

It's Christmas Time at Rogers

THE TREND IS TO YELLOW GOLD!

The Country-Wide Popularity of Yellow Gold in Finer Jewelry Finds Yellow Gold Predominant in ROGERS Complete Christmas Stocks.



DIAMOND
Engagement Ring
\$19.75

Lovely 1937 creation in yellow or white gold. Large diamond of fine brilliancy. Exquisite in its design.
50c Down—50c a Week



3-DIAMOND
A New Rogers Creation
\$49.50

Modern square effect with fine center diamond and two side diamonds. A 1937 mounting in yellow or white gold. Fully engraved. Yellow or white gold mounting.
\$1.00 Down—\$1.00 a Week



Modern SQUARE
Effect Diamond Ring
\$69.75

The blue white diamond is enhanced by two genuine diamonds at the side. Yellow or white gold mounting. Modern and distinctive.
\$1.25 Down—\$1.25 a Week



5-DIAMOND
A New Era Design
\$89.75

Four smaller diamonds emphasize the quality of the large blue white diamond. Yellow or white gold mounting.
\$1.50 Down—\$1.50 a Week



10-DIAMOND
Wedding Band
\$10.95

Ten beautiful diamonds. Channel set in a beautifully carved yellow or white solid gold mounting.
50c Down—50c a Week



8-DIAMOND
Wedding Pair
\$29.75

Two matched rings with eight genuine diamonds in yellow or white gold. Priced at only \$29.75 for both rings.
50c Down—50c a Week



12-DIAMOND
Wedding Pair
\$49.50

The new era in gorgeous unison in this modern diamond wedding. Yellow or white solid gold.
\$1.00 Down—\$1.00 a Week



16-DIAMOND
Wedding Pair
\$150.00

Two matched rings in yellow or white gold with sixteen genuine diamonds. A gorgeous pair for lifetime pleasure. Both rings for \$150.
\$3.00 Down—\$3.00 a Week



SOLID GOLD
DIAMOND
Men's Ring
\$39.75

A massive men's diamond ring. Beautifully finished and masculine in its simplicity. Channel set in solid yellow or white gold.
75c Down—75c a Week



SOLID GOLD
DIAMOND
Men's Cameo Ring
\$8.95

Men's solid gold diamond cameo ring with gorgeous diamond and solid gold case set with two genuine diamonds.
50c Down—50c a Week



SOLID GOLD
DIAMOND
Masonic Ring
\$18.75

Men's solid gold diamond Masonic ring with gorgeous diamond and solid gold case set with two genuine diamonds.
50c Down—50c a Week



SOLID GOLD
DIAMOND
Scottish Rite Ring
\$18.75

Massive and beautifully engraved and enameled true to the old. Set with a genuine diamond. All other lodge emblems also.
50c Down—50c a Week

1847 ROGERS BROS.

26-PIECE SET OF SILVERPLATE

Choice of many lovely patterns. Six stainless steel bladed knives, six forks, six teaspoons, six tablespoons, one sugar shell and one butter spreader.

\$29.75

75c Down
75c a Week
No Interest
No Carrying Charge

SCHICK SHAVER

A MARVELOUS CHRISTMAS GIFT FOR "HIM"



NO BLADES, NO LATHER, never gets dull. It shears the whiskers off quickly and surely for a perfect shave. Free yourself forever from the constant buying of blades, creams, brushes and lotions. A Schick Shaver is a profitable investment. Come in today and we will prove to you that shaving can be a pleasure, not a nuisance.

Operates on
A. C. or D. C.
\$1 Down
\$1 a Week
No Interest
No Carrying Charge

\$15.00



WALTHAM CURVE-FLO

CURVED TO FIT THE WRIST
A modern strap watch—a sensation at this low price because it's shaped to fit the wrist. Sturdy guaranteed Waltham movement.

\$14.95

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



15-JEWEL
ELGIN

A sturdy watch with fully guaranteed 15-jewel movement in a heavy case. The supply is limited.

\$12.95

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

23-JEWEL WALTHAM VANGUARD RAILROAD WATCH

GUARANTEED
TO PASS
RAILROAD
INSPECTION

A fine 23-jewel Waltham Vanguard—built for a lifetime of accurate, dependable service. Fully guaranteed by the Waltham Watch Co. and by Rogers.

ADJUSTED
TO SIX
POSITIONS

Pay Only
75c DOWN
75c A WEEK
No Interest
No Carrying Charge

\$33.75

ROGERS GIVE YOU
CREDIT
AT
CASH PRICES

No Interest
No Carrying Charge
NO WAITING
NO DELAY
And You Take Your Purchase
Right Along
With You
YOUR CREDIT
IS GOOD
You Can Pay Weekly
Semi-Monthly
or Monthly
After Christmas

BUY WITH COMPLETE CONFIDENCE AT ROGERS

INDIANAPOLIS' SQUARE DEAL JEWELER
FOR FOURTEEN YEARS



2-DIAMOND
WALTHAM
\$19.75

The new trend in watch shapes here it is set with two genuine diamonds. Silvertone attached.

BULOVA

COMPLETE
SELECTION ON EASY
BUDGET TERMS



\$29.75

Bulova CLIPPER model, 17 jewels in yellow gold filled.

75c Down—75c a Week

GRUEN

COMPLETE
SELECTION ON EASY
BUDGET TERMS



\$39.75

Gruen AIR HAWK, curved to the wrist.

\$1.00 Down—\$1.00 a Week



\$29.75

Bulova GODDESS OF TIME, 17 jewels, yellow gold filled.

75c Down—75c a Week



\$39.75

Bulova PHANTOM, curved to fit the wrist.

\$1.00 Down—\$1.00 a Week



\$33.75

Gruen STREAMLINE, yellow gold filled case.

\$1.00 Down—\$1.00 a Week



\$29.75

Bulova GODDESS OF TIME, 17 jewels, yellow gold filled.

75c Down—75c a Week



\$40

The new Hamilton TURNER with modern dial, 17 jewels.

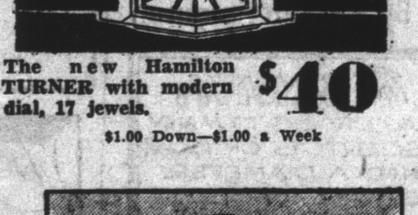
\$1.00 Down—\$1.00 a Week



\$33.75

Gruen VICTORIA QUEEN, yellow gold, round model.

75c Down—75c a Week



\$40

Typical Elgin accuracy, dependability and style.

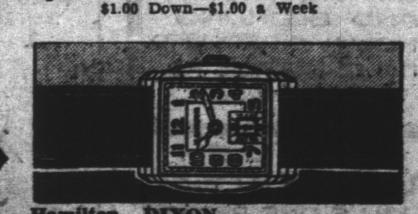
\$1.00 Down—\$1.00 a Week



\$17.50

The new Elgin modern round watch for ladies.

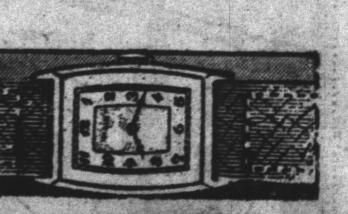
75c Down—75c a Week



\$37.50

Hamilton DIXON model. New, slender model. Yellow gold filled case.

\$1.00 Down—\$1.00 a Week



\$29.75

A handsome 17-jewel Elgin in yellow gold filled.

75c Down—75c a Week

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

Rogers & Co.
Square Deal Jewelers
5 NORTH ILLINOIS STREET