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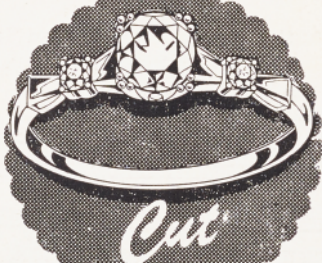
The 3 C's in Diamonds

We not only take pleasure in selling diamonds, we take pride in our knowledge of them and like to advise our customers why one diamond costs more, or less, than another. We tell you about the three "C's" and how they determine the price of any diamond ring you buy. COLOR, CUT AND CLARITY are as important as CARAT-WEIGHT. Investigate before you invest!

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