



People don't have to be told that it costs more to live nowadays than it did 10 years ago—the prices speak for themselves. But a good many don't know that Selz shoes are sold at a lower margin of profit than any others; their volume of sales and their scientific methods of manufacture are the reasons why this can be done. When you buy Selz footwear you know that you are getting an even exchange—or more—for your money.

Men like Selz shoes; they come in all styles and leathers. An especial favorite with them is the Waukenphast model, the shoe with that distinctive style and comfortable fit.

Other good shoes for women and children, to meet every taste.



BROOKS and COMPANY

THE "SELZ ROYAL BLUE" STORE

Located in J. M. Mitchell's Building, Middle Street,

New Bern, N. C.