDG. LONDON.

WANT AD TIPS

A Homey Place To Stay

A lady who, for many years, has found roomers with Want Ads, tells how important she considers little touches she applies to the room she is about to show inquirers. The draperies are fresh and dainty—just laundered. If any of the furniture has been marred, she goes over it with varnish. She never lets the walls get dingy—the cost of papering or calceining is such that she says she can always afford it when needed.

Then, finally, comes a little touch which particularly pleases inquirers. On the window sill or a stand is a potted plant in blossom, or, if it is the summer season, a bowl of freshly cut flowers.

This lady "displays" to advantage. She helps the room she shows to suggest strongly the true fact—that as a landlady she does a lot of the "homey" little things which roomers appreciate. Naturally, of the inquirers whom her Want Advertising draws, one quickly is found who takes the room.

In this experience there is a valuable hint for all room advertisers. Before showing the room to inquirers, make it just as attractive, "homey," as you can. Also, when writing your Want Ad, emphasize the "home" idea.

Various things may influence inquirers strongly in selecting a room, one thing is convenience as regards place of employment. Another is the neighborhood—the part of the town—determined to an extent by nature of employment of business. Whatever other considerations enter, though, all persons like a room with a "homey" atmosphere.

Somewhere, undoubtedly, there is a place which is really home to them. Away from it now, looking for a room, they hunger for something as close to home as one's lodging place can be.

So, such words and phrases as these in Want Ads help to let roomers quickly: "Homey atmosphere," "cozy," "cheerful room," "daintily furnished," "unusually nice home," "real home for group of men," "cheery and comfortable home," "homelike surroundings," "congenial people," "lovely porch for summer evenings," "billiard room," "where you will be one of the family."

All people like a "homey" place to stay. Let your Want Ad offer just that kind.

(All Rights Reserved)

DEMAND "PHILLIPS" MILK OF MAGNESIA

PROTECT Your Doctor and Yourself

SAY "PHILLIPS" to your druggist, or you may not get the original Milk of Magnesia prescribed by physicians for 50 years.

Refuse imitations of genuine "Phillips"

Each large 50-cent bottle contains full directions and uses.



SAY "BAYER ASPIRIN" and INSIST!

Unless you see the "Bayer Cross" on tablets you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians for 24 years.

Safe Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monocyclic acid of Salicylic acid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."