ALL CARS TRANSFER TO "THE HOME OF TRUTH"

Bloomingdales

59th to 60th Street Lex. to 3d Av. Phone Plaza 5900

To-Morrow! Our First Great Coupon Day of 1915

This great day of exceptional values, coming around month after month and only 12 times a year, has won its place as one of the biggest money-saving events in our store history. In spite of the fact that no comparative prices are used, a glance at the items or at the goods themselves in the store will convince you that we are "out to beat our record" in value-giving.

Jap Quilted Robes, $4.95

Silk; black, navy and red, lined in contrasting colors. High neck; long sleeves.

House Dresses at 74c

Gingham and Percale. Light and medium colors.

Figured Silk Kimonos, $2.49

Elastic belt. Collar and cuffs finished with cording.

Second Floor.

Boys' Sweaters, at 28c

Odds and ends of worsted sweaters, mostly in red and gray. Sizes 26 to 32.

Main Floor.

Women's Blouses at $1.69

A pretty model, as illustrated, of crepe de chine. Collar, armholes and cuffs bound with braid; fine pin tucks. White and flesh.

Second Floor.

Photo Frames, 29c

Gold plated Florentine frame, cabinet size; will not tarnish; a few in oxidized finish.

Stationery Shop, Lex. Ave. Arcade.

Sweaters, $1.16

Women's and misses' sizes. Wool finish; cotton mixed. Shawl collars; broken size range.

Main Floor.

Pictures, 69c

Framed Square and Oval Landscapes, figure subjects and country life scenes. Gilt and gold brushed frames. Size 20x24 inches.

Third Floor.

9x12 Rugs, $11.50

Seamless Brussels Rugs, in choice of Smith or Sanford make.

Heavy Persian Velvet Rugs, $12.95

Size 9x12 feet. Rich, high nap fabric, in Turkish and Oriental designs.

Fourth Floor.

Women's Skirts, $1.95

Kid Gloves, 59c

Women's two-clasp glace kid. Black, white and tan.

Women's Cashmerette Gloves, 19c

Two-clasp. Black and grays. All sizes.

Women's Milanese Silk Gloves, 29c

Two-clasp, pure silk, double tip. Paris point embroidery. Black and white.

Main Floor.

Hand Bags, 45c

Of leather. Some have leather lining; others silk lined. One or two fittings; some frames stamped "German silver."

Main Floor.

Women's Hose, 6c

Black cotton hose; strictly first quality.

Hose, 14c

Fibre silk stockings, in black, white and colors. Excellent value.

Main Floor.

Men's Socks, at 8c

Men's Socks, 11c

Coats $5.00

Dinner Sets, $3.98

Porcelain, neatly decorated. Pieces are not of uniform shape; some have slight imperfections.

Third Floor.

Dolls at 18c

Character dolls, 17 in. high, neatly dressed.

Fourth Floor.

Continuation of Our Great Shoe Clearance Sale

—will be in full force on Coupon Day.

Flannel, yd., 4¾c

Bleached Shaker Flannel, excellent quality.

Outing Flannel, stripes in pink, blue, etc.; yard 5½c

Kimono Flannelettes; mill remnants; yard 9c

Eden Flannels, variety of stripes in wanted colors; per yard 8½c

Apron Gingham, guaranteed fast colors; yard 5c

Mercerized Poplins, silk-finish; plain colors; yd. 15c

Main Floor

Machines, $8.75

Golden oak, cabinet finish, with 3 drawers, drop-head, automatic winder, friction roller. Full set of attachments.

Main Floor, Arcade.

Wash Boilers, 69c

Number 8; good gauge polished tin, with copper bottom.

Basement.

Stew Pans, 12c

"Wear-Ever" polished aluminum; quart size.

Basement.

Men's Gloves, 39c

Only ... somewhat soiled from handling. Mostly all sizes. In tan color.

Petticoats, 33c

Toilet Goods

Girls' Dresses

69c

CHILDREN'S COATS ... $1.69

Second Floor.

Razor Blades

Gillette, Safer 33c.

Star Crustal, 6 for 19c.

Safety Razors, some have 12 blades, 59c.

Kreuzer Scissors, 19c.

Safety Razors for corns and callouses, 19c.

Lex. Ave. Arcade.

Outfit, $2.24

Consists of ash sifter, ash can and coal hod, as illustrated.

Basement.

Clocks, $2.75

Seth Thomas Mantel Clocks in black ... finish.

Umbrellas

An excellent assortment for men, women and children.

Whiskey, bot., 85c

Bottled in bond. Full quart.

JOHN JAMESON IRISH WHISKEY; 3-Star $1.21

Underwear

Boys' Suits & O'coats, $1.69

Blue serge and fancy cheviots ...