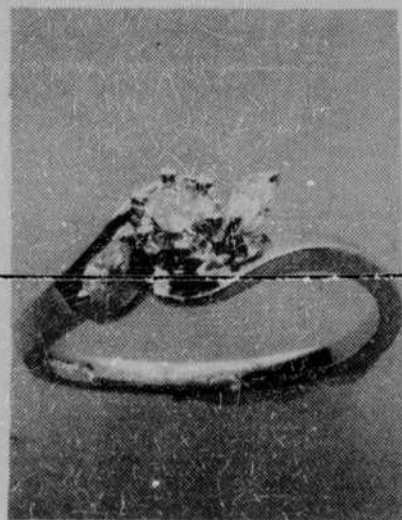


Sartor Hamann Tells You the Truth About Diamonds



When buying a diamond Sartor Hamann believes that the more you understand about diamonds and how they are graded, priced and set, the more likely you will become a Sartor Hamann customer.

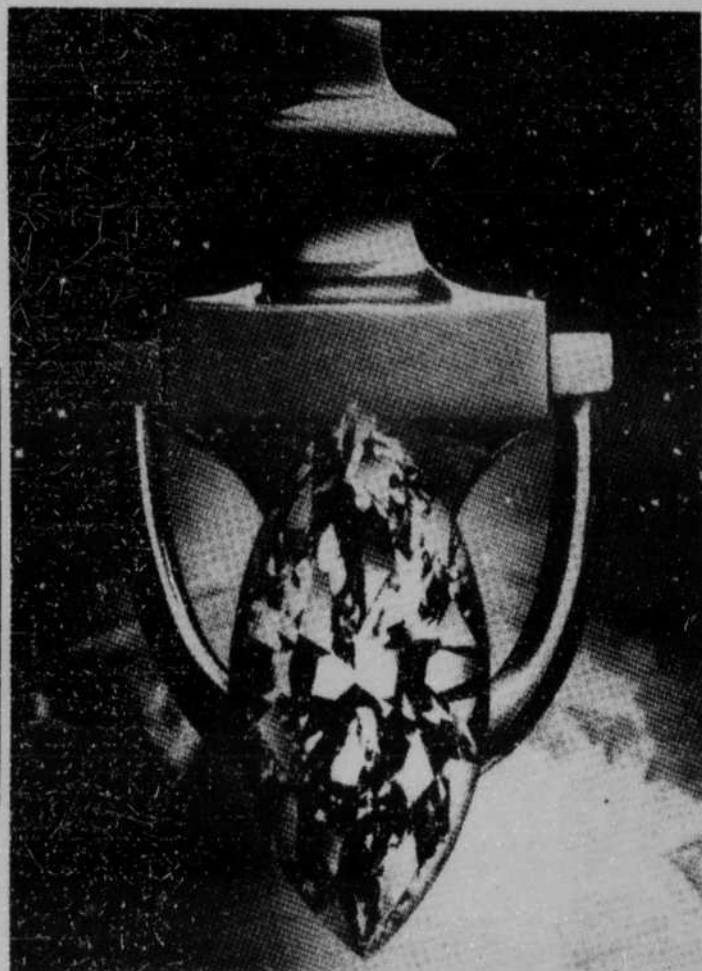
Many first time diamond buyers are skeptical and apprehensive about buying a diamond, because the value of the diamond is not easy to understand. This will probably be one of the biggest purchases you've ever made, so far. Sartor Hamann wants to help clear up your questions so that you can feel confident when you make your diamond purchase. After all, she will wear this ring for a life time.

There are many things to look for when choosing a diamond. The four C's, color, clarity, carat weight and cut are guidelines that have been constructed to assist you in your purchase. But the customer should decide which elements of the four C's are the most important to his individual needs. Maybe price is the most important factor, you may have a range you're working with. Of course you'll want the best diamond you can get within

your budget. Maybe one of the other C's is more important to you. The price of the diamond you choose will be affected by each of these aspects. Sartor Hamann can explain each of these to you, so that you can make an educated decision.

After you decide what characteristics of a diamond are most important to you, it's time to look at some diamonds under a microscope. Seeing a diamond under magnification is the best way to look at a diamond. Most

Sartor Hamann invites you to view our fine selection of diamond jewelry.



Sartor Hamann's in-store shop

diamonds contain inclusions. Every inclusion is as unique as your own finger print. The amount of inclusions in a diamond will alter the cost of the diamond. It is important to look at the diamond under a microscope. Even under magnification some inclusions can be difficult to find.

When viewing your diamond under magnification you can also get a good look at the cut of the diamond. This includes the size of the crown (top of the diamond), the pavilion (bottom), the girdle thickness as well as the size of the table. The diamond price will be reduced by a percentage, for a cut that is less than perfect.

The color of the diamond can be determined by comparing your diamond with a master set of diamonds that have already been graded for their color. The color of diamond that you choose, will depend on your own individual taste.

It's our hope at Sartor Hamann, that by sharing the truth about diamonds with you we will come to know you as a client. Since most people feel that they have a "friend" who can "get it wholesale," the least we will have achieved is to give you the tools by which you can thoroughly check values wherever you intend to shop, and then compare with our pricing. Unless your brother-in-law is a diamond cutter, you'll probably come back and see us.

Now that you know the different qualities of a diamond, what about the setting that it will go into? Sartor Hamann is again doing their best to earn your business. We not only can carry a large selection because of the amount of volume that we do, we can also design and make almost anything that you can dream of. We have our own shop, where our craftsman specialize in custom work.

We are very highly qualified. We have eight Registered jewelers in our Lincoln stores and also have a Graduate Gemologist and a Certified Gemologist on staff. These titles can only be obtained by the completion of courses given by the Gemological Institute of America or the American Gem Society. In an era when getting what you pay for is unheard of, Sartor Hamann would like to help you make a very sensible diamond investment.

For the price, quality and selection



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