

ROGERS JEWELRY CO.

Famous for  Diamond Values
837 Main

Pre-Christmas SALE

SAVE! LAY-A-WAY NOW FOR CHRISTMAS!

ROGERS EXCLUSIVE!
YELLOW GOLD 17 Jewel WATER-SHOCK RESISTANT WATCH

14K SOLID GOLD FRONT

FREE! • ALL BREAKAGE GUARANTEE!

• New Expansion WATCH BAND EVERY YEAR! **FOR LIFE!**

Don't waste a minute to get this terrific watch value! It has all the important features found in watches costing much more. It's tough and can stand abuse at work and active sports. Handsome for dress wear too with matching expansion band.

INCALCULABLE MOVEMENT
SWEEP SECOND HAND
DUST RESISTANT
WATER RESISTANT
STAINLESS BACK
SHOCK RESISTANT

WATER RESISTANT
SHOCK RESISTANT
ANTI-MAGNETIC

PLAY PONY

THE IDEAL PLAY HORSE FOR EVERY BOY AND GIRL

\$9.88 MOVING DOWN 50% WEEKLY

\$14.88 REGULAR PRICE

SPRING ACTION

FOR BOTH BOYS & GIRLS

Save UP TO 50% AND MORE

Prices Slashed On WATCHES

17 Jewels 2 DIAMONDS Regular \$18.95 **\$24.95** 21.00 Weekly

Man's Smart Waterproof Regular \$39.95 **8.88** \$1.00 Weekly

17 JEWELS—Expansion Band Regular \$22.75 **8.88**

WATERPROOF—17 Jewels Regular \$25.00 **\$17.50**

17 JEWELS—Expansion Band Regular \$22.75 **\$16.95**

SELF-WINDER—17 Jewels Regular \$28.00 **\$29.95**

LADY'S BEAUTIFUL TRIN CASE **\$5.88**

POLAROID LAND CAMERA **\$69.95** \$1.00 WEEKLY

BULOVA CLOCK-RADIO **\$49.75** \$1.00 WEEKLY

Beautiful BOUDOIR ALARM CLOCK Reg. \$19.95 **\$9.88** 50c WEEK

DORMEYER ELECTRIC FRY-PAN

Regular \$39.95

WESTINGHOUSE THERMOSTAT

FULL 12-INCH SIZE **NOW \$13.88** 50c A WEEK

COVER INCLUDED

3 in 1 THRILLER!

for the GIRL OF YOUR DREAMS

SENSATIONALLY LOW PRICED

All 3 FOR ONLY \$64.50

IDENT BEACKEY \$5.95 \$12.95 Value

PINK & WHITE PEARLS \$4.95 \$10.00 Value

3 SPEED RECORD PLAYER \$19.95 \$29.95 Value

3 PIECE DRESSER SET **\$8.95** 50c WEEK

SPECIAL Bare Fire WINDPROOF LIGHTER \$2.50 Value **98c**

SPECIAL Dependable ALARM CLOCK \$2.50 Value **\$1.88** NOW

10-DIAMOND BRIDEGROOM SET **\$100.00** \$2.00 Weekly

DIAMOND EARRINGS **\$39.95** \$1.00 Weekly

MAN'S or LADY'S WALLET **\$1.00** UP

MEN'S FINE JEWELRY **98c** Now

NEW AUTOMATIC DEEP FRYER

ALMOST 6 FULL QUARTS

WAS \$39.95 **Now \$8.88** 50c Week

Automatic Electric Copper Beauty Fry Cooker

THERMOSTAT BY WESTINGHOUSE

LADY SUNBEAM SHAVES **\$14.95** 50c WEEK

Simulated JEWEL LEATHER BOX **\$3.95**

Beautiful ROSARIES **\$2.95** Now

3-DIAMOND 14K GOLD RING **\$79.50** \$1.75 Weekly

5-DIAMOND 14K GOLD RING **\$39.50** \$1.00 Weekly

BEAUTIFUL BIRTHSTONE \$25 Value **\$12.95** \$1.00 Weekly

MAN'S ONLY INITIAL \$19.95 Value **\$14.95** \$1.00 Weekly

14K GOLD BANDS \$29.95 Value **\$19.50** \$1.00 Weekly

MAN'S or LADY'S SUN GLASSES \$5 Value **98c** \$1.00 Weekly

EXPANSION WATCH BANDS Values to \$5 **\$1.00**

Reg. \$27.50 **NOW \$14.95** With Trade In

Bigger Single Head Shaves Closer, Cleaner in LESS TIME

Sunbeam SHAVEMASTER

Only Sunbeam has the bigger, single, SMOOTH head that shaves closer, smoother and faster than any other method, wet or dry. America's most popular electric shaver.

10 DAY HOME TRIAL

BIGGEST TRADE-IN ON YOUR OLD ELECTRIC SHAVES, REGARDLESS OF MAKE OR SHAPE

5 YEAR FREE SERVICE GUARANTEE

FOLDING TRAVEL ALARM \$8.95 Value **\$4.88**

REMINGTON "60" DELUXE SHAVES **\$21.00** 50c WEEK

POWERFUL BINOCULARS \$49.95 Value **24.88** 7 x 50

50c A WEEK \$8.88

This Toaster is Recognized Throughout America as the BEST Toaster BUY of OUR TIME

Manufactured to Retail at **\$24.95**

Automatic Pop-up ELECTRIC TOASTER

FULLY AUTOMATIC ELECTRIC PERCOLATORS

STARTS
• STOPS
• STAYS HOT
• AUTOMATICALLY 3 TO 10-CUP CAPACITY
• No-Drip Spout
• Bakelite Handle
• Easy to Clean
• FULLY GUARANTEED

NEW! COPPER TOP AND BASE
• WAS \$29.95 **\$7.77** 50c a Week

ROGERS JEWELRY CO.

837 Main

FREE French's 32 page Book "Parakeets Are Fun"

GIANT BIRD CAGE

44 INCHES TALL!

NOW ONLY \$9.88 NO MONEY DOWN 50c A WEEK

12 INCHES TALL

New tall style, 12 inches in diameter. Complete with Natural Manzanita Tree, Bird Perch, Spatter Guard, Water and Feed Cups, and...