

Sartor Hamann Helps Students With Their Most Important Purchase

If you're planning to buy an engagement ring 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 in which it was given. It is not unusual to be confused about this type of purchase; something so special requires a great deal of thought. With that in mind, here are some tips to help you in buying diamond jewelry-ware.

The first thing to look for is whether the jeweler carefully explains the different qualities of diamonds. There are many different ways to cut a diamond; some good, some not (see related article). You can get a bigger stone for a smaller price, but if the cut is not ideal, the diamond may lack the true brilliance hidden in it.

The next mental note to make is how the store shows you the stone. For you to make a conscientious decision, the jeweler should show you the stone. There are three ways to view a stone; one is with a microscope. This allows for the consumer to get the best look at the stone. The next is the eye loupe. And the third is the naked eye. Most stones have minute inclusion barely visible under



magnification, yet which do not mar the beauty of the stone. Please keep in mind that every gem has its own inclusion pattern as unique as your own fingerprint is to you.

Another distinguishing mark is the personnel. They should be kind and knowledgeable. You should ask

yourself whether they are answering the question you asked without loading you down with technical jargon. A mark of a good salesman is the ability to convey to you the answer in a way you can understand.

The fourth thing to look at are the store's policies. Check to make sure

the policies were clearly explained; if not, ask to see them in writing. Some of the policies to check are: A) the return policy — this varies greatly from store to store. Choose one that you feel comfortable with; B) the financing policy — check to see whether this is competitive to a bank or any other store. Also check to see if they will work with a student with no credit history; C) the layaway policy — most stores have limits to the amount of time they will hold something. Make sure this will fit your time schedule if you plan to use layaway.

The next item to check is the merchandise itself. Is it of good quality? Catalog selling is fine sometimes, but often times seeing it on your hand is the best way to judge a ring.

The next one is very important — Do you trust the store? There are other things to look for like insurance options or in-store repairing, but the above questions are some of the very important points to keep in mind to protect your special purchase.

And remember, shop around. Also check Sartor Hamann, supplying fine jewelry to the Lincoln market for over 80 years.

CUTTING: The most important factor in pricing a diamond

By Bob Fixter

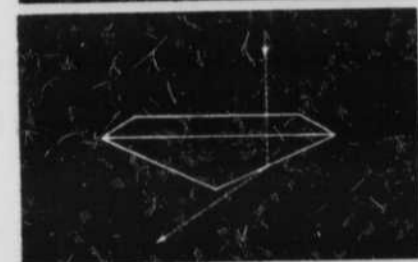
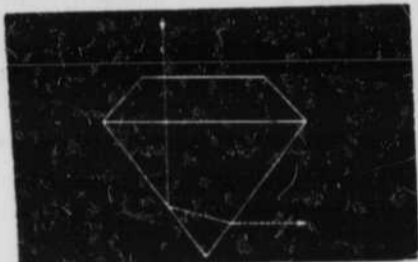
The cutting of a diamond should be regarded as more important than color or clarity in determining the value of a diamond. Diamonds are cut into exact mathematical formulas. The standard diamond has 58 facets placed in a precise geometrical arrangement. The facets act as a series of tiny mirrors, constantly 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 full 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 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.



Training Sets Us Apart . . .

Back Row: Bob Fixter, Stan Kuta, Lois Vech, Roxana Lucas
Front Row: Kay Porter, Karrie Hamilton, Margot Kelley, Mary Hossaini, Joe James

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