

Simpson's BEST Quality Diamonds

SIMPSON'S BEST QUALITY DIAMONDS are full cut, 58 facets for maximum fire and brilliance. They are chosen for superb white color and freedom from natural imperfections which might affect their brilliance. Simpson's best quality diamonds have met our highest (gem) standards for color, perfection and brilliancy. Simpson's diamonds are bought individually, carefully inspected. They are set BY SIMPSON'S in beautiful mounts of good substantial weight. The resultant saving is passed on to Simpson's customers. Compare our prices—compare size and quality of diamond, also weight of mounting. You get best value in diamond rings at Simpson's. Number of points is the size of the diamond. 100 points equal a full carat.



1
SET
35.00

2
SET
100.00

1 FEATURE VALUE BRIDAL SET. 4-point, full-cut best quality centre diamond. 14K yellow gold mount with 18K white gold forget-me-nots on pierced shoulders. Matching 14K-18K yellow gold wedding band.
11 V 1630—Set, delivered..... 35.00
11 V 1631—Engagement ring, del. 28.50
11 V 1632—Wedding band, del'd... 8.95

2 "LADY DIANE" SET. 14K-18K yellow gold engagement ring has 10-point, full-cut best quality centre diamond with 2 diamonds on each shoulder. 14K-18K matching wedding band set with 3 diamonds.
11 V 1633—Set, delivered..... 100.00
11 V 1634—Engagement ring, del. 75.00
11 V 1635—Wedding band, del'd. 30.00



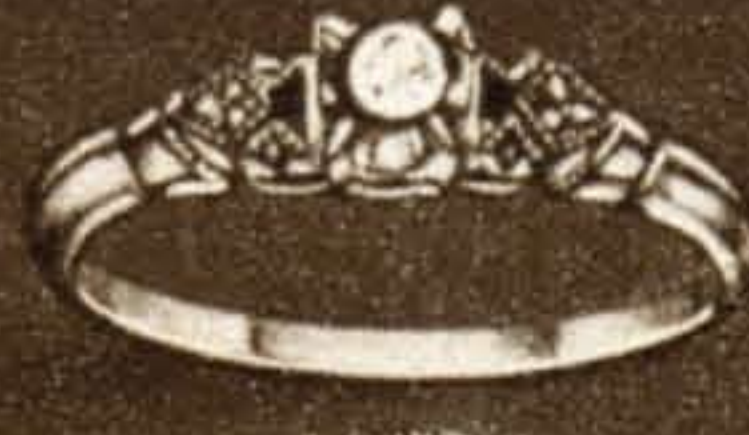
3 45.00



5 50.00



7 50.00



9 65.00



11 69.50



13 75.00



4 89.50



6 100.00



8 125.00



10 150.00



12 200.00



14 250.00

3 BRIDAL SET. 6-point, full-cut best quality centre diamond in pierced hand-engraved 14K yellow gold mount with 18K white gold shoulders. Matching hand-engraved 14K-18K gold wedding band.
11 V 1636—Set, delivered..... 45.00
11 V 1637—Engagement ring, delivered.... 37.00
11 V 1638—Wedding band, delivered..... 8.95

4 5-DIAMOND "PRINCESS" BRIDAL SET. 6-point, best quality full-cut centre diamond in 14K-18K yellow gold mount. 4 shoulder diamonds. Matching "Princess" wedding band in 14K-18K gold.
11 V 1654—Set, delivered..... 89.50
11 V 1655—Engagement ring, delivered.... 78.50
11 V 1656—Wedding band, delivered..... 12.00

5 3-DIAMOND BRIDAL SET. 5-point, full-cut best quality centre diamond with one smaller diamond on each shoulder. 14K yellow gold mount, 18K white gold shoulders. Wedding band is unusually attractive design in 14K gold.
11 V 1639—Set, delivered..... 50.00
11 V 1640—Engagement ring, delivered.... 45.00
11 V 1641—Wedding band, delivered..... 8.50

6 3-DIAMOND BRIDAL SET. 14-point, full-cut best quality centre diamond. 14K-18K gold mount with one diamond on each shoulder. Matching 14K-18K gold wedding band.
11 V 1657—Set, delivered..... 100.00
11 V 1658—Engagement ring, delivered.... 90.00
11 V 1659—Wedding band, delivered..... 12.00

7 BRIDAL SET. 6-point, full-cut best quality centre diamond in 14K-18K yellow gold mounting. Pierced shoulders, 18K white gold flowers. 14K-18K gold wedding band with one centre diamond.
11 V 1642—Set, delivered..... 50.00
11 V 1643—Engagement ring, delivered.... 37.50
11 V 1644—Wedding band, delivered..... 15.00

8 BRIDAL SET. 17-point, full-cut best quality centre diamond in 14K-18K yellow gold mount. 14K-18K yellow gold wedding band with 1 diamond.
11 V 1660—Set, delivered..... 125.00
11 V 1661—Engagement ring, delivered... 100.00
11 V 1662—Wedding band, delivered..... 25.00

9 BRIDAL SET. Engagement ring has 8-point, full-cut best quality centre diamond in 14K yellow gold mount with 18K white gold, hand-engraved shoulders. 14K yellow gold wedding band with 18K hand-engraved white gold top. Please state size.
11 V 1645—Set, delivered..... 65.00
11 V 1646—Engagement ring, delivered.... 53.00
11 V 1647—Wedding band, delivered..... 12.00

10 9-DIAMOND "MISS DEBUTANTE" SET—excellent value. 14K-18K yellow gold engagement ring has 14-point, full-cut best quality centre diamond and 6 shoulder diamonds. Wedding band set with 2 sparkling diamonds.
11 V 1663—Set, delivered..... 150.00
11 V 1664—Engagement ring, delivered... 120.00
11 V 1665—Wedding band, delivered..... 30.00

11 4-DIAMOND BRIDAL SET. 6-point, full-cut best quality centre diamond. 14K-18K mounting has white gold hearts on shoulder. Matching wedding band set with 3 diamonds. State size required.
11 V 1648—Set, delivered..... 69.50
11 V 1649—Engagement ring, delivered.... 43.00
11 V 1650—Wedding band, delivered..... 29.50

12 10-DIAMOND BRIDAL SET. 18-point, full-cut best quality centre diamond with 4 shoulder diamonds set in 18K white gold shoulders. 14K yellow gold mount. Matching 14K yellow gold wedding band has 5 diamonds, set in 18K white gold.
11 V 1666—Set, delivered..... 200.00
11 V 1667—Engagement ring, delivered... 150.00
11 V 1668—Wedding band, delivered..... 60.00

13 3-DIAMOND BRIDAL SET. 8-point, full-cut best quality centre diamond. Floral design, 18K white gold shoulders set with 2 diamonds. Classic 14K yellow gold mount. Matching 14K-18K wedding band.
11 V 1651—Set, delivered..... 75.00
11 V 1652—Engagement ring, delivered.... 67.50
11 V 1653—Wedding band, delivered..... 10.00

14 10-DIAMOND BRIDAL SET. Beautiful 14K-18K yellow gold engagement ring has 1/4-carat, full-cut best quality centre diamond and six sparkling shoulder diamonds. 14K-18K yellow gold wedding band to match is set with three diamonds.
11 V 1669—Set, delivered..... 250.00
11 V 1670—Engagement ring, delivered... 225.00
11 V 1671—Wedding band, delivered..... 40.00



15 10.95



17 15.00



19 8.95



21 8.75



23 10.00



25 13.95



27 15.00



16 22.50



18 8.50



20 32.95



22 12.00



24 4.95



26 8.95



28 5.00

15 WHITE ZIRCON BRIDAL SET. 10K yellow gold engagement ring set with one white-zircon. Matching engraved wedding band.
11 V 1405—Set, delivered.... 10.95

16 WHITE ZIRCON BRIDAL SET. 10K yellow gold engagement ring has large centre zircon, one smaller zircon on each shoulder. Yellow gold hand-engraved wedding band.
11 V 1407—Set, delivered.... 22.50

17 10K YELLOW GOLD BRIDAL SET. Engagement ring set with one white sapphire. Yellow gold hand-engraved wedding band.
11 V 1406—Set, delivered.... 15.00

18 WHITE SAPPHIRE BRIDAL SET. 10K yellow gold engagement ring set with centre white sapphire. Yellow gold engraved wedding band.
11 V 1408—Set, delivered.... 8.50

19 ZIRCON ENGAGEMENT RING. 10K yellow gold ring set with one white zircon. Heart design shoulders.
11 V 1409—Price, delivered... 8.95

20 ZIRCON CLUSTER RING. 10K yellow gold mount in a good weight, set with flashing white zircons.
11 V 1414—Price, delivered... 32.95

21 WHITE ZIRCON RING. 10K yellow gold "bow knot" mount set with half-carat white zircon. An unusually attractive ring, low-priced.
11 V 1410—Price, delivered... 8.75

22 FULL-CARAT WHITE ZIRCON RING. 10K yellow gold, one simulated ruby on each shoulder.
11 V 1415—Price, delivered... 12.00

23 3-STONE ZIRCON RING. 10K yellow gold mount set with 3 white zircons.
11 V 1411—Price, delivered... 10.00

24 WHITE SAPPHIRE RING. One white sapphire in attractive 10K yellow gold mount.
11 V 1416—Price, delivered... 4.95

25 FULL-CARAT ZIRCON in attractive 10K yellow gold ring with pierced and engraved shoulders.
11 V 1412—Price, delivered... 13.95

26 BIRTHSTONE RING. Good weight 10K yellow gold mount set with synthetic birthstone. State month.
11 V 1518—Price, delivered.... 8.95

27 FULL-CARAT WHITE ZIRCON RING. 10K yellow gold mount set with sparkling full-carat zircon, one smaller white zircon on each shoulder. In a graceful claw setting.
11 V 1413—Price, delivered... 15.00

28 LADIES' 10K YELLOW GOLD SIGNET RING. White gold top. Two initials engraved. State initials.
11 V 1594—Price, delivered... 5.00

INFORMATION ABOUT RING SIZES
Ladies' rings come in sizes 5 to 9. For sizes larger add 50c extra for silver, 65c extra for gold. If you are in doubt about size, please see "How to Measure for Rings" on Page 501.