PATRIOTIC BRONX WOMEN SPLIT ON **DESKS OR DAINTIES**

Conservative Element Favors Rather Than Offices.

for jelly roll and other pastry

RAPELADE gives a new taste to pastry. It is the taste of fresh grapes. Everybody likes it. And the color is delightful, making desserts most attractive in appearance as well as delicious. For jelly roll, tarts, pies, French pastry, cakes with colored icings, sponge cakes hollowed out and filled with whipped cream colored and flavored with Grapelade—for these and many other good things you'll think of, Grapelade is just made to order.

sk for Grapelade today at our grocers. In 15 ounce ass jars, 35c; in 25 ounce as, 50c. THE WELCH GRAPE JUICE CO. Westfield, N. Y.

Ask the Fountain Man for a Grapelade Sundae

ORPHANS TO HAVE WHOLE CIRCUS ALL TO THEMSELVES



Right Down the Page to the Footnotes Three Million Times a Day!

THERE'S no chance here for your advertisement to hide itself away from these who have a real big need for your product—not when you consider that the New York City Telephone Directory is consulted 3,000,000 times every day and that as closely as can be estimated the average page is consulted something like 3,000 times in the same period.

So consider Telephone Directory Footnote Advertising, Mr. Merchant as a means of building up your business.

Remember that 3,000,000 times every day the hands that control the bigger part of New York City's purse strings come right down the Telephone Directory pages searching for telephone information.

And it's up to you to see to it that they lead to your footnote advertisement at the bottom.

The next issue of the New York City Telephone Directory is the May issue. It will come out 1,040,000 copies strong and will stay on the job for five months in New York City and for a considerably longer period in 81 cities, towns and villages outside of New York City.

Advertising forms for the MAY ISSUE close April 22d, 1919.

A request for information by telephone will start a representative on the way to you.



NEW YORK TELEPHONE COMPANY

Directory Advertising Department
15 Dey Street, New York, N. Y. Telephone Cortlandt 12000

THERE'S A SMILE

There's a pleasant smile and a "thank you" wrapped up in every package going out of a Liggett Drug Store.

If our salespeople, in their busy lives, forget it, it is there just the same. We are grateful for your patronage-



Ruthless Reductions!

1000

Raincoa

TEN BIG LOTS
To Close Out Wednesday and Thursday
of 1-Men's Double Texture Bombazines 4.6 Lot 2-Men's Special Lot 350 Coats, Broken Sizes 6.75

Lot 3-Men's Tweeds, Cassimeres, Asia Cloths 7.65 Lot 4-Men's Gabardines, Single. Dbl. Breasted 16.25

Lot 5-Women's High Grade Poplins, Cassimeres 6.50 Lot 6-Women's Tweeds, Cashmeres, Plaids

Lot 7-Women's Cloth Tweeds Lot 8-Women's Silk Mohairs, Satins

9-Boys' Coats 1.95

GOODYPANY COMPANY

945 Broadway, Bet. 22d & 23d Sts. (Flatiron

\$7.50 to \$9.00

Here is a mighty good-looking styleoxford with a broad shank, low heel and generous tread. It has won wide approval, not only for its comfortable tread, but for its low, shapely toe. For service and looks in Walk-Over quality of leathers, our price can't be touched. One of the great variety of Walk-Over lasts will fit you like your skin.

leeth are not merely ornaments

A Dentifrice is not a mere beautifier—keeping one's teeth clean is a very serious proposition. The purpose of a dentifrice is to save

your health by saving your teeth. We devoted four years of hard work to perfect a Dentifrice that was hon-est, scientific and which would clean teeth with-

out injuring them.

Dentists and those who have used Mennen's say

we have succeeded.

Mennen's Cream Dentifrice
is non-alkaline. An alkaline
dentifrice is dangerous because
it checks the flow of saliva—
Nature's only agent for destroying the acids of food decay.

ing the acids of food decay.

A 20% content of alcohol insures an antiseptic action.

Mennen's cleans and polishes teeth, removes tobaccostains and breaks down tartar formations without securing or grinding the enamel. It is pleasant to use and leaves a refreshing after-taste.

It costs 35 cents and the table is smaller than many dentifrices costing 25 cents—but Mennen's was made to deliver a result and not to fit a price.

G. Mennen Chemical Co.



DENTIFE CE SUNDAY WORLD WANTS WORK MONLAY WONDERS

