



**Less-Toxic  
Pest Management  
Event**

**Saturday, August 4**  
10:00 am–1:00 pm  
see page 9 for details



**Hardware  
Happy Hour**

**Wednesday, August 22**  
5:00 pm–Closing  
see page 2 for details

**COUPON**

**FREE** LED Mini Flashlight  
with any \$20 purchase  
\$1.99 value



Offer valid only with coupon. Limit one free flashlight per customer. Expires August 31, 2012. (300750)

LEDEKEY

# COLE HARDWARE'S Hardware Hotline

August 2012

NEWS AND VIEWS FROM AROUND THE STORES

## We Speak Hardware!

More than 35% of San Francisco's population is made up of people born in another country, and the COLE HARDWARE staff reflects this kaleidoscope of cultures and lifestyles. We are extremely proud that our crew members truly reflect the diverse City we call home, and we happily celebrate our diversity. Each of our stores has hardware professionals dedicated to solving the myriad challenges that engage our customers daily. They grind keys, match paint, solve plumbing problems, cut glass, rekey locks, and put things back together that never should have been taken apart. Most important, they share their hardware knowledge with customers and coworkers alike in plumbing, carpentry, electrical, gardening, and much more.



The crew members in our accounting office speak four foreign languages between the three of them: Milette (Tagalog), Florence (Swahili and Kikuyu), and Lai Ling (Chinese).

wide array of languages. Tagalog, Russian, Arabic, Afrikaans, and Spanish are just a few of the wondrous blend of languages that can be heard throughout our business. If you shop at our Mission Street store, you probably know that practically the entire crew speaks Spanish. And how many other businesses can boast that they have speakers of Swahili or Kikuyu?

Daily, we teach, serve, and support our community and do whatever it takes—in many languages—to provide stellar customer service, fulfilling our simple mission: “Our commitment to you:

Your satisfaction guaranteed. Period.”

See page 8 for a photo gallery of our crew members who speak a second language.

## Soft Plastic Recycling

San Francisco is fortunate to have a vibrant Department of Environment that leads the country and the world in recycling practices. COLE HARDWARE is pleased to be one of the resources for City residents to recycle latex paint, batteries, propane cylinders, and fluorescent bulbs and tubes.

And through a private partnership, we are also able to accept clean soft plastics for recycling from our San Francisco neighbors. Soft plastic is all around us—newspapers are delivered in it, toilet paper is wrapped in it, loaves of bread come in it—it's everywhere!



Our soft plastics recycling program, which began as a test, has been a huge success, and we wish to continue to be able to provide this valuable service. You will notice that our soft plastic recycling bins have been moved to inside our stores. Unfortunately, despite the signage on them, they were often mistaken for trash cans. We're still happy to take it, but note that all plastic you recycle with us needs to be clean, with no food scraps on it. Also, wrappers that contain metal, such as many candy wrappers and potato chip bags, cannot be recycled in our program.

Here's the lowdown on what we can accept:

- Clean soft plastic only
- No food scraps on plastic
- One “basketball-size” amount per visit
- Soft plastics from City residents only (no commercial vendors, please)

Thanks for your help in continuing to make our program popular and successful!

## San Francisco Home Improvement and Performance Program

For 13 years, James Bell's home was so chilly he would wear a hat most evenings. It was an issue, but like many of us, he bundled up and just made do. James had given up on turning the heat on shortly after he moved in.

“There was no point in turning the heat on. It would make one room unpleasantly hot for 10 minutes before the heat dissipated. Oh, and the smell of burning dust was just

**Get up to  
\$5,000  
for home energy  
upgrades!**

horrible,” said James.

And during hot weather, finishing up work on a Saturday was made that much more unpleasant by the sticky heat permeating his home. He bought a couple of fans but gave up after they just seemed to blow hot air around his house.

At great expense, James replaced his windows with newer, more energy-efficient ones, thinking they would solve the problem. He was disappointed that even after all that work and cost, his home was just

*continued on page 4...*



**“Our commitment to you: Your satisfaction guaranteed. Period.”**

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San Francisco, CA 94110-5009

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Scan to view  
our website.



**25% Off**  
**STOREWIDE**  
 DURING HAPPY HOUR

## Hardware Happy Hour

Wednesday, August 22  
 5:00 pm–Closing



Enjoy a glass of our Cutting Edge wine and sample our gourmet chocolates as you peruse the aisles for your shopping needs. While summer for the rest of the country is winding down, we're just gearing up for our best weather of the year! Our late summer/early fall weather provides ample opportunity to work in the garden, host a barbecue, or undertake a home improvement project with the upcoming long Labor Day weekend. Shop with us for everything you need, and fancy a 25% storewide discount!\*

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

## Crew Changes at COLE HARDWARE

The months of June and July were bittersweet at our Cole Fox and Mission Street locations, as we had two popular members of our crew retire. Cole Fox's Patty started with us nearly nine years ago as an inaugural member of our Polk Street location and then moved downtown. Patty already has a list of home improvement projects that she can devote all of her time to now.

LauRose, our most enthusiastic crew member of all things earth friendly, led the Mission Street crew in their stellar recycling efforts and was also our most knowledgeable staff member on canning. We will miss them both very much, and we thank them for their years of service, making COLE HARDWARE a great place for our staff and customers alike.



COLE HARDWARE sadly says good-bye to Patty (above with Rick from our Cole Street nursery) and LauRose (right), as they both move on to enjoy retirement.



**Community Partners:**  
 Don't forget that we will donate a case of our Cutting Edge wine for you to serve at your fund-raising events in the City.

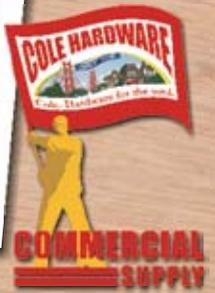
**"What the heck is it?"**  
**"Can you get me 20?"**

You bet!  
 At COLE HARDWARE COMMERCIAL SUPPLY, we specialize in the hard-to-find. For years, property managers and contractors have relied on us to find that item that no one else seems able to. Give us a call and find out why. We enjoy the challenge!



**415/647-1800** (PS: It's one half of a very old spring latch.)

COLE HARDWARE COMMERCIAL SUPPLY offers competitive pricing and incomparable service to property managers, contractors, municipalities, and anyone else needing project quantities. With our expert research team, hassle-free online ordering, and free delivery throughout the Bay Area on most items, we give you personal, customized, on-site service, and because we're COLE HARDWARE: Your satisfaction guaranteed. Period.



# Re-COLE-mend: Locksmith, Home Repair, Design + Build, and much more!

## 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  
Cleaning/Janitorial  
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  
Pest and Termite Control  
Plastering  
**Plumbing 24/7**  
Power Washing, 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)

## Meet Ivo: Our Tile Craftsman from Croatia

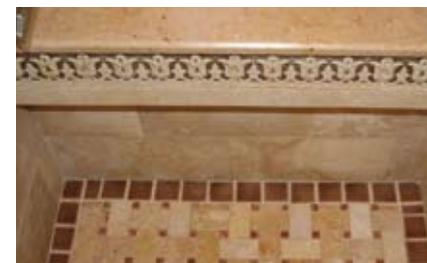
Adding new tile to your bathroom or kitchen backsplash can easily transform a room and add value to your home. Both tasteful, simple tile work and intricate, ornate designs can add texture to otherwise flat surfaces. COLE HARDWARE would like you to meet Ivo, one of our licensed and bonded tile contractors. Ivo is a professional in the fabrication and installation of tile and stone. Ivo began learning his craft as a boy, working for his father in the traditional mortar bed method in his home country of Croatia, part of the former Yugoslavia. His father's influence and high standards are evident in the artistic skills that Ivo applies to each project. For over 25 years, Ivo has been providing artistic, expertly executed tile setting services to residential and commercial property owners in San Francisco, the Peninsula, and the entire Bay Area.



Ivo spoke with us about his work with granite, marble, limestone, porcelain tile, and ceramic tile for counters, floors, and walls. Limestone is a younger stone with softer coloration and is less costly to produce. Most of the granite and marble today comes from China, which is surprising since the Roman Empire is famous for its granite structures still standing to this day. Why doesn't the granite in the ruins of Rome look like the kind of granite we see in an updated kitchen? Ivo explains that the granite slabs go through a special polishing process at the factory using water, special machinery, and polishing brushes so that stains do not penetrate the granite. Ivo also believes that granite should be sealed once a year to retain its vibrancy.



Some samples of Ivo's quality tile work



Ivo emphasizes that he is a "craftsman" and not just an ordinary tile layer or handyman who might not possess the necessary skills to make a stone or tile installation trouble-free into the future. He feels that the traditional mortar bed method is the very best way to install tile, marble, or granite. This method packs a mortar bed (cement) over a surface before installing the tile. The tile is adhered to the mortar bed while drying or after the mortar bed is cured. The mortar bed may be reinforced with wire. For best results, it is very important to apply this special cleavage wire membrane in between the mortar bed and the substrate. The sheet prevents the mortar bed from bonding to the substrate and allows it to "slip" should there be movement in the substrate from vibration or cracking from a Bay Area earthquake. In a wall application, a metal lath is mechanically anchored to the substrate, and the mortar locks into the metal lath as it is applied.

Well-chosen tile can add continuity and style to your kitchen, and there are many shapes, designs, and colors to choose from. Tile options range from ceramic, glass, natural stone, and even metal since stainless appliances have gained in popularity. If you like to paint your kitchen frequently to change the look, you might consider a neutral tile that will allow you many future options.

Ivo has extensive experience in retiling showers, another important specialty of his craft. He says the proper mortar bed is very important to a shower. The mortar bed levels out the unevenness in the substrate, creates an ideal surface to which the tile can be

bonded, and incorporates the correct slope in the tile layer so that the water drains properly. Ivo is also an expert at replacing shower pans, which must be watertight so that mildew does not attack the area below the shower.

We asked Ivo about the many cracks in the old terrazzo stairs in San Francisco. He said a crack in these stairs can often never be repaired to its original beauty. One must improvise with cement and a little paint or completely replace them.

If you want to contact Ivo, contact our Repair Referral Service at 415/753-2653 ext. 3 or [home\\_repair@colehardware.com](mailto:home_repair@colehardware.com). Ivo can show you his portfolio and help you design your dream kitchen or bath or work with you on any other tiling needs.

# ENERGY SAVINGS

## San Francisco Home Improvement and Performance Program

...continued from page 1

as drafty. Frustrated, James started to research what he could do to make his home more comfortable and came across an ad for San Francisco's Energy Upgrade Program.

James was shocked to find that San Francisco homeowners could get up to \$5,000 in rebates for energy efficiency upgrades from the San Francisco Home Improvement & Performance (SFHip) program that saves homeowners money, reduces energy use, and supports local jobs. James called an approved contractor to come out and investigate his home's energy efficiency.

The home assessment results were surprising. Not only was there no insulation, but there were dozens of unseen cracks and gaps in the walls of his house. Even his beautiful fireplace was letting heat escape right out of the chimney. They took the time to explain the "whole home" approach to energy upgrades and walked James through the different options he had to increase the energy efficiency and comfort of his home.

"That was the first time I realized I have to take a 'whole' approach to my house instead of just doing one thing at a time," said James.

James's contractor set about improving the efficiency of his home by installing an energy-efficient furnace, plugging the fireplace, insulating the walls, and sealing unseen gaps and cracks. The results were remarkable. James was finally comfortable in his home. His gas consumption went down by over 50%, and all of the rooms in his home maintained a pleasant temperature throughout the year. Through the SFHip program, 80% of the cost of James's upgrade was covered by rebates.

"The benefits for me have been tremendous. My home is now quieter and more comfortable. I would encourage any homeowner who is considering this to go ahead and do it."

Currently there are rebates of up to \$5,000 available to single family homeowners who complete a project by April 2013. Rebates are first come, first served.

To learn more about the SFHip program please visit [www.sfenvironment.org/sfhip](http://www.sfenvironment.org/sfhip).

## Urban Gift Registry

COLE HARDWARE now has an Urban Gift Registry service.

Registries are not just for weddings—they are now common for housewarmings, birthdays, and first apartments or even for recent high school graduates heading off to college.

A registry assists friends and family in choosing a thoughtful gift that is also desired by the recipient.

To set up an appointment at one of our stores or for any questions, simply e-mail [gift@colehardware.com](mailto:gift@colehardware.com) or call 415/753-2653 ext. 5.



## Simple Ways to Make Your Home More Energy Efficient, Cozy, and Safe



### Window Insulation Film

Insulation acts like a blanket for your home, keeping the heat inside. Upgrade the efficiency of your windows today without having to replace them.



### Weather Stripping

Even if your windows are closed, air can infiltrate through cracks and gaps. Adding weather stripping gives your windows the snug fit needed to prevent heat loss.



### Caulk

Stop air (and money) from leaking out of your home. Use caulk. Even when it's not windy, warm air leaks out through unseen cracks and gaps in your home.



### Draft Guard

Slam the door on heat loss! Stop drafts from creeping into your home and maintain the warmth of your home with a draft guard.



### Water Heater Blanket

Keep the heat in! Insulate your water heater. If your water heater is warm to the touch, then it's not efficient. Have it tested.



### Insulating Foam

Don't leave your windows open to heat loss. Add insulation foam to insulate the edges of your window to stop unwanted heat loss.

### Programmable Thermostat

Don't heat an empty house! A programmable thermostat automatically turns the heat on and off based on your schedule.



### Carbon Monoxide Detector

Appliances can leak carbon monoxide into your house. Have your gas furnace or water heater checked annually and get a carbon monoxide detector.



### Furnace Filter

Make life easier for your furnace. An old, dirty filter slows air flow and can contaminate the air you breathe. Give your house the gift of a fresh furnace filter.



### Heated Blanket

Grab a few energy efficient products to minimize drafts in your home to make sure that wearing your heated blanket is an indulgence, not a necessity.



# 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 [rickc@colehardware.com](mailto:rickc@colehardware.com).

### August Garden Tasks

In August, your summer garden should be in full swing and taking care of itself for the most part. Enjoy all of the hard work you've put into the garden over the last several months and consider what your fall garden will look like.

✓ Fall mums: For a colorful autumn garden, plant some mums now.

✓ Fall vegetable garden: For a bountiful autumn harvest, plant fall blooming vegetables this month: beets, brussels sprouts, cabbage, green onions, kale, leeks, peas, radishes, and spinach.

✓ Mulch: Check your layers of mulch and add more if necessary.

✓ Deadhead: Perennials and annuals, especially those in containers, should be deadheaded regularly. Summer heat, should we be so lucky, will take a toll on container plants. Heavy bloomers should be fertilized and cut back.

✓ Tomato side shoots: Pinch these off now.

✓ Watering: If you will be on vacation this month, arrange for a trusted neighbor or friend to water your plants or set up automatic timers. Container gardens should be watered daily. Consider using DriWater® if you don't have someone to water your plants. Simply insert the gel pac or carton into the soil—natural organisms break down the ingredients and water the plants. For up to 30 days of watering, use the gel pac (Sku 707020, \$2.99); for longer periods up to 90 days, use the quart carton (Sku 707015, \$3.99).



✓ Pest control: To avoid using chemicals for snails and slugs, place broken egg shells around plants. Shallow containers of beer will attract these garden pests and kill them off—happily buzzed. Crawling insects, such as ants, earwigs, fleas, and carpet beetles can be controlled with diatomaceous earth. (Sku 7115835, \$11.99)



✓ Azaleas, camellias, and roses: Water these plants well this month; otherwise, next year's buds may not properly develop.

✓ Roses: Stop feeding them to discourage soft growth that has little chance to bloom and that will be prone to disease.

✓ Dried flowers and herbs: Early morning is the best time to gather flowers and herbs for drying, before the hot sun might cause wilting. Cut in clusters with the stem attached and tie some raffia around them for a beautiful hostess gift.

✓ Daffodils and tulips: Fertilize in early to mid-August.

✓ Houseplants: Don't neglect indoor houseplants. Repot root-bound plants and give them a vacation outside in the sun.

✓ Fruit trees: Collect fallen fruit to abate rodents, and prop heavily laden branches to avoid breakage.

See you in the Garden!



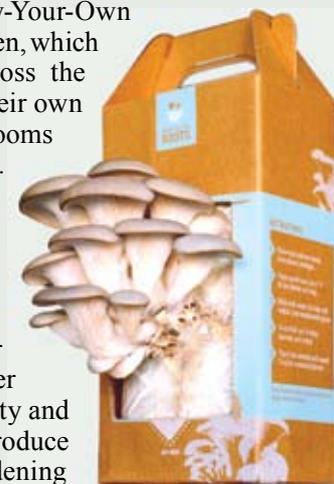
## Grow Your Own Mushrooms



Back to the Roots was founded by Alejandro Velez and Nikhil Arora during their last semester at U.C. Berkeley in 2009. Two months away from graduation and heading into the corporate world of investment banking and consulting, they came across the idea during a class lecture of growing gourmet mushrooms entirely on recycled coffee grounds. Inspired by the idea of turning waste into wages and fresh, local food, they experimented in Alex's fraternity kitchen, ultimately growing one test bucket of tasty oyster mushrooms on recycled coffee grounds. With that one bucket, some initial interest from Whole Foods and Chez Panisse, and a \$5,000 grant from the U.C. Berkeley chancellor for social innovation, they decided to forget the corporate route and, instead, become full-time urban mushroom farmers!

Inspired by the idea of producing local, fresh food from what was an urban waste stream, Back to the Roots has since grown to create the Grow-Your-Own Mushroom Garden, which lets anyone, across the country, grow their own gourmet mushrooms at home as well. This mushroom kit is simple to use and lets you grow up to 1½ pounds of tasty gourmet oyster mushrooms per box. A fun activity and great way to introduce children to gardening and healthy gourmet cooking. You'll harvest your first crop in as little as 10 days! (Sku 799800, \$19.99)

This year, Back to the Roots is on pace to collect, divert, and reuse 3.6 million pounds of coffee grounds from Peet's Coffee & Tea. In 2011, they helped grow over 135,000 pounds of fresh food at home and sustained 10 urban school and community gardens by donating Back to the Roots' premium soil amendment.



## Plant Care Home Remedies

• After boiling eggs in their shells, save the water and let it cool. Use to water container plants or houseplants. The calcium in the water is great for all plants. Also, a little milk in your water helps. You can also fill a milk container with water *before* rinsing it out and water garden or houseplants.

• You can nourish your plants by feeding them ground eggshells or finely diced banana skins. Work these into the soil, and watch your plants flourish!

• Unflavored gelatin dissolved in water is a good, nitrogen-rich plant food. Use one envelope of gelatin to a quart of liquid, and water the plants with a mixture (freshly made) once a month.

• Cool the water in which you've cooked spaghetti or potatoes and use it to water your plants. The starch is good for them.

• Water ferns periodically with tea, or mix wet tea leaves into the potting soil.

• First aid for a broken stem that is still attached

to the plant: Make a splint of toothpicks and tape.

• Use any kind of plastic-type cassette tape as plant ties. The tape stretches and doesn't damage tender stems.

• A thick watercolor brush is a good tool for cleaning the fur-like leaves of African violets.

• Put a gloss on the leaves of your houseplants by rubbing them with a soft cloth dipped in glycerin. Unlike most gloss-producing substances, glycerin won't collect dirt.

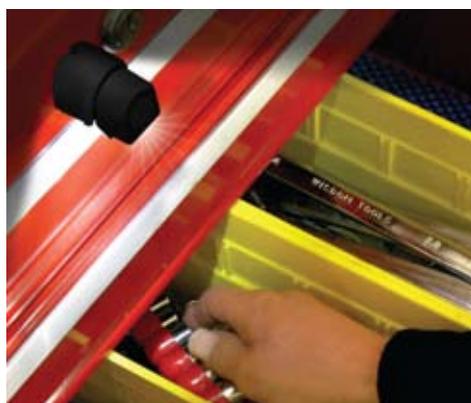
• Dust can filter as much as 50% of the sunlight your plant needs. Gently wipe the leaves with the inside of a banana peel—it will remove dust and shine them as well.

• For healthier, happier African Violets, try putting a couple rusty nails in the pot soil—they need iron just as we do!

• To sort good seeds from bad, drop all the seeds into a tray of water. Leave overnight and the good germinating seeds will sink to the bottom. Skim and discard the floating seeds.



# WHAT'S UNIQUE?



## Pop-Up Microlite™



This hands-free, miniature light features a superbright LED that shines exactly where you need it. The ultrasmall size makes it easy to attach to metal, plastic, wood, or cloth with the included tape and magnetic mountings. Ideal to carry in a car, backpack, or toolbox, this water-resistant light is also perfect to use in poorly lit areas with no electrical outlet. Long-lasting lithium batteries are also included. (Sku 300800, \$5.99)



## Beg Bug Alert™

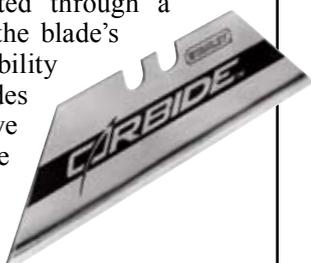
Bedbugs hide in cracks and crevices, making them hard to detect. This clear, rigid plastic monitoring device slips between a mattress and frame, or any place you wish to keep safe. Safe, proprietary gel in between the hard plastic panels attracts and traps bedbugs if they are present and lasts up to six months. (Sku 7306012, \$10.99)

## Apartment Tool Set

This 27-piece tool set will help college-bound students put together all of that Ikea-type furniture found in starter apartments and dorm rooms. Set includes basic tools such as a wrench, hammer, pliers, screwdrivers, and more. (Sku 2307254, \$29.99)

## Stanley® Carbide Utility Knife Blades

The newest, longest-lasting blade on the job site, these utility blades feature tungsten carbide powder deposited through a high-powered laser on the blade's edge. The improved durability and wear of these blades allows them to last five times longer than the competition. Pack of five. (Sku 2333425, \$5.99)



## It's a Small World Doormat

Warmly invite guests by "speaking welcome" in multiple languages. Made from natural coir fiber, this 18" x 30" doormat will also help keep dirt from being tracked in. (Sku 681640, \$26.99)

## Scanpan® Nonstick Cookware

Scanpan is the cookware brand for consumers who want the ultimate in design, functionality, durability, and performance. Made in Denmark, Scanpan skillets feature squeeze-cast recycled aluminum for perfect heat distribution and low energy consumption, and stay-cool Bakelite handles and knobs. Guaranteed not to warp, the cookware is suitable for all cooktops except

induction. The patented ceramic titanium surface is 10 times harder than steel and is metal utensil safe for perfect food release and easy cleaning with every use. All cookware and lids are oven and broiler safe up to 500°F. Choose from assorted frying pan sizes ranging from 8 inches to 12½ inches, 10-inch omelet pan, a grill pan, and a wok. (Skus 602017-8, 20, 23-26, \$39.99-\$99.99) Tempered glass lids are sold separately. (Skus 602021-2, \$32.99-\$36.99)



พวกเราพูดภาษาฮาร์ดแวร์

We speak hardware!

Ons praat hardware!

We speak hardware!

Se habla ferreteria!

Salitang tablerya!

Wir sprechen Eisenwaren!

Se habla ferreteria!

We speak hardware!

Ons praat hardware!

We speak hardware!

Nous parlons 'bricolage!'



Speak hardware and Spanish with John, our company-wide merchandiser, and Sharon, our Cole Fox cashier and greeter.



Speak hardware and German with Mike at Cole Street.



Leo en la calle Polk habla español.



Cole Street's Dion, Aundrea, and Jose will happily help you in Spanish.



Talk in Tagalog with Noel or Betty at our Mission Street store.



Speak Spanish with Jose, Dari, Vic, Any, Edgar, and Boris at our Mission Street store.



Polina and Dmitriy will assist you in Russian at Cole Fox.



Yung at Cole Fox will help you with your hardware needs in his native Vietnamese.



Joe at Commercial Supply speaks hardware and Arabic.

WE SPEAK HARDWARE IN MANY LANGUAGES!



Juan and Rosa will warmly welcome you in Spanish at our Cole Street store.



Cole Fox's Tagalog speakers, Joseph, Freddy, Renato, and Maria, welcome you downtown.



Chat in Chinese with Gavin, Connie, Alice, and Amy at Cole Fox.



Cole Street's Rick and Emily will gladly assist you in Spanish, while Shel (right) can happily help you in Hebrew.



Speak Afrikaans, Korean, Spanish, or Tagalog with Polk Street's Gertie, Danny, Claudia, or Mish, respectively.



Cole Street's Jake helps you in French.



Randy at Mission Street helps in Chinese.



# ENVIRONMENTAL INFO

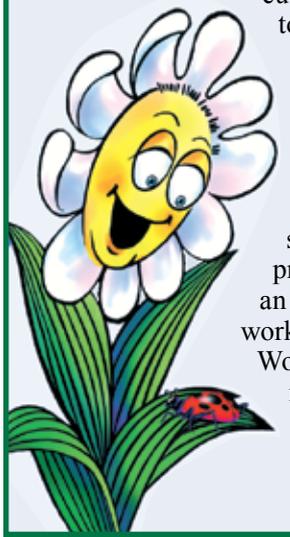
GOOD FOR THE EARTH—WE TAKE ACTION FOR THE ENVIRONMENT!

## Healthy Gardening Practices

Saturday, August 4, 10:00 am–1:00 pm  
956 Cole Street



COLE HARDWARE has been participating for many years in the Our Water Our World program with the San Francisco Public Utilities Commission. Our Water Our World is a water pollution prevention program that helps customers learn about less-toxic ways to manage pests that are safer for people, pets, and the environment. The main goal is to reduce pesticide and fertilizer runoff into the Bay.



This year, our Cole Street store is part of an enhanced program that is mentoring an intern, Anne Rogers, to work on the Our Water Our World program with Rick, the nursery manager at Cole Street. The enhanced program

is a Pest Management Alliance Grant through the Department of Pesticide Regulation. This alliance also includes the Bay Area Stormwater Management Agencies Association and the University of California Statewide Integrated Pest Management (IPM) Program.

Anne has been working with Rick to increase the number of less-toxic products available for customers. She has conducted training for the garden staff on resources to help troubleshoot pest problems, and she will be available to answer questions for our customers on healthy gardening practices on Saturday, August 4. Stop by to get answers to your questions and tips on how to diagnose insect and disease problems.

Learn about less-toxic ways to manage pests.

## Oxygenics® Showerheads

Oxygenics showerheads work in a revolutionary, remarkable way. There is no other showerhead on the market that uses their patented technology. And no other showerhead is able to give you the same results. You are going to love your shower!

The innovative technology behind Oxygenics is based on the Venturi Principle. As water enters the base of the showerhead, it is propelled through an accelerator fin to increase the velocity of the water flow. It is then directed through a channel where oxygen is injected into the water. The result? Phenomenal coverage and a continuous range of sensations—from a soft, relaxing spray to

a deep, therapeutic massage to everything in between. Get ready for a healthy, powerful, oxygenated spray!

Uses 20%–70% less water **WATER SAVERS!**

Revolutionary technology, injects oxygen into water, creating an amazing experience!

Thousands of gallons of water can be saved each year, which means significant energy and money savings because Oxygenics showerheads use 20%–70% less water than other industry leading brands. The Oxygenics PowerSpa comes with a lifetime performance warranty against clogging. It is guaranteed not to clog—ever. The internal components of these showerheads are made of Delrin® (a material similar to Teflon®), which increases durability and eliminates clogging, mineral buildup, and corrosion. No cleaning required—install it and forget it!

COLE HARDWARE offers Oxygenics showerheads in either a three-spray or a five-spray style in both handheld and wall-mount versions. Switching between the sprays is effortless. Simply press lightly on the “Intellever,” and the sprays transition seamlessly into one another for the ultimate shower experience. (Skus 4494506, 5651, 677, 685, 701, 719, 750, 859, \$20.99–\$40.99) Selection varies by store.

**Pressure-Boosting Technology**  
Increases Your Pressure—Saves Water and Energy

Patented tri-fin accelerator that increases velocity of water

Introduced air  
Powerful spray

—Rick Karp, President, aka Keeper of the Karma

## 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

## Spare Change Collection

We are pleased to announce, thanks to your generosity, total donations to our spare change collection program topped \$7,000, which has gone to support various worthy causes in the City since implementing our program.

Our longtime friends at Rebuilding Together San Francisco (RTSF) were the beneficiary of our collection from the month of June, and we're pleased to announce that they received a check for \$385.25. For the month of July, the San Francisco Parks Alliance is earmarked as the recipient of our spare change program, and we'll report on those numbers next month.



For August, we have selected Bay Area Young Survivors (BAYS), which offers monthly support group meetings with free childcare, an active online network, and community-building events for young women with breast cancer in the San Francisco Bay Area. While October is breast cancer awareness month, we decided to feature BAYS this month so that we could sponsor a survivor on the BAYS upcoming Grand Canyon hike challenge in September!



Longtime *Hardware Hotline* readers might recall that our Polk Street store manager, Tina, was diagnosed with breast cancer several years back. Six years ago, after she was cancer free, Tina, along with fellow BAYS members, hiked to the bottom of the Grand Canyon. And while Tina has decided to sit out the hiking challenge this year, we thought it would be a great cause to sponsor another BAYS member as she hikes to raise

*"Hiking to the floor of the Grand Canyon was one of the most difficult, yet rewarding, feats I have ever accomplished in my life—next to surviving cancer."*



*We presented Gia Barsi of Dress for Success with a check for \$380.37 from our spare change collection in the month of May.*



Dress for Success is a nonprofit that promotes the economic independence of disadvantaged women by providing professional attire and a network of support.

awareness about breast cancer. "Hiking to the floor of the Grand Canyon was one of the most difficult, yet rewarding, feats I have ever accomplished in my life—next to surviving cancer," Tina told us. Help us send another survivor this year! It's simple to donate! Just drop your spare change into the collection jars at each of our registers the next time you are shopping.



*Polk Street store manager Tina shared this photo with us of her hike to the bottom of the Grand Canyon with her fellow BAYS members.*

## COLE HARDWARE Rewards

### How points are earned:

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



### 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 can be dropped in the mail to be returned to us; we'll notify you if we receive them.
- ⇒ 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.

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



COLE HARDWARE is once again pleased to be a sponsor of the Bernal Heights Outdoor Cinema. The ninth season of free screenings showcasing local filmmakers will take place this year from August 29 to September 2. As in the past, it will be a full schedule of film and video, live music, local filmmakers, and film lovers mixing around the Hill.

Film lovers are invited to view evening programs of films and Q & A discussions with the filmmakers. Selected titles will vary, including shorts, longer-length features, narratives, documentary film, video, and multimedia formats. The official kick-off party and preview of the 2012 summer season takes place on August 29, bringing together filmmakers, friends, sponsors, and supporters. The party commences with a no-host bar, hors d'oeuvres, and live music. This year, the opening night program features a short lineup of films and trailers. The excitement also includes the announcement of winners of the Best of Bernal and Spirit of Bernal awards and the first-year recipients of the Mauricio Vela Youth Film Scholarship.

All screenings and events are free, although donations are always accepted. For information and screening times, visit [www.bhoutdoorcine.org](http://www.bhoutdoorcine.org).

*"Our commitment to you: Your satisfaction guaranteed. Period."*

# 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.

**Living Space Renewal:** Ready to change your home interior? Fresh paint and reappointing existing furniture can be a great beginning! As a professional photo stylist, I have collaborated on numerous visual concepts for a wide variety of living spaces. View my portfolio at [www.sandygasser.com](http://www.sandygasser.com). Call 415/203-7656 for a consultation.

**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).

**Printing & Promotional Items:** GREAT SERVICE! Every single day of the year! We help companies promote themselves through printing/promotional items/packaging! We also help you to get better with your computer skills regarding various Graphics and Office Programs OR even basic e-mail/Internet issues. Linda Kittlitz & Associates. Visit our website at [lkandassociates.com](http://lkandassociates.com). Contact us at 415/550-8898 or [linda@lkandassociates.com](mailto:linda@lkandassociates.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 or visit [www.StegerTax.com](http://www.StegerTax.com).

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MEMBER



Russian Hill Neighbors



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Haight  
Ashbury  
Neighborhood  
Council

som**ba** 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).



### 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).

**BeScrappy**

### Tool Rental Reservations

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

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**NEW at Cole Hardware!**



## The COLE HARDWARE Calendar - August

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 <b>Flash Friday DEALS</b> To sign up, send an e-mail to <a href="mailto:hotline@colehardware.com">hotline@colehardware.com</a> with "Flash" in the subject line.	2	3 <b>Flash Friday DEALS</b>	4 <b>SIDEWALK SALE</b> Cole St., Mission St. & Polk St. Pest Management Event <i>see page 9 for details</i>
5 <b>SUNDAY STREETS</b> San Francisco Mission	6	7	8 <b>SIDEWALK SALE</b> Cole Fox	9	10 <b>Flash Friday DEALS</b>	11 <b>OUTSIDE LANDS</b> Festival August 10-12
12	13	14	15	16	17 <b>Flash Friday DEALS</b>	18
19	20 <b>COMMUNITY SAVINGS DAYS</b> Special Community Members <b>SAVE 20%</b> <i>see our website for more details</i>	21	22 <b>Hardware Happy Hour</b> 5:00 pm—Closing	23	24 <b>Flash Friday DEALS</b>	25
26 <b>SUNDAY STREETS</b> San Francisco Chinatown	27 <b>COMMUNITY SAVINGS DAYS</b> Student Monday	28 <b>COMMUNITY SAVINGS DAYS</b> Teacher Tuesday	29 <b>COMMUNITY SAVINGS DAYS</b> Senior Wednesday	30 <b>COMMUNITY SAVINGS DAYS</b> Military Thursday	31 <b>Flash Friday DEALS</b>	<b>Labor Day Sale</b> Aug. 31—Sept. 3



**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!



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

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