

# Rogers Jewelers

*Sirana*  
JEWELERS

Where Love Stories Begin

[www.rogersjewelers.com](http://www.rogersjewelers.com)

Exclusive  
\$399<sup>99</sup>

\$249<sup>99</sup>

NEW DIAMONDS  
*Cognac*

\$249<sup>99</sup>

# CHRISTMAS COLLECTION

PUT A SPARKLE IN HER EYE THIS CHRISTMAS



NEW

Malibu topaz with diamond accents set in sterling silver. Comes with elegant gift box.

SPECIAL VALUE Entire set \$99<sup>99</sup>

Bianca



1 Carat tw  
\$2,499

60 MONTH FINANCING\*  
NOW AVAILABLE

INTEREST FREE LAYAWAY PROGRAM  
ALSO AVAILABLE



*The start of something beautiful.*



Buy \$100 of Chamilia products and receive the Rings Bead with Clear Swarovski Crystals (a \$40 value) free.

**CHAMILIA**  
YOUR LIFE. YOUR STYLE.

# Sterling Silver

AFFORDABLE DIAMONDS

# Silver

Exclusive  
\$49<sup>99</sup>



SPECIAL  
VALUE  
\$79<sup>99</sup>



With diamond.  
\$49<sup>99</sup>



\$59<sup>99</sup>



\$69<sup>99</sup>



NEW  
\$69<sup>99</sup>



NEW  
Enhanced blue  
and natural  
white diamonds.  
\$59<sup>99</sup>



NEW  
\$39<sup>99</sup>



NEW  
\$99<sup>99</sup>



FLEXIBLE  
PAYMENT  
OPTIONS!

NEW  
\$199<sup>99</sup>



NEW  
\$99<sup>99</sup>



SPECIAL  
VALUE  
With diamonds.  
\$249<sup>99</sup>



NEW  
Your choice  
\$69<sup>99</sup>



# Sirena<sup>®</sup>

COLLECTION

NEW



*Exclusive*  
SPECIAL  
VALUE  
Your choice  
**\$899<sup>99</sup>**



NEW  
*Exclusive*  
**\$999<sup>99</sup>**



*Exclusive*  
SPECIAL  
VALUE  
**\$799<sup>99</sup>**  
Also available  
in yellow gold.



SPECIAL  
VALUE  
**\$299<sup>99</sup>**



SPECIAL  
VALUE  
**\$299<sup>99</sup>**



*Exclusive*  
SPECIAL  
VALUE  
**\$399<sup>99</sup>**



NEW  
*Exclusive*  
**\$399<sup>99</sup>**



NEW  
*Exclusive*  
**\$499<sup>99</sup>**



NEW  
*Exclusive*  
**\$699<sup>99</sup>**

SPECIAL  
VALUE  
**\$399<sup>99</sup>**



**\$449<sup>99</sup>**

1/2 Carat tw  
**\$1199<sup>99</sup>**

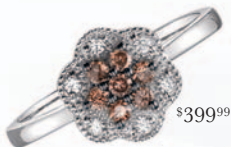
## FLEXIBLE PAYMENT OPTIONS!

Diamond weights are approximate; ranges of sizes:

1.00 ct. - from .04 to .07	2/3 ct. - from .65 to .89
1/10 ct. - from .08 to .13	3/4 ct. - from .70 to .89
1/8 ct. - from .14 to .17	7/8 ct. - from .81 to .94
1/5 ct. - from .18 to .22	1 ct. - from .95 to 1.10
1/4 ct. - from .23 to .28	1-1/4 cts. - from 1.20 to 1.28
1/3 ct. - from .29 to .36	1-1/2 cts. - from 1.45 to 1.57
3/8 ct. - from .37 to .44	2 cts. - from 1.85 to 2.10
1/2 ct. - from .45 to .56	2-1/2 cts. - from 2.45 to 2.57
5/8 ct. - from .57 to .64	3 cts. - from 2.95 to 3.10

tw = total weight

NEW  
*Cognac*  
DIAMONDS




NEW  
*Serenity*  
ENHANCED GREEN DIAMONDS  
IN STERLING SILVER



Silvermist  
DIAMONDS™  
unveil the mystery





Let's see,  
which me  
should I be  
today...

to be continued 

Sparkling or colorful. You choose. Bling on the holidays with the new Swarovski Collection. Beautiful brilliant, crystal Swarovski Elements light up the holidays. And the all new Cabaret Collection, inspired by the colorful cabaret movement, adds a rich Parisian flare to your season. Start designing at [chamilia.com](http://chamilia.com).



THE NEW  
SWAROVSKI  
COLLECTION  
BEADS STARTING  
AT \$40

THE NEW  
CABARET  
COLLECTION  
BEADS STARTING  
AT \$43

**CHAMILIA**<sup>®</sup>  
YOUR LIFE. YOUR STYLE.

*the*  
**PROMISE**  
*Collection*

*Our Unique Collection of  
Bridal and Engagement Rings*

Kayla



1/4 cttw \$699  
1/2 cttw \$1,199  
1 cttw \$2,499

Taylor



1/2 cttw  
\$999

Tiffany



1/2 cttw  
\$1,099

Laila



1/2 cttw  
\$1,299

*Because your love  
is more than words  
can express*

Bella



1 1/2 cttw  
\$2,999

Marissa



2 cttw  
\$3,499

Isabella



1/2 cttw  
\$1,199

Also available in  
1 and 1.5 cttw

*the*  
**PROMISE**  
*Collection*

*Our Unique Collection of  
Bridal and Engagement Rings*

Alexis



Chloe



1/2 cttw \$1,499

Also available in 1 and 1.5 cttw

1/2 cttw \$1,199

Also available in 1 and 1.5 cttw

Aurora



1 cttw  
\$2,499

Faith



1/2 cttw \$1,199

Also available in 1 cttw

Sydney



1 cttw  
\$2,999

Hillary



1 cttw \$1,999

Also available in 2 cttw

*We offer a  
lifetime diamond  
warranty*

Most styles available in Yellow Gold and/or White Gold

# LOVE STORY®

www.love-story.com

A designer inspired collection of diamond engagement rings and semi-mountings.

CUSTOM DESIGN YOUR OWN RING!



From the

*Epic Love®*

Custom Design Models  
COLLECTION

PRICES RANGING FROM

**\$1,999 - \$12,999**



*for the one great love of your life!®*



# LOVE STORY®

www.love-story.com

A designer inspired collection of diamond engagement rings and semi-mountings.

CUSTOM DESIGN YOUR OWN RING!



60 Month  
Financing\*  
Now Available



*for the one great love of your life!*

# Diamonds

FOR YOUR SWEETHEART

NEW  
\$349<sup>99</sup>



NEW  
Your choice  
\$329<sup>99</sup>



10K GOLD &  
DIAMOND RINGS



\$369<sup>99</sup>

\$279<sup>99</sup>

\$349<sup>99</sup>

\$329<sup>99</sup>



DURABLE,  
BRIGHT & BEAUTIFUL  
genuine diamonds set in P4<sup>®</sup>



\$129<sup>99</sup>

Platina 4<sup>™</sup>

is a patented blend of  
four precious metals  
—silver, palladium, gold,  
platinum and a special  
alloy. It's hypo-allergenic,  
tarnish resistant, and  
it's so affordable!



\$179<sup>99</sup>

\$279<sup>99</sup>



\$99<sup>99</sup>

NEW  
\$99<sup>99</sup>



\$199<sup>99</sup>

FLEXIBLE  
PAYMENT OPTIONS!



NEW  
\$199<sup>99</sup>

NEW  
\$129<sup>99</sup>

# Alternative Metal

JEWELRY FOR HIM



\$39<sup>99</sup>



Stainless steel  
with diamonds  
\$199<sup>99</sup>



\$59<sup>99</sup>

Tungsten and  
stainless steel  
with diamonds  
bracelets  
\$399<sup>99</sup>



\$99<sup>99</sup>



Platina 4™  
is a patented blend of  
four precious metals—  
silver, palladium, gold,  
platinum and a special  
alloy. It's hypoallergenic,  
tarnish resistant, and  
it's so affordable!

\$199<sup>99</sup>



\$299<sup>99</sup>

\$349<sup>99</sup>



\$69<sup>99</sup>



\$99<sup>99</sup>



\$69<sup>99</sup>



\$99<sup>99</sup>



\$69<sup>99</sup>



\$74<sup>99</sup>

# Maksim

COLLECTION



MAKSIM  
CHMERKOVSKIY  
Featured performer  
on ABC's Dancing  
with the Stars and  
up-and-coming style  
icon premieres his  
new collection of  
stainless steel men's  
jewelry.





DIAMONDS ARE FOREVER

*Diamondore™ is for fun!*



1-1/2 Ctw "Look"  
\$149<sup>99</sup>  
2 Ctw "Look"  
\$249<sup>99</sup>  
3 Ctw "Look"  
\$299<sup>99</sup>



2 Ctw "Look"  
\$299<sup>99</sup>  
4-1/5 Ctw "Look"  
\$599<sup>99</sup>



\$249<sup>99</sup>

LORELI created  
Blue Sapphire and  
Diamondore.™



\$199<sup>99</sup>



3 Ctw "Look"  
\$399<sup>99</sup>  
4-3/8 Ctw "Look"  
\$599<sup>99</sup>

M

OUR STORE POLICY: If we run out of any advertised item during a sale, or should an item not arrive due to transportation problems, we will render for you at the sale price or offer you a better item at the advertised price. This does not apply to clearance and closeout sales when available quantities are limited. If you have a question concerning an ad, please contact the manager of the store. Some items not in stock are available by special order. A product of equal quality and attractiveness will be delivered if style shown is not available. This refers to all items advertised in this mailer. We are not responsible for manufacturer's shortages. We reserve the right to limit quantities. We take every precaution possible to reproduce the colors of the merchandise in our mailer as faithfully as modern high-speed printing

BRO-22 Prices may vary due to world market fluctuations on gold and diamonds.

will allow. Should a typographical error be found, we reserve the right to correct it. Many items throughout this mailer are photographed larger than actual size.  
Many natural/genuine gemstones are processed and/or enhanced from the time they are extracted from the earth by one or more traditionally accepted jewelry industry practices. All natural/genuine gemstones sold in our store have probably been subjected to a stable and possibly undetectable enhancement process. All relevant information will be readily provided to the best of our knowledge. Prevailing market values are based on these accepted processes by the gem and jewelry trade. Created gemstones have the same chemical and mineral characteristics as their natural counterparts, the difference is they have been created in the laboratory.

D

Your choice  
\$299<sup>99</sup>

N

K

Your choice  
\$199<sup>99</sup>

L

Your choice  
\$299<sup>99</sup>

P

B

\$99<sup>99</sup>

A



# ARGENTIUM<sup>®</sup>

## THE FINEST SILVER

*If silver is the new gold...  
...Argentium is the new silver'*

Argentium's unique formulation enhances the appearance of silver, giving an incredible natural brightness and lustrous beauty that outshines white gold, platinum and other precious metals. Argentium is low maintenance, is easy to care for, is simple to keep clean and is the most tarnish resistant silver on the market today.

\$99<sup>99</sup>

Q



M

C

Your choice  
\$249<sup>99</sup>\$299<sup>99</sup>

E

\$299<sup>99</sup>

G

\$299<sup>99</sup>

F

\$299<sup>99</sup>

H

\$199<sup>99</sup>

J



\$225



\$165

\$250

# HONORA



Freshwater Cultured Pearls  
in natural white and infused  
colors with sterling silver  
accent from Honora.



D

E

F

Your choice.  
Earring and pendant set  
with Honora gift box.  
**\$99<sup>99</sup>**



\$250



\$110



\$90



\$125



\$55



\$70



\$100



A  
\$239<sup>99</sup>

B  
\$199<sup>99</sup>



C  
\$149<sup>99</sup>



D  
\$199<sup>99</sup>

E  
\$159<sup>99</sup>

# ELLE JEWELRY

Like the pages of ELLE Magazine, ELLE Jewelry evolves from season to season, as colors and fashion trends change, for a look that is chic, modern and bold, a fusion of high-polished 925 rhodium-plated sterling silver and the highest quality gemstones. Look for the ruby on each piece of ELLE Jewelry which represents a woman's inner strength and beauty.



N  
\$179<sup>99</sup>



F  
\$89<sup>99</sup>



L  
\$84<sup>99</sup>



K  
\$119<sup>99</sup>



G  
\$229<sup>99</sup>



M  
\$119<sup>99</sup>



J  
\$84<sup>99</sup>




H  
\$119<sup>99</sup>

# Rogers Jewelers

Where Love Stories Begin

www.rogersjewelers.com

 Become a fan of ours on facebook

REGISTERED  
**LOVE STORY**  
DIAMOND JEWELERS

 Leading Jewelers Guild

Prices good until December 31, 2011. All items subject to prior sale. Not all items are available at all stores. Items not in stock available by special order. Copyright 3-2011 Leading Jewelers Guild, Los Angeles, CA. All diamond weights are approximate. See chart on page 3 for range. Many items in this mailer enlarged to show magnificent detail. Prices may vary due to world market fluctuations on gold and diamonds.

\*Subject to credit approval. No down payment required. Offer valid now thru the end of 2011. Minimum of \$1,500 required on the Rogers Jewelers Installment Loan. On a \$1,500 purchase, a fixed APR of 9.99% will apply for the 60 month term and will require a monthly payment of \$31.86

## ROGERS JEWELERS

Evansville, IN - Eastland Mall (812) 477-1388

Lawndale (812) 479-0252

Henderson, KY - Gardendale Shopping Ctr. (270) 827-1722

Owensboro, KY - Towne Square Mall (270) 683-6452

Madisonville, KY - Parkway Plaza Mall (270) 821-4965

Elizabethtown, KY - Towne Mall (270) 360-0263

Somerset, KY - Somerset Mall (606) 676-0680

Dyersburg, TN - Dyersburg Mall (731) 287-7672

Paris, TN - Memorial Plaza (731) 540-4797

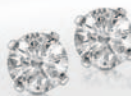
## BROOKE JEWELERS

Bluefield WV - Mercer Mall (304) 325-3003

Middlesboro, KY - Middlesboro Mall (606) 242-2515



Prices ranging from \$49<sup>99</sup> to \$79<sup>99</sup>



1/2 Carat tw  
\$299  
White  
supplies last.



1/2 Carat tw  
\$799



\$399<sup>99</sup>

NEW  
DIAMONDS  
*Cognac*



\$399<sup>99</sup>

Isabella



1 Carat tw  
\$1,999

60 MONTH FINANCING\*  
NOW AVAILABLE

Flexible Payment Options!  
Free Layaway!



*The start of something beautiful.*



Buy \$100 of Chamilia products and receive the Rings Bead with Clear Swarovski Crystals (a \$40 value) free.

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