




If you are not a regular wearer of  shoes, you ought to be; not for our sakes, but for yours.

We sell the shoes; we'd be glad to sell them to you. It will be a good thing for us to sell you a pair; but it will be a better thing for you, because you'll have the shoes.

**O**F course we don't know just what the circumstances may be in regard to your preference in shoes, but we do know Selz shoes. We know they're well made shoes; we know we can fit anybody perfectly in them; more perfectly than with any other shoe made. The lasts are scientific; and there are enough different shapes and models to enable us to fit any foot.

**S**ELZ shoes wear well; and that's a matter of a good deal of importance; but the most important thing is, they're guaranteed to satisfy.

**W**HATEVER satisfaction in shoes means to you—fit, comfort, style, service—satisfaction means all of these; and it's guaranteed.

**W**E specialize Selz shoes only; don't sell any other shoes. No reason to have anything but the best, either for us or for you. When can we fit you to a pair?

Selz shoes for men, \$3.50 to \$5.00; for women, \$3.00 to \$5.00. Children's shoes also. :: Learn what real shoe economy is.

*There'd be but One Shoe  
If everyone knew—Selz*

This mark  
always



means  
"good shoe"

*There'd be but One Shoe  
If everyone knew—Selz*



**BROOKS and COMPANY**  
"SELZ ROYAL BLUE" STORE

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