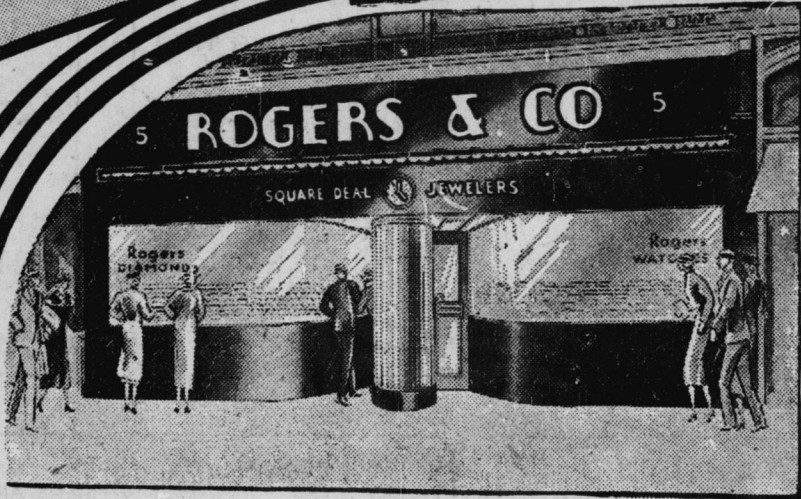


Rogers

A STEP AHEAD In Quality...
A STEP BEHIND In Price!



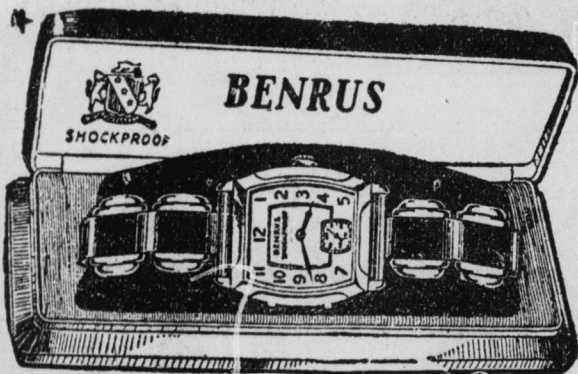
**IF YOU LIVE ANYWHERE IN INDIANA
YOUR CHARGE IS GOOD AT ROGERS**

Leadership...

Rogers give you credit at cash prices. . .
No interest, no carrying charges on any
purchase. No waiting—no delays—and
you take your purchase right along with
you. Your credit is good! You can pay
weekly, semi-monthly or monthly.

15-JEWEL BENRUS WATCH

Nationally Recognized! Models for Ladies and Men!



**ONLY BENRUS IS
SHOCKPROOF**

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. You can be sure of
a Benrus Watch for accuracy.

50c DOWN—50c A WEEK
No Interest—No Carrying Charge

\$11.95

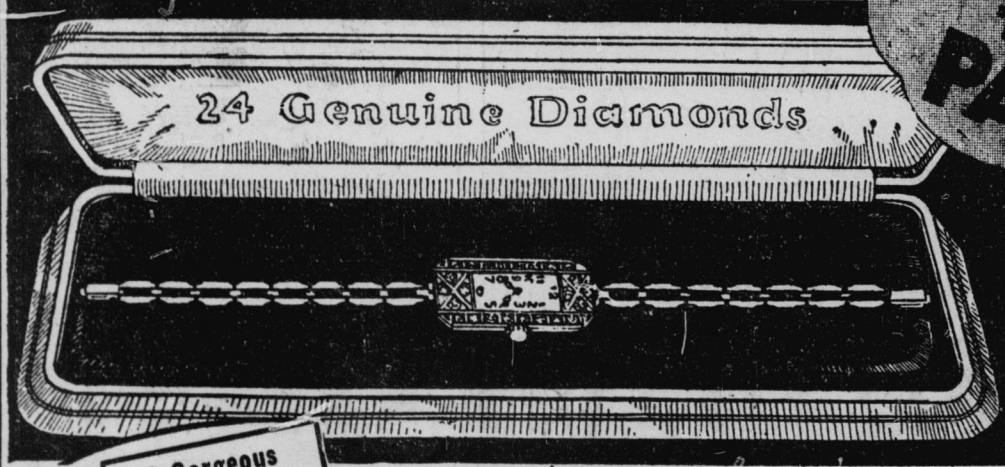


24 DIAMOND

LADY'S BAGUETTE WRIST WATCH ON CREDIT

50¢ DOWN—50¢ A WEEK

**26
WEEKS
TO
PAY**



We want 1,000 new charge account
customers and that's why we offer
for today and tomorrow one of the
greatest watch values ever presented
before—anywhere. A Diamond Ba-
guette Watch of such quality at the
phenomenal price of \$15 makes this
the sale of sales. This slender, hand-
somerly designed watch is beautifully
engraved and set with 24 genuine
Diamonds and is a dependable time-
piece. A fashionable link bracelet is

attached. 50c in cash is all
that is required in making
this purchase. Later, you pay
only 50c a week. And take
26 weeks to pay. NO INTER-
EST—NO CARRYING
CHARGES! Don't miss this
Great Bargain Opportunity.
Open a Long-Time Charge Ac-
count today.

\$15

TAKE YOUR PURCHASE ALONG WITH YOU!

23 JEWEL WALTHAM

RAILROAD WATCH

**BRAND NEW VANGUARD MODEL
GUARANTEED TO PASS
RAILROAD INSPECTION**



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

A stand-out value to open Five Hundred new accounts.
This sensational offer to railroad men, street-car men, bus
drivers, shop men, policemen and firemen. ROGERS fea-
tures America's finest railroad watch beginning tomorrow
at positively the lowest price it has ever sold for. We offer
this brand new 23-jewel WALTHAM VANGUARD, adjusted
6 positions, at a great 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 rail-
road 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.

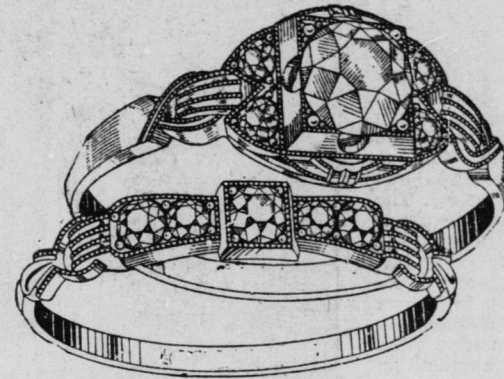
**NONE Sold to DEALERS
NONE SOLD FOR CASH**

\$29.75

Take
Your
Purchase
Along
With
You

To The BRIDES and GRADUATES of 1936....

10-DIAMOND BRIDAL PAIR



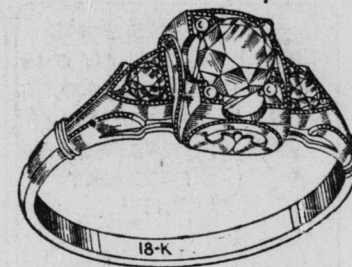
Choice Yellow or White
SOLID GOLD MOUNTINGS

A gorgeous bridal pair set with 10
genuine diamonds in gorgeous 14-kt.
solid yellow or white gold mountings.

**50c DOWN
50c A WEEK**
No Interest—
No Carrying
Charge

\$18.75
BOTH
RINGS

SOLITAIRE—18-K GOLD RING



Choice of Yellow or White Gold

Choice of 18-kt. yellow or
white solid gold. The
large Diamond in the
center has two smaller genu-
ine diamonds.

**\$1.00 Down—
\$1.00 a Week.**

NO INTEREST—NO CARRYING CHARGE

\$69.50

5 GENUINE DIAMONDS



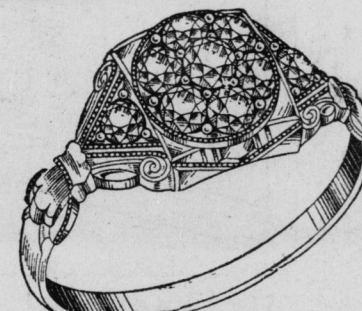
Choice of Yellow or White
SOLID GOLD MOUNTING

The center dia-
mond is flanked
with four smaller
diamonds as
shown.

**50c DOWN
50c A WEEK**

NO INTEREST—NO CARRYING CHARGE

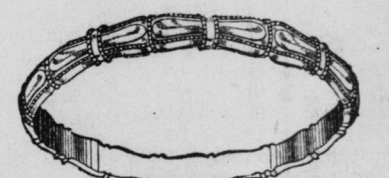
\$14.95



Looks Like a 2-Carat Diamond

So brilliantly designed
that the cluster of 9 genu-
ine Diamonds looks like a
2-carat Diamond. Choice
of yellow or white solid
gold mounting. Models
for men and women.

\$24.75
75c Down—50c a Week



Yellow or White

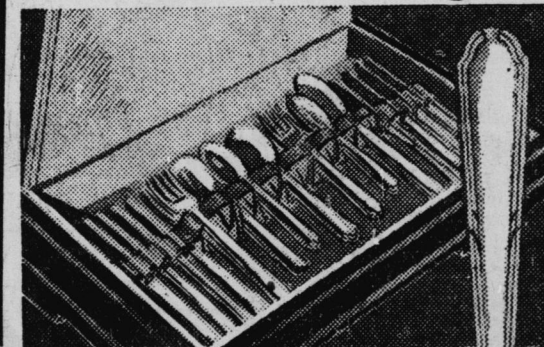
**14-K Solid Gold
WEDDING RING**

Choice of yellow or white solid
gold. Beautifully engraved in
modern design. See it at
Rogers tomorrow!

25c DOWN—25c A WEEK

\$2.75

50-Pc. Set Original Rogers Silverplate



Nationally Advertised at \$55
1/2 PRICE \$27.50

• 8 Vande or Regular
Hollow Handle
Knives (mirror stain-
less steel)
• 8 Dinner Forks
• 8 Salad Forks
• 2 Tablespoons
• 8 Soup Spoons
• 16 Teaspoons
• Beautiful Tarnish-
proof Chest

Made and guaranteed by Inter-
national Silver Co., makers of
Rogers 1847.

**50c DOWN
75c A WEEK**

No interest, no carrying charge

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



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

\$18.75

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

Rogers & Co.

Square Deal Jewelers

5 NORTH ILLINOIS STREET