



FINE QUALITY DIAMONDS FOR OVER 40 YEARS

When you buy her diamond you want the purity and beauty of the gem to reflect your deepest sentiments. Because it is a very important purchase, you want to be sure of full value for your money.

To be certain you get the best in diamonds—choose a diamond dealer you can rely on—such a dealer must have long experience to assure his expert knowledge; the test of time to prove his reputation for fair dealing and a guarantee that is fully reliable.

Simpson's have sold diamonds for more than 40 years and so the tradition of Simpson's quality is firmly established.

WHICH RING SHALL I BUY?

Size alone does not determine the value of a diamond. Color, Clarity, Cut and Proportion are important in judging the gem. Finest diamonds are Blue-White. The blue appearance is not pronounced but comes from reflection of light. Other qualities show yellow reflections. Simpson's sell only Blue-White diamonds.

CLARITY. A diamond is nature's most beautiful gem when cut and polished. As the diamond is a natural product it varies in color and quality. The best quality is classified as "A" quality and is Blue-White in color. Simpson's sell nothing but "A" quality diamonds.

CUT AND PROPORTIONS. Fine cutting adds much to the value of a diamond. A full cut round diamond has 58 mirror-like facets or surfaces which reflect the light. The degree of brilliance is determined by the precise tilt of each facet in relation to its neighbor and upon its expert polishing.

All Simpson's diamonds from \$29.50 up are full cut and correctly proportioned and finished for the utmost brilliance. Lower priced rings are set with single cut diamonds.

MOUNTINGS. Wedding ring and Engagement ring mountings are available as listed in either 18K, 14K, or 10K Gold. Centre and side diamonds are set in either 18K or 14K White Gold which intensifies their Blue-White brilliance and creates an illusion of greater size. 10K Gold mountings are made to a standard that insures years of satisfactory service. 18K and 14K Gold mountings, being heavier give extra wear insurance. Rings described as 14-18K are 14K Natural Gold with 18K White Gold setting.

DESIGN AND STYLE. Originality of design, excellence of handiwork, amount of finishing and polishing, constitute the major portion of the value of the ring. Simpson's fine rings owe their beauty to the amount of skilled handiwork that goes into the cutting of the design. The perfection of design and finish is in proportion to the price of the ring.

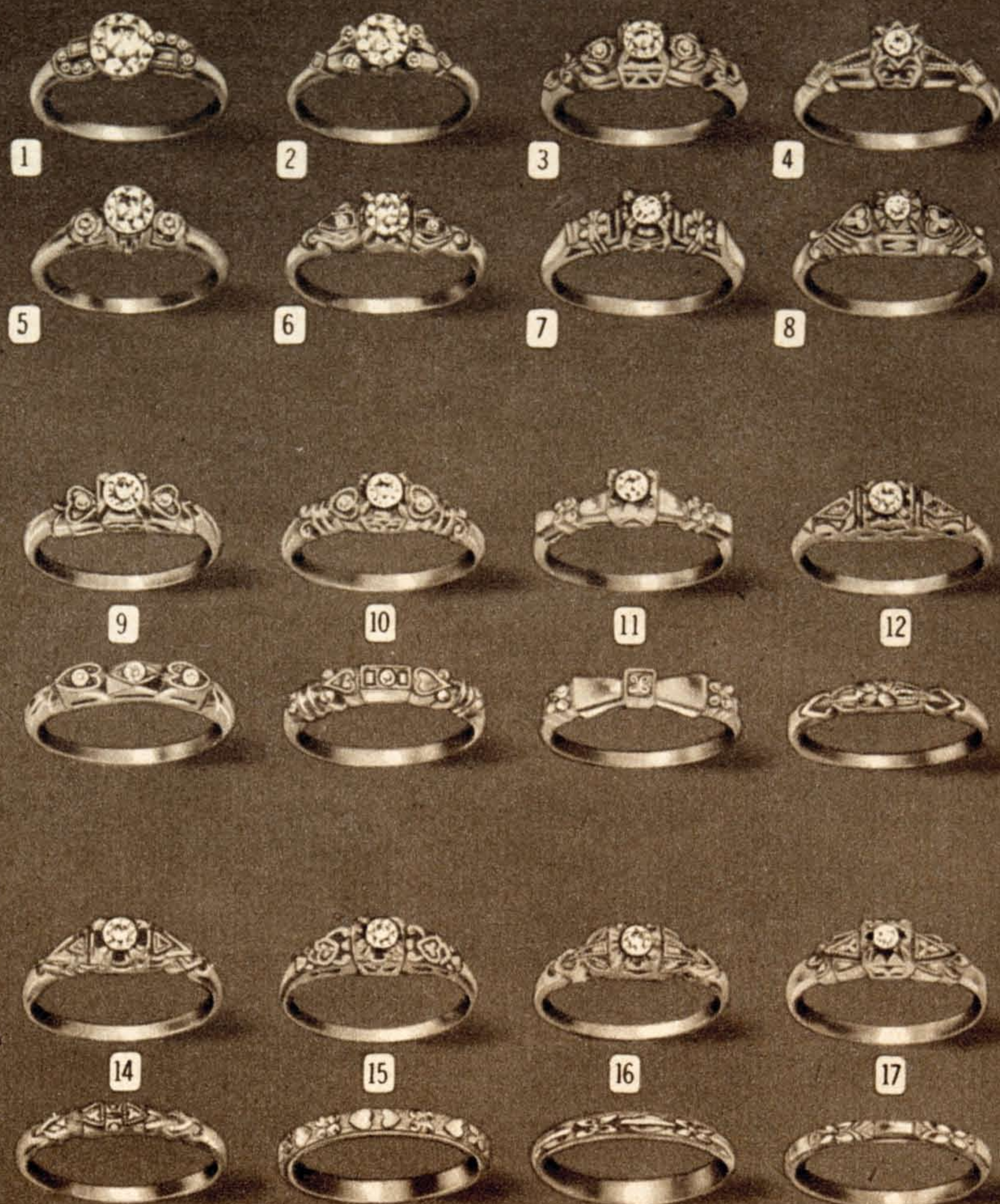
How To Order RINGS IN CORRECT SIZE.

If you know your ring size, state it in your order. We will mail your ring at once if the size is from 5 to 9 for women and 8 to 12 for men.

If you don't know your ring size, wrap a piece of paper $\frac{1}{8}$ -in. wide, tightly around middle point of ring finger. Cut off ends of paper so they meet exactly. Lay one end of paper on point (X) on chart alongside. Number at the other end is your ring size. Order your correct size.

FREE INSURANCE AGAINST LOSS OR DAMAGE

Simpson's provide, without cost to the customer, insurance against loss or damage on all diamond rings sold at \$50.00 or over. This insurance is good for a period of 1 year. Certificate outlining all details is given with each ring.



Engagement rings and bridal sets

[1] ENGAGEMENT RING. Large, superb round (brilliant cut) centre Diamond with 8 matching smaller shoulder diamonds. Unusually attractive swirl-shaped 18K White Gold setting with 18K White Gold baguettes, flanking the shoulder diamonds. Solid 14K Yellow Gold mounting. **11T601-360.00 Tax extra. 90.00**

[2] ENGAGEMENT RING. Large, flashing round (brilliant cut) centre Diamond with 4 matching shoulder diamonds for added brilliance. Lovely baguette style 18K White Gold setting with 14K Natural Gold mounting. **11T603-235.00 Tax extra. 58.75**

[3] ENGAGEMENT RING. A brilliant round (brilliant cut) centre Diamond with 2 smaller diamonds on the shoulders gives this engagement ring flashing beauty. 14-18K Natural Gold mounting with delicately engraved design on shoulders. **11-605-125.00 Tax extra. 31.25**

[4] ENGAGEMENT RING. An exquisite round (brilliant cut) Diamond in a distinctive modern setting. Solid 18K White Gold mounting with slim engraved and pierced shoulders. **11-607-39.50 Tax extra. 9.88**

[5] ENGAGEMENT RING. Gorgeous, round (brilliant cut) centre Diamond and two large matching shoulder diamonds. Distinctive, tailored style 14-18K Natural Gold mounting with 18K White Gold setting. **11T602-270.00 Tax extra. 67.50**

[6] ENGAGEMENT RING. Scintillating, round Diamond (brilliant cut) with 2 smaller diamonds on shoulders. Delicately fashioned 18K Gold settings intensifies the beauty of the stones. Solid 14K Natural Gold mounting. **11T604-190.00 Tax extra. 47.50**

[7] SOLITAIRE ENGAGEMENT RING. Superb round (brilliant cut) Diamond in a beautifully engraved setting. 14-18K Natural Gold mounting. **11-606-50.00 Tax extra. 12.50**

[8] ENGAGEMENT RING. Scintillating round (brilliant cut) centre Diamond in richly engraved setting. 14-18K Natural Gold mounting. **11-608-30.00 Tax extra. 7.50**

[9] 6 STONE BRIDAL SET. A truly superb set. Engagement ring has large round (brilliant cut) centre Diamond and 2 matching shoulder diamonds. Beautiful heart-shaped setting. Solid 14-18K Natural Gold mounting. Wedding ring of 14-18K Natural Gold is set with 3 flashing diamonds in matching setting. **11-609-Set.136.50 Tax extra. 34.13**
ENGAGEMENT RING. **11-610-96.00 Tax extra. 24.00**
WEDDING RING. **11-611-41.50 Tax extra. 10.38**

[10] 4-STONE BRIDAL SET. Daintily engraved setting with sparkling round (brilliant cut) centre Diamond, 2 matching shoulder diamonds. Solid 14-18K Natural Gold mounting. Matching wedding ring of 14-18K Natural Gold is set with one diamond. **11-612-Set.92.50 Tax extra. 23.13**
ENGAGEMENT RING. **11-613-77.50 Tax extra. 19.38**
WEDDING RING. **11-614-16.00 Tax extra. 4.00**

[11] MODERN STYLE. A bridal set of unusual appeal. Graceful, tailored setting with a round (brilliant cut) centre Diamond. Solid 14-18K Natural Gold mount. Matching wedding ring of 14-18K Natural Gold. **11-615-Set.59.50 Tax extra. 14.88**
ENGAGEMENT RING. **11-616-52.00 Tax extra. 13.00**
WEDDING RING. **11-617-8.95 Tax extra. 2.24**

[12] PIERCED SETTING. Delicate hand-detailed design on this engagement ring accents the sparkling Diamond. 14-18K Natural Gold mount. 14K Natural Gold wedding ring. **11-618-Set.50.00 Tax extra. 12.50**
ENGAGEMENT RING. **11-619-44.00 Tax extra. 11.00**
WEDDING RING. **11-620-6.95 Tax extra. 1.74**

[14] "VICTORY" BRIDAL SET. Heart and "V" setting with Diamond. 14-18K Natural Gold mount. Wedding ring with 18K White Gold design on 14K Natural Gold mount. **11-621-Set.40.00 Tax extra. 10.00**
ENGAGEMENT RING. **11-622-32.50 Tax extra. 8.13**
WEDDING RING. **11-623-8.25 Tax extra. 2.06**

[15] "HEARTS" BRIDAL SET. Heart design setting with brilliant Diamond. 14-18K Natural Gold mounting. Wedding ring is 14K Natural Gold. **11-624-Set.36.50 Tax extra. 9.13**
ENGAGEMENT RING. **11-625-29.50 Tax extra. 7.38**
14K. WEDDING RING. **11-626-7.50 Tax extra. 1.88**
18K WEDDING RING. **11-627-9.00 Tax extra. 2.25**
10K WEDDING RING. **11-628-6.50 Tax extra. 1.63**

[16] BAGUETTE STYLE SET. Brilliant Diamond with square shape setting. 14-18K Natural Gold mount. 14K Natural Gold wedding ring with White Gold panels. **11-629-Set.28.75 Tax extra. 7.19**
ENGAGEMENT RING. **11-630-22.00 Tax extra. 5.50**
WEDDING RING. **11-631-7.00 Tax extra. 1.75**
[17] BRIDAL SET. Sparkling Diamond in engraved blossom design setting. 14-18K Natural Gold. Wedding ring of 14K Natural Gold. **11-632-Set.23.50 Tax extra. 5.88**
ENGAGEMENT RING. **11-633-17.50 Tax extra. 4.38**
WEDDING RING. **11-634-6.00 Tax extra. 1.50**