

You Can Save
by Shopping
in our
Bargain Basement

Schulke's Grand Opening

Starts Saturday, February 26th, to Saturday, March 5th

Visit Our
Bargain Basement
New Bargains
Every Week

The Junior Miss
must have
A Pretty Easter
Frock.

—Not a fussy affair but a Frock that will fit in with mother's idea of good taste in youthful dress and which will at the same time fulfill her own girlish expectations. The Frocks in our display of modes for Junior Misses have an unsophisticated air which is very engaging. Their prices are exceptionally favorable considering the excellent quality of crepe de chines, satins and taffetas from which they are fashioned.

Priced From
\$15 to \$60

New Spring Fashions



Spring Exposition

The most gladsome season of all the year is here again—the time of all times when every well dressed woman is anxious to don new and interesting clothes. And in its wake comes a bevy of new wearables, which proves that when it is a matter of Spring Apparel the utmost confidence may be placed in our displays. Assembled here in infinite variety are the most approved styles—garments whose vogue is pronounced and permanent. The prices are very reasonable; just about one-half of what they were at this time last year.

The Junior Miss
will be
Enthusiastic
Over These Coats

Mothers visiting this Spring showing of Coats for Junior Misses will not wonder why young daughters want to come here first. Young women have found satisfaction in the Store before and have heard our offerings enthusiastically described by classmates as "perfect dear" which everyone knows is the biggest kind of compliment in the world of girls. And while they may be less voluble we are sure that mothers will be just as pleased with the styles, the qualities and the prices.

Priced From
\$10 to \$50

Many New Silks Have Arrived

Those who design and create their own dresses, will find much of interest in the new silks for Spring now being shown.

Canton Crepes

\$3.50 to \$6.50 yard

Soft drapy fabrics in all the newest shades, including pelican, fawn, navy brown, black and ivory.

40-inch Printed Georgettes

\$2.50 yard

An unusually good assortment in newest designs, on beige, navy, copen, black and brown grounds, suitable for blouses, dresses and for combining with taffetas, crepes, satins, etc.

New Tailored Suits

\$13.50 to \$85.00

A diversified selection of finely tailored Suits, Jaunty Short Jackets, New Butterfly Coats, Smart Box and Belted Models, with straight line for circular skirts of piquette, twillcord, tricotine and covert cloth, enhanced with rich ornamentation in all the newer spring shades.

New Wraps and Coats

\$15.00 to \$65.00

New Swagger models, developed of soft rich fabrics, including Marvella-Armida, Ramona Duvetyn and Orlando Cloth, including beautiful shades of Carmel, Silverpine, Ostrich, Sorrento and Hindostan.

Springtime Dresses

\$10.50 to \$65.00

An interesting collection of New Dresses and Gowns, imbued with a beauty and individuality that invite admiration. Handsome fabrics—Silk Canton Crepes, Taffeta, Ruschanara Crepe, Crepe Back Satin, richly embellished with new ornamentation.

Skirts With Individuality

\$6.50 to \$26.00

Our unusually wide assortment of New Skirts in worsted plaids and stripes will be more popular than ever. Some are soft and subtle in coloring and quite in design; others are strikingly attractive—all are graceful, plaited models, exceptionally well made—sizes 24 to 36-inch waist band.



The Novelty Blouse Holds the Center of the Stage

If you thought the limit of artistic designing in slipover Blouses and Overblouse modes had been reached long ago you ought to see this season's models. They still cling to the loose, straight lines so long popular but their similarity to anything that has yet been shown ceases. Sleeves are full length, three-quarter and short and necklines have not a collar to their name. Foremost among the striking features which a glimpse at this showing discloses are clever designs worked out in bugle and seed beads, embroideries and braids; appliqued motifs of contrasting materials, and self straps.

Priced from
98c to \$15.00

GLOVES

You may have your choice of silk, fabric or kid Gloves in a range of styles at
\$1.00 to \$4.95

GINGHAMS

1,000 yards of Dress Gingham, plaids and checks; specially priced at
12c

PERCALES

1,000 yards of 36-inch Percales—light and dark colors; specially priced, at
17c



Undermuslins That Will Do Credit to Spring Wardrobes

Spring is more exacting in her demands than any other season and one of the things she insists upon is plenty of fresh new Undermuslins. Realizing this we have worked hard to make our Spring displays of chemise, petticoats and night dresses more extensive, more delightful from a style standpoint and replete with genuine super values.

Priced from **98c to \$6.00**

GINGHAMS

32-inch striped and plain Dress Gingham; special,
15c

\$1.25 FIBRE SILK STOCKINGS

—at 49c—is just one of the sensational bargains in our Great Opening Sale. Made with mock seam, in black, navy, bronze, cordovan and grey;
\$1.25 values, special
49c

CHILDREN'S STOCKINGS

black, white; double heels and toes; 35c values,
19c

Spring Sees High and Low Neckwear Vieing for Favor

Let's one appear too prim and dignified the high collars of which there are so many this season turn down or back coquettishly much after the fashion of Robespierre. And who can deny that frivolous little frills which outline some of the models are not irresistibly feminine? The low collars also have gratifying originality to recommend them—frills, tucking and contrasting bindings. And just what so many new suits demand are the attractive high and low collars attached to alluring guimpes, vestees and jabots.

A Surprising Silk Display

It is fairly brimming over with beautiful silken materials, ideal for dresses, suits, blouses, sport skirts and a hundred and one other interesting uses. Crepe silks are in the fore-ground but satins, charmeuses, taffetas and any number of silks of novelty weave also invite favorable attention and selection with their gorgeous new colorings and fascinatingly original Spring patterns.

Priced from **\$1.98 to \$3.50 yd.**

The Corset Comes First

An assured poise is the lot of the woman who wears a well-chosen Corset—one that is comfortable above all and yet conforms to the lines of fashion and her figure. Such a Corset is bound to give continued satisfaction for it performs its true mission. We have front- and back-lace Corsets—plenty of models to suit every type. Why not get your new Corset now so that you can wear it when you are trying on the different garments in your Spring wardrobe. Priced from

\$1.29 to \$10.00

Springlike Draperies

Fresh new Draperies of gay color will make the drabest sort of room look bright and cheery. That they need not be costly is forcefully demonstrated by the choice values in our Spring display where tastefully patterned cretonnes, chintzes and other desirable Drapery materials will be found priced from **29c to \$1.98 per yd.**

Ladies' Pumps and Oxfords

\$3.50 to \$8.50

Ladies' Shoes

\$3.85 to \$9.00

EASTER FOOTWEAR

At no time of the year are our displays more interesting, more replete with the smartest Footwear styles the season has to offer than they are before Easter. This year is no exception. Dozens of highly desirable styles in high and low Footwear for women and children are now in readiness, waiting to be selected at prices which speak volumes for economy.

Children's Shoes

98c to \$2.50

Girl's Shoes

\$1.98 to \$5.00

Quality Hosiery to Wear Easter and Throughout the Spring

Even if her new costumes, new hats and new footwear didn't demand it every woman would want brand new Hosiery at Easter time. All the newest Hosiery ideas are here. Some have embroidered clocks or lace inserts and others are without ornamentation but every bit as interesting from standpoints of smartness. All the wanted colorings are featured and prices we are glad to announce are considerably lower than those asked last Spring. Prices range from

98c to \$3.50

BARGAINS IN OUR BASEMENT FOR THE GRAND OPENING

- Oil cloth, light and dark **39c**
- \$1.50 voile waists in all sizes **89c**
- 76 boys' blouses at **59c**
- Children's rompers in all sizes **89c**
- 100 Bungalow aprons, in all sizes **98c**

SCHULKE'S

The Fastest Growing Store In New Ulm

BARGAINS IN OUR BASEMENT FOR THE GRAND OPENING

- 100 house dresses, in all sizes **98c**
- Children's gingham dresses **38c**
- 100 doz. ladies black hose, all sizes **13c**
- 75 dozen children's hose in all sizes **13c**
- Ginghams at 13c per yard