

# 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 unusual brilliance. Exquisite in its daintiness.  
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. Beautifully engraved.  
\$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 center 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 yellow or white gold. Solid 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 is gorgeously unfolded in this modern diamond Bridal Pair. Yellow or white 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. Choice of 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 genuine double-headed cameo set with two genuine diamonds.  
50c Down—50c a Week



**SOLID GOLD**  
**DIAMOND**  
Masonic Ring  
**\$18.75**  
Men's solid gold diamond Masonic ring—richly engraved. Set with a genuine diamond. All other lodge emblems also.  
50c Down—50c a Week



**SOLID GOLD**  
**DIAMOND**  
Scottish Rite Ring  
**\$18.75**  
Massive and beautifully engraved and enameled true to the emblem. Set with a genuine diamond.  
50c Down—50c a Week

BUY WITH COMPLETE  
**CONFIDENCE**

**AT ROGERS**

INDIANAPOLIS' SQUARE DEAL JEWELER  
FOR FOURTEEN YEARS



**2-DIAMOND**  
**WALTHAM**  
The new trend in watch shape is a square—and here it is set with two genuine diamonds. Silk cord attached.  
**\$19.75**  
50c DOWN  
50c A WEEK

**BULOVA**  
COMPLETE  
SELECTION ON EASY  
BUDGET TERMS



**Bulova CLIPPER**  
model, 17 jewels in yellow gold filled.  
**\$29.75**  
75c Down—75c a Week



**Bulova GODDESS**  
OF TIME, 17 jewels, yellow gold filled.  
**\$29.75**  
75c Down—75c a Week



**Bulova PHANTOM**, curved to fit the wrist.  
**\$39.75**  
\$1.00 Down—\$1.00 a Week



**Bulova GODDESS**  
OF TIME, 17 jewels, yellow gold filled.  
**\$29.75**  
75c Down—75c a Week

**GRUEN**  
COMPLETE  
SELECTION ON EASY  
BUDGET TERMS



**Gruen AIR HAWK**, curved to the wrist.  
**\$39.75**  
\$1.00 Down—\$1.00 a Week



**Gruen LARK**, 15 jewels. Yellow gold filled.  
**\$29.75**  
75c Down—75c a Week



**Gruen STREAM-LINE**. Yellow gold filled case.  
**\$33.75**  
\$1.00 Down—\$1.00 a Week




**Gruen VICTORIA**  
QUEEN. Yellow gold, round model.  
**\$33.75**  
75c Down—75c a Week

**HAMILTON**  
COMPLETE  
SELECTION ON EASY  
BUDGET TERMS



The new Hamilton **TURNER** with modern dial, 17 jewels.  
**\$40**  
\$1.00 Down—\$1.00 a Week



Hamilton **MAR-THA** model. The newest in model square watch.  
**\$47.50**  
\$1.00 Down—\$1.00 a Week



Hamilton **DIXON** model. New, slender model. Yellow gold filled case.  
**\$37.50**  
\$1.00 Down—\$1.00 a Week

**ELGIN**  
COMPLETE SELECTION ON EASY BUDGET TERMS.



Typical Elgin accuracy, dependability and style.  
**\$17.50**  
50c Down—50c a Week



The new Elgin modern round watch for ladies.  
**\$29.75**  
75c Down—75c a Week



A handsome 17-jewel Elgin in yellow gold filled.  
**\$29.75**  
75c Down—75c 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**

## 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

## 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 Elgin with fully guaranteed 15-jewel movement. Smart thin model in beautifully engraved case. The supply is limited.

**\$12.95**

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

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

**Rogers & Co.**  
Square Deal Jewelers

5 NORTH ILLINOIS STREET