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Looking at facts on gold jewelry

Special offers for "gold" jewelry abound both on TV and in print ads. Suppose you are shopping for a gold necklace. You are shown three neck chains of a yellow metal. At first glance, they look alike. The style is the same, the color is almost the same, and they are about the same weight. The big difference is in price. Which should you choose?

Any one of the three could be a good purchase for you, depending on the quality and durability you want.

- Karat gold — The guidelines established by the FTC state that the word "gold" used by itself, means 24 karat (24K) gold. Because gold is a very soft metal, it is usually mixed with base metals to increase its hardness for jewelry. The karat marking tells you what percentage of gold is mixed with the other metals. If 14 parts of gold are mixed with 10 parts of base metal, the combination is called 14 karat (14K) gold.
- Solid gold — "Solid gold" is not the same thing as pure gold (24K). Solid gold means that the jewelry is not hollow. The proportion of gold in the piece of jewelry is still determined by the karat mark.
- Gold filled — Gold-filled jewelry is made from a base metal that has had layers of karat gold bonded to both sides like a sandwich. Such jewelry may be marked with the karat plus the abbreviation for gold-filled ("12K GF," for example).
- Gold electroplate — Some jewelry has gold deposited on its surface electrolytically. The FTC's jewellry industry guidelines state that this deposit should be termed "gold electroplate" if the thickness is equal to at least 7 millionths of an inch of fine gold. Any coating thinner than this must be described as "gold wash" or "gold flash".

For other information about jewelry, write for "Bargain Jewelry" or "Guides for the Jewelry Industry," Federal Trade Commission, Public Reference Office, Washington, D.C. 20580.

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