



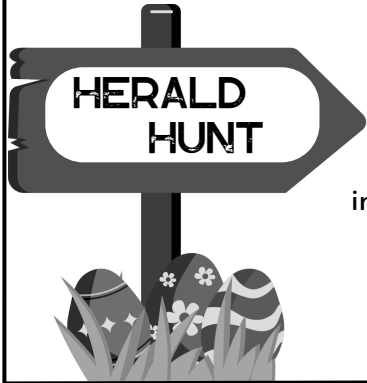
THE HARDWARE HERALD

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In celebration of Easter



we have randomly placed
10 GOLDEN HERALDS
inside 10 lucky customers monthly
mailer which is good for
20% OFF
A ONE TIME PURCHASE
(As always, gas, special orders and power
tools are not included in the sale)



We're pretty excited to offer a selection of locally grown seeds!

Victoria Parker, flower extraordinaire (and an all-around awesome lady), has been working her fingers off to bring you the very best for your garden. Seeds from **Diamond Hill LLC** boast at least three successful harvest seasons right here on Orcas Island, showing strong germination and reliable results. They're beautifully packaged and include clear, easy-to-follow planting instructions!



Advertising That Doesn't Add Up!

Bum weather, coupled with not having a daily job to get to, can make mindless TV and internet a little too attractive. Thank goodness for the mute button. Even with the sound off, though, it's hard not to notice the steady stream of advertising and how little of it seems to stick to anything like "truth in advertising."

You see it everywhere. Claims of 75% off, buy-one-get-one deals, and then, somehow, "we'll match any price" on top of that. There's a flooring company running ads right now making exactly those claims. Come on now. Then there are the ads that go even further, promising to cure things that aren't curable, usually tied to overpriced supplements offered "free" if you just pay shipping and handling.

It does make you wonder who creates these advertising campaigns, if not politicians. There are still a couple of examples of companies that seem to operate in the real world.

Costco is well known for keeping its maximum markup on direct cost to around 15%, along with a return policy that's become legendary. It's a straightforward approach that doesn't rely on inflated prices or constant "sales." Island Hardware & Supply follows a similar line of thinking, just on a smaller, local scale. The goal is to make a modest 3-7% pre-tax profit while paying employees a living wage. There isn't room in that model for 75% off sales or two-for-one gimmicks—but there is room for consistency and trust.

Legitimate businesses simply can't offer the kinds of deals you see advertised on TV, because those deals aren't grounded in reality to begin with.

In the end, with or without the sound on, some things just don't add up.



April Showers

Come get your
May flower bulbs,
seed potatoes,
onion sets, and
Territorial Seeds!

Tongue & Groove Wooden "Whiskey Barrels"

11.5"...\$22.99 20"...\$59.99
13"...\$29.99 23"...\$64.99
15"...\$36.99
18"...\$49.99



Copper Bullet Pocket Hose Deals!



Number One Expanding Hose
on the Market!

50'...\$49.99
75'...\$55.99
100'...\$64.99