



FACT: More Than 9 Out of 10
Customers Buy Their
Engagement Ring
At Nebraska Diamond
(You Will Too)

Surprised? Don't be. At Nebraska Diamond we so thoroughly dominate Lincoln's diamond jewelry market that more than 9 out of 10 people who shop at Nebraska Diamond buy at Nebraska Diamond. The secret of our success is simple: For what you'll pay at one of those other stores you could be buying a much larger diamond at Nebraska Diamond. In fact, our average diamond is 3 times bigger than theirs. Is it any wonder that our business has grown 800% over the past 2 years? That's why we say with absolute confidence: "You'll buy your engagement ring at Nebraska Diamond, too!"

At Nebraska Diamond we handle everything from the simplest gold wedding band to the most spectacular \$1,000,000.00 diamond and emerald necklace. With over 80,000 styles plus custom manufacturing, we satisfy even the most demanding customers with ease. Our warranty program is the finest in the industry, and the personal service and attention to detail you receive at Nebraska Diamond is unsurpassed. Our customers save so much money here that they send us thank-you notes and tell us that we are Lincoln's finest and most professional jewelry store. All we know is this: You'll recognize a Nebraska Diamond customer - her diamond will be 3 times as big.

Remember, more than 9 out of 10 customers buy their engagement ring at Nebraska Diamond. In a competitive market, that many people can't be wrong. Nebraska Diamond has reinvented the concept of large-diamond engagement rings. Come in and select yours.



NEBRASKA DIAMOND

Big Diamonds for a Small Price

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