

## Sartor Hamann Helps Students With Most Important Purchase

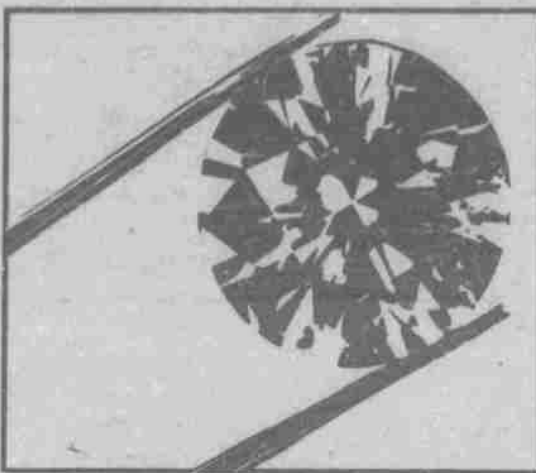
If you're planning to be engaged soon, it would be wise to consider the importance of your purchase. A diamond ring is something that will remain with you all your life with the specialness with which it was given. This sentimental value will become increasingly important to you. Equally important, however, will be the genuine value of your diamond. The process of selecting what could well be your most important purchase is often complicated, but knowing more about the nature of diamonds and the selection

process, can be in itself of great value.

If you decide to shop together, first visit your jeweler by yourself, and select a few diamonds in your price range. The jeweler will put aside those pre-selected rings and show only those when you and your fiancée come in together.

Remember, you must expect to pay more for your diamond today than your fathers or grandfather did, because diamonds have appreciated over the years.

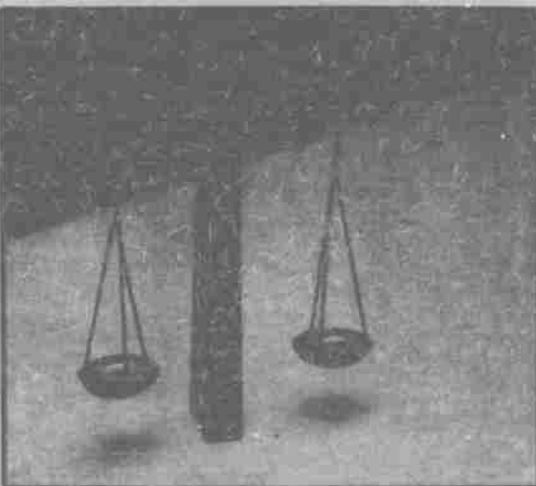
### "Four Cs" determine the value of diamonds



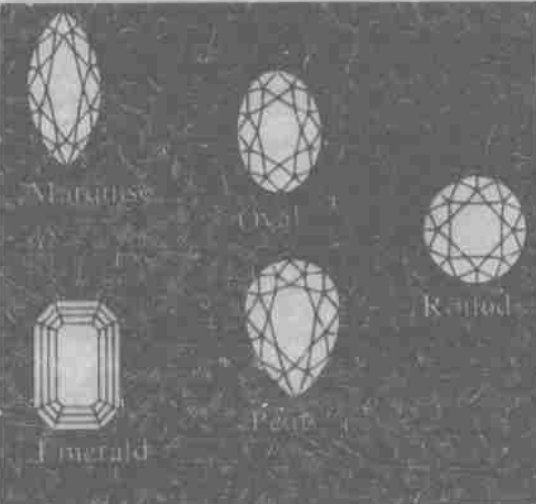
**COLOR** — Nearly all gem diamonds have some slight yellowish body color. The degree of this color, as it varies from colorless (the best grade) to yellowish, affects the price you pay. Occasionally diamonds termed "fancy" do appear with a definite body color of canary yellow, pink, brown, or sapphire blue. These, due to their rarity, command a higher price. Over the years, Sartor Hamann has accumulated one of the largest collection of fancy colored diamonds to be found anywhere.



**CLARITY** — Most diamonds contain natural imperfections; spots, bubbles, or lines included in the stone when it was crystalized from carbon millions of years ago. These imperfections are called "inclusions." Minute inclusions, seen only with difficulty under 10 power magnification, do not mar the beauty of the gem but will reduce the cost. The fewer inclusions in a diamond, the more valuable it is. Sartor Hamann shows you diamonds in a Binocular Gem Microscope.



**CARAT** — This is the unit weight used for diamonds. There are 100 points to a carat, so a diamond of 27 points is little more than a quarter carat. Of the "Four Cs," carat weight is the least important in determining diamond value. A fine one carat diamond may cost more than an inferior diamond of greater size. It is the cutting, color, and clarity factors that determine the per carat price of each stone.



**CUT** — Cut refers to the shape of a diamond and to the arrangement of its facets. The diagrams on the left show the popular diamond shapes. Marquise, pear-shaped and oval diamonds tend to look larger than round (brilliant) or emerald-cut diamonds of the same weight, but the round has more brilliancy. Cut is the most important of the "Four Cs" for anything less than an ideal cut will reduce both the beauty and value of the stone. Sartor Hamann specializes in the ideal cut diamonds that have been cut for maximum beauty.

### CUTTING: The most important factor in pricing a diamond.

By Bob Fixter

The cutting of a diamond should be regarded as more important than color or clarity in determining the value of a diamond. Diamonds are cut into exact mathematical formulas. The standard diamond has 58 facets placed in a precise geometrical arrangement. The facets act as a series of tiny mirrors, constantly capturing and reflecting light and bouncing it back through the top. Like a prism, a diamond breaks light into "fire" — every color of the rainbow.

Poorly cut stones permit light "leakage" and have too little fire to give the ultimate in beauty. A diamond cut too shallow to make it look larger loses brilliancy. The eye sees a ring of dull reflection instead of a well cut diamond. Too shallow a cutting may also make a diamond more fragile. Diamonds cut too deep let light leak through the sides and

appear black in the center when compared to an ideal cut diamond.

But few diamonds today are cut to what the fine jeweler considers ideal proportions. The average diamond is cut with too broad a top facet and at the same time the upper part of the stone is much too thin. This type of cutting yields stones that lack fire and sparkle. True, this permits a larger stone to be cut from the rough diamond than would be the case in ideal cutting. But the loss of beauty is too great. Its per carat value is considerably less than that of a diamond cut to ideal proportions for maximum beauty. Less than 1% of all diamonds are cut to ideal proportion.

Sartor Hamann specializes in these ideal cut diamonds. Let them show you the difference ideal cutting makes in the value and beauty of your diamond.



However, whether you go together or surprise her, learn all you can about how to buy a diamond before shopping.

A diamond is an investment in beauty; it is an investment in individuality — no two diamonds are alike. And, it is an investment in the future, because a diamond, the hardest substance known to man, is forever.

### Diamonds in the rough take time to prepare

By Don Hamann

The gem on your finger or in the jeweler's window was formed more than sixty million years ago. The diamond is basically carbon which is like graphite in your pencil. The difference being the diamond was formed under extreme heat and pressure over a period of millions of years.

The comparative scarcity of gem diamonds recovered in proportion to the tons of heavy rock removed and processed, all add to the cost and value of the diamond you wear.

Based upon the recent yields of five South African mines, it takes approximately 23 tons of blue ground to produce one carat of rough gem quality diamond. Of this one carat of rough diamond, more than fifty percent of the weight is lost when the diamond is cut to

scientific proportions.

At one time diamonds were cut by cleaving (or splitting) operation. Today, this method has been replaced by sawing. This is done with a special circular saw impregnated with diamond dust.

The next fashioning operation consists of "rounding" the diamond into the rough form of the finished stone. Finally, the skilled cutter places the individual 58 facets on the diamond by using a polishing wheel charged with diamond dust. Each facet has a definite angle in relation to the top of the diamond, and each facet should be highly polished.

Sartor Hamann buys very large lots of ungraded diamonds directly from the cutter. In doing so, they bypass a wholesaler in New York, passing the savings directly to the buyer.



The experienced staff of Sartor Hamann — Back row: Stan Kuta, Registered Jeweler; Joe James, Student Affiliate; Bob Fixter, Certified Gemologist; Gary Fox, Certified Gemologist; Don Hamann, Registered Jeweler. Front row: Susan Jacobson, Registered Jeweler; Rick Hamann, Graduate Gemologist; Teresa Hromas, Student Affiliate.

### 12 Good Reasons to Buy From Sartor Hamann

1. 90-Day Cash Refund Policy
  2. Comparable, Affordable Prices
  3. Customized Service
  4. Uncompromising Quality
  5. Qualified Personnel
  6. Variety of Finance Plans to Fit Your Budget
  7. No Interest Layaway Policy
  8. Quick Service
  9. Guarantee
  10. Comparison Grading System
  11. Insurance Option
  12. Trade-in Policy
- \*Bonus-free Lifetime Checking and Cleaning

*Sartor Hamann*

Sartor Hamann Jewelers has been serving the Lincoln community for 75 years. The University of Nebraska students have always been among our most valued customers. Sartor Hamann realizes that student finances can be somewhat limited, so a variety of financing plans can be tailored to fit anyone's budget.

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