

Selz Royal Blue Rubbers

are better-than-usual

You have bought rubbers all your life without caring much about quality. You waited until the weather reminded you of the danger of wet feet; then you went into the first shoe store, and bought what they had. You found out how good—or how bad—they were, by wearing them.

Until four years ago there wasn't much choice; every dealer sold the same thing; usual rubbers. Then we made Selz rubbers: better-than-usual; more rubber in them; better made.

Many years ago we set a quality-standard for the name Selz. In the beginning it was an ideal; but for years it has been realized in Selz shoes. We didn't put the Selz name on rubbers until we had rubbers that deserved it.

It represents the highest standard of quality; no matter where you see the name Selz—on shoes or rubbers, it stands for the best. When you realize what it means you'll buy all footwear by the name—Selz.

Every year Selz Rubbers get the U. S. Government contract on quality. Every year we increase our sales of them; 150 salesmen travel all over the country selling them. If your dealer doesn't sell them, go to some other store. Ask for Selz, and find the name on the sole—Shoes or Rubbers.

Everything in rubbers from the lightest slipper, to the heaviest boot or over can be had with that name on it.

SELZ

CHICAGO
PITTSBURGH

Largest makers of good shoes in the world