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BREAKSTONE CREAM CHEESE WINNING FAVOR OF PUBLIC

In Three Years on Market It Has Steadily Earned Distinction as a Dairy Product—Has Many Imitators.

Within the last few months a brand of cream cheese, comparatively unknown previously, has been achieving popularity at a rate so rapid that it is becoming a problem at the factory to handle the inrush of orders with any semblance of convenience. Several months ago, only a few stores, here and there, displayed this same brand of cream cheese for sale. To-day, after having been recognized and endorsed by a number of leading authorities on food and food standards, a country-wide reputation and a consequent demand have been created for this which has been declared a most excellent dairy product. It is now on sale in all the highest grade grocery and dairy stores. It is served in the finest hotels and restaurants. Known as Breakstone's Cream Cheese, it is distributed by Breakstone Bros., of 195 Franklin street, New York City.

The reputation earned by Breakstone's Cream Cheese has given a great deal of satisfaction to Isaac Breakstone, who has been engaged in the dairy products business for the past forty-two years. During that span of time, it has been his ambition to give to the American public a brand of cheese that would be a standard of its kind and that would reflect the greatest amount of credit upon his firm. After working to solve the answer to that problem for so many years, he was enabled just three years ago to bring Breakstone's Cream Cheese into the market. As was to be expected, he encountered no little trouble in introducing an unknown product to public favor. He persisted, however, sought out men eminent for their knowledge of foods, gave them his cheese to eat and to test; showed them his cows, his dairies, and last, the factory where the cheese is made. This persistence and absolute good faith gained its deserved return in the enforcement given by those men to his product. And to-day, Mr. Breakstone is satisfied.

According to his statement, there is now only one trouble to be told. Too many dishonest grocers and dealers are seeking to gain an underhand profit through the medium of the recent popularity of the Breakstone product. The public, who have heard the praises of this cheese sounded, are seeking it out. Dishonest purveyors, realizing that they are unacquainted with the qualities of the new cheese, are substituting inferior grades of cheese, by removing their wrappings and offering them as the Breakstone cheese. Mr. Breakstone, although he sees in such an underhand imposition a tribute to the qualities of his product, is, nevertheless, sorry that it is being misrepresented in such a shameful manner. It is his earnest wish that the public should have the opportunity of judging the merits of what has taken him so long to produce, in a fair manner, and unprejudiced by cheap misrepresentation. He says that this complaint, far from being caused by a diminution of his trade, which is increasing daily, arises naturally from the pride which he takes in the best effort of his lifetime.

Mr. Breakstone entertains a very high opinion of the dairy lands of Delaware County, New York State. From cows bred in the surpassing dairy lands of that county is taken the milk which goes into the making of his special cream cheese product. He is convinced that the high standard of quality which has been attributed to Breakstone cheese is the result in no small measure of the ideal cow breeding country of that section. The factory for making the cheese is situated at Walton, Delaware County, New York State.

THE NEW IMPERIAL
Fulton St. & Red Hook Lane
(In the Shadow of Borough Hall)

GUS EDWARDS'
"Imperial Follies"
TWICE NIGHTLY
7:30 : —— : 11:30
10-COURSE DINNER 6-9 P. M. including Sunday $2.00
No Cover Charge at Dinner
Dancing, Dinner to Closing

Motion Pictures Today

Adelphi, 3355 Fulton St. ..... Fred Thomson, "Riding the Wind."
Albemarle, Flatbush Av. & Albemarle Rd. .. Charlie Chaplin, "The Gold Rush."
American, E. 92d St. & Flatlands Av. ..... Kenneth MacDonald, "The Battler."
Avon, 9th St. and 8th Ave. ..... Dorothy Devore, "Fighting the Flames."

Benson, 3095 86th St. ..... Madge Bellamy, "Lightnin'."
Beverly, Church & Gravesend Aves. ..... Gladys Walton, "Little Girl in a Big City."
Boro Hall, 102 Court St. ..... Alma Rubens, "A Woman's Faith."
Broadway Lyceum, B'way & Park Av. ..... "I'll Show You the Town."
Bunny, 314 Flatbush Ave. ..... Shirley Mason, "What Fools Men Are."

Capitol, 386 Saratoga Ave. ..... Louise Dresser, "The Goose Woman."
Century, Nostrand & Parkside Aves. ..... Patsy Ruth Miller, "Lorraine of the Lions."
City Line, Liberty and Lincoln Aves. ..... Colleen Moore, "The Desert Flower."
Central, 151 Central Ave. ..... Madge Bellamy, "Havoc."
Cleveland, 2390 Pitkin Ave. ..... William Farnum, "Drag Harlan."
Colisseum, 520 St. ..... Clara Kimball Young, "Lying Wives."
Colonial, 7415 5th Ave. ..... Richard Dix, "The Ten Commandments."
Colonial, Broadway and Chauncey St. ..... Hoot Gibson, "Spook Ranch."
Concord, Fulton and Jerome Sts. ..... Marie Prevost, "Kiss Me Again."
Court, Smith and State Sts. ..... Lefty Flynn, "High and Handsome."
Cumberland, 227 Cumberland St. ..... Gloria Swanson, "The Coast of Folly."

DeKalb, DeKalb Ave. and Broadway ..... Eugene O'Brien, "Soals for Sables."
Duffield, Duffield & Fulton Sts. ..... Helen Costello, "Ranger of the Big Pines."

Eden, 5th Ave. and 8th St. ..... Henry Walthall, "Kentucky Pride."
Electra, 3d Ave. and 75th St. ..... Matt Moore, "His Majesty Bunker Bean."

Flatland, Church Ave. at Nostrand ..... Carol Dempster, "Sally of the Sawdust."
Fulton Auditorium, 1394 Fulton St. ..... Tom Mix, "The Fatal Mistake."

Garden, 4601 New Utrecht Ave. ..... Betty Compson, "Pony Express."
Garfield, Fifth Ave. & Garfield Pl. ..... Dorothy Devore, "Fighting the Flames."
Glenwood, 1478 Flatbush Ave. ..... Betty Bronson, "Not So Long Ago."
Globe, Sumpter and Fulton Sts. ..... Emil Jannings, "Quo Vadis."
Gloria, 395 Court St. ..... Betty Compson, "The Pony Express."
Greenpoint, Manhattan Av. & Calyer St. ..... Star cast, "Coming of Amos."

Halsey, Halsey St. and Broadway ..... Eugene O'Brien, "Soals for Sables."
Happy Hour, 234 Columbia St. ..... Johnny Hines, "The Crackerjack."
Hollywood, 75th St. and N. Utrecht Ave. .. Jack Holt, "Wild Horse Mesa."

Imperial, 389 Halsey St. ..... Reed Howes, "The Snob Buster."
Irving, 1535 Myrtle Ave. ..... Wesley Barry, "The Fighting Cub."

Jefferson, 511 Myrtle Ave. ..... Edward Hearn, "As No Man Loved."

Kingsway, Kings Hy. & Coney Island Av. .. Percy Marmont, "Street of Forgotten Men."

Linden, Flatbush and Caton Aves. ..... Constance Bennett, "The Goose Woman."
Loew's Alhambra, Halsey St., nr. B'dway Norma Shearer, "A Slave of Fashion."
Loew's Alpine, Bay Ridge & 5th Aves. ..... Bebe Daniels, "Lovers in Quarantine."
Loew's Bijou, Smith and Livingston Sts. ... Constance Bennett, "The Goose Woman."
Loew's Boro Park, N. Utrecht Av. & 51 St. .. Constance Bennett, "The Goose Woman."
Loew's Brevoort, 1374 Bedford Ave. ..... Bebe Daniels, "Lovers in Quarantine."
Loew's Broadway, B'dway & Stockton St. .. Bebe Daniels, "Lovers in Quarantine."
Loew's Coney Island, Surf & Stillwell Ave. .. Bebe Daniels, "Lovers in Quarantine."
Loew's Fulton, 1382 Fulton St. ..... Bebe Daniels, "Lovers in Quarantine."
Loew's Gates, Gates Ave. & Broadway ..... Bebe Daniels, "Lovers in Quarantine."
Loew's Kameo, East Pky. at Nostrand Av. .. Bessie Love, "A Son of his Father."
Loew's Metropolitan, Fulton & Smith Sts. .. Ramon Navarro, "Midshipman."
Loew's Palace, Saratoga Av. & Douglass St. .. Bebe Daniels, "Lovers in Quarantine."
Loew's Warwick, Fulton & Jerome Sts. ..... Bessie Love, "A Son of His Father."
Luna, 211 Columbia St. ..... Mary Carr, "Drusilla With a Million."

Mark Strand, Fulton St. & Rockwell Pl. ... Mary Pickford, "Little Annie Rooney."
Meserole, 725 Manhattan Ave. ..... Richard Talmadge, "Wall Street Whiz."
Miriam, Coney Island Ave. & Ave. O. ..... Robert Agnew, "Gold Heels."
Monroe, Broadway & Howard Aves. ..... Leatrice Joy, "The Ten Commandments."

New Atlantic, Flatbush Ave. at Dean St. .. Betty Compson, "The Pony Express."
New Classique, 958 Marcy Ave. ..... Carol Dempster, "Sally of the Sawdust."
Newkirk, E. 16th St. & Newkirk Ave. ..... Thomas Meighan, "Old Home Week."
New Navy, 207 Sands St. ..... Barbara La Marr, "The White Moth."
Normandy, Fulton St. & Howard Ave. ..... George O'Brien, "Havoc."
Norwood, 1113 Fulton St. ..... Constance Bennett, "The Goose Woman."
Nostrand, 667 Nostrand Ave. ..... Henry B. Walthall, "Kentucky Pride."
Nostrand, Kosciusko St. & Nostrand Av. .. Thunder, "His Master's Voice."

Olympic, 342 Adams St. ..... Edmund Lowe, "The Winding Stair."
Oxford, Flatbush Ave. & State St. ..... Hoot Gibson, "Spook Ranch."

Palace, 6th Ave. and 56th St. ..... Jack Holt, "Wild Horse Mesa."
Park Palace, 71 Park Ave. ..... Ben Wilson, "Warrior Gap."
Parkside, 723 Flatbush Ave. ..... Mary Carr, "Drusilla With a Million."
Park View, 15th St. & 8th Ave. ..... Florence Vidor, "Trouble With Wives."
Parthenon, Myrtle and Wyckoff Aves. ..... Vera Reynolds, "The Limited Mail."
Peerless, 5th Ave. and 56th St. ..... Betty Compson, "The Pony Express."
Peerless, 3d Ave. and 48th St. ..... Leatrice Joy, "The Ten Commandments."
Pioneer, 83 Pioneer St. ..... Helen Holmes, "Perils of the Rail."
Premier, 595 Sutter Ave. ..... Clara Bow, "My Lady's Lips."

Regent, Fulton St. and Bedford Ave. ..... Lillian Rich, "Seven Days."
Rialto, Flatbush Av. & Cortelyou Rd. ..... Ricardo Cortes, "In the Name of Love."

Sheffield, 208 Sheffield Ave. ..... Hope Hampton, "Fifty-Fifty."
Shore Road, 86th St., bet. 4th & 5th Ave. .. George O'Brien, "Havoc."
Stadium, 104 Chester St. ..... Clara Bow, "My Lady's Lips."
Stone, 379 Stone Ave. ..... Star cast, "Thank You."
Sumner's Gold, Sand and Gold Sts. ..... Louise Lorraine, "The Wild Girl."
Sunset, 5th Ave. and 45th St. ..... Betty Compson, "The Pony Express."
Supreme, 539 Livonia Ave. ..... Fred Thomson, "Ridin' the Wind."

Utica, 1410 St. Johns Pl. ..... Norma Talmadge, "Graustark."

Willoughby, 260 Knickerbocker Ave. ..... Tom Mix, "The Lucky Horseshoe."
Wilson, 474 Wilson Ave. ..... George O'Brien, "Havoc."
Wyckoff, 247 Wyckoff Ave. ..... Kenneth MacDonald, "The Battle."

QUEENS THEATRES.

Garden, Richmond Hill ..... Lionel Barrymore, "Fifty-Fifty."
Glenwood, Myrtle Av. & Decatur St. ..... Billie Dove, "The Limited Mail."
Jamaica, 314 Fulton St. ..... Charles Ray, "Some Pun'kins."
Janice, Flushing, L. I. ..... Charlie Chaplin, "The Gold Rush."
Loew's Astoria, Grand & Steinway Aves. .. Eleanor Boardman, "Exchange of Wives."
Loew's Willard, Jamaica Ave. & 95th St. .. Bebe Daniels, "Lovers in Quarantine."
Merrick, Fulton St. cor. N. Y. Av., Jamaica. Charlie Chaplin, "The Gold Rush."
Ridgewood, Myrtle & Cypress Aves. ..... Eugene O'Brien, "Soals for Sables."
Roosevelt, Woodhaven ..... Lionel Barrymore, "Fifty-Fifty."

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