




Two kinds of men especially ought to come in here and look at our

## SELZ SHOES

 ONE is the man who knows all about shoes—who can tell a good shoe when he sees it. The other is the man who doesn't know a thing about it; can't tell oak soles from hemlock—nobody can in a finished shoe—can't judge of the workmanship.

## The Shoes Will Speak to the Man Who Knows

We won't need to say a word. The name SELZ on the sole will speak to the other man—it's a guarantee of satisfaction, or money back.

The woman who wants good looks, comfort and long service in the shoes she buys will get all three when she buys

## SELZ SHOES



### The SELZ Guarantee

The name SELZ stamped on the sole of a shoe is a guarantee of satisfaction. Remember, your dealer is authorized to see that you get satisfaction from every pair of shoes bearing the mark—



Largest makers of good shoes in the world.

# BROOKS and COMPANY

## "SELZ ROYAL BLUE" STORE

Located in J. M. MITCHELL'S New Building, Middle St. New Bern, N. C.