

"Mrs. Jones' Say-So"

DO you know Mrs. Jones? She lives either on the "next place"—or in "the house next door"—or right across the way.

Mrs. Jones is to be found in every little hamlet—in every cross-roads—in every village, town and city. If women had votes Mrs. Jones would be a political power.

Mrs. Jones is observing. She is economical. She is practical—a good housekeeper, and always a good wife and mother.

As a rule, she was trained that way. Her mother, you will usually learn, if you inquire, was an observing, practical, economical, commonsense-kind-of-a-woman—

And more than likely some of Mrs. Jones' good judgment comes from as far back as her grandmother.

So it is not to be wondered at that Mrs. Jones' say-so goes a great way in her community.

When questions arise on matters of cooking, or cleaning, or caring for the children, or household economics and management, Mrs. Jones is pretty much in demand, and her "say-so" is generally the final answer. She is the neighborhood oracle.

Oh—now you know Mrs. Jones—perhaps not by that name—but it will do as well as another.

Can you realize now what it means to have Mrs. Jones' "say-so" for a recommendation—a personal, "right-from-the-heart reference," as it were?

There's a recommendation for you—there's endorsement which can't be bought for money—there's advertising, if you will, that above all else transcends the printed word.

Mrs. Jones' "Say-so"—

Why, it has made some products household names and kept them foremost for their purpose in a million homes.

What if newer products and names are presented from time to time, with all the fanfare of trumpets and the thousand-tongued appeal of printers' ink? What if the shelves of dealers are filled up, from time to time, with newer claimants for public attention?

Mrs. Jones' "say-so" counts for more than all. For she knows by experience, and her mother's experience, and her mother's mother's, what is best.

And so it is that Mrs. Jones' "say-so" is still the greatest asset a good article, honestly made, continuously improved, consistently distributed and sold, can have.

AND MRS. JONES' "SAY-SO," IN THOUSANDS OF CITIES AND TOWNS OF THE UNITED STATES AND CANADA, IN ENGLAND, ITALY, IN GERMANY, IN SPAIN, FRANCE, SWEDEN—HOLDS THE B. T. BABBITT PRODUCTS IN FIRST FAVOR.

All over the civilized world—wherever women are devoted to cleanliness in the home (and where are they not?) B. T. Babbitt's Best Soap and B. T. Babbitt's 1776 Washing Powder cannot be supplanted.

For Mrs. Jones "say-so"—the experience of years—the test of time—keeps them first.

And as Mrs. Jones' endorsement is not idly given, it naturally follows that this popularity is based upon real not fancied merit—is lasting because "Best" was a fact and not an adjective, in the old Babbitt days, and is kept a fact in the modern Babbitt plant, which now occupies a tract of 81 acres and employs the best chemists and soapmakers to be found anywhere in the world.

Without extravagant publicity—without fanfare—without exaggeration or fanciful claims—B. T. Babbitt's Best Soap, B. T. Babbitt's Washing Powder, B. T. Babbitt's Lye or Potash, and latterly, B. T. Babbitt's Cleanser, B. T. Babbitt's White Floating Soap, and B. T. Babbitt's Naptha Soap—hold the fealty of housekeepers.

And from time to time we shall take occasion to tell you more of the reasons for Mrs. Jones' "Say-so"—

To tell why the woman who knows always tells her grocer (who very likely knows, too) that she wants B. T. Babbitt's.

Do you know that besides getting the best value for your money, you also get extra value in Babbitt goods because of the fine premiums that are given in exchange for trademarks. You will find B. T. Babbitt's Premium Department at the Talbot Stores, where you can not only obtain premiums, but where the Babbitt trademarks will be as good as cash for anything in the store.

B. T. BABBITT, Inc., New York.

THE TALBOT STORES IN LANCASTER

Are Located at 154-158 North Queen Street.

HOME HEALTH CLUB

By Dr. David Reeder, La Porte, Ind.

Imaginary Diseases—Many a physician has borne testimony that when he was a student at the medical college he had all the diseases that he read about in the medical books. He recognized the symptoms in himself, every time he felt a little under the weather.

This sort of thing is not confined to medical students. Every physician has had persons to come to him with an imaginary affliction in which the victim was certain that he had it bad. The doctor generally cures that patient with what is termed a "placebo"—an inert, pretended medicine, given to satisfy a patient; to placate him, so to speak. Both words are from the same root. A placebo is generally a bread pill, or a little water, colored with some innocent dye.

Of these imaginary diseases "heart disease" is the most common. The stomach is over-loaded, or in some way inflated, mostly by gases, which conditions have the effect of overcrowding the diaphragm up into the heart's region, thereby interfering, somewhat, with that organ's action. This, however, does not indicate any organic trouble with this delicate though powerful part of the human system.

Frequently the same effect as that mentioned in the foregoing paragraph, is caused by nervous sympathy with the stomach, brought about by acute indication, of great or less degree. In any degree it is distressing and may be avoided by care. For instance, one cup of coffee, may be taken at times, with comparative safety, when two cups would have a decided toxic effect. But coffee is, in any way that it can be taken, highly deleterious to a delicate stomach.

There is, within our knowledge, a veteran ex-soldier of the Civil War who got the habit, necessarily, during the time of his service—or unavoidably to be a little more exact—of drinking coffee in large quantities, without cream or milk. The latter was unobtainable, and all soldiers drank very much coffee. It was furnished to the army as a staple ration, and the soldiers could drink it with impunity—and without cream—because of their youth and vigor, and strenuous out-door life, inured to exposure and all phases of weather.

This veteran who is, of course, a man somewhere in the neighborhood of seventy years, though generally strong and hearty, has been suffering from heart disease—he thinks—because he has kept up the coffee habit. But he has not thought and thing about that. He is not, however, living the same sort of strenuous life that he did as a soldier—and instead of having heart disease, he simply has coffee disease—or did have, until the Home Health Club told him a few things. He now says "since I let up on coffee the heart-disease has let up on me."

Many persons read patent medicine circulars, and other printed stuff of that character, in which all the ills that escaped from Pandora's box are described, as to symptoms and some folks, if they have any sort of "stitch" anywhere in the system, are at once led to the belief that one, or more, of the many afflictions so glaringly—and so ridiculously—portrayed there, are just what is ailing them. They get some of the cure-all truck, and then if they escape with some real affliction it is a miracle.

The fact is that fleeting symptoms are generally indicative of nothing beyond the fact that one of the strings in your harp of life may be accidentally touched, for an instant at the wrong place, and there is a bit of discord. Tune up and go on. Forget it. In ninety-nine cases out of a hundred you will be all right in the morning. When there is really something the matter that should be looked after by the doctor, there will not be any doubt about it. Or if you have a cold, or some other trouble of light nature, that gives you an ache or pain, here or there, give yourself a rest and a homely treatment that you will always find in the Home Health's Club's books, and your apprehensions will generally take sudden flight.

CLUB NOTES

Dear Doctor:
I would like you to tell me what to do for our little boy, 22 months old, who has a navel rupture. It is about the size of a shelled hickory-nut when he cries. He is a strong active baby, weighs 35 lbs., and on the move all the time, except when asleep. I kept a band on him, with a piece of rounded lead over the rupture, for a long time. Now I keep a rubber or elastic band on him all the time. It is difficult to keep anything in the right place. He has been this way since he was two weeks old. Is there any cure? Can it be cured by an operation? I can hear the water gurgle in it when it goes back and forth. I have been using an egg ointment every night, but nothing I have done does any good. I am troubled about it.

Mrs. E. L. S.
There is no question but what a skillful surgical operation would cure the rupture but the danger lies in the anesthetic and the shock. No human being can tell with certainty what the after effects will be. In

Subscribe for the Mt. Joy Bulletin.

95 cases out of every hundred a cure can be effected by a properly fitted truss and if it is properly fitted there will be no difficulty in keeping it in place.

Rubber bands are not advisable as they interfere with the circulation and are uncomfortable while a properly fitted truss will not be noticed after a few days. A complete cure is frequently brought about by a good truss in a few weeks.

All readers of this publication are at liberty to write for information pertaining to the subject of health at any time. Address all communications to the Home Health Club, La Porte, Ind., with name and address in full and at least four cents in postage.

EAST PETERSBURG

J. C. Shirk, wife and son Harry, on Sunday visited the family of Louis C. Shirk.

Mrs. Martin Miller and Mrs. Annie Bowman spent Sunday with Miss Lizzie Lawrence.

Mrs. Barbara Newcomer and son, Clayton, of Mountville, visited the Susan B. Dietrich family on Sunday.

Mr. and Mrs. Abram Lehman, of Lancaster, spent Sunday in the home of Mrs. Peter Rohrer, the latter's mother.

Martin, the 5-year-old son of Amos Cope, on Saturday while playing with companions, fell and broke his arm.

Wm. Pool and family and Mr. and Mrs. Henry Pool spent Sunday with the family of Abraham Heisler at Mechanicsburg.

Mrs. John Perry and daughters, Mary and Fannie Mae, spent Sunday with her mother and grandmother, Mrs. Mary Fulmer.

The local band will furnish the music on Saturday for a festival at Neffsville held by the Christian Endeavor society of the U. B. church.

Elmer Gochmayer while handling a hay hook on Saturday on the farm of Rev. Forney had a mishap. The hook after being fastened ready to be drawn up unshifted and the hook caught Gochmayer on the arm and tore a slit of a few inches on his price at I. D. Beneman's.

right arm close to the shoulder. Dr. Wm. Garretson sewed up the wound.

ELIZABETHTOWN

John Tschudy is on an extended trip to the West.

Miss Gertrude Y. Villet is visiting friends in this place.

Dr. S. Ulrich has returned from a visit to Pittsburgh.

A number of extensive improvements are being made to the Green-walt hotel.

Mrs. D. D. Daugherty of Reading, returned to her home after a visit here for several days.

Miss Edith P. Killian of Harrisburg, was visiting in this section and at Lancaster for several days.

Mrs. Sarah Allwine aged 77 years, who fell and broke her left leg a short time ago, is improving slowly.

H. S. Moyer, who was taken to the hospital at Philadelphia for treatment of the eyes, is somewhat better.

Henry Nein and Harry Witdorf, who were injured by an elevator shafting falling at the Shoe factory, are getting along nicely and are not as seriously injured as was first supposed.

John S. Masterson, of Arkansas City, Kan., Joseph Masterson, of Oklahoma, and B. F. Masterson, of Long Beach, Cal., and James Masterson, of Illinois, are visiting relatives in this section. A reunion was recently held at their sister's, Mrs. Abraham Shelly, several miles from here and it was the first time they met for many years.

He's Some Fisherman

A ten year old son of Mr. Peter Zerphie demonstrated that he is some fisherman. He put in two out-lines with three hooks on each line and next morning had a pair of the finest eels seen in that neighborhood in a long time.

Farming Among the Kanucks

Joseph Hollenbaugh of Maytown has taken his family to Canada to settle on a farm.

Get an all-wool suit at a moderate price at I. D. Beneman's.



Save Money
AND
Furnish
Your Home
FREE



To help you do this we wish to become personally acquainted with you as a consumer.

The manufacturers of "Serv-us" Pure Food Products guarantee the continued excellence of all "Serv-us" Pure Food Products. As they are today, so will they always be. This means everything to you as a consumer.

Therefore, use only "Serv-us" Pure Food Products and get the full benefit of the "U. A. S.", Point Coupons, which go with them. "U. A. S." Point Coupons should be as good as money in the bank to you.

Prove for yourself the excellent quality of every "Serv-us" Pure Food Product by giving each one you see on your grocer's shelves a fair trial. This will enable you to do

Four Different Things

- 1st. You will get the purest and best of foods for your family table.
- 2nd. You will get "U. A. S." Point Coupons free, which will prove a Savings Bank account.
- 3rd. You will reduce your expense in the cost of living.
- 4th. "Serv-us" Brands mean the best of quality at a popular price.

Remember that every article offered in the "U. A. S." catalog is a gift to you direct from the manufacturers of "Serv-us" Pure Food Products and is paid for by them out of their advertising fund and in no other manner.

As a consumer, you know that no article of home consumption can ever become popular unless it is, and continues to be, really good.

Specials For Friday and Saturday

Ten Extra Green Trading Stamps with every pair of Shoes

The Best Green Trading Stamps

We give, we redeem them with the best premiums or merchandise if preferred.

Secure our own book for our stamps.



S. B. Bernhart & Co.
Store of Quality
Mount Joy, Pa.



REDUCED FARES

TO
PHILADELPHIA
AND RETURN
ACCOUNT
SAENGERFEST

Tickets sold June 28, 29, 30, and July 1, and good returning to reach original starting point before midnight, July 8, 1912.

For time of train, and full information, consult Ticket Agent.

Chance to make a side trip to Atlantic City, Cape May, and other seashore resorts.

Pennsylvania Railroad