

ROGERS' SPECTACULAR SALE

23 JEWEL WALTHAM RAILROAD WATCH

BRAND NEW VANGUARD MODEL

GUARANTEED TO PASS INSPECTION

A stand-out value to open Five Hundred new accounts during ROGER'S GREAT EXPANSION SALE is the sensational offer to railroad men, street-car men, bus drivers, shop men, policemen and firemen. ROGERS features America's finest railroad watch beginning tomorrow at positively the lowest price it has ever been sold for. We offer this brand new 23-jewel WALTHAM VANGUARD, adjusted 6 positions, at a great expansion sale price. You can't imagine such a remarkable watch for only \$29.75! Every watch is guaranteed to be absolutely dependable and to pass railroad inspection on any railroad in the United States. Don't pass up an opportunity like this, especially when all you need now is only 75c in cash to make the purchase!

75c DOWN \$1.00 A WEEK
NO INTEREST. NO CARRYING CHARGE.

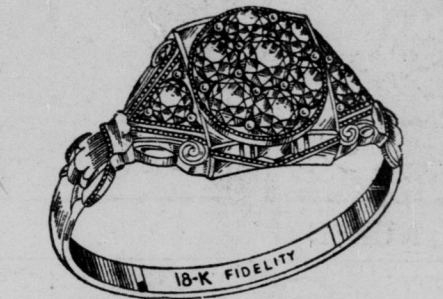
\$29.75

**NONE SOLD TO DEALERS
NONE SOLD FOR CASH**



IF YOU LIVE ANYWHERE
IN INDIANA
YOUR CHARGE IS GOOD
at *Rogers*

Values made customers... customers made friends... friends increased Rogers' volume of business to make this expansion possible! See these history-making values to-morrow—and save!



LOOKS LIKE A 2-CARAT DIAMOND
Your Choice of Yellow or White Gold

So beautifully designed and so flawless in workmanship that it looks like a gorgeous solitaire. Set with 7 genuine diamonds.

\$24.75

50c Down — 50c A Week
No Interest
No Carrying Charge

24 DIAMOND BAGUETTE WRIST WATCH



\$15

Here is one of the most beautiful of all Baguette Watch designs. Small, dainty, and it is set with 24 GENUINE DIAMONDS. Unusually beautiful and good looking. As a timepiece it is absolutely dependable. Attached is a smart silk cord. Our Expansion Sale price of \$15 makes this assuredly the "Stand-Out" value of the whole year. Buy it on Long Time Credit.

50c DOWN—50c A WEEK!

15-JEWEL BENRUS

THE WATCH THAT TIMES THE AIRWAYS

SHOCKPROOF

A Smart Model for Ladies and Men

Rogers offers this genuine Benrus Wrist Watch, a fine 15-jewel timepiece, for only \$11.95. It's a handsome model, complete with metal link band.

Nationally Advertised

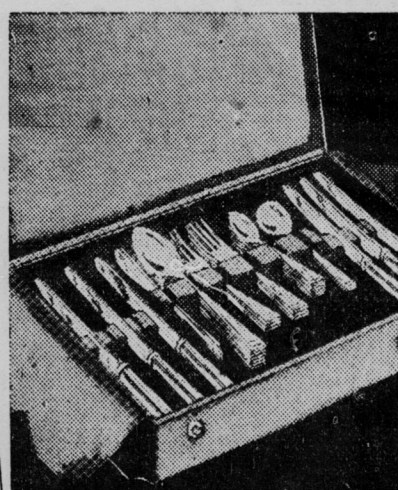
You can be sure of a Benrus Watch for accuracy. Benrus is the timepiece officially adopted by leading American airways. Don't fail to be here to-morrow.

\$11.95

50c DOWN · 50c A WEEK
NO INTEREST · NO CARRYING CHARGES



35-PIECE SET OF HEAVY SILVERPLATE



Lovely modernistic pattern — 6 stainless steel knives, 6 forks, 6 tea-spoons, 6 soup spoons, 3 serving spoons, 6 salad forks, sugar shell and butter knife. Fully guaranteed by Rogers.

\$4.95

25c DOWN
25c A WEEK

10 Diamond Wedding Band

The most sensational Diamond Wedding Ring value ever offered. 10 Diamonds perfectly matched, set in the new popular Channel style, in a 14 kt. Solid Gold setting. Choice yellow or white.

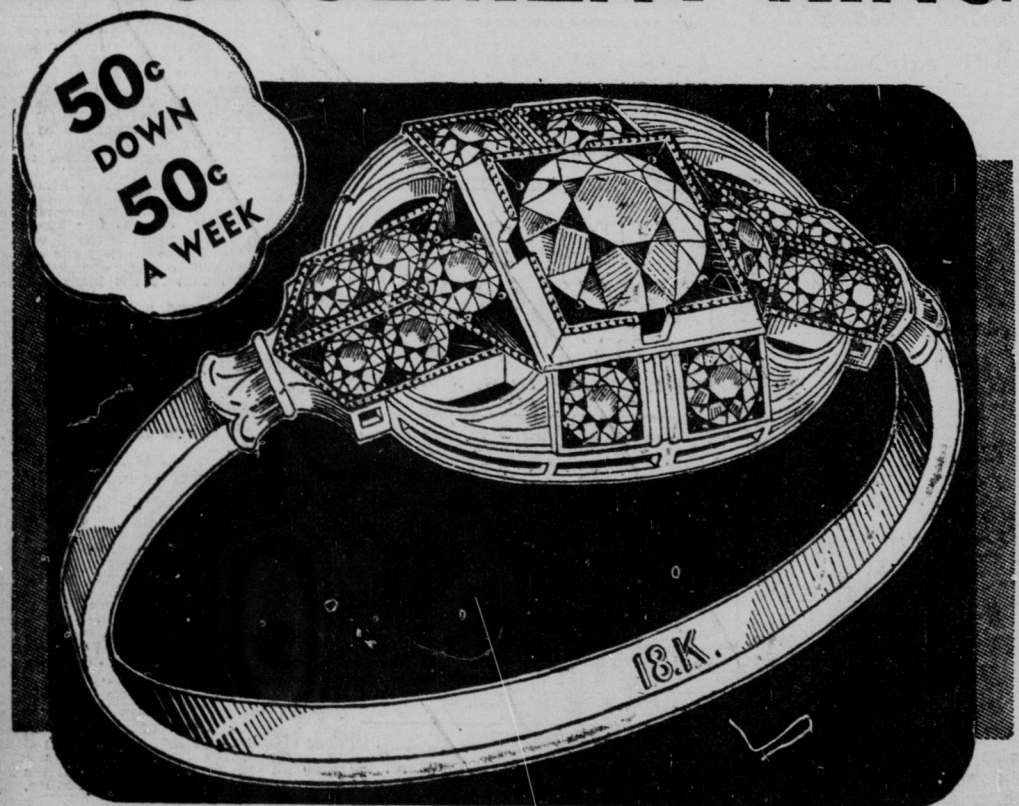
During this sale only at this low price, \$10.95. Pay only 50c Down!

\$10.95

Just Pay 50c Week

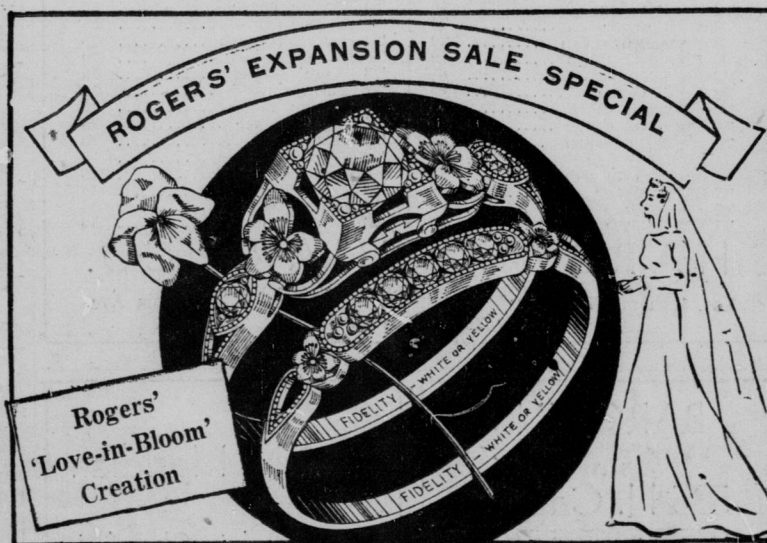


15-DIAMOND ENGAGEMENT RING



Sensational Diamond Engagement Ring feature—for today and tomorrow: A design of marked beauty that will ever be admired. 18-k Solid White or Natural Yellow Gold. 14 Genuine Diamonds surround the Center Diamond in a very striking arrangement. \$15 is our new low price for this beautiful 15-Diamond Ring. It's a remarkable value and only 50c is all you need in cash to make this purchase.

\$15



Perfectly matched 8-diamond set featuring the VIOLET motif for March brides, anniversaries or birthdays. White or yellow gold. The engagement ring has 3 diamonds—the wedding band has 5 diamonds.

Both Rings for **\$16.95**

50c Down
50c a Week

TAKE YOUR PURCHASE ALONG WITH YOU!

15-JEWEL WALTHAM GUARANTEED POCKET WATCH



A thrilling Rogers Expansion Sale value for men. A sturdy, guaranteed, 15-jewel Waltham movement in a smart engraved designed case for this low price.

\$11.95

50c DOWN—50c A WEEK

No Interest—No Carrying Charge

ROGERS' EXPANSION SALE!

A Spectacular Diamond Opportunity!

15-DIAMOND MARQUISE SHAPED RING

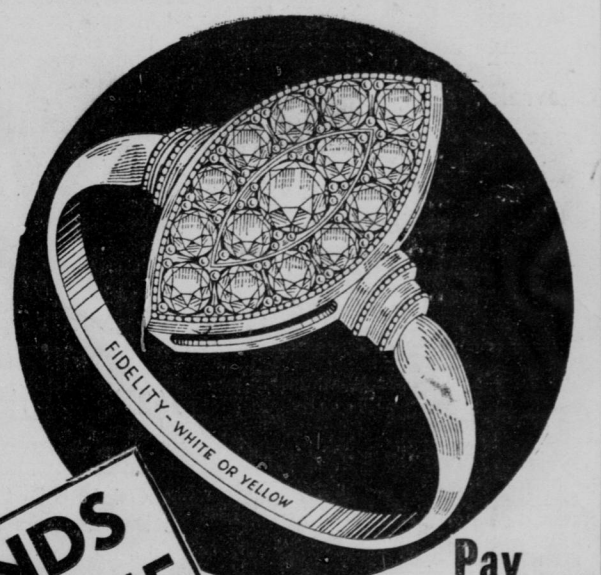
YOU'VE SEEN
DIAMONDS OF THIS
SHAPE THAT SELL
For \$1,000 AND MORE

Positively the smartest ring creation you've ever seen at this sensational low price. Looks like a large marquise diamond. Yellow or white gold.

Sold Exclusively
A ROGERS

15 DIAMONDS
Expansion Sale Special—**\$29.75**

NO INTEREST
NO CARRYING CHARGE
TAKE YOUR PURCHASE ALONG WITH YOU



Pay
50c
Down
50c
a Week

Gent's Solid Gold Diamond Masonic Ring AND ALL OTHER LODGES

Gorgeously designed, brilliantly engraved and beautifully enameled men's Masonic ring, set with a genuine diamond in a solid gold mounting. What a value

50c Down—50c a Week



Gent's Massive
SOLID GOLD DIAMOND CAMEO RING

A spectacular value: Genuine imported cameo! Two genuine diamonds! Double headed cameo! Solid gold mounting!

\$8.95

50c DOWN—50c A WEEK

Rogers & Co.
Square Deal Jewelers
5 NORTH ILLINOIS ST.

If You Live Anywhere in Indiana Your Charge Is Good at Rogers

ROGERS... "A Step Ahead In Quality—A Step Behind In Price!"