



THERE are a lot of men who, when they buy shoes, want a definite assurance that they'll get what they're paying for.

There are shoe stores that are afraid to be asked questions about the materials that their shoes are made of and the kind of workmanship that has put them together.

This store welcomes any sort of inquiry about the shoes we sell, whether about the leather or the way they are made.

If you'd ask for a definite guarantee when you buy shoes, you'd be more apt to get shoes that would fit you better, keep their shape better, wear better and last longer.

When you buy **SELZ** shoes here---that's our kind, the kind we wear as well as sell---you aren't compelled to ask for a guarantee; we give it to you without asking.

In fact you have to take it whether you wish to or not; in every box that holds a pair of Selz shoes is a Selz guarantee---definite, plain, complete; a real guarantee of your satisfaction.

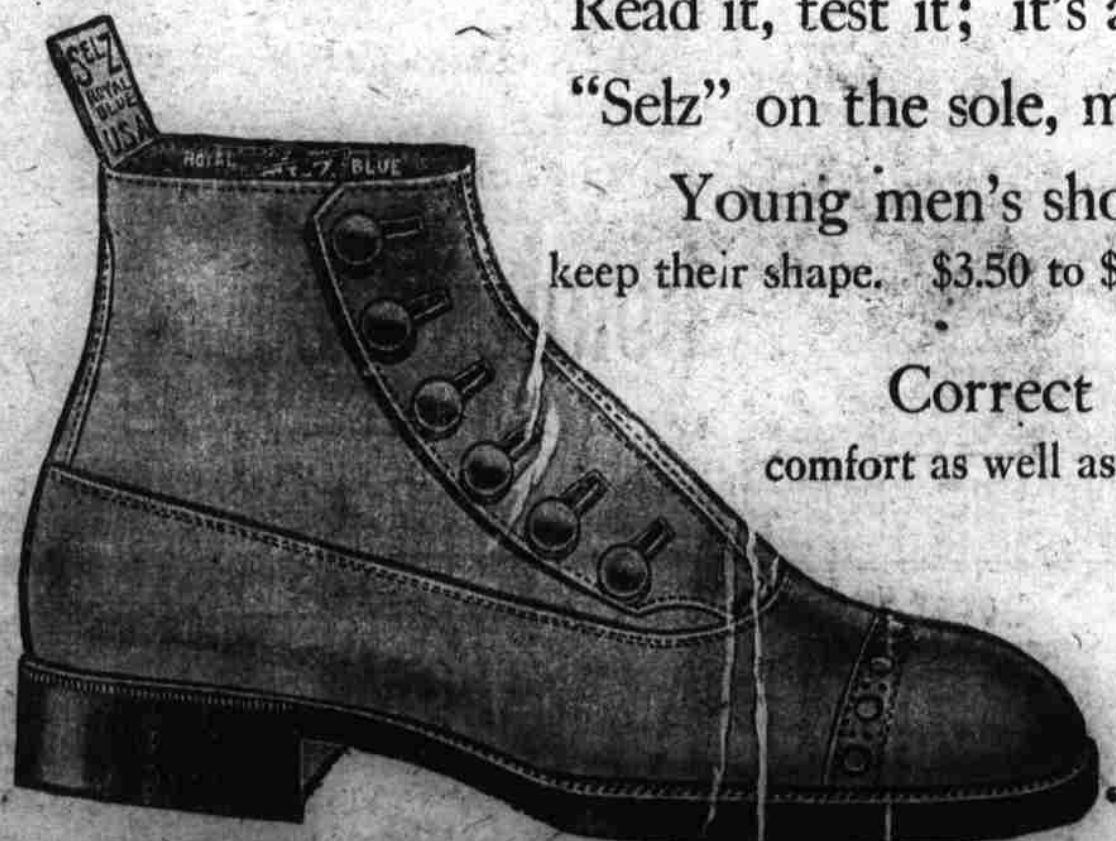
Read it, test it; it's as genuine as the shoes.

"Selz" on the sole, means good as a whole.

Young men's shoes---snappy, vigorous styles. Fit well and keep their shape. \$3.50 to \$6.00.

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