

SAT.  
SEPT.  
12th  
1925

# J. B. Byars Co.

\$5,000,000 *Buying Power*

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# OPENING THEIR 58th STORE

## At O'Neill, Nebraska

21 Stores in Kansas

8 Stores in Nebr.

### Shoes

For Every Member  
of the Family



Made especially for J. B. Byars Co. by the largest shoe manufacturer in the world.

You will find style, quality and service in J. B. Byars Co. footwear. Our tremendous buying power assures you a saving.



Twelve years ago J. B. Byars opened in Rocky Ford, Colo. a store consisting of general dry goods. His stock was small and his capital limited. His great ambition was to conduct his business in a fair and honest manner and to sell to the people good honest merchandise at lowest possible cost. It originated into the idea that if he would be able to buy in larger quantities, he could buy cheaper and therefore sell to his customers at lower price. With this principle and from this one store the J. B. Byars Co. has grown until today it is one of the largest distributors of Dry Goods, Mens' and Ladies' Ready to Wear and Shoes in this country.

J. B. Byars Co. today own and operate 58 busy stores buying merchandise for cash direct from the manufacturer in quantities that demand the lowest prices. Our corps of skilled buyers are continuously combing the mills for good honest merchandise at the lowest cash price. This merchandise is distributed direct from the mills and factories through the 58 stores to our customers, which we have found to be the most economical system of distribution of merchandise.

The purpose of the J. B. Byars Co. is to offer you good, honest merchandise at prices less than you will expect to pay.

While the advantage of our buying system applies to every article we sell, yet each store has the advantage of a merchandise expert whose aim and purpose is to fill your wants at the lowest possible cost. We guarantee each and every article we sell to be absolutely satisfactory to the purchaser, the only time limit is your own good judgment.

### Rollins Hosiery

"Miles of wear  
in every pair"

Complete Line for every member of the Family and every kind of wear from sturdy weight for service to the most delicate sheer chiffon.

All colors  
and sizes

26 Stores in Colo.

Everything sold by the J. B. Byars Co. is guaranteed to be satisfactory. The only time limit is your own good judgment. If it isn't good enough to stand this guarantee, it isn't good enough for us to sell.

3 Stores in Okla.

### Curlee Clothes "Get In The Well Dressed Circle"



We feature "Curlee Clothes" because they are now being sold throughout the United States from Maine to California, an evidence of the high esteem in which these clothes are held by men who know and appreciate fine clothes and great values.

In offering this well established make of clothes to the men of this community, we know that we are rendering them a real service.

We have in our stock the season's most approved modes and materials and we welcome the opportunity to show them to you.

### Furnishings For Men

HARRY BERGER SHIRTS  
WRIGHTS UNDERWEAR  
JERSIED SWEATERS  
PHOENIX CRAVATS  
THURBRED HATS  
ARROW COLLARS

### Super-Crown Overalls

A NEW PAIR IF THEY FADE  
A NEW PAIR IF THEY SHRINK

Positively the highest grade and very best Overall in America.

Made of extra heavy 8 ounce closely woven denim and dyed with the best Indigo dyes obtainable. Washed and thoroughly shrunk at the mill by a special process. We guarantee them not to fade and not to shrink.

OVERALLS FOR MEN

### Ladies' Ready To Wear

The unfolding of newest creations in wear for women are received every day from New York, selected by our own buyers in New York who are continually in touch with the manufacturer assuring you the correct styles at all times.



### Gossard Corsets

The line of Beauty

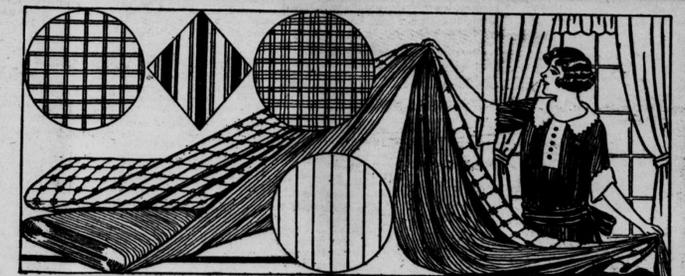
Complete line of Corsets, Brassiers, Girdles, reducing models and Combinations.

### Corticelli Dress Silk

Satins, Crepes, Novelty Prints, Radiums, and Brocades

You will be delighted with the charm and splendor of Corticelli Dress Silks.

In wanted shades as—Water Green, Onion Peel, Flag Pole Red, Camel's Hair, etc.



### Our Line of Dry Goods is Complete

You will find your favorite fabric, whether Cotton or Wool in just the shade for the occasion.

Our wonderful line of Draperies and Linens will give you ample selection to satisfy all of your needs. Again we prove to you the advantage of J. B. Byars Co. tremendous buying power which means a saving to you.