



VALUE

Nebraska Diamond.
 The Ultimate Jewelry Store.
 We always have the largest selection.
 We always have the best prices.
 We always have the most in personal service.
 By now, everyone knows that.

Being the Ultimate Jewelry Store doesn't stop there.
 At Nebraska Diamond we give our customers something extra.

Value. Incomparable and obvious.

Value means delivering the finest quality jewelry at the lowest price.
 Value means making certain your purchase meets your highest expectations.
 Value means providing a lasting asset as well as an aesthetic pleasure.

Value. It's just one reason why more than 9 out of 10 people who shop at Nebraska Diamond buy at Nebraska Diamond. We dominate Lincoln's fine jewelry market.

When your mind's set on fine jewelry and second best just won't do, come see us at Nebraska Diamond. For the largest selection, the best prices, the most in personal service...

And Value.



**NEBRASKA
 DIAMOND**

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