

ROGERS' SPECTACULAR EXPANSION 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 75¢ in cash to make the purchase!

NONE SOLD TO DEALERS
NONE SOLD FOR CASH

\$29.75

75¢ DOWN
\$1.00 A WEEKNO INTEREST,
NO CARRYING
CHARGE

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 tomorrow—and save!



24 DIAMOND BAGUETTE WRIST WATCH

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 small 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!

\$24.75

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

35-PIECE SET OF HEAVY SILVERPLATE



Lovely modernistic pattern — 6 stainless steel knives, 6 forks, 6 teaspoons, 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

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 \$29.75
Sale Special—
Just Pay 50c Week

Pay
50c
Down
50c
a Week

NO INTEREST
NO CARRYING CHARGE
TAKE YOUR PURCHASE ALONG WITH YOU

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!

50c DOWN—50c A WEEK

\$8.95



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

TAKE YOUR PURCHASE ALONG WITH YOU!

Both Rings for
\$16.95

50c Down
50c a Week

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.

50c DOWN—50c A WEEK

No Interest—No Carrying Charge

\$11.95

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

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

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
50c DOWN
50c A WEEK
18.K.

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