



**LADIES' NIGHT**

Wednesday,  
May 9  
4:00 pm–Closing  
*see page 2 for details*



**Household Items  
and E-Waste  
Collection**

Saturday, May 19  
Mission St. Store  
*see page 9 for details*



**Hardware  
Happy Hour**

Tuesday, May 22  
4:00 pm–Closing  
*see page 4 for details*

COLE HARDWARE'S

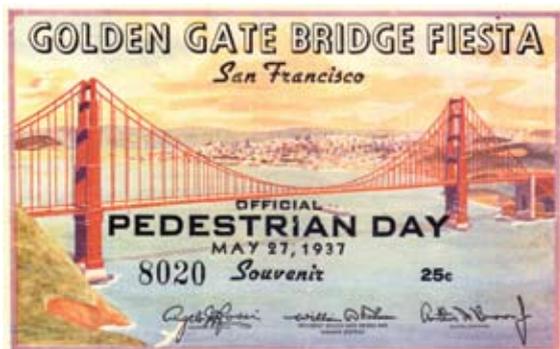
# Hardware Hotline

May 2012

NEWS AND VIEWS FROM AROUND THE STORES

## Happy Birthday, Golden Gate Bridge!

Other than Dave Karp, the Golden Gate Bridge is probably the most universally recognized symbol of San Francisco, although Dave's a good 20 years older than the bridge. Rumor has it that the bridge design was inspired by the COLE HARDWARE logo. © On May 27, 2012, the famed Golden Gate Bridge turns 75, marking the day in 1937 when "the bridge that couldn't be built" officially opened to worldwide admiration and acclaim. The bridge's diamond jubilee will be feted with a waterfront celebration that will include a surprise grand finale.



The bridge is named after the Golden Gate strait, which is the entrance to the San Francisco Bay from the Pacific Ocean, leaving many to ponder why the bridge is characterized by its unique orange-vermilion color. Consulting architect Irving Morrow chose the distinctive color, also known as "international orange," for the bridge because the warm orange color was consistent with the warm colors of the surrounding natural landscape and contrasted with the cool colors of the sky and sea. The bridge color *continued on page 2...*

## Meet Our Native San Francisco Crew!

Longtime *Hardware Hotline* readers are probably familiar with our annual "We Speak Hardware" issue in August that celebrates all of our crew members who speak a second language, with most having been born in another country. This month, as we celebrate the iconic Golden Gate Bridge, we thought it would be fun to feature our crew members who were born in San Francisco.

More than 35% of San Francisco's population is made up of people born in another country—this demographic mirrors our crew, too. San Francisco is a transient city, with many residents relocating here to enjoy everything the City has to offer: the culture, the food, the



*Our second generation inventory manager, Mia, was born at Kaiser Hospital, and her family lived in Noe Valley for many years.*

beaches, the kick-back lifestyle, and the energy of a much larger city, yet compact in its 49 square miles. While we couldn't find any official numbers on how many residents were actually born here, when you think of all of the people that you know, the number of those who were born here is probably rather small.

We salute our native crew and appreciate all that they do in our stores: mix paint, grind keys, cut glass, solve plumbing problems, rekey locks, answer all kinds of questions, and provide excellent customer service. Most important, they share their knowledge with customers and *continued on page 5...*

San Francisco  
small  
**business**  
week

May 14–20

While large corporations in the City, across the country, and in the world tend to make the most headlines, the foundation of San Francisco's economy rests on the shoulders of its thousands of small businesses. There are lots of us serving our neighborhoods, other small businesses, government agencies, the City's many institutions, and more. We do it day in and day out, without making too much of a fuss, and without any special incentives coming our way.

For one week each year, the City expresses its appreciation, focusing the spotlight on the many great small businesses in our City during Small Business Week. San Francisco Small Business Week (SF SBW) is part of a national celebration of the contribution of small businesses and entrepreneurs.

Join this inspiring free annual event that honors small businesses' contributions to San Francisco's prosperity, and connect with more than 4,000 members of the small business community! A series of educational and networking events that inspire, educate, and connect the business community will take place this week. See page 3 for a list of some of the events, and for further information, visit [www.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.com).

We've also teamed up with some of the great businesses belonging to San Francisco Locally Owned Merchants Alliance (SFLOMA) to offer special deals, shown on page 3, to *Hardware Hotline* readers. We encourage you to take advantage of these great offers and support a local small business!

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# LADIES' NIGHT

Wednesday, May 9

4:00 pm–Closing

**20% off\***

Enjoy a glass of our Cutting Edge wine and a 20% storewide discount\* as you shop our stores.



- See SodaStream™ in action.
- Find out more about our Urban Gift Registry.
- Win valuable prizes in our raffles.
- Get answers to your home repair questions.
- **Receive a free fashionable hot/cold cooler lunch tote with a \$20 purchase, while supplies last.**

\*Discount does not apply to gift cards, Clipper cards, meter cards, special orders, or sale merchandise. Not valid with coupons or other offers.

## Dress for Success Donation Drop-Off

Our Ladies' Night will also serve as a donation drop-off for Dress for Success, whose mission is to promote the economic independence of disadvantaged women by providing professional attire, a network of support, and the career development tools to help women thrive in work and in life.



Founded in New York City in 1997, Dress for Success is an international not-for-profit organization offering services designed to help their clients find jobs and remain employed. Each Dress for Success client receives one suit when she has a job interview and can return for a second suit or separates when she finds work.

Our lifestyles and even work attire have become so casual over the last few years, many of us have professional clothing that we no longer need. This is your chance to help someone in your community who can use this clothing.

The following is a list of appropriate clothing and other items acceptable to donate. A tax donation form will be provided at the time of your donation.

- Matching suit (jacket and pant/skirt)
- Interview-appropriate blouses, skirts, slacks, and dresses
- All clothing must be on hangers—no bags, please.
- Work-appropriate shoes
- Jewelry and scarves
- Handbags (briefcases, portfolios, or work-appropriate handbags)

## Happy Birthday, Golden Gate Bridge!

...continued from page 1

also provides greater visibility for passing ships.

How can you paint your bedroom international orange? It's easy! Just go to any COLE HARDWARE paint department. Our crew members are able to mix the formula as provided by



the bridge's official website: 0% cyan, 69% magenta, 100% yellow, and 6% black.

Tweet us a photo of yourself in front of the Golden Gate Bridge for 100 bonus points applied to your Rewards card (@colehardware). Wear a COLE HARDWARE T-shirt in that photo for 150 bonus Rewards points!

**Oak Brook**  
**SINGLE-HANDLE KITCHEN FAUCET**  
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 • Brass waterways  
 • CD valve  
 • Includes matching soap dispenser and faucet hole cover  
 • Brushed nickel finish  
**\$89<sup>50</sup>**

**Premier**  
**DOUBLE-HANDLE KITCHEN FAUCET**  
 • Cast brass body  
 • Dependable ceramic disc technology  
 • 1/4-turn operation  
 • 8" centers  
 • 1/2" IPS connections  
 • Includes matching spray  
 • Brushed nickel finish  
**\$61<sup>50</sup>**

**Oak Brook**  
**SINGLE-HANDLE LAVATORY FAUCET**  
 • 4"  
 • Water-saving 1.5 GPM aerator  
 • Ceramic cartridge with metal lever  
 • Brushed nickel finish  
**\$59<sup>50</sup>**

**Oak Brook**  
**DOUBLE-HANDLE LAVATORY FAUCET**  
 • 4"  
 • Water-saving 1.5 GPM aerator  
 • Ceramic cartridge with metal lever  
 • Brushed nickel finish  
**\$59<sup>50</sup>**

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## "Pamper Me" Raffle

Enter to win a "Pamper Me" gift basket this month, simply by bringing in this entry form on your next visit. The "Pamper Me" prize includes a bottle of our Cutting Edge wine, our gourmet chocolates, a back scrubber, a fragrant

candle, a bar of Mrs. Meyer's Clean Day sweet-scented soap, and a few more goodies. Give it to Mom or indulge yourself.

All those who enter the raffle with this form will additionally receive 150 bonus Rewards points! The drawing will be held on Saturday, May 12.



### Entry Blank

**Win a "Pamper Me" Gift Basket!**

Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

*One gift basket will be given away at each store. Drawings will be held May 12, 2012.*

# SFLOMA PARTNER OFFERS



Take advantage of these great offers and support a local small business! For more information on San Francisco Locally Owned Merchants Alliance (SFLOMA) visit [www.sflo.ma.org](http://www.sflo.ma.org).

## San Francisco Small Business Week Events

**Monday, May 14**

### Flavors of San Francisco

Eat, drink, and be merry at Flavors of San Francisco, S.F. Small Business Week's kickoff event. Join the festivities for a fun-filled celebration in the City View Room at the Metreon. Meet and mingle with more than 1,000 small business owners and community leaders. Connect with dozens of business resources. Savor and sample food from San Francisco's local restaurateurs.

Please note that there will be a \$10 admission fee for Flavors of San Francisco this year.

**Tuesday, May 15**

### Small Business Award Ceremony

In 2012, the Small Business Commission will once again team up with the mayor and the San Francisco Board of Supervisors to honor and recognize an exceptional small business from each of San Francisco's 11 districts and City-wide.

**Wednesday, May 16**

### Small Business Conference

The third annual Small Business Conference will again be a daylong event where small business owners can choose from more than 40 free workshops and seminars designed specifically for them. Topics include finance, green business, marketing, technology, social media, healthcare, manufacturing, procurement, and more! This session will be held at San Francisco State University's Downtown Campus in Westfield Centre.

**Thursday, May 17**

### MEGA Make Contact LGBT Mixer

The evening celebrates the impact of the LGBT business movement! Mingle and meet members of the premier networking groups in the San Francisco Bay Area while enjoying some of the City's fine food and wine.

**Friday, May 18**

### SFEDA and S.F. Small Business Week Mixer

This is a new Small Business Week event hosted by the San Francisco Economic Development Alliance (SFEDA), a collaboration of nonprofit organizations that provide training, funding, and ongoing support for small and micro businesses. Come mingle with your fellow conferees at this "no host" mixer and learn about some terrific local business resources.

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# WHAT'S UNIQUE?



## Fashion Cooler Tote

Carry your picnic to the park or the beach in style! These fashion-forward cooler bags are generous enough to carry wine, food, a picnic blanket, and more. Choose from a “mock croc” pattern in black, pink, or brown. (Sku 926205-7, \$19.99)



## The VinniBag™

VinniBags are versatile travel accessories that transport bottled liquids and other fragile items. Inflation chambers suspend contents in an *air cushion*, protecting against both impact and leakage. The chambers conform to the contents—whether a single bottle or multiple items—and the inflation can be varied from none at all to full protection. Engineered to withstand significant fluctuations in altitude and temperature, VinniBags meet all TSA and airline requirements, too.

Whether you're a frequent flyer or extreme sports enthusiast, a VinniBag is a great travel companion for anything that can break or leak. From wine, spirits, and olive oil to perfume, crystal, and figurines, you can protect one item or several small items. Contents are isolated, immobilized, cushioned by the air chambers, and sealed by a specially designed closure. It only takes a minute to inflate and seal a VinniBag. Toss it into a suitcase, your car trunk, or a backpack and you're ready to go. (VinniBags double as a great headrest, lumbar support, and bath pillow, too!) (Sku 646851, \$27.99)

## Mother's Day Gift Ideas!

If your mother is a wine connoisseur, we've assemble these great wine accessories for her, so she'll enjoy her wine even more.

## Corkcicle®

You can maximize your investment in a bottle of wine by serving it at the perfect temperature. At the right temperature, you'll experience the intended flavors that were carefully crafted into each bottle. Too cold, and the wine's uniquely crafted complexities could be masked. Too warm, and the flavors may take a back seat to the alcohol. The answer to this perplexity? Corkcicle. Placed inside the bottle, Corkcicle chills the wine from the inside. No need for an ice bucket, and Corkcicle is simple to use. (Sku 646850, \$24.99)



## Hardware Happy Hour

Tuesday, May 22  
4:00 pm–Closing

**TWO FOR TUESDAY**  
BUY ONE,  
GET ONE  
FREE



Celebrate with us at our Hardware Happy Hour at all COLE HARDWARE locations. Enjoy a free glass of our Cutting Edge wine and sample our gourmet chocolates as you peruse the aisles for your shopping needs. In addition, we will be offering some incredible Two for Tuesday deals—buy one, get one free—on many of the everyday items you purchase regularly throughout the year, along with some one-day-only sales on special items.

Barbecue season will be in full swing at COLE HARDWARE, so you can check out our Weber® Shoppes and all of the new items to make this grilling season your most savory to date. We hope you can make it!

## wine



## Soirée™ Bottle-Top Wine Aerator

Wine enthusiasts know that a wine aerator can greatly enhance the taste of wine by mellowing the acidity of younger wines or bringing out flavors of older wines. A natural extension of the bottle, the Soirée wine aerator is made of hand-finished, hand-blown glass. The proprietary glass is blended for strength and beauty and fits conveniently right in the bottle top.

Conventional aerators inject air in an artificial manner that can disrupt the integration and flavor of wines, while the Soirée uses gravity to gently infuse oxygen into the wine. The Soirée can be poured at varying angles to adjust the amount of aeration. The more inverted when pouring, the more air the wine receives; when poured at a low angle, most white wines will benefit.

Suitable for a formal dinner or for enjoying an individual glass of wine, Soirée makes an ideal hostess gift. Two interchangeable gaskets are enclosed to allow Soirée to fit into any standard bottle of wine. (Sku 6209910, \$20.99)



Mission Street's Beatriz and Any Lizeth with their sons, Luis and Luis.

# WHAT'S UNIQUE?

## Giants Burger Press

Brand your burgers with this hamburger press. Perfect for tailgating or a backyard barbecue. (Sku 869850, \$13.99)



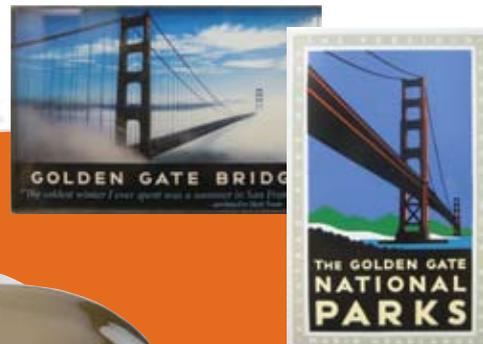
## Giants Toaster

Coming mid-May, your toast pops up toasted with the Giants logo. (Sku 601601, \$29.99)



## Golden Gate Bridge Magnets

Perfect to give to out-of-town guests as a memento from a San Francisco vacation or to keep on your own refrigerator to hold school artwork. Assorted designs. (Skus 653750, 64-65, \$4.99)



## San Francisco Pride

Native San Franciscan or not, everyone will enjoy this fun, major-league San Francisco swag!



## Giants Phone Case

Smartly cover your smartphone with an iconic phone case. Choose from the Giants logo or the ballpark. Fits 4 and 4S iPhones. (Skus 369800-1, \$19.99)



## 49er Hard Hat

The Golden Gate Bridge was the first construction site where hard hats were worn. Show your City pride with this 49er hard hat. (Sku 635230, \$36.99)



**Oscar**  
Mission Street's Oscar was born at St. Luke's Hospital and attended Marshall Elementary School.



**Larry, Rene, Thomas, and Aundrea**  
Larry in Repair Referral was born at Mt. Zion Hospital; Cole Street fixture Rene was born at the French Hospital and grew up in the Richmond; Thomas grew up in the Haight-Ashbury neighborhood and attended John Muir Elementary; third-generation Aundrea was born on Super Bowl Sunday in 1990 when the 49ers beat the Bengals!

## Meet Our Native San Francisco Crew!

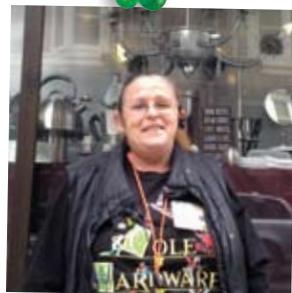
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colleagues alike in plumbing, carpentry, electricity, gardening, and much more.

Our Cole Street location boasts the most native crew members with seven; Cole Fox has three; and Mission Street and Polk Street each have one. So if you're a San Francisco native, too, the next time you are in, introduce yourself to one of the fine professionals pictured here! And enjoy the fun San Francisco swag shown above that you'll find in our stores.



**Beverly, Shel, Emily**  
Beverly attended Redding Elementary School; longtime Cole Street store manager Shel was born at the French Hospital and attended Lawton Elementary, until his family moved to the suburbs of Daly City; Emily is a fourth-generation native who is proud of her Bay View roots.



**Sharon**  
Cole Fox's Sharon was born at Mary's Help Hospital and attended Monroe Elementary and Washington High School.



**Taylor and Will**  
Newlyweds Taylor and Will were both born at St. Luke's Hospital and met while working at Cole Fox Hardware downtown.



**Felicia**  
Polk Street's Felicia is a third-generation San Franciscan, was born at St. Luke's, and has lived her entire life in the Excelsior District.

# FROM THE GARDEN CENTER

Visit our garden centers at the Cole Street, Polk Street, and Missions Street stores.



## In the Garden with Rick

Rick can be found at our Cole Street nursery or reached at [rick@colehardware.com](mailto:rick@colehardware.com).

### May Garden Tasks

The month of May is believed to have been named for the Greek goddess of spring and growth, Maia, who was the mother of Hermes, the gods' winged messenger. How appropriate, as we celebrate Mother's Day this month, and May is an ideal spring month to start work in the yard or garden to be able to enjoy it all summer long. It's never too late to find your green thumb.

✓ **Plant:** If you have not yet put in your vegetable garden, do so now. Many vegetables can be grown in containers, and most herbs happily thrive in them. Just buy some organic potting soil and get started! Gardening is an experiment, an adventure, and with herbs and veggies, it's especially fun and rewarding.

✓ **Weed:** Weeds steal both water and nutrients from the plants that you are growing. Be sure to give plants a fighting chance by clearing away any weeds—it's easiest after a light rain.



✓ **Mulch:** Now is a good time to mulch your garden in preparation for the (hopefully) warm and dry months ahead. Mulch conserves water, keeps soil temperatures even, and prevents weeds from germinating. It also improves the organic content and texture of soil.

✓ **Abate mosquitoes:** Make sure that there is no standing water lurking around your garden or yard. This is a breeding ground for mosquitoes.



✓ **Stevia, the sweet herb:** This herb has become popular in recent years as a sugar substitute, marketed as Truvia. Stevia is simple to grow, and it is calorie-free. A couple of leaves in tea or coffee will sweeten

it the same as sugar would. This herb is great for people with diabetes, too. In winter months, stevia will do better indoors.

✓ **Cutting garden:** If you enjoy fresh flowers in your home, sow some seeds of perennials and annuals for a cutting garden. Choose flowers of different heights that will bloom at different times, so you always have something to pick.

✓ **Lemon grass:** If you enjoy Indian and Asian cooking, lemon grass is a great addition to your garden. The leaves can also be used to make tea, and it has a fragrant, intoxicating scent.



✓ **Summer bulbs:** These should be planted right away if they haven't been already. Plant dahlias, gladiolus, lilies, and begonias for summer color and a cutting garden.

✓ **Slugs:** Take steps to control slugs, as they will be out in full force. Get rid of them before they have a chance to reproduce and wreak havoc on your garden.



✓ **Aphids:** Aphids may be problematic by now. Combat them with the hose (a strong spray, but you'll have to do this every few days) or with ladybugs (Sku 701166, 8.99). For a more aggressive approach, try organic Safer Insecticidal Soap (Sku 74805, 8.99) or Dyna-Gro Neem Oil (Sku 746103, 13.99).

✓ **Rotate crops:** Keep soil in good shape and control pests by rotating your vegetable crops annually.

✓ **Annuals:** Buy your annuals without blooms so that they will bloom after you transplant them.

✓ **Soaker hoses:** Watering your roses with soaker hoses will help reduce the spread of black spot disease. Soaker hoses prevent soil erosion, conserve water, and are ideal for shrubs. (Sku 7194566, 14.99)



✓ **Vines:** Annual vines work well in small vertical

spaces and are ideal to cover up an eyesore of a wall or fence. Morning glories and nasturtium are two varieties that will work, also creating privacy and shade.

✓ **Carrots:** Besides the fiber and vitamins packed into carrots, the lacy foliage is a wonderful addition to a garden or container, and carrots grow easily from seeds.



See you in the garden!



## Looking for a Few Lemons!

Imagine San Francisco as a city that can be self-sufficient in some food crops. One achievable goal is the lovely lemon: 12,000 trees will produce the 3 pounds a year per person that is typically consumed. Most lemons and other citrus are produced in Southern California, and a recent study found that the Bay Area is deficient in lemon production.

JustOneTree.org is a campaign to promote the planting of fruit trees as the most efficient crop for dense cities. This project is an arm of the nonprofit group Urban Resource Systems, established in 1981 to promote greater urban self-reliance through community action.

The Department of Public Works estimates that there are between 2,000 and 4,000 lemon trees in the City, and JustOneTree.org would like all lemon trees registered so that they can work on planting more in deficient areas to reach the self-sufficiency goal. During this campaign, COLE HARDWARE is offering Meyer lemon dwarf trees for \$24.99 (regular price \$29.99). Visit [JustOneTree.org](http://JustOneTree.org) to register your new or existing lemon trees.

## The Noodlehead® Garden Sprinkler

First of all, how could anyone not love a product called Noodlehead? The word just brings a smile to your face. The Noodlehead is a flexible lawn and garden sprinkler that waters exactly where you want it to. Noodlehead's 12 flexible PVC tubes, with three orifices each, direct the water exactly where you want it. No more overspraying, flooding, or wasting water! The fully annealed stainless steel wire within each tube bends and rebends easily, keeping the "noodles" correctly pointed under water pressure.

The Noodlehead connects to any standard garden hose or in-ground system and comes complete with a ground stake to securely hold it in place. The three topside mounting holes also allow this amazing sprinkler to be positioned on a fence or even under an overhang. (Sku 7299076, **HOT DEAL \$9.99** Regular price \$14.99)



Just bend the tubes to point the streams of water where you want them to go.

## Home Accessibility

People are living longer these days, and this, plus factors such as medical advances, means that more of us are living with disabilities, too. Hazards in the home are responsible for about a third of the injuries suffered by older adults, and people with impairments may face difficulties—and barriers to independent living—in their own environments.

The definition of “aging in place” is growing older without having to relocate from your home to a facility due to unresolved access issues in the home. As we grow older, we don’t want to lose our independence and have to rely on someone else for our needs.

These are the facts:

- Seniors are happier and more content if they are able to live the majority of their lives in familiar surroundings.
- Aging in place enables you to perform as many activities of daily living (ADL) as possible on your own.



- Over the years, we build friendships with our neighbors and do not want to lose the security those relationships provide. Being able to remain at home for many of our later years, enjoying the familiar rhythms of life, is a true gift.
- Seniors are often the most stable influence in our neighborhoods. They have a sense of history, and they pay attention to the neighborhood. If forced to move to a facility to resolve accessibility issues or to find adequate and affordable health and housing services, our communities lose this positive, stable influence.
- When individuals become increasingly dependent on care, or are unable to maximize independence because of restricted abilities, they are more likely to live shorter, less productive lives of decreased quality. The loss of freedom and mobility can cause depression and confusion—accelerating health deterioration.
- A long-held assumption contends that as individuals grow frailer, they require a continuum of senior living facilities—physically moving from one residence to another as health service needs change. There is growing acceptance of the aging in place concept that older persons do not need to relocate as their needs change. Modifying the living environment, adding supportive services, and reconfiguring the residence will actually cost less financially and emotionally than moving.
- With life spans expected to reach into the nineties and beyond during the next couple of generations, aging in place will become a fact of life that will influence the way we build our homes, design our appliances, and consider our bathing needs. Aging in place considerations can begin with the final home purchase when retirement age is reached. Or better yet, it can begin with the first home purchase with an eye toward the future. Comfort and safety, not age and disability, should always be the focus. You don’t have to be elderly or have a physical disability to have a bathing issue. Simple modifications to the home today, such as

accessible bathing, kitchen modifications, and space for mobility can be useful for everyone today and certainly tomorrow. It therefore makes sense to observe household habits, identify problem areas, and make changes that will help create safer, more accessible living situations.

## Meet Paul: Our Home Accessibility Expert

As a member of the National Association of Elevator Contractors, and one of our Repair Referral Service providers, Paul is a certified accessibility technician for all residential accessibility equipment. He is also a licensed general contractor, and he holds specialty licenses for elevator installation, machinery and pumps, and prefabricated equipment.

Paul and his team provide accessibility products and services to allow elderly or disabled people to stay safely in their homes. Their products include chair lifts, wheelchair lifts, and even residential elevators to aid and ease mobility. Services include installation of accessibility products by a licensed general contractor.

Paul’s experience includes custom home building and remodeling, with expertise in plumbing, electrical, mechanical equipment, cabinetry, and finish carpentry. Since the late 1990s, he has focused this background into providing quality services to the elderly and disabled.

Concerned about the appearance of your home? Well, don’t be. Not all accessibility modifications must look “institutional.” Design solutions are available that blend with the existing home using standard building products. Even wheelchair ramps can be blended in most cases without changing the architectural character of a building.

If you would like to reach Paul to discuss any accessibility modifications to your home, please contact our Repair Referral Service at **415/753-2653 ext. 3** or [homerepair@colehardware.com](mailto:homerepair@colehardware.com).

## Repair Referral Service

COLE HARDWARE’S Repair Referral Service was created to introduce our customers to the finest contractors and tradespeople we know. We have formed alliances with independent businesspeople in order to provide you with the very best in home repair, maintenance, and remodeling. Some jobs may even be performed by qualified members of our staff.

We provide referrals for:

Air Conditioning  
Alarms/Security Systems/Access Control  
Antique Restoration  
**Appliance Repair and Installation**  
Arborist  
Architectural Planning  
Asbestos Removal  
Bath Resurface  
Brick and Stone Masonry  
Cabinetmaking  
**Carpentry**  
Carpet and Linoleum Installation  
Carpet Cleaning  
Chimney Sweep and Repair  
Commercial Kitchen Installation  
Computer Data Cabling

Computer Grounding  
Computer Repair and Tutoring  
Concrete  
Custom Closets, Pantries, and Storage Solutions  
Decks New/Stain  
Design + Build  
Disaster Cleanup and Restoration (Flood/Fire/Sewage)  
Door Refinishing  
Drain Cleaning  
Drywall/Lath  
Duct and Dryer Vent Cleaning  
**Electrical 24/7**  
Emergency Locksmith  
Emergency Power Restoration  
Faucet Repair and Installation

Fences  
Furnace Repair and Installation  
Furniture Refinishing and Repair  
Furniture Upholstering  
Garage Door Repair/Installation  
Gardening/Pruning/Tree Trimming  
General Contractors  
Glass Installation  
Grout Restoration  
**Handyman Services**  
Hardwood Floors New/Refinish  
Hauling  
Home and Office Organizing  
Home Energy Rating Systems (HERS)  
Home Entertainment Systems

Insulation Installation  
Intercom Systems  
Interior Design, Staging, and Color Consultation  
Interior Wood Refinishing and Restoration  
Iron and Metal Works/Gates  
Kitchen and Bath Remodeling  
Landscaping  
Lead Inspection and Abatement  
Leak Diagnosis/Waterproofing  
Lock Installation  
**Locksmith Service 24/7**  
Mold Remediation  
Moving  
New Construction  
Painting Interior/Exterior

## Re-COLE-mend...

### COLE HARDWARE REPAIR REFERRAL SERVICE

Independent contractors and tradespeople for...

- home, business, and property repairs
- maintenance
- remodeling/room additions

Contact us at 415/753-2653 ext. 3 or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com)



All of the vendors and tradespeople in our Home Repair Referral Service have been prescreened and carefully selected. Your satisfaction is 100% guaranteed. Period.\*  
\*If you aren't 100% satisfied, we will work as your advocate until you are.

Pest and Termite Control  
Plastering  
**Plumbing 24/7**  
Powerwashing, Commercial and Residential Cleaning  
**Remodeling / Major Remodeling**  
Roofs New/Repair  
Room Additions  
Safes  
Security Evaluation/ Consultation  
Seismic Upgrading  
Sheet Metal Work  
Shutter Installation

Skylights  
Solar Energy Installation  
Stained Glass Creation and Repair  
Stair Lift Installation  
Stucco Work  
Telephone System Installation  
Tile Installation  
Wallpaper Application  
Water Heater Installation  
Welding  
Window Cleaning/Repair  
Windows and Doors

COLE HARDWARE is a licensed California General Contractor, license number 708403.

Contact us at [www.colehardware.com/homerepair](http://www.colehardware.com/homerepair)

## What Makes a Great Paint Job?

### PART TWO: Finishes

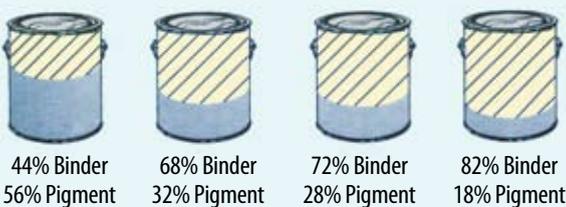
Paint is made of three primary ingredients: pigment, thinner, and binder:

- Pigment is powdered colorant. The more pigment in a paint, the better it hides what's beneath it.
- Thinner is used to ease application and produce a level surface. In latex paint, the thinner is water (that's why it cleans up with water); in oil base paint, it's solvent (and cleans up with solvent). Thinner evaporates as the paint dries, leaving behind pigment and binder.
- Binder holds pigment together and adheres paint to the surface.

#### Function and Finish

Paint finish (also called "sheen") is determined by the amount of binder compared to pigment (the paint industry calls this the "binder-to-pigment ratio"). A high percentage of binder produces gloss finish—a smooth surface that reflects light. A low percentage of binder (higher percentage of pigment) produces flat finish—with less binder, the paint dries in such a way that it is "rough" on the microscopic level, and thus reflects less light. This rough texture makes flat paint less durable and harder to wash.

Typical binder and pigment content of interior paint



**Flat (matte) finishes** hide imperfections in the original surface. It is also rich in color. Use flat paint in the living room, dining room, bedroom, or den—where rich color is preferable and ease of cleaning and durability are less important.

**Satin finishes** provide a soft look with a slight sheen. They are still rich in color but are durable and easy to clean. Use satin ("eggshell") paint in the hallway, dining room, playroom, and children's bedrooms.

**Semi-gloss finishes** are bright and crisp. They are durable and easiest to clean—good for the kitchen, bath, doors, windows, trim, and cabinets.

**Gloss finishes** are very shiny. They are the most durable and easiest to clean of the finishes—great for high-wear areas such as the kitchen, doors, and trim. Glossy finish accentuates imperfections in the original surface.

#### Getting the Color Right

Paint color is ultimately a matter of personal preference. Off-whites are commonly used for ceilings and walls, with a darker color for trim. But if this convention bores you, by all means do something different! Some tips:

- When looking at paint chips, remember that the color will always be much brighter on a large area—choose a shade paler.
- A fresh new color on the ceiling will make a huge difference. Pale blue gives the room a cool feeling. Pale peach or a hint of pink will cast a soft glow over the room.
- The same shade looks darker in flat paint and lighter in glossy paint.
- All paint dries to a lighter shade than the one

you see when it's first applied to the surface you're painting. If you want to know what a paint color will look like when it's dry, brush it across a clean, white blotter. The blotter will absorb thinner, leaving the paint close to the same color it will be when it dries.

#### Take Advantage of Us

We have paint-matching computers at all four COLE HARDWARE locations—use this resource! Bring in a paint chip the size of a quarter, a partial can of old paint, or a sample color card that appeals to you. Our computer will print out a simulation of the color and indicate exactly how to mix it. Our software also gives us the capacity to match sheen precisely.

*Look for part three (Application) of "What Makes a Great Paint Job" in the June issue of the Hardware Hotline.*



## Shedding Some Light on the Lighting Laws

As a result of the Energy Independence and Security Act of 2007, the traditional incandescent light bulb, as well as many halogen PARs and some linear fluorescent bulbs, are being phased out as part of the legislated efficiency standards. These new standards are intended to phase out old bulbs (which are essentially unchanged since the time of Thomas Edison!) and phase in more efficient bulbs such as energy-efficient halogen, compact fluorescent (CFL), and light-emitting diode (LED) bulbs.

In addition to the bulb changes, consumers will notice some new packaging requirements. The front of the bulb package will now highlight lumens, or brightness. The back of the package will include lighting facts, such as estimated yearly energy cost and energy used. Some manufacturers such as GE will use a color scheme to designate lumen output.

Terminology is changing also with regard to light bulbs: lumens, which measure light output, are the new watts. Watts are not a measure of brightness, rather a measurement of the amount of energy a bulb consumes.

#### Lighting Technologies

##### Halogen Incandescent Bulb

These bulbs most closely resemble traditional incandescents with regard to shape, look, light quality, and light distribution. However, these bulbs are about 30% more efficient than incandescents. Halogen bulbs contain no mercury as CFLs do. These bulbs do burn hotter than CFLs and LEDs. The halogen lighting design is a somewhat more energy efficient variation on incandescent technology.

The sealed bulb contains a tightly-coiled tungsten filament surrounded by halogen gas. During use, halogen combines with evaporating tungsten, redepositing tungsten on the filament, thus slowing down the rate at which the filament

breaks down. Light output levels over the life of the bulb do not diminish as noticeably as with standard incandescent bulbs. The light produced by halogen bulbs is whiter than standard incandescent bulbs, making colors appear brighter and more intense. Halogen bulbs are commonly used in the home environment for track lighting, accents, torchiere lamps, and recessed lighting.

##### Compact Fluorescent Bulb (CFL)

Compact fluorescent bulbs have become commonplace over the last five years, with costs coming down drastically. The bulbs produced now contain 60% less mercury than their predecessors. The quality of the current bulbs on the market have improved markedly, without the long warm-up times sometimes found in earlier generations. CFLs use about one-fourth the power to produce the same amount of light as incandescents, and while an incandescent bulb lasts about 1,000 hours, CFLs last approximately 10,000 hours—although specified longevity can be somewhat unreliable and lower because of other factors, including cold and vibration.

NOTE: Because CFLs do contain a small amount of mercury, they cannot be thrown into the trash and must be recycled at a proper site, including all COLE HARDWARE locations.

##### Light-Emitting Diode (LED)

They appear to be bulbs, but LEDs are actually tiny semiconductors. When power is applied, they are stimulated by the movement of electrons, thus creating photons, or light, that is visible to the human eye. Because LEDs do not use filaments, like incandescent bulbs, they emit much less heat and are more efficient in consumption and output. While LEDs remain higher priced than other lighting options, prices are trending down drastically as LEDs become more readily available.





# ENVIRONMENTAL INFO

GOOD FOR THE EARTH—WE TAKE ACTION FOR THE ENVIRONMENT!

## Household Items and E-Waste Collection

Cole Hardware, 3312 Mission Street  
Saturday, May 19, 10:00 am–2:00 pm

Open your closets and we'll open our arms! Lighten your load this spring with a quick drop off at our Goodwill pop-up donation center at our Mission Street location. Goodwill will take the things that you no longer need and put it to good use right here in the community.

### Donate these items:

- Toys, games, and books
- Clothing, shoes, and accessories
- Household goods and décor
- Small appliances
- Bicycles

### E-cycle these e-waste items (working or not):

- Computers
- Electronics
- Televisions
- Cell phones

(Sorry, but we cannot accept large appliances, sofas, mattresses, snow skis, auto parts, or furniture.)



Goodwill will take almost anything in good, clean, working condition. As a guideline, if you would give it to a friend or hand it down to a relative, it is perfect for Goodwill. This is a great opportunity to clean out your closets and recycle outdated phones, computers, stereos, and televisions properly to keep them out of the landfill. By reselling your gently used donations, Goodwill will open the doorway to jobs for those in need. That's been Goodwill's mission for almost 100 years. You can help!

*Note: Donation site will be on 29th Street, around the corner from the Mission Street store's front entrance.*

## Tick Alert!!



Small ticks, the size of a poppy seed, are showing up in vegetation, on wood, and on animals in San Francisco, the Bay Area, and throughout California. Seeking a blood meal, they bite both people and animals. If infected with Lyme disease and co-infections, we and our pets can become ill.

Lyme disease is a bacterial infection that causes body-wide inflammation. Initial symptoms may include an expanding rash, flu-like symptoms, fatigue, muscle pain, headache, or numbness. If caught early with appropriate antibiotics, Lyme disease can be stopped. Some people have no initial symptoms after a known tick bite, yet go on to develop Lyme disease, so it's a good idea to consult with your doctor for a known bite.

If not recognized, Lyme can become chronic, with body-wide nerve-related and soft-tissue symptoms and alteration of most physiological systems, causing life disruption. Co-infections such as babesia,

bartonella, and Ehrlichia add further challenges. All these illnesses are very expensive and challenging to treat.

Protect yourself and your pets in the first place! It's a very good idea to put tick repellent on yourself and pets. Derived from oranges, Orange Guard fends off bugs the same way the fruit does. Orange Guard is a water-based indoor/outdoor insecticide that may be used around food, humans, and pets. Made from d-Limonene (orange peel extract) and inert ingredients, Orange Guard is EPA-registered. We offer a 32 oz. ready-to-use Orange Guard spray. (Sku 7098643, \$12.99) See your vet or pet store for other pet remedies.



More info is available at [www.lymedisease.org](http://www.lymedisease.org). Submitted by Lyme patient advocate Robin Krop, affiliated with the California Lyme Disease Association.

## COLE HARDWARE Rewards

### Rewards member benefits:

- ⇒ Membership is free, and you'll receive the *Hardware Hotline*, our monthly newsletter full of valuable information and promotions.
- ⇒ Free delivery in San Francisco with \$100 purchase.
- ⇒ New members receive an instant 5% discount on their first purchase for joining and a \$5 coupon toward their subsequent purchase of \$25.
- ⇒ Attach your Rewards key fob to your key ring—if you lose your keys, they'll come to us in the mail, and we will notify you.
- ⇒ Lifetime warranty on most products purchased at COLE HARDWARE.
- ⇒ Receive a birthday discount equal to 50% of your age, up to a \$100 discount.
- ⇒ We don't sell our customer list, and all information is kept confidential.

### How points are earned:

- ⇒ For every \$1 spent, 1 point is earned.
- ⇒ Points are converted in increments of 100, which converts up \$5, and posted to your Rewards card monthly. This equates to 5% of your total purchases.
- ⇒ Points are calculated daily and shown on receipts.
- ⇒ For us to track your Rewards points, please identify yourself as a Rewards member each time you shop.



For more information, visit [www.colehardware.com/rewards](http://www.colehardware.com/rewards) or e-mail [service@colehardware.com](mailto:service@colehardware.com).

## Recycle at COLE HARDWARE!



Bring to any of our four stores:

### CELL PHONES:

Personal cell phones—batteries and chargers not required. PLEASE, no cordless home phones, car phones, walkie-talkies, pagers, or two-way radios.

### BATTERIES:

Rechargeable (NiCad, NiMH) and household (alkaline and carbon).



### OLD LATEX PAINT:

- Recycle dry, clean, empty metal paint cans through your regular trash pickup. The latex paint containers you bring us should have paint in them!
- The ORIGINAL label on each can must CLEARLY state "latex," "acrylic," or "water-based" paint. No handwritten labels will be accepted.
- Be sure that lids are SEALED ON TIGHT and containers are rust-free and don't leak.
- You must not be a commercial paint user.
- Please limit your drop-offs to no more than 10 gallon-size containers (or 40 quart-size containers or a combination of both) at a time. Containers are counted by size, not by the volume of paint they contain.
- Take paint to the customer service desk.
- PLEASE, no brushes or rags!



### PROPANE TANKS:

Small (14 or 16.9 oz.), empty, nonrefillable propane cylinders only. Household only. Limit 5 per visit.



### SPENT FLUORESCENT BULBS:

CFLs, tubes up to 8 feet, U- and D-shaped tubes. Drop-off limit is 10 bulbs.



### SCRAP METAL:

Copper and brass.

### EXPIRED PRINTER CARTRIDGES:

Must be in plastic bags to avoid leakage.

### SOFT PLASTIC RECYCLING:

Clean plastic only. Households only. One basketball-size amount per visit please.

For Bay Area recycling resources, visit [www.colehardware.com/recycle.htm](http://www.colehardware.com/recycle.htm)

# COMMUNITY NEWS

## Attention Artists, Vendors, Musicians, and Owners of Unique Cars

The Cole Valley Improvement Association (CVIA) is pleased to announce that the Cole Valley Fair will be back again for its 10th year on Sunday, September 23, 2012.

The Cole Valley Fair continues to be a charming and well-attended event sponsored by merchants and organizations with outstanding records of community support. The fair features local art and fine crafts, lip-smacking food, live music, a display of historical Cole Valley photographs, a full block of vintage automobiles owned by neighborhood residents, events for children, and more!

If you're an artist with unique handcrafted work or a food vendor with tasty morsels, we hope you'll apply for a booth space. The deadline is July 1. Priority will be given to Cole Valley residents, returning vendors, and promising new applicants. (Imported merchandise will not be considered.) We will be accepting some applicants before the deadline date.

Musicians from all genres and styles are being sought for one-hour performance slots. The Cole Valley Fair is a small and intimate street fair where the right sound will attract a lot of attention.

And, yes, Cars on Cole will be back again this year. Never been to the event? We look for interesting neighborhood vehicles—whatever that may mean. It need not be a "show queen" or vintage or rare. The range of vehicles in past years has been from a gaggle



*Noelle and Julia from COLE HARDWARE at a past Cole Valley Fair*

of Citroen 2CVs; British, German, French, Japanese, and Italian sports and touring cars; heavy '30s-'60s American Iron, Model A to modern hot rod, and bicycles to motorcycles.

Application forms for vendors, musicians, and cars are available online at [www.cviasf.org/cole-valley-fair-2012](http://www.cviasf.org/cole-valley-fair-2012) and on paper at Postal Chase, 912 Cole Street.

## Spare Change Collection

Thanks to your generosity with your spare change when checking out at our registers, our collection jars have raised nearly \$6,000 to date. Our March collection was earmarked for Nature in the City, the only nonprofit organization dedicated to restoration and stewardship of San Francisco's natural heritage. We're pleased to announce that you helped us raise \$450 for Nature in the City and their worthy projects.



In May, our spare change collection beneficiary will be Dress for Success, an international nonprofit organization dedicated to improving the lives of women and located in 110 cities, including San Francisco, across 12 countries. The professional clothing, employment retention programs, and ongoing support that they provide their clients symbolizes their faith in every woman's ability to be self-sufficient and successful in her career.

It's easy for you to participate, too. Simply drop any spare change returned from your transaction into one of the jars at our cash registers! In addition, our Ladies' Night event on May 9 will also serve as a donation drop-off for professional women's clothing appropriate for an interview. Please see our Ladies' Night article on page 2 for more information.



### COLE HARDWARE Windows Blog

To sign up for our new blog featuring our award-winning windows, visit [colehardwarewindows.posterous.com](http://colehardwarewindows.posterous.com).



*Tessa Riley presents Grace Aroha of WOMAN, Inc., with a check for \$661 from our February spare change collection.*

## Mobile Locksmith Services

**24/7 Emergency Services**

Master Locksmith with Over 20 Years of Experience

Contact us at  
**415/753-2653 ext. 3**  
or e-mail  
[homerepair@colehardware.com](mailto:homerepair@colehardware.com).



### Residential/Commercial Services

- Rekey and Lock Changes
- Installation, Service, Repairs
  - Dead bolts and standard locks
  - Panic hardware
  - High-security locks
  - Electric strikes
  - Keyless-entry locks
  - Mailbox locks
  - Anitque mortise locks
  - Safes
- Design, Customization, and Implementaion
  - Master key systems
  - Access control systems
- Lock Outs (30 minute reentry in most cases)

### Automotive Services

- Lock Outs
- Lock Repairs



*Marc, our master class locksmith*

# COMMUNITY CONNECTIONS

## BAY AREA BUSINESSES

**Attorney:** Practicing 25 years in San Francisco and offering personalized, attentive service, reasonable fees. Advice and representation in residential and commercial tenancy matters—leases, notices, eviction, Rent Board petitions and hearings; drafting/enforcing contracts; formations of business entities—partnerships, limited liability companies, corporations. Free consultation. John R. Weinstein, Attorney-at-Law. Telephone 415/863-5896.

**Bed and Breakfast Hosting:** If you have an extra bedroom, with or without a private bath, that you would like to rent out on a nightly basis, let us know. Additional income—meet guests from all over the world. Phone: 415/899-0060, e-mail: [reservations@bbsf.com](mailto:reservations@bbsf.com), website: [www.bbsf.com](http://www.bbsf.com). Bed & Breakfast San Francisco—since 1977.

**Caregiver:** I am a licensed LVN who does caregiving for seniors, and I'm available during weekdays. I am dependable, experienced, and can provide references. Hours and rates are negotiable. Please call Josephine at 415/745-5175.

**Computer Help:** Honest Dave's Affordable PC Housecalls travels to your home or office to fix your computer. Viruses removed, computers speeded up to work like new, hardware and software installed, upgrades, training, TiVo, printers, and full support. 10 years full-time experience. Good Yelp (see Honest Dave). Call 415/271-0369.

**Driver:** I can drive you! Retired gentleman with 10+ years experience can drive you to the doctor, grocery shopping, or on other local errands. Dependable, punctual, personable with a great reference list upon request. I do what taxis can't: stay in waiting rooms for all medical appointments, help you shop (if needed), carry groceries and packages, etc. What a deal for only \$25 an hour (2 hr. minimum). Out of town trips are negotiable. Please call Bill: 415/826-3613 or e-mail to [bill311@att.net](mailto:bill311@att.net).

**Interior Redesign and Feng Shui:** Imagine living in a home that you love—a space that supports, nourishes, and inspires you. SpaceTransform creatively reenvisions and rearranges your rooms to be beautiful, functional, and comfortable. To learn more, contact Gwen at 415/656-7289 or visit [www.spacetransform.com](http://www.spacetransform.com).

**Legal Services:** Established San Francisco attorney emphasizing Wills and Trusts (including LIVING TRUSTS and irrevocable trusts) and representation of small businesses (formation of corporations and limited liability companies; drafting of confidentiality and trade secret agreements, buy-sell agreements; and copyright matters). Reasonable rates (set fees for trusts). Call 415/221-3000 for appointment. See [www.franklawoffice.com](http://www.franklawoffice.com) for info.

**Orange Dog Manor:** Cole Valley Vacation Rental is perfect for housing visiting grandparents or out-of-town friends. Fully furnished studio apartment includes kitchen and private bath. Special discount for weeklong rentals. Visit our website at [www.orangedogmanor.com](http://www.orangedogmanor.com) or call 415/753-6886.

**Organize Your Home/Home Office/Finances:** And feel calmed, inspired, productive. Working together we can bring your space, clutter, paper, and/or finances to order. Member NAPO. Rates sensitive to economic times. Phone for no-obligation consultation, Linda James, at 415/285-3266.

**Organizing/Relocating:** Overwhelmed by clutter or relocating? As featured on KPIX and NPR, SHIPSHAPE has expertly helped overworked professionals, frazzled moms, and harassed homeowners cut through clutter and restore simplicity and peace of mind to their busy lives. Homes, offices, closets, packing, and more. Free phone consultation. Call 415/425-4204 or visit [www.ShipShape.com](http://www.ShipShape.com).

**Printing:** We print business cards, office stationery, and company brochures using the latest technology. Free consultations, easy e-mail prices, and friendly service. Delivery right to you. Call or e-mail On The Mark for graphics, print, and mailing services. References available. Call or e-mail: 415/621-2312 or [Sam@printotm.com](mailto:Sam@printotm.com).

**Proofreading:** Lurilla has an English degree, a journalism background and was a member of the International Typographical Union for 40 years. She is an excellent proofreader (editing service also). Reasonable rates—unreasonable pickiness! First page free, then hourly rates apply. References available. Call 415/648-1868.

**Real Estate:** \$1,000 GIFT CARD TO A BUYER OR SELLER OF A SAN FRANCISCO PROPERTY. Please go to [www.bobevanssf.com](http://www.bobevanssf.com) and e-mail me or call 415/308-5902 for details. I provide a complete service package for both Buyers and Sellers through Century 21. Since 1978 I have helped in the sale or purchase of over 512 homes, condos, TIC's, and income properties. Named a Top Ten Realtor by San Francisco Magazine out of 7,600 Real Estate Agents in San Francisco. Why not compare your Realtor Services with mine? License #00702525.

**Stereo Repair/Home Theater Installation:** Gene's Sound Service offers expert component-level repair of home audio systems, as well as audio, video, and home-theater installation and system troubleshooting. Specializing in on-site service at your home, office, or shop. Convenient day, evening, or Saturday appointments available. Many local references. Advice on maintaining your system gladly given. "Gene's honest and knows his stuff. Give him a try." Bobby McFerrin. Call Gene at 415/377-1258. More info at [www.genessoundservice.com](http://www.genessoundservice.com).

**Tax Prep and Planning:** Tax services for individuals and self-employed persons. Over 20 years experience, especially in dealing with issues of artists, consultants, and nonfilers. Free initial phone consultation. Please contact Alan Steger, Enrolled Agent, at 415/387-3057.

**Writer/Researcher:** Published writer in magazines, newspapers, and a hardcover book; marketing and public relations writing. Twenty plus years experience. Bachelor's degree in English; coursework for master's degree; two copy editing courses at UC Berkeley. Fee based on scope of the project. Contact Michelle at 415/989-0158 or [wordwise@inbox.com](mailto:wordwise@inbox.com).



## Tool Rental Reservations

Visit [www.bescrappy.com/register](http://www.bescrappy.com/register).



## Digital Hardware Hotline

To sign up for a digital version of our monthly *Hardware Hotline*, visit [www.colehardware.com/eline.htm](http://www.colehardware.com/eline.htm).

## COLE HARDWARE

proud member of:



CVIA

COLE VALLEY IMPROVEMENT ASSOCIATION



YerbaBuena ALLIANCE



Polk Street Merchants District



Haight Ashbury Improvement Association



SAN FRANCISCO CONVENTION & VISITORS BUREAU MEMBER



Russian Hill Neighbors



HANC Haight Ashbury Neighborhood Council

somba South of Market Business Association

COLE HARDWARE supports organizations working to enhance our great City. If you'd like us to be part of your membership, please contact [julia@colehardware.com](mailto:julia@colehardware.com).

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LET US ...  
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**24/7 Locksmith, Plumbing, and Electrical Services**  
Call 415/753-2653 ext. 3 to be connected to a service person.

# Benjamin Moore® Paint Available at COLE HARDWARE!



Colors that let you create a room that reflects your sense of style, passion, and flair

Choose from over 3,300 Benjamin Moore® colors.



## The COLE HARDWARE Calendar - May

| SUNDAY   | MONDAY                                       | TUESDAY  | WEDNESDAY   | THURSDAY   | FRIDAY                                      | SATURDAY   |
|--|--|--|---|--|---|--|
|  |  | 1  | 2   | 3  | 4   | 5  |
|  | Hardware HOT DEALS<br>May 1-15<br>see insert |  | <b>Flash Friday DEALS</b><br>To sign up, send an e-mail to <a href="mailto:hotline@colehardware.com">hotline@colehardware.com</a> with "Flash" in the subject line. |  | <b>Flash Friday DEALS</b>                   | <br>Cinco de Mayo  |
| 6  | 7  |  | <b>LADIES' NIGHT</b><br>see page 2 for details  | 10<br><br>Bike-to-Work Day                               | 11<br><b>Flash Friday DEALS</b>             | 12   |
| 13<br><br>Mother's Day                               | 14   | 15   | 16  | 17   | 18<br><b>Flash Friday DEALS</b>             | 19<br><br>Household Item and E-Waste Donation<br>Mission St. Store<br>see page 9 for details |
| 20<br><br>Bay to Breakers                            | 21   | 22<br><br>Hardware Happy Hour<br>4:00 pm-Closing       | 23<br><br>Special Community Members<br><b>SAVE 20%</b><br>see our website for more details  |  | 25 <b>Sale</b>                              | 26 <b>Sale</b>   |
| 27 <b>Sale</b><br><br>Golden Gate Bridge Celebration | 28 <b>Sale</b><br>Memorial Day               | 29<br><b>COMMUNITY SAVINGS DAYS</b><br>Teacher Tuesday | 30<br><b>COMMUNITY SAVINGS DAYS</b><br>Senior Wednesday   | 31<br><b>COMMUNITY SAVINGS DAYS</b><br>Military Thursday | 25-28 <b>Memorial Day Sale</b><br>May 25-28 |  |



Our founder Dave Karp, Purveyor of Hardware Wisdom

The COLE HARDWARE credo...

**Commitment to savings:** Rewards program members receive a 5% monthly dividend on purchases.

**Commitment to the community:** We donate 10% of what you spend to local charities (you get to designate one of our school or community partner beneficiaries).

**Commitment to you:** Over 90 years of guaranteed customer satisfaction.

**Commitment to the environment:** Reducing our footprint by implementing environmentally sound practices in our stores.

Four locations serving you every single day of the year!

### 2254 Polk Street

San Francisco, CA 94109-1820  
(at Green Street on Russian Hill)  
415/674-8913 Fax: 674-8917  
Weekdays 8:00 am-8:00 pm  
Weekends 9:00 am-7:00 pm

### 3312 Mission Street

San Francisco, CA 94110-5009  
(at 29th Street—near Safeway)  
415/647-8700 Fax: 647-6554  
Every day 8:00 am-8:00 pm

### 956 Cole Street

San Francisco, CA 94117-4316  
(at Parnassus—near U.C. Medical Center)  
415/753-2653 Fax: 753-0957  
Weekdays 7:00 am-7:30 pm  
Weekends 8:00 am-7:00 pm

### 70 4th Street

San Francisco, CA 94103-3124  
(downtown bet. Market and Mission)  
415/777-4400 Fax: 777-4453  
Weekdays 8:00 am-7:30 pm  
Weekends 9:00 am-5:30 pm

COLE HARDWARE reserves the right to limit quantities to stock on hand and to correct printed errors. Items are similar if not identical to printed illustrations. If an item is out of stock, we can offer a suitable replacement or a "rain check" for the advertised item. We strive for complete customer satisfaction.

Contact the *Hardware Hotline* at 415/753-2653 ext. 5 or e-mail [hotline@colehardware.com](mailto:hotline@colehardware.com).



San Francisco's Favorite Hardware Stores!



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E-mail us with any comments or questions at [hotline@colehardware.com](mailto:hotline@colehardware.com).

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