



# NEBRASKA DIAMOND

## AN OPEN LETTER TO UNL STUDENTS AND FACULTY

When we first opened Nebraska Diamond we knew that if we offered a virtually unlimited selection of fine jewelry at the lowest market prices, backed that jewelry with a lifetime guarantee and unsurpassed service, and respected our customers by telling them the straight no nonsense truth about the jewelry they were considering, we would quickly dominate Lincoln's fine jewelry market. UNL students and faculty have played a major role in helping us to achieve our goal.

Our patrons know that for the best prices you have but one choice: Nebraska Diamond. Before you buy anything elsewhere, even at a so called "jewelry sale", come in and check our regular everyday price. Our price will be lower. If it is not, we will make it lower because it is our policy to regularly price our merchandise for less than you will ever find it on "sale" anywhere.

Our patrons know that for the best selection you have but one choice: Nebraska Diamond. We handle virtually everything: Over 20,000 styles of engagement and wedding rings. All watches from Rolex to Timex. Every kind and style of jewelry imaginable. We are like 1,000 jewelry stores in one.

Our patrons know that for the finest guarantee you have but one choice: Nebraska Diamond. Our written lifetime guarantee certifies the quality of your diamond in the terminology of the Gemological Institute of America, the industry standard for diamond grading for decades. You do not get the Nebraska Diamond guarantee at any other jewelry store in Lincoln.

When considering fine jewelry, you owe it to yourself to come in and see us. We treat every customer as an opportunity to show that Nebraska Diamond is a truly great jewelry store and a business with which you can deal in total confidence. We will never let you down. Just ask anyone who has ever done business with us.

We sincerely appreciate the overwhelming patronage of UNL students and faculty which we have been privileged to receive over the years.

Cordially,  
NEBRASKA DIAMOND

JOHN TAVLIN  
President



NEBRASKA  
DIAMOND

865 NBC Center 13th & O  
474-6400  
Member Firm GEMGROUP