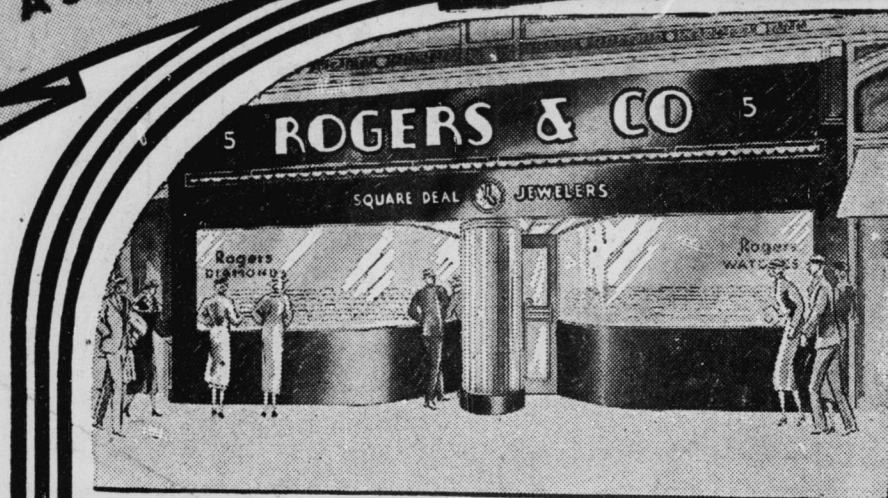


# Rogers

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

Indianapolis' Only Air-Cooled Jewelry Store...

Rogers gives 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.



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

## "Curve Flo" WALTHAM

**SALE PRICE \$14.95**  
35c WEEK

**Latest in Men's Watches**

ONE of the greatest watch sensations of the year. The new "Waltham," "Curve Flo"—only \$14.95. It's the popular streamline style—curved to fit the wrist, with rich dial and numerals.

THE guaranteed, jeweled dependable WALTHAM movement insures accuracy and correct timing. Ordinarily you would expect to pay almost twice our low price for so handsome a watch. Tomorrow, while our supply lasts, we offer them to you for only \$14.95!

No Interest—No Carrying Charge

## A LIFETIME GRADUATION GIFT 15-JEWEL ELGIN

A Sensational Value for Tomorrow Only!

An Elgin pocket watch with a guaranteed 15-jewel movement. While a limited supply will last at this low price.

**\$12.95**

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

## LADIES' NEW ROUND WALTHAM

SEE OUR WINDOWS

HERE is fashion's newest watch—a genuine Waltham in the new round style, complete with a smart silk cord and center safety catch. Rogers challenges Indianapolis to duplicate this watch within many dollars of this price. A dependable timepiece—a value you'll never forget. A limited quantity at only \$14.95.

**\$14.95**

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

## MEN'S SOLID GOLD DIAMOND CAMEO RING

SEE OUR WINDOWS

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

**\$8.95**

50c DOWN—50c A WEEK

SEE OUR WINDOWS

## MEN'S SOLID GOLD DIAMOND EMBLEM RINGS

**\$18.75**

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—No Interest—No Carrying Charge

## 50-Pc. Set Original Rogers Silverplate

Nationally Advertised at \$55  
**1/2 Price \$27.50**

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

Made and guaranteed by International Silver Co., makers of Rogers 1947.

50c DOWN—75c A WEEK  
No Interest, no carrying charge

## Rogers—Headquarters for New 1937 Philco Radios

This Philco Superheterodyne

Smart baby grand model with airplane type dial. Long and short wave gives you police, aviation. Gorgeous walnut veneer! Just plug in!

Complete—No Extras to Buy!  
**\$20**

25c Down—50c a Week!

Come In and Ask for 1936 Baseball Schedule FREE

## 23-Jewel Waltham

### RAILROAD WATCH

BRAND NEW VANGUARD MODEL GUARANTEED TO PASS RAILROAD INSPECTION.

To open 500 new accounts. This sensational offer is made to railroad men, street-car men, bus drivers, shop men, policemen and firemen. ROGERS features America's finest railroad watch at positively the lowest price it has ever been sold for. A 23-jewel WALTHAM VANGUARD, adjusted 6 positions, at a great sale price.

Adjusted to Six Positions  
Every watch is guaranteed to be absolutely dependable and to pass railroad inspection on any railroad in the United States.

You Can't Imagine Such a Remarkable Watch for Only—

**\$29.75**

75c Down  
**\$1.00**  
A WEEK

No Interest No Carrying Charge

If You Live Anywhere In Indiana, Your Charge Is Good at ROGERS

Take Your Purchase Along With You!

None Sold for Cash—None Sold to Dealers!

## The New PARTY or DANCE RING

at this store only  
**\$19.85**

Pay only 50c Weekly.  
The Newest Diamond Ring of the season. Hollywood's latest creation. Made of Solid Gold, hand pierced, set with 5 Genuine Diamonds. One large center Diamond. Don't fail to see this ring—shown at our store for the first time Today.

**SEE OUR WINDOWS!**

Our windows are stocked full of gifts for the Graduate and Bride. Plan to visit Rogers, where you can see all the famous nationally-advertised jewelry, and have the largest selection in Indianapolis to choose from.

## 9 Mighty Reasons Why ROGER'S is the DIAMOND STORE of Indiana

# "Low-Loc"

## BRIDAL PAIR

**\$16.00 FOR BOTH**

50c DOWN—50c A WEEK!

WHAT a sensation! The Engagement Ring is set with 3 large diamonds! The wedding band has 5 fiery diamonds! Both mountings are richly engraved in solid gold! Yellow or white!

<p><b>6-Diamond Creation \$47.50</b></p> <p>BOTH of these rich mountings are solid gold! Both are set with 3 glowing diamonds! See Rogers selections! EASY TERMS TO SUIT!</p>	<p><b>17-Diamond Pair \$89.50</b></p> <p>7 DIAMONDS set in the engagement ring! 10 diamonds in the wedding band! Streamline design mountings! 14-kt. gold! PAY ROGERS LATER! EASY TERMS TO SUIT!</p>
<p><b>1/4-Carat Solitaire \$35</b></p> <p>HERE it is! Imagine such a value! The lowest price on record! 14-kt. solid gold mounting! OPEN AN ACCOUNT!</p>	<p><b>Diamond Ring \$100</b></p> <p>LARGE, fiery center diamond flanked by 4 side diamonds in this smart 18-kt. solid gold mounting! See our display! PAY ROGERS LATER! EASY TERMS!</p>
<p><b>Solid Gold Wedding Rings \$2.75</b></p> <p>ENGRAVED bridal bands of 14-kt. white or yellow solid gold in a wide variety of designs! PAY LATER!</p>	<p><b>Diamond Bridal Bands \$14.75</b></p> <p>A MAGNIFICENT selection at amazing savings! 18-kt. solid gold mountings! EASY TERMS!</p>

# Rogers & Co.

Square Deal Jewelers  
5 NORTH ILLINOIS STREET