

Do you know who are the largest makers
of good shoes in the world?

SELZ
CHICAGO

That's the name for you to remember when you buy your next pair of shoes; you'll find it on the sole of every Selz Shoe, and it's like the "Sterling" mark on silver; it always means—"Good Shoe."

We own and operate seven specialized factories making Men's Fine Shoes—notably Selz Royal Blue Shoe, "the Sole of Honor;" Women's Fine Shoes, Medium Dress Shoes, Heavy Work Shoes and Boots, Children's Shoes; and also a rubber mill producing a full line of Rubber Footwear—Selz Royal Blue Rubbers, better-than-usual in quality, at the same-as-usual price.

Whatever your shoe money amounts to, if you spend it for a shoe with Selz on the sole you get full value for the price.

There are 108 Selz traveling salesmen, the largest selling force in the shoe trade in the country. The total capacity of the Selz factories exceeds that of any other manufacturer of good shoes in the world.

Nearly 5000 new retail customers were added to our list during the year ending September 1; and the increase in our sales during the same period has been by far the largest in our history. Wearers and dealers have found out the merits of Selz Shoes.

When you buy your next pair of shoes or rubbers, ask for Selz; find the name on the sole. If your shoe-man doesn't sell them, try another; or write to us.

Selz
Royal Blue Shoes

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Selz
Royal Blue Rubbers