


LANDSCAPE ARCHITECT AND
GARDEER
Rosetta \& Con Rosetta \& Con, 104 East 2nd Street We carry a full tine of trees, shrub-
berry, fowers. Fiantt, frutt trese and
small fruit. We grade your lawn ard plant it for you grade your lawn ard
We also introduce the famous Jup
bue gras. See us at once for your
spring work. All work dong by prow fessional architects and gandeners
No job tow large or too mall. New Lamp Burns 94\% Air Beats Electric or Gas A naw oil tamp that gives an amazz
insly brilliant, oftt, white light, even





 cone a tamp on io dye FREE trial
or even tive one pre the frit
user in each locality who will help



## Confidence and Prosperity Doubt and Stagnation

## Continuing our policy of FAIR DEALING, we cannot claim

 prices in our line are as low as they will go, but they are sufficiently reduced to warrant anyone in continuing his line of activity at prevailing prices.By so doing he will prosper, while to continue the use of worn-out equipment or material waiting for greater reductions means stagnation or loss.

Talk to us about your particular problem and merchandise necessary to carry on your household and business requirements and

We Will Be Fair in Advising You

## Rhein Hardware Co.

## Why Keep Advertising?

"Things are slow this time of year; why should I advertise now?" is the question a man asked me one day last week.

That man has driven an automobile. He knows that you can't start an automobile on high. First, you get the engine going; then you "put her in low." When she's moving a little faster, you change her to second speed and finally, when the wheels are going round at a pretty good clip, you shift into high.

Why is this? Because an automobile is a heavy load weighing thousands of pounds. It takes time and lots of power to get that big piece of metal started and rolling along smoothly and rapidly. You can't start an automobile right off at sixty mlies an hour.

In the same way you can't advertise today and have
the orders you want on your desk tomorrow evening.
People don't do business that way. You have to tell them
what you want to sell and keep on telling them many times over to get their orders. Some people are harder to start than automobiles and they move more slowly.
Some Herald readers are just as anxious to buy your goods as you are to sell them. But they don't know about 'em. Tell them what you have got. Start in at them. But they dont know about em. Tell them what you have got, Start in at
once. Tell them facts in your advertisem ent every week and when they are placing once. Tell them facts in your a
orders-YOU'LL GET YOURS.

## The Alliance Herald

