

WARMING UP!

THAT'S what the baseball players are doing---warming up for the great national game. That's what the weather is doing---warming up for the spring and summer of 1911. That's what men in every walk of life are doing ---warming up to the merits of the SELZ ROYAL BLUE SHOE and the SELZ guarantee.

THE SELZ ROYAL BLUE SHOE

Makes a Hit--That Makes Sales

\$3. —\$4.00—\$5.00

Just Read the SELZ Guarantee For Your Own Satisfaction

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

SELZ
CHICAGO

largest makers of good shoes in the world."

SELZ uppers have got to outwear the soles, have they? Well, let's look to the soles.

Every SELZ Shoe is built on a sole of honor--the stoutest sole leather yet produced.

The purchase of a pair of SELZ Shoes is your absolute protection against sole leather of questionable quality.

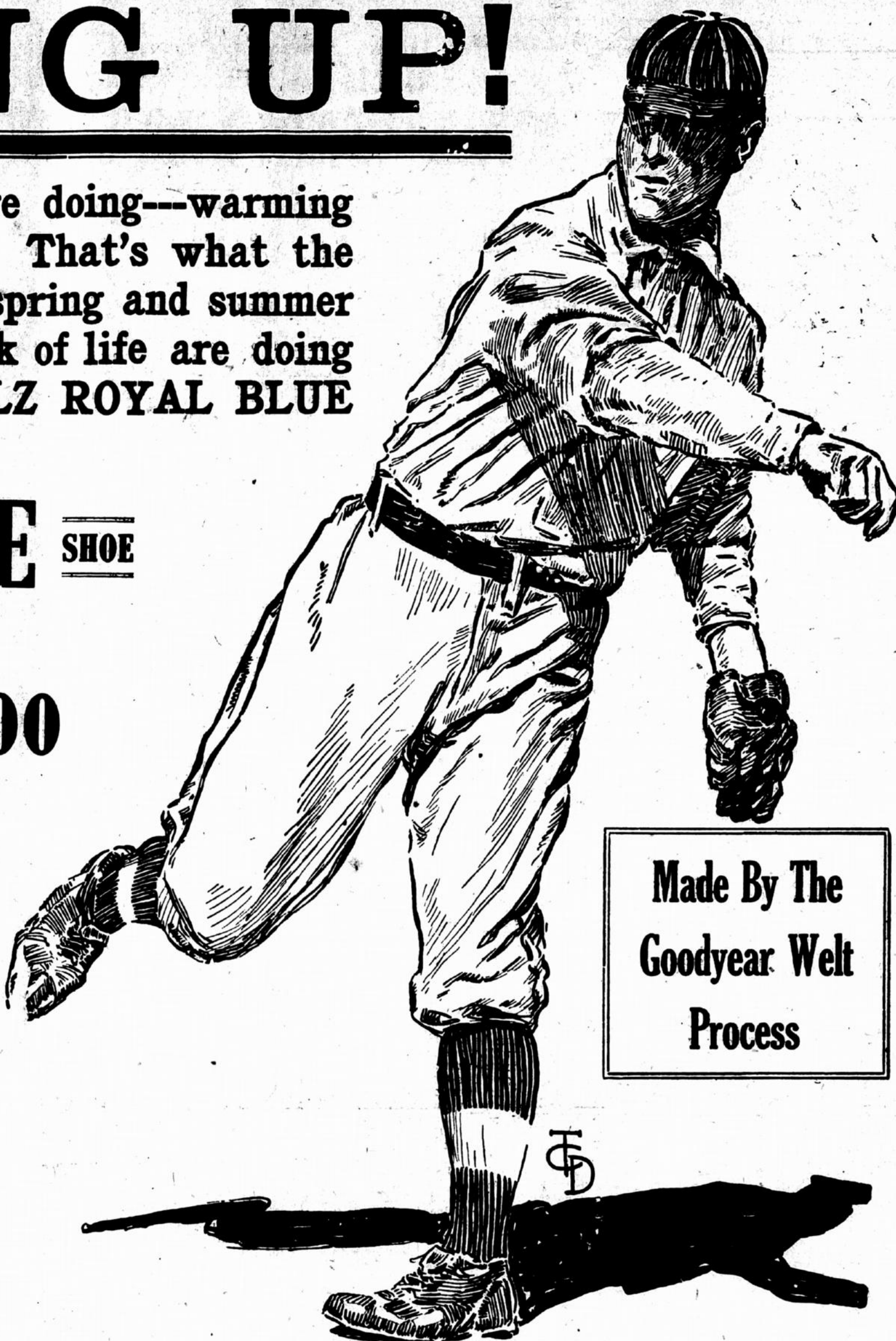
So much for SELZ service. Now, there's style and comfort to be considered by you. Both have been considered by the manufacturers. You'll see that they have received the maximum of consideration when you inspect the sixty or more SELZ styles we are showing and after you have slipped your feet into a pair your exact size.

\$3. \$4.00 AND \$5.00

A PAIR

RYAN'S

SELZ ROYAL BLUE STORE



Made By The
Goodyear Welt
Process

