

GREAT JANUARY COUPON DAY, TO-MORROW, FRIDAY!

This is the first great Coupon Sale of 1913. It is planned to be one of the biggest we have ever held. The purchases of two tremendous stocks—The Guarantee Clothing Co., for men and boys, and Vogel Bros., for women and girls—help to make this Sale one of the most bargainful you have ever been invited to attend. There are thousands of phenomenal money-saving opportunities in things to wear, things for the home and things to eat—in fact, every phase of human requirement is included in this remarkable event at economies you simply cannot afford to miss. You may never have a chance like this again.

You are requested to clip the coupons and bring them to the store; they represent the difference between the values and the prices quoted. You have never been invited to such a bargain festival as this. Mail orders promptly filled unless otherwise stated. None to dealers.

ALL CARS TRANSFER TO

Bloomingtondale

Lexington to 3d Avenue 59th to 60th Street

49c Framed Pictures for 29c

For Coupon Day, "Six Greatest Moments of a Girl's Life," by Harrison Fisher, framed in black, brown and gilt frames. There are 6 pictures panelled in each frame, matted in white. Third Floor.

Gimpes at 19c

There is a great demand for pretty shadow lace sleeveless gimpes. As a special we will sell 100 dozen of the 25c kind, at 19c. Main Floor.

Diplomas Framed at 35c & 39c

1-inch black frames, sizes 14x17 and 16x20, fitted with glass and mounting. Second Floor.

1.50 P.N. Corsets, \$1.29

New 1913 models at this special price. Made of coutil, medium bust, long hand, those supporters. Bloomingtondale's Corset Store, 2nd Floor.

1.50 Hand Bags at 85c

Two popular styles, one in leather, one in cloth. The leather one is a book bag with straps and buckle. The cloth one is a satchel with a flap and buckle. Main Floor.

Safety Razor Blades 12 for 18c

Usually sold for 60c. dozen. These blades fit Gem, safety and other safety razors. Have perfect shaving edges. They show a slight stain, hence their low price. Made by one of the best manufacturers, whose name we agreed to withhold. Not more than 12 to any one customer. Bloomingtondale's, Lex. Ave. Arcade.

\$8 to \$10 Winter Coats at \$3.69

One of the best bargain offerings in coats ever announced. Comprise chinchilla, broadcloths, mixtures and fancy tweeds, in modish ulster, Johnny and overcoat styles. A good range of sizes. Bloomingtondale's, Second Floor.

Women's and Misses' \$3.00 Raincoats at \$1.49

Smart, well cut coats, of tan rubberized surface cloth. Mannish full length style. Guaranteed to give good service. Sizes for 14 to 18 years, 24 to 40 bust in women's sizes. Second Floor.

New Lingerie Waists at 89c

A sterling value for Coupon Day in a lingerie waist, with tucked front. Shows pretty roll collar with inserting and edging. Embroidery and inscription front with dainty tucks. Three-quarter sleeves. 34 to 40 bust. Finished with fine lace edge. 2nd Floor.

Elbow-Length Silk Gloves, 44c

Several hundred pairs of women's pure silk elbow-length mousquetaire gloves, made with double tips; black and white; all sizes; worth double. No more than 3 pairs to a customer. None to dealers. Main Floor.

Women's Stockings, 6c

2 thread seamless cotton hose, as carefully made and practically as good as most 10c hose on the market. Bloomingtondale's, Main F.

Imported Flowers at 25c

Values up to \$1.50, from an advance spring sample line. Lot includes imported flowers and foliage, roses, violets, lilacs, sweet peas, lilies of the valley, corn flowers, etc. Main Floor.

Women's & Misses' \$10 Suits & Dresses at \$5.00

About 150 garments in this special Coupon Day offering. Suits are of serge, worsteds and mixtures, very stylishly made, some with braided trim. All sizes, in an every style but all sizes in the lot. Dresses comprise jerseys, silks and cottons in a variety of models, with late style collar effects; a wonderful value. Second Floor.

59c Yard-Wide Silk Shirtings, Yd. 39c

The price in itself is so convincing that little need be said in praise of the beauty and quality of the material. It is guaranteed washable. Thirty different designs and colors to choose from. Also, in raised cord and smooth finish effects. Very desirable for waists and dresses. Bloomingtondale's, Main Floor.

Towelling, 10 Yards 69c

Heavy linen kitchen and roller towelling, 17 inches wide, gray only; 10c kind in lengths of 10 yards; usual 10c kind. Bloomingtondale's, Main Floor.

Tapestry Pillow Tops at 25c

Imported French tapestry soft pillow tops, with red or green backgrounds; beautiful colors and designs. Values up to \$1.00. Bloomingtondale's, Main Floor.

Women's Silk Stockings at 23c

Pure thread silk stockings, with substantial cotton garter tops, in black, white and tan. Have slight mill faults that are absolutely harmless. Bloomingtondale's, Main Floor.

\$1.15 Kid Gloves, 69c

Women's kid gloves, in tans and grays, also suede, and men's prize seam tan capskin and unlined suede gloves, in all sizes, in this collection, for disposal. Bloomingtondale's, Main Floor.

Trimmed Hats Worth to \$8.00 at \$1.45

Your choice of 75 trimmed tailored and dress hats, black and colors, all this season's styles; former values up to \$8.00 for Coupon Day, while they last, will be sold, on main floor, at \$1.45. Main Floor.

Skirts to Order for 75c

From Materials Bought in Our Dress Goods Department. We will make an up-to-date skirt to your measure if you place your order Coupon Day. 12 models to choose from. Perfect fit guaranteed. A wide range of spring dress goods for selection in numerous desirable designs and colorings. No extra fitting or re-work required. Main Floor, Centre.

1,000 Men's \$10.00 Suits and Overcoats at \$6.88

Suits are of fancy chevrot in brown and gray; fancy worsted in neat patterns; plain gray chevrot. Overcoats are in fancy chevrot, black kersey, gray melton; styles are shawl collar, belted and v. velvet collar. Sizes 33 to 46 chest; none C. O. D. No mail orders. Bloomingtondale's, 2d Floor.

Boys' \$2.00 Sweaters, \$1.28

All-wool rough neck coat sweaters, fine for outdoor wear, nice and warm, closely woven. Gray, navy and maroon, with two pockets, reinforced buttonholes. Sizes 28 to 34. Bloomingtondale's, Main Floor.

Men's \$4.00 Wool Sweaters, at \$2.38

Men's pure wool, rough neck coat sweaters, heavy and warm, closely knit; reinforced buttonholes, two pockets. Gray, navy and maroon. Sizes 36 to 46. Bloomingtondale's, Main Floor.

6 in. and 7 in. Ribbons Values up to 35c Yd., at 18c

Include 7 in. colored moire, 7 in. colored taffeta, in good staple shades, excellent for sashes and bows. Also 6 in. warp print ribbons. All dainty patterns. Main Floor.

Root's \$1.00 Underwear for Men 69c

Fine heavy natural gray underwear, including drawers; in all sizes; limit 3 suits. Bloomingtondale's, Main Floor.

Women's 52-inch Russian Pony Coats Worth up to \$24.75

Splendid coats, made of good quality, handsomely marked skins. Have deep shawl collar and inverted cuffs. Satin lined. Wonderful value. Bloomingtondale's Fur Store, 2d Floor.

French Coney Sets Worth \$15 at \$7.98

Various styles, some with Russian shawl and pillow muff; others with fancy scarf and half barrel muffs. Bloomingtondale's, Second Floor.

Caracul Sets, consisting of pillow muff and small bow tie, lined with black satin; worth to \$5.00; per set \$2.98

Men's 75c Shirts at 55c

Men's 75c. and \$1.00 shirts, plain and plaided style; Kellips and several other makes. Soft cuffs and collar attached; plain colors; neat stripes. Sizes 14 to 18. Bloomingtondale's, Main Floor.

Men's \$1.25 Pajamas, 78c

Madras pajamas, well made throughout; Jap neck, or military collar and silk loops. Sizes 15 to 18; cut full and comfortable. Main Floor.

Men's 10c Socks at 5c

Two-thread cotton-ten half hose. Men's 25c Silk Half Hose at 15c. Main Floor.

Girls' \$1.00 Dresses 6 to 14 Year Sizes at 59c

The biggest bargain ever offered; one hundred dresses, plain, colored, high neck, and short, with fancy borders, trimming on waist, sleeves and bottom of skirt; well made and fitting. Regularly sold for \$1.00. Special for Coupon Day, 59c. Bloomingtondale's, 2d Floor.

SHOES \$23,450 Worth of Vogel Bros.' Stock to be Sold for \$12,273

Women's Shoes and Oxfords	Vogel Sale Price	Price
Patent or Black Shoes	\$2.50	\$1.45
Black or Tan Shoes	3.50	1.95
Black, Tan, Suede and Fancy Shoes	4.00	2.35
Black, Tan, Suede, Velvet and Silk Shoes	5.00	2.90
Girls' Shoes and Oxfords	Vogel Sale Price	Price
Large Girls' High Cut, Tan or Black	\$3.50	\$1.95
Girls' Regular or High-cut	2.50	1.45
Girls' Regular or High-cut	2.00	1.20

Also a Sale of Men's Shoes at about \$1 less regular prices.

Men's \$2.50 Leather-lined and Vic Kid bluchers	\$1.65
Men's \$3.00 Sample Shoes in various styles	\$1.95
Men's \$3.50 Russia Calf & Gun Metal button or lace	\$2.60

Vogel Odd Lots of Women's and Girls' Shoes, formerly sold up to \$3, at 95c. Bloomingtondale's, Main Floor.

Women's \$2 Sweaters, at \$1.24

Strictly all wool, mannish weave, 2 pockets, high collar, which can be worn flat or rolled up. White, gray and tan. Bloomingtondale's, Main Floor.

Nainsook Gowns, 88c

A score of dainty styles. High and low neck. Trimmings of fine embroidery, Val lace and torchon lace. Insertion, edging, beading and ribbon. 2d Floor.

\$4.50 Cowhide Bags, \$3

Any size, 14 to 17. These bags are stamped of genuine cowhide. Sold in the store at \$4.50. For Coupon Day, \$3.00. Good lock and catches, russet lining; inside pocket. Bloomingtondale's, Main Floor.

3 Packs of Playing Cards for 20c

The cards are enamel finish, red or blue backs; full poker or whist deck or pinocle deck, nine spot low. Bloomingtondale's, Main Floor.

Men's \$1.00 Suits at 59c

The biggest bargain ever offered; one hundred suits, plain, colored, high neck, and short, with fancy borders, trimming on waist, sleeves and bottom of skirt; well made and fitting. Regularly sold for \$1.00. Special for Coupon Day, 59c. Bloomingtondale's, 2d Floor.

Also a Sale of Men's Shoes

Men's \$2.50 Leather-lined and Vic Kid bluchers \$1.65. Men's \$3.00 Sample Shoes in various styles \$1.95. Men's \$3.50 Russia Calf & Gun Metal button or lace \$2.60. Bloomingtondale's, Main Floor.

\$4.25 Oil Pictures, \$2.95

Attractive colored pictures, painted over in oil, each on a stretcher in hand, some gilt and gold mounted or framed. Polished shadow-box and glass protection. 2d Floor.

Children's Sox at 7c

Choice of plain white and white grounds with variety of striped tops. Sold at 10c pair in some stores. All sizes. Bloomingtondale's, Main Floor.

\$10 English Porcelain Dinner Sets of 100 Pieces, a Wonderful Value, at \$5.00

100 piece set of English porcelain, neatly decorated, showing a pretty border pattern, with an extra gold line edge. These sets are without a chip or crack, but have minor pottery defects that will be pointed out to you.

Sets consist of:

12 Tea Cups,	12 Berry Saucers,	1 Pickle Dish,
12 Tea Saucers,	12 Butter Plates,	1 Butter Dish and Cover,
12 Tea Plates,	2 Vegetable Dishes and Covers,	1 Bow,
12 Dinner Plates,	2 Meat Dishes,	1 Salad Bowl,
12 Soup Plates,	1 Sauce Dish,	1 Cream Jug,

These shapely, handsome sets, regularly \$10, for Coupon Day, \$5.00. Bloomingtondale's, Third Floor.

This \$12.00 Dining Table for \$7.50

Solid oak, 42-in. round top, 18-in. pedestal base, with carved dragon's heads and claw feet; extends to 6 feet.

100 Mission Library Suits—Rocker, Arm Chair, Side Chair and Table, Regularly \$15, at \$8.50

Like picture. Covered in Spanish leatherette, spring seats. Regular price, \$15.00.

Another lot of Odd Arm Chairs, Values up to \$7.00, at \$1.98

These are regular chairs, made of quarter oak, full back seat with high leather back, some have seats and also seats; all in genuine leather; in black, green and brown. Come early and make your selection.

A \$25 Verhis-Martin Gilt Music Cabinet Free with Every Piano and Player Piano To-Morrow

UPON PRESENTATION OF THIS COUPON, and in addition we will give FREE, a BENCH, 12 ROLLS OF MUSIC, and a COVER with every PLAYER PIANO, and a STOOL and COVER with every PIANO.

Walters Pianos at \$225 up. On terms as low as \$5 Down and \$1 a week. Walters Player Pianos, \$395 up. On terms as low as \$10 Down and \$2 a week. A WONDERFUL OPPORTUNITY!!

65c Stair Carpets, 45c

These are attractive hall and stair carpets, 27 inches wide.

Table Napkins, at 5 1/2c

Mercedized table napkins, hemmed, ready for use; size 18x18 in. Bloomingtondale's, Main Floor.

14 in. Embroideries, 10c

14-inch Swiss cabinet embroideries in a variety of dainty designs. Bloomingtondale's, Main Floor.

12 1/2c Colored Scarfs, 5c

These are for decorative use; made with ruffles; in light blue only; made to sell for 12 1/2c.

58c Linoleum, 34c Yd.

Cork linoleum, 2 yards wide, such as frequently sold at 80c per square yard. Bloomingtondale's, Fourth Floor.

Women's Handkerchiefs, 3c

Plain sheer hemstitch and satin striped borders, all perfect goods. Bloomingtondale's, Main Floor.

Cotton Fleece Blankets, 98c

Full size cotton fleeced bed blankets, white with pink and blue border. 98c.

Cambric Undershirts, 88c

Ruffle of blind embroidery, trimmings of wide embroidery, beading and ribbon. Main Floor.

Men's 29c Silk Ties, 19c

Men's silk flowing end four-in-hands, 19c; 3 for 50c. Plain colors, neat stripes, bias stripes, two-color effects, full length. Main Floor.

Percale Dresses, \$1.25

Women's Percale Dresses, high neck, trimmed with edging of embroidery. Black and white effects; also plain blue chambray dresses; low neck, buttoned to side, at this cut price for Coupon Day. Bloomingtondale's, Second Floor.

India Linon, 1 to 10 Yard Pieces at 7 1/2c Yard

Mill lengths of sheer India Linon in 1 to 10 yard pieces, values to 15c a yard. Coupon Day price, yard, 7 1/2c. Bloomingtondale's, Main Floor.

English Long Cloth, 10-Yard Piece for 79c

Soft finish and will be found very appropriate for fine underwear. Value \$1.25. In 10-yard pieces, 79c. Bloomingtondale's, Main Floor.

Large Huck Towels, 6 1/2c

10c and 12 1/2c values. Extra large size huck towels; hemmed, bleached; red border; also heavy quality Turkish towels at the same very low price. Bloomingtondale's, Main Floor.

\$1.25 Lunch Cloths, 79c

Austrian linen lunch cloths, hemmed and hemstitched, silver bleached; large size. They sell regularly for \$1.25 and are big value at this price. For Coupon Day the price is 79c. Bloomingtondale's, Main Floor.

\$1.25 Comfortables, 79c

Silkoline covered full size comfortables; tufted; white cotton filled. The regular \$1.25 grade; great value at 79c. For Coupon Day the price is 79c. Bloomingtondale's, Main Floor.

\$1.49 Aluminum Rice Boilers at 98c

Boiler, rice or milk boiler, 4 1/2 quart size, made of aluminum, with 2 1/2 polished aluminum. Bloomingtondale's, Main Floor.

Men's Collars, 6 for 50c

4-ply collars, shirred to size, in 12 popular styles. Lock front shapes, close setting and space, also wing collars in various heights; sizes 14 to 18. Bloomingtondale's, Main Floor.

Pocket Flash Lamps, 69c

Nickel plated with Tungsten bulb and ever-ready battery. Electrical Goods Store, Main Floor.

Men's \$1 Sweaters, 58c

A clearance of mixed wool yarn, with 2 pockets; full sizes, in navy 34 to 42, in gray 34 to 38. Main Floor.

20c Wall Papers, 11c

These are the well-known non-fading ornamental papers; sold with handsome cut-out borders, a particularly striking assortment of patterns. To get at the Special Coupon Day price, per roll. 11c.

56-in. Table Damask, 19c

Bleached mercerized table damask, 56 inches wide; neat designs.

Good Briar Pipes, 18c

Briar Pipes, worth 20c and 30c, at this special price for COUPON DAY. Bloomingtondale's, Main Floor.

Sleeping Garments, 15c

The well-known "Baby Bunting" sleeping garments for children, made of fine, soft cotton, mostly all sizes. Bloomingtondale's, Main Floor.

\$1.00 Leggings at 49c

Children's \$1.00 jersey cloth drawer leggings in black, white and colors. Sizes 1 year to 6 years. Mail orders filled. Bloomingtondale's, Main Floor.

\$2.50 Batteries, \$1.98

Faradic electricity for rheumatism, paralysis, nervousness, and poor circulation of the blood. Regular price \$2.50; complete with book of instructions, \$1.98.

\$1.25 "White House" Cook Book 58c

By Huxo & Co. Steward of the White House. This splendid book is bound in an ornate cloth; beautifully illustrated, and contains nearly 600 pages of practical recipes. Main Floor.

Hair Goods Below the Usual Price

20-in. Natural Switch, 70c. 22-in. Natural Wavy Switch, \$1.20. 24-in. Natural Switch, \$1.08. 26-in. Natural Wavy Switch, \$1.18. 28-in. Natural Switch, \$1.28. 30-in. Natural Wavy Switch, \$1.38. To get at these prices, see the hair goods in the hair goods department. Quick Adjustable Net for \$1.00. Each. 5c.

Wade & Butcher Razors, 39c

A well-known razor noted for its excellence. Bloomingtondale's, Main Floor.

Women's Union Suits, 37c

Women's fine gauge ribbed thread union suits, low neck, with light knee or umbrella style.

Fresh Fish

Flounders—Per lb. 10c. Market Red—Per lb. 12c. Codfish Steaks—Per lb. 12c. Herring Steaks—Per lb. 12c. Special in Fresh Fish every day during the winter season.

Full Cabinet Knickerbocker Sewing Machines, at \$16.50

Extra finish, golden oak, full-size, auto-matic, lift ball bearing friction roller, 1 1/2 inch pitman and complete set of highest grade attachments. Fully guaranteed for five years. Sewing Machine Store, Main Floor, Lexington Ave. Arcade.

Eye Glasses and Spectacles at 95c

Large, clear white periscope lenses, in fine gold filled frames or rimless style, the best made in this class of goods. Includes competent examination of the eye. Bloomingtondale's, Main Floor, Centre.