

HURST'S

spring LOOK BOOK

www.hurstdiamonds.com



Exclusive 14K gold Journey
colorless diamond pendant
or earrings. 1/2 carat tw
Your choice \$999.99

NEW! 14K gold diamond
bridal set from Love Story®
\$3000

B

A

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For the one great love of your life!®

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High drama black diamonds.

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Color in full bloom!



Exclusion New!

A

Just for mom!
\$299⁹⁹



B

14K gold diamond
hoop earrings.
1/4 Carat tw
\$599⁹⁹



New!

D

Stylish pendant with enhanced
black and white diamonds.
\$599⁹⁹



C

Also available
in 2 carats tw.
1-1/2 Carats tw
\$2999⁹⁹

We have a
variety of credit
plans to suit
your budget!



A

1/4 Carat tw
\$299⁹⁹
1/2 Carat tw
\$599⁹⁹



B

1/4 Carat tw
\$259⁹⁹



H

1/4 Carat tw
\$249⁹⁹
1/2 Carat tw
\$499⁹⁹



D

New!

\$299⁹⁹



C

New!

\$269⁹⁹

Just
for Mom!

TOP NINE

Essentials for Spring!

So long winter blahs, hello Spring! Luminous diamonds set in gleaming gold put the gray days of winter behind you. Spring is in full bloom with luxe impossible to ignore. We love the return to glamour and the diamonds that make mere accessories into iconic style statements. Deemed "must haves" by fashion divas internationally, show stopping diamonds set your signature sparkle. Gold and diamonds withstand the test of time and continue to remain utterly fashion forward.



J

1/4 Carat tw
\$399⁹⁹

1/2 Carat tw
\$649⁹⁹



E

Exclusive

\$649⁹⁹



F

Exclusive

Your Choice
1/2 Carat tw
\$749⁹⁹



G

Exclusive

New!



What's Hot at Hurst's!



Beautiful, traditional diamond encrusted bands set your signature sparkle. To celebrate or just because. Perfect on its own or to compliment your engagement ring. We love the Linear™ collection by Aliya B. which slightly insets the center row of diamonds to give multi-dimensional shine. Whether you choose a band of delicately scattered diamonds or go for the clean sophisticated lines of a breathtaking row of princess cut diamonds, you'll possess something to be adored and admired for generations.

Hurst
FINE DIAMONDS
SINCE 1908

www.hurstdiamonds.com



A	1/4 Carat tw	\$400	E	1/2 Carat tw	\$799.99
	1/2 Carat tw	\$600	F	1 Carat tw	\$1399.99
	Also available in yellow gold.		G	1/4 Carat tw	\$599.99
B	1/4 Carat tw	\$400	H	1/4 Carat tw	\$650
	1/2 Carat tw	\$600		1/2 Carat tw	\$1100
	Also available in yellow gold.			1 Carat tw	\$2299
C	1/4 Carat tw	\$400	J	1 Carat tw	\$1999.99
	1/2 Carat tw	\$600			
D	1/2 Carat tw	\$1100			
	1 Carat tw	\$1799.99			

*Instant credit with completed and approved application. Alternate credit plans and layaways may require varying downpayments. These payments are examples only. The actual payments will depend on the individual purchaser's credit history and credit arrangements. We offer a revolving charge account on approval of credit. All payments shown in this circular are based on no previous balance on an existing account. While a required downpayment will vary on purchaser's credit history, payment terms will be between 3 to 4% of balance. Payments shown are based upon estimated payments varying from 12 to 30 months with an ANNUAL PERCENTAGE RATE OF 23.99%. All financing is granted by a third party credit grantor.



**FROM THE LEGENDARY LOVE®
IDEAL CUT DIAMOND COLLECTION**

- A 1/3 Carat tw \$699
1/2 Carat tw \$1450
- B 1/3 Carat tw \$800
- C 1/2 Carat tw \$1100
- D 1/2 Carat tw \$1450
- E 1 Carat tw \$4000
- F 1/4 Carat tw \$775
1/2 Carat tw \$1550
- G 1/4 Carat tw \$775
1/2 Carat tw \$1550



LOVE STORY

www.love-story.com



Celebrate romance,
celebrate diamonds!

Center diamonds
sold separately.

All 14K gold semi-mountings.
Center diamonds sold separately.
**FROM THE EPIC LOVE®
COLLECTION**



- H 1/2 Carat tw \$1500
- J Designer engagement
ring \$1100
- K Matching wedding
band \$600
- L Engagement ring with
European style
shank \$2000
- M Matching wedding
band \$1200
- N Designer engagement
ring \$1400



A



B

C



D



E

FROM THE ONLY YOU® COLLECTION

- A 14K gold bridal set \$3000
- B The exclusive Only You® Solitaire. From 1/4 to 1 Carat tw. Starting at \$1100
- C Diamond wedding band \$600
- D European style shank \$3600
- E 3/8 Carat tw \$1350
5/8 Carat tw \$2100
Also available in yellow gold.
- F 1 Carat tw \$2200
1-1/2 Carats tw \$3200
- G Princess cuts \$3250
- H Diamond wedding band \$600
- J Princess cut engagement \$2850



F



G



H

J

FOR THE ONE GREAT

STORY[®]

www.love-story.com



FROM THE ROMEO IN LOVE[®] COLLECTION

- A Marquise bridal set \$850
- B Trilliant bridal set \$1700
- C All three rings \$800
- D Bridal set \$1050
- E Gents' ring \$800
- F Bridal set \$900

FROM THE ONLY YOU[®] COLLECTION

- G Gents' band \$975
- H Gents' band \$975

Read the famous love stories that inspired the collections at www.love-story.com

LOVE OF YOUR LIFE![®]

Kristall Bridal Collection



We have a variety of credit plans to suit your budget!

Kristall's Russian diamonds are renowned throughout the world for their exceptional fire and brilliance. Mounted in exquisite 14K gold designer settings especially for the elegant bride.



- A 1/2 Carat tw \$1699.99
- B 1 Carat tw \$2699.99
- C 1 Carat tw \$2999.99
1-1/2 Carats tw... \$4599.99
- D 1 Carat tw \$3999.99
- E 1 Carat tw \$2999.99
Available in other carat sizes.
- F 3/4 Carats tw..... \$2199.99
1-1/3 Carats tw... \$3999.99



Complete with diamond grading report and elegant keepsake box.



The "Perfect" Diamond Collection

Colorless, flawless diamonds, complete with grading report.



- A \$299.99
- B \$299.99
- C \$299.99



We combine the romance, history and intrigue of Russia with the latest diamond cutting technology to create a jewelry masterpiece you will treasure for years to come!

KRISTALL Diamonds



Pendant, ring and earrings are also available in yellow gold.

Colorless Diamond Collection

Impeccable jewelry set with rare colorless diamonds that are graded D, E and F. Complete with grading report.



- D \$599.99
- E \$599.99
- F \$599.99
- G 1/3 Carat tw \$699.99
- H 1/2 Carat tw \$999.99
- J 3/8 Carat tw \$799.99

OUR STORE POLICY: If we run out of any advertised item during a sale, or should an item not arrive due to production or transportation problems, we will reorder for you at the sale price or offer you a better item at the advertised price. This does not apply to clearance and closeout sales when available quantities are limited. If you have a question concerning an ad, please contact the manager of the store. Some items not in stock are available by special order. A product of equal quality and attractiveness will be delivered if style shown is not available. This refers to all items advertised in this mailer. We are not responsible for manufacturer's shortages. We reserve the right to limit quantities. We take every precaution possible to reproduce the colors of the merchandise in our mailer as faithfully as modern high-speed printing will allow. Should a typographical error be found, we reserve the right to correct it. Many items throughout this mailer are photographed larger than actual size.

Many natural/genuine gemstones are processed and/or enhanced from the time they are extracted from the earth by one or more traditionally accepted jewelry industry practices. All natural/genuine gemstones sold in our store have probably been subjected to a stable and possibly undetectable enhancement process. All relevant information will be readily provided to the best of our knowledge. Prevailing market values are based on these accepted processes by the gem and jewelry trade. Created gemstones have the same chemical and mineral characteristics as their natural counterparts, the difference is they have been created in the laboratory.



1/2 Carat tw
\$1099⁹⁹



\$799⁹⁹



\$1299⁹⁹



\$399⁹⁹

TWO HEARTS[®]

COLLECTION

Complete with our Exclusive Limited Lifetime Diamond Warranty honored by members of Leading Jewelers Guild nationwide.

Brides
Pendants



\$399⁹⁹



\$299⁹⁹



1/2 Carat tw \$799⁹⁹ Also available in yellow gold.
1 Carat tw \$1499⁹⁹



1 Carat tw
\$2199⁹⁹

Complete with grading report. Available from 1/2 carat tw. to 2 carats tw. Also available in white gold.

We have a variety of credit plans to suit your budget!



1 Carat tw
\$1499⁹⁹

1-3/4 Carats tw
\$4299⁹⁹

JOURNEY
DIAMOND JEWELRY
WITH EVERY STEP
LOVE GROWS

SPECIAL VALUE

A

1/3 Carat tw
\$499⁹⁹
1/2 Carat tw
\$699⁹⁹

B

Exclusive

1/4 Carat tw
\$399⁹⁹

C

\$299⁹⁹

D

1/4 Carat tw
\$399⁹⁹

Also available
in yellow gold.

E

1/4 Carat tw
\$499⁹⁹

SPECIAL VALUE

FOR YOUR
PAST, YOUR
PRESENT
AND YOUR
FUTURE.

HOT LOOKS!

Spring into action with diamonds

2008 was a big year for jewelry on the red carpet. A trend towards more understated gowns meant that jewels stole the fashion focus for the evening. Instead of over the top glam gowns, many Hollywood A-listers opted for bold diamond encrusted jewels to make their style statement. We saw everything from fingers generously glazed in diamonds, to necks bejeweled in the luminous stone. This year, more than ever, is the year to add sparkle your signature look with diamonds!



14K gold
diamond hoops.
1/4 Carat tw
\$359⁹⁹

F



Exclusive
1/4 Carat tw
\$399⁹⁹
1/2 Carat tw
\$699⁹⁹



Your choice
1/4 Carat tw
\$179⁹⁹

H



SPECIAL VALUE

1/4 Carat tw
\$399⁹⁹
1/2 Carat tw
\$599⁹⁹
1 Carat tw
\$899⁹⁹

K

14K gold diamond
hoop earrings.
Also available
in white gold.

Diamond weights are approximate; ranges of sizes:
1/20 ct. = from .04 to .07
1/10 ct. = from .08 to .13
1/8 ct. = from .14 to .17
1/5 ct. = from .18 to .22
1/4 ct. = from .23 to .28
1/3 ct. = from .29 to .36
3/8 ct. = from .37 to .44
1/2 ct. = from .45 to .56
5/8 ct. = from .57 to .64
2/3 ct. = from .65 to .69
3/4 ct. = from .70 to .80
7/8 ct. = from .81 to .94
1 ct. = from .95 to 1.10
1-1/4 cts. = from 1.23 to 1.28
1-1/2 cts. = from 1.45 to 1.57
2 cts. = from 1.95 to 2.10
2-1/2 cts. = from 2.45 to 2.57
3 cts. = from 2.95 to 3.10



BLACK & WHITE

Diamond Collection Featuring Genuine White and Enhanced Black Diamonds



This spring is all about contrast and accessories that pop. Black & White, always a style standard, is igniting a fashion revolution in jewelry. The smoldering glow of black diamonds paired with white diamonds sparkling like stars in the midnight sky. The white diamonds absolutely pop around a frame of high drama black diamonds. Our collection of black and white diamonds are set in classic shapes that give your jewelry wardrobe a whole new attitude!



New!
A \$299⁹⁹



New!
\$249⁹⁹

New!
D \$599⁹⁹



New!
C \$699⁹⁹



New!
E \$699⁹⁹



New!
F \$499⁹⁹

I ♥ PINK!
Enhanced Pink Diamond Collection

Our enhanced pink diamonds start as 100% natural, white mined diamonds. A special high-tech process is used to achieve this beautiful pink shade.

G \$429⁹⁹
J \$279⁹⁹
H \$449⁹⁹



C
1/4 Carat tw
\$299⁹⁹



New!
B
\$399⁹⁹



New!
A
\$249⁹⁹



M
\$299⁹⁹

Blue Diamond Collection

Featuring genuine white and enhanced blue diamonds.



D
E
1/4 Carat tw \$399⁹⁹
1/2 Carat tw \$799⁹⁹
1 Carat tw \$1899⁹⁹
\$699⁹⁹



K
L
\$299⁹⁹
\$129⁹⁹

Be a Superstar!

Keep the Faith!



F
Also available in yellow gold.
1/4 Carat tw \$249⁹⁹



G
Three stone diamond cross.
\$169⁹⁹



H
Also available in white gold.
\$129⁹⁹



J
Also available in yellow gold.
\$349⁹⁹

Hurst
FINE DIAMONDS
SINCE 1908

www.hurstdiamonds.com

Genuine
Blue Sapphires
and diamonds!



14K gold.
\$499⁹⁹

14K gold.
\$599⁹⁹

Rainbow Gemstones!



14K gold.
\$299⁹⁹

14K gold.
\$199⁹⁹

Our favorite thing about Spring? Colors that go pop! Multi-colored gems are securely positioned at the top of the jewelry A-list. We've got spring playfully colored with naturally beautiful precious and semi-precious gemstones that blaze a trail of brilliant color! Our collection glows in the glorious colors of nature. Color is in full bloom this Spring and what better way to celebrate than to adorn yourself with a lush drape of semi-precious gemstones.



LORELEI created
blue sapphires.
\$299⁹⁹



F
\$149⁹⁹

\$279⁹⁹

Genuine
Pink Sapphires
and Diamonds!

\$249⁹⁹
Only \$25 a month!*



\$159⁹⁹

\$199⁹⁹

\$219⁹⁹

\$279⁹⁹

\$329⁹⁹

Sparkling Diamond Rings!

MEN OF STEEL!



New!

D

Stainless steel with black carbon fiber.
\$149⁹⁹



New!

C

Tungsten carbide with black carbon fiber.
\$199⁹⁹



New!

B

Stainless steel with black carbon fiber.
\$149⁹⁹



New!

A

Stainless steel.
\$79⁹⁹

Alternative metals have resurrected accessories for men and continue to push the style envelope. This spring we're premiering our brand new men's collection of alternative metal jewelry paired with Black Carbon Fiber. Black Carbon Fiber, once only seen gracing the dashboards of high end luxury cars, has been repurposed to flash forward men's jewelry into must haves for generation now. Fashion and luxury engineering have collided to create an edgy collection of jewelry for the man with his own sense of hard driving style.



New!

L

Tungsten carbide and stainless steel with diamonds.
\$399⁹⁹



K

Titanium with diamond.
\$99⁹⁹

N

Tungsten carbide with diamond.
\$149⁹⁹

M

Tungsten carbide with diamonds.
\$249⁹⁹



14K gold.
\$899⁹⁹

E

\$599⁹⁹

F

G

Comfort fit. Also available in white gold.
\$299⁹⁹



H

14K two-tone diamond band.
1 Carat tw
\$2199⁹⁹

J

14K gold.
1/2 Carat tw
\$1099⁹⁹





spring LOOK BOOK

- A Sterling silver and 18K yellow gold cushion cut Rose de France pendant..... \$199.99
- B Sterling silver and 18K yellow gold cushion cut Rose de France earrings..... \$199.99
- C Sterling silver and 18K yellow gold heart shaped Rose de France toggle bracelet \$199.99
- D 1/2 Carat tw \$999.99
- E 1/2 Carat tw \$999.99
- F 1/2 Carat tw \$999.99

www.hurstdiamonds.com

SC16A 16A Copyright 3-2008 Leading Jewelers Guild, Los Angeles, CA All diamond weights are approximate. See chart on page 11 for range. *See page 4 for credit information. Many items in this mailer enlarged to show magnificent detail. Prices may vary due to world market fluctuations on gold and diamonds.

Prices good until July 15, 2008. Items not in stock available by special order. Not responsible for manufacturer's shortages.

Celebrate Romance, Celebrate Diamonds!



Celebrating 100 Years of Service



Return Address:
Hurst Fine Diamonds
3140 Iowa #109
Lawrence, KS 66046

- LAWRENCE, KS
Pine Ridge Plaza Mall
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Consolidated
Mailing Corp.



Turn your broken jewelry
and old gold into cash!

See store for details.

FREE LAY-AWAY!

All major credit cards accepted!