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Diamond Reception

Ring should be examined carefully

By **Tim Pearson**
Senior Editor

Forget the engagement ring. Forget the wedding band. If you're looking for a ring that says it all, stop looking now, says Chuck Kuba of Nebraska Diamond at 865 NBC Center at 13th and O streets.

"You're going out to buy an engagement diamond," Kuba said. "The ring, although it may be expensive, is not as much as the diamond."

"The ring part is the minor part. The real money spent is on the diamond."

And the diamond will have to be good if it's going to last a lifetime, said Bob Fixter, the general manager at Sartor Hamann Jewelry at 1150 O St.

"This is one purchase you're going to have to look at for the rest of your life," Fixter said. "Cars come and go; so do houses and apartments. In most cases, people keep their original diamond."

In picking out a diamond, buyers should look at the 4 C's of a diamond. They are: clarity, cut, color and carat size.

Most buyers aren't going to know their 4 C's when they walk into a jewelry store, though, Fixter said.

"It's a fun thing for the guy to go out and do," Fixter said. "It's not

something you research before you get one."

But both the prospective bride and groom should know what to look out for in a diamond. They always should request to examine the diamond apart from the ring, Kuba said.

When a diamond is set in the ring, the prongs can hide chips, imperfec-

ture industry is set up to basically deceive the customer."

Kuba said the industry had been experimenting with new techniques about which the buyer must know.

Deceptions that buyers should look out for are:

— the weight of the stone: Anything from 90 to 110 points can be called one carat.

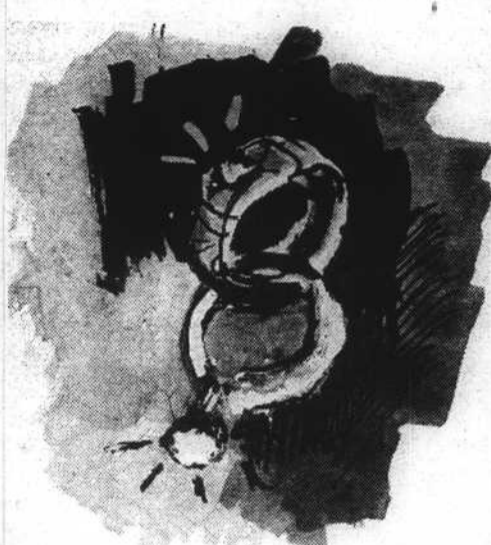
— laser drilling of diamonds: Drilling is done to bleach out imperfections. This should be disclosed to the buyer before purchase, Kuba said.

— clarity filling: With this technique, a resin can be injected into the diamond to fill a fracture. "If you don't know," Kuba said, "you can experience trouble if the diamond is exposed to direct heat."

— color enhancing techniques: For example, the stone can be radiated to make a yellow stone a very yellow stone.

But overall, Lincoln has a very good reputation, Kuba said. Buyers should be very cautious in larger cities.

"It's a business where it's extraordinarily easy to fool the customer. With a car, you get to drive it to hear anything rattle," he said. "It's very important to know who you're dealing with. I would want to be sure of what I'm buying."



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The 4 C's

Cut - Determines how well the diamond sparkles.

Carat - This is the weight of the diamond, not the size. Anything from 90 to 100 points can be called one carat.

Color - The best diamond has no color. Color enhancing techniques can change the color.

Clarity - The degree to which a diamond is free from natural imperfections. Clarity filling can cause trouble to a diamond exposed to direct heat.

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