



THE HARDWARE HERALD

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DOOR BUSTERS!



Dewalt batteries
(pair of monster 5 AMP lithiums) Save over \$90!

	<u>Retail</u>	<u>Sale price</u>
Dewalt batteries	\$231.85	\$139.99

Michigan Premium Ax

Thermal plastic rubber handle grip — Save over \$10!

Michigan Premium Ax	\$36.75	\$24.99
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Parabolic Heater 400/800
Silent heat where you want it! Save almost \$15!

Parabolic Heater 400/800	\$49.59	\$34.99
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12x16' blue tarp
Notice a little rain lately? Save over 30%!

12x16' blue tarp	\$13.20	\$8.99
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Jumper cables
Keep in your trunk to save your bacon or become a hero!

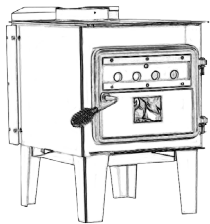
Jumper cables	\$21.25	\$15.00
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HEATING SEASON IS UPON US

We're stockpiling portable heaters upstairs. Most stores start "licking their chops" about now, anticipating many full retail stove sales this time of year. Not IHS. We're offering a 10% saving on all portable heaters throughout the entire rest of the year! Here's the catch: YOU have to ask for it. Read about it only in the Herald or learn by Island gossip. Have fun, stay warm, and save \$\$\$.



FEATURED STOVE



This month's featured wood stove has an interesting look. Love it or hate it—you choose. The **DUCK** is clean burning 260 lbs of a plate steel and brick wood stove that will efficiently heat your 700-1,200 sq ft area for \$599.99 including freight. That's over 50 bucks cheaper than Amazon when you include their freight! If something is missing or you have questions about your stove, would you rather call Amazon or us?

If you'd like to know me better, visit me at your favorite hardware.

The Duck 

GATE SPECIAL @ THE STORE

Premium red powder coat 1⁵/₈" 50" high 12'
6-rail w/hardware
Only 7 left: Only \$100 each!



ONLINE EXPERIENCE

My local supplier quit selling the very popular brand of coffee creamer in the local store. At 6:00 AM this morning, I began what was to be an almost effortless process of online ordering. I did not really mind that it was going to cost me about 20% more because I was to get free freight as long as I bought over \$75 worth at the elevated "free freight" rate.

Of course, my old password has been taken from me because I had not used it in the last 72 hours. The address of Island Hardware was not accepted by the computer. The polite young man in eastern Kansas tried to be very helpful but was totally useless. I'm sure he had at least 6 years at university and was still living in his mother's storm cellar.

As a last resort, I tried all the combinations that the computer guy said would not work and—"wal-lah"—\$62 worth of fine coffee creamer is now on it's way for a little over \$83 (including free freight). I, like many other "brick & mortar" shopkeepers, fear this online competitor. After all, I did not have to leave my easy chair for the whole hour and thirty-seven minutes it took to place the order.

A good friend told me how excited he was about buying two "MY PILLOWS." He'd spent \$100 that he really didn't have in the hopes of a good night sleep. A couple of days later, he called and ask if I had any of those over-the-counter codeine pain suppressant pills. He had an extremely sore neck in the mornings. Let's hope he gets some of his money back.

EXOTIC ANIMAL FENCING?

Anyone need 8' high galvanized game fencing? Order a 330' roll. Reg \$690. Your off-season cost per roll is only \$550.

SKIING & ECONOMIC STRATIFICATION?

© WARREN MILLER 12/28/2008

When I walked out of the Round House on Sun Valley's famous Baldy Mountain in 1947, I was followed by Gary Cooper, his wife Rocky, and their ski instructor to ride the single chair to the top. Several times during his vacation Gary said to me, "Be sure and come visit me in Hollywood when the snow melts. I'll even get you onto a movie set where I'm working."

I was instinctively aware that once the snow melted, we would have absolutely nothing in common, other than the fact that we both lived in southern California. After World War II, successful and rich unfortunately became very closely associated and rich became a very negative term to many people who weren't. I think that the definition that fits rich better is "Economic Stratification."

Gary Cooper was a very talented and financially successful movie actor while I was living in my 4x8 foot teardrop trailer in the Sun Valley parking lot and skiing seven days a week for less than 20¢ a day. However, when all of us were standing at the top of the mountain deciding which run to ski down, we were all equal and thus "economic stratification" was erased from our interactions.

I have never liked the term rich, because it has come to mean the owner of a multi-million dollar condo at a ski resort that is occupied for only a week or two a year.

Lately I have read numerous newspaper articles about "the haven for the rich and famous at the Yellowstone Club in Montana. Its gated community guards the super rich from being bothered by less fortunate people." I signed on as the director of skiing at the club two years before the first lift was installed because its 14,000 acres of private

property would continue to provide a wilderness experience for my children and my grandchildren. I bet my over-half-a-century reputation as an extreme sports movie producer that my own vision of the Yellowstone Club would someday become a reality. It has done that and then some. However, during the last ten years, there have been a few divorces amongst the over 320 members that have shattered their own lives. And then a contentious divorce by the founders of the Club, the Blixseths, has temporarily delayed the fulfillment of the dream that every member has come to expect. Having one of those ugly divorces in my own background, I know that when you split your married financial nest egg in half, it takes a long time to recover. And recovery at The Yellowstone Club is happening right now.

Almost every member that I know graduated from college, with a lot of student debt to pay off. While working at their first real job, they found a new way to do the same thing better and started working six and seven days a week—not eight-hour days, but ten to sixteen-hour days. The stories are legend about some of the early Microsoft days when a lot of the young lions slept on the floor in their cubicles for a few hours a night because they were so excited about what they were doing. "Economic stratification" began to separate them from their friends who only wanted to work eight hours a day, five days a week.

I have considered myself economically stratified ever since the age of fourteen when I delivered the Los Angeles Shopping News to Walt Disney's home in the Los Feliz hills adjoining Griffith Park. In 1937,

I could throw the paper over the wall to his house as well as the other economical stratified people who lived in his neighborhood.

In 1950, I borrowed \$100 from four friends to launch my motion picture company because no one person would loan me the necessary \$400 and thus my economic stratification has continued to this day.

Almost every member of The Yellowstone Club is a self-made, very successful person and can't avoid being "Economically Stratified." Can they pay more for a cup of Starbucks coffee than you can? Do they still drive all night to go skiing close to where they live when they don't have time for their Montana vacation? Yes, and they do that on a lot of weekends.

What would happen if one of the wealthiest people in the world showed up at Vail or Aspen with his wife and children? They would be mobbed by people wherever they went! The privacy that every member of the Yellowstone Club has earned by their hard work is highly treasured by them.

What if you are a skier, out of work and live in Detroit? You are temporarily economically stratified but you can still car pool to Boyne Mountain. If you can't afford to buy a lift ticket, you can climb to the top of the mountain as often as you want to and ski down at your own speed. A lot of skiers did that in the 1930s and '40s until we could afford to buy a \$2 rope tow ticket. With the help of gravity, everyone is equal at the top of any mountain. How you got there is up to you. The only inequality at a ski resort is where the various levels of "Economic Stratification" will get to sleep after their day of skiing or snowboarding.

QUIET PROFESSIONAL HEAT/COOL UNIT ONLY \$1,100 AT THE STORE

This unit is designed for hotels, offices, apartments, nursing homes, schools, and even "Man Caves." It is self contained including 16"x42" wall sleeve, 9,000 to 12,000 BTU cooling & 220v 3 kw heating. All you need is a plug and a building that needs to be "comfy."

