



COLE HARDWARE®'S

Hardware Hotline

December 2010

NEWS AND VIEWS FROM AROUND THE STORES



Gift Registry
Now at COLE HARDWARE!





Happy Holidays! Remember to Shop Locally This Season

Hard to believe it is December already. But I suppose I say that every year. In retail, we plan for the holidays nearly year-round, beginning immediately after the New Year. Thus, in some ways it always seems like Christmas around here. Yet, when the stores are finally set up . . . when Noelle finishes her awesome window displays . . . when the holiday music permeates the airwaves . . . when some of our staff don those Santa hats . . . well, it's always hard for me to believe that December is already here!

This past year has certainly been a challenging one in many ways. Yet around COLE HARDWARE, we love challenges, and change is really about the only thing that remains consistent about our business. That, along with our great staff and our wonderful patrons, makes COLE HARDWARE a fun and happy place to work.

This holiday season brings about some changes to the retail environment in the City, too. As I write this, a huge big box retailer inside our City is going to be opening very soon. In

continued on page 3...

Dave Karp and the Christmas Trees

When Dave Karp bought our existing Cole Street location fifty years ago, he prided himself on having anything that customers requested available. So when a shopper asked if he might be able to get Christmas trees, he didn't think twice—he found a source and began offering them. Back then, Dave even delivered the trees himself, as many of our longtime customers remember.

Dave found a West Coast family business run by his new friend Donald to supply trees. The business is now run by Ken, Donald's son, and to this day is still our source for trees. Although Dave is somewhat retired, he's still actively involved in our holiday tree acquisitions, visiting the tree lot each year and making sure we only offer the freshest trees available.

In fact, probably nothing we do the entire year brings as much joy to Dave—except maybe our award-winning window displays—as our Christmas tree sales. Each morning in December, Dave calls us to inquire as to how many trees we sold the day before. Crew members are all aware that they better get the Christmas trees out and ready for holiday shoppers as soon as they arrive in our stores, in case Dave pays them a surprise visit.

As Dave points out, our trees are extremely well priced compared to most tree lots in the City and will be available at our Cole Street, Mission Street and Polk Street locations the week of Thanksgiving. Choose from noble fir or Douglas fir. Frequent Shoppers enjoy free weekend delivery.



Dave visiting the tree lot

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Frequent Shopper Rebate Reminder

If you haven't yet redeemed your 2009 frequent shopper rebate, please visit one of our four stores by December 31, 2010, in order to do so. Any customer service representative can assist you. Your rebate is 5% of your total 2009 purchases that we give back to you in the form of a gift card.



When shopping for your holiday purchases, remember to give the cashier your frequent shopper number in order to have your purchases applied toward your 2010 rebate. Don't worry if you don't know the number; our cashiers are able to look it up for you using your name, phone number or address to ensure that your transactions are applied toward your rebate.

And don't forget when purchasing a Muni Fast Pass or meter card, spending an additional \$5 allows you to apply the entire purchase toward your annual frequent shopper rebate!

New Repair Service Vacuums, Steam Cleaners, and Sewing Machines

COLE HARDWARE is offering a new vacuum and sewing machine repair service through a partnership with a local repair shop. With many folks these days investing in high-end vacuum cleaners, often it makes more sense to repair a vacuum instead of purchasing a new one. Just drop off your vacuum cleaner, floor steam cleaner or sewing machine by Monday afternoon, and we will have it back in our store the Tuesday of the following week, purring like new.



Repair Prices:

Vacuum Repair and Servicing\$44.99
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Happy Holidays! Remember to Shop Locally This Season

...continued from page 1

fact, they are probably open for business now. Additionally, Target is on the drawing board for at least two locations in the City. Now that the dam has been cracked, so to speak, expect more and more big box, corporate retailers to be setting up shop here. This was the futile message during the rough-and-tumble Home Depot fights of yesteryear. Let one big box into the City, and their cousins are sure to follow. This does not bode well for our unique neighborhood shopping districts. But we'll see what the future brings.

When you think of doing your holiday shopping this season, I ask you to shop locally as much as you can. By doing so, you are not only helping our many local merchants who are

part of our community, you are also recycling your dollars into our local economy. Much, much more of your hard-earned money stays within our community when you shop with a local merchant versus a national, corporate chain (see www.sfloma.org for details). And if you shop locally, we are going to sweeten the pot for you this season.

The San Francisco Locally Owned Merchant Alliance (SFLOMA) is comprised of locally owned merchants across our City in many different retail sectors: bookstores, bike shops, sporting goods stores, clothing boutiques, flower shops, ice cream parlors and more. Check out the many members of SFLOMA at www.sfloma.org. Note the ones you can shop with this holiday season.

After doing so, bring in your original receipt to any of our stores and receive a 20% discount on your COLE HARDWARE purchase as a reward for shopping locally. (You must spend at least \$20 at the SFLOMA merchant in order to receive the discount. Offer good through Christmas. One discount per household.) This is our little way of encouraging you to explore our neighborhood shopping areas this season and rewarding you for doing so. Those on your gift list will be rewarded with lots of unique surprises, too!

Thank you for your loyalty to COLE HARDWARE. On behalf of the more than 100 individuals serving you, we wish you a very happy holiday season!

—Rick

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SAN FRANCISCO LOCALLY OWNED MERCHANTS ALLIANCE
SHOP LOCAL FIRST

We invite you to join SFLOMA. Membership is just \$25 per year, you receive one free ad in the *Hardware Hotline*, and you are eligible to advertise with us very inexpensively. Visit www.sfloma.org for information on how to join.

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WHAT'S UNIQUE?

Bora Clamp Edge™ Set

A good, sturdy clamp for use with various saws and routers for making straightedge cuts, the Bora Clamp Edge, for circular saws, jig saws, routers, biscuit jointers and more, is a clamping straightedge guide that is ideal for cutting applications where a straight edge is desired. The Bora Clamp Edge can easily accommodate cutting and clamping everything from dimensional lumber to large sheets of flat building materials.

The three sizes that we stock, 24", 36" and 50", will fit a wide range of applications, and these multipurpose straightedge clamps boast many unique features. The Clamp Edge clamping pads have an exclusive swivel head that accommodates clamping up to 22.5 degrees either left or right. This feature allows the user to make angled cuts without having to resort to extra clamps to hold the edge guide in position.

Built for everyday use, the Clamp Edge features an aircraft-grade extruded aluminum body for straight, accurate cuts and rigid clamping. The large, oversized clamping handle allows for increased clamping pressure, while the soft-grip rubberized clamping pad insures that the material is firmly held in place without marring the work. The Clamp Edge also comes with an



integrated hanging loop for convenient storage while not in use. Sold individually or in the new three-piece set at the special introductory price of \$99.99. (Sku 275278, **INTRODUCTORY SPECIAL \$99.99** Regular price \$139.99) Individually priced at \$39.99–\$49.99. (Skus 275275–7)

This is an ideal holiday gift for that special woodworker in your life!

Doggie Water Bottles

San Francisco is a dog-loving city and many dogs enjoy their best friends' active outdoor lifestyles. While reusable water bottles have



practically become an appendage when we're out hiking or enjoying a day at the beach, it can be inconvenient to carry a water bowl for your pooch. Green Bottle™ has the perfect solution in their new Doggie Bottles. Equipped with a roller-head (similar to those found on a roll-on deodorant), they allow dogs to enjoy a drink of water when they need one. Made of food-grade stainless steel, these bottles are also BPA-free. (Sku 871900, **INTRODUCTORY SPECIAL \$11.99** Regular price \$16.99)

Thumb-Lite™ Stick-On LED Light

Thumb-Lite's compact design provides an easy way to turn anything into a flashlight. Whether unlocking a car door or finding something dropped in the dark, Thumb-Lite is a convenient way to provide extra light when needed. Unlike other compact lights, Thumb-Lite can be used effortlessly with one hand. Designed to be used the way a person naturally grips an object, Thumb-Lite is easily activated and shines light in the direction the object is pointing. No tools or assembly are required. Just pull off the adhesive protector and stick it on a key or other object—it's that easy. Because of its small size and advanced adhesive, Thumb-Lite sticks to any size key and is an ideal stocking stuffer. (Sku 511505, **INTRODUCTORY SPECIAL \$2.99** Regular price \$3.99)



Unique Wine Stain Eater®

Accidents with red wine inevitably happen during the holidays. Be prepared with Unique Wine Stain Eater, an earth-friendly product that uses bacterial enzyme action to remove stains and odors caused by wine, food, ketchup, mustard, juice, pasta sauce, butter and oils—or any organic stain. Safe to use on clothing, furniture and carpets, keep a bottle in your purse for those holiday office parties—and stay away from the copy machine! Available in a convenient 4-ounce size. (Sku 1366624, \$3.99)



Urban Gift Registry

COLE HARDWARE now has an Urban Gift Registry service.

Registries are no longer just for weddings and 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 or call 415/753-2653 ext. 5.



FROM THE GARDEN CENTER

VISIT OUR GARDEN CENTERS AT COLE AND POLK STREET STORES AND EL JARDIN AT MISSION STREET



In the Garden with Rick

December Garden Tasks

In December, our focus tends to move indoors as we prepare for the holidays and all of the entertaining and celebrating that take place inside. But there still are plenty of outdoor winter chores you can perform in your garden to keep it blooming and prepared for the upcoming spring. Our garden centers are also full of beautiful plants, festive wreaths and garlands to bring the outdoors inside for the holidays.

✓ **Potted Christmas Trees:** Consider a living tree that can be kept in a container and easily moved for years of enjoyment.



✓ **Dormant Spraying:** Now through February are the best months to apply dormant sprays to shrubs and trees to control overwintering insects and diseases.

✓ **Plant Bulbs:**

You can still plant daffodils, hyacinths, tulips, crocuses and other spring-flowering bulbs. Bulbs should be planted about three times deeper than the diameter of the bulb.



✓ **Take Cuttings:** This month is a good time to take cuttings of rhododendrons, azaleas and more. Cuttings should come from the new established tip growth and should be kept indoors in a well-lighted spot.

✓ **Winter Color:** Plant pansies, violas, primroses, stocks, calendulas, Iceland poppies and cyclamen to add some color this time of year.



✓ **Compost and Clean:** Clean up fallen leaves and add to your compost pile. Pull weeds before they start flowering and go to seed.

✓ **Prune Apple Trees:**

Weak and unproductive branches should be thinned out to allow the sunlight into the tree. Older spurs can be rejuvenated by cutting back, especially following a light crop year.



✓ **Bring the Outdoors In:** Our stores have a large selection of poinsettias, fresh wreaths and garlands for indoor decorating. Personalize your evergreen wreath with berries or mini-lightbulbs.



✓ **Plant Trees and Shrubs:** Early winter is ideal to plant and transplant shrubs and trees.



They will sustain less shock this time of year. Add generous amounts of compost, peat moss and manure to the existing soil. Stake large trees to protect them during the winter storms we will hopefully have.



See you in the garden!



Keep Your Gardening Tools in Shape!

It's winter and the plants are resting, so now is a perfect time to take care of those tools you've been using all year. Good garden tools will give you many years of service, given proper care. Here's what to do to make them last:

- Clean tools off after using them. This does not have to take long—simply hose down and quickly brush off soil with a stiff brush. Periodically give metal parts a "once over" with a wire brush and wipe with oil to fend off rust.
- Treat aging wooden handles with boiled linseed oil or varnish (as many coats as the wood can take).
- Sharpen edges of hoes and shovels with a file (file in one direction only, toward the outside of the edge, following the original angle). An abrasive disk attached to an

electric drill is useful for more thorough sharpening (wear eye protection).

- Protect tools from the elements when not in use. If you arrange a place for each tool to hang, you'll be more likely to return it to its "home" when the job is done.



Meet Marc: Our Master Locksmith

COLE HARDWARE would like to introduce our customers to Marc Estoque, our Master Class Locksmith. Marc, a native San Franciscan, has been working with COLE HARDWARE for more than 15 years; in fact, he has over 25 years' experience installing and maintaining locks in the many Victorians and Edwardians in our City. He takes pride in his work and offers unparalleled customer service in the COLE HARDWARE tradition: "Your satisfaction guaranteed!"

Recently, we sat down with Marc to learn more about how he navigates his profession. Marc says that a typical call these days is a rekey (combination change), whereby, for many different reasons, a customer needs his or her



Marc, our Master Class Locksmith

locks changed. The average person just needs the lock changed or is locked out. In most cases, Marc provides fast 30-minute response times.

Marc says, "One should take a few minutes to recall who might have copies of your property keys" (a former housemate, dog walker, tradesperson, contractor, etc.). Many people in San Francisco live in shared housing. Locks and keys are rarely changed when a property is bought, sold or rerented, which means old tenants and their friends, associates, and so on, still might have keys to your home. Marc suggests that homeowners, businesses, and property managers purchase a lock system that will block unauthorized duplication of keys. This concept is called "key control." COLE HARDWARE carries locks that operate with high-security and patented keys. Marc advises his customers to consider master key systems as

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
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
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Glass Installation
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Hauling
Home and Office Organizing
Home Entertainment Systems
Insulation Installation
Intercom Systems
Interior Design, Staging
and Color Consultation
Interior Wood Refinishing
and Restoration
Iron and Metal Works/Gates
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Leak Diagnosis/Waterproofing
Lock Installation
Locksmith Service 24/7

Mold Remediation
Moving
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Plumbing 24/7
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and Residential Cleaning
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Skylights
Solar Energy Installation
Stained Glass Creation
and Repair
Stucco Work
Telephone System Installation
Tile Installation
Wallpaper Application
Water Heater Installation
Welding
Window Cleaning/Repair
Windows and Doors



Contact us at www.colehardware.com/homerepair

another option.

When asked what advice he could give to our customers, Marc says, "Customers should consider getting a security consultation if they have any doubts or concerns about the overall security of their property. Additionally, they should install quality locks such as Schlage® or high-security locks like Medeco®." If a customer would like a security consultation, Marc can do a complete walk-through of the property. He will look for any security vulnerabilities and point out any substandard hardware (locks, windows, doors, etc.). He will then provide a written summary that will include suggestions as well as hardware recommendations. A standard security consultation is \$150. If customers choose Marc to upgrade their security, the \$150 fee is applied to the final bill.

Marc is versed in the many different high-security locks and their installations, including commercial applications such as magnetic card readers, biometric (finger print reader) locks, and push-button entry systems. In addition,

Marc also provides automotive service for customers locked out of their cars.

We have seen so many advancements in technology in the past 20 years, although many of the changes have been about design and decorative hardware rather than technology alone. Marc says, "Sometimes customers are looking for an updated look for a home, or they may want to keep the vintage look of the original." At times, locks just need some attention, rather than replacement. Marc can work with the customer to achieve either contemporary or vintage design while maintaining or enhancing security.

From simple rekeys and dead bolt installations to high-security locks and master key systems, Marc can do it all. If you would like to contact Marc for your locksmith needs, you can call him directly at **415/760-LOCK (5625)**, or call our Repair Referral Service at **415/753-2653 ext. 3**, and we will put you in touch with Marc. We also do referrals via e-mail at **homerepair@colehardware.com**.

Our Father-Son Carpentry and Construction Team: Michael and Kelly

Do you need to fix a wobbly threshold or repair a custom window? How about replacing those treads on your back stairs? Considering an entire remodel of your bedroom, bathroom, and kitchen? For the past 25 years the father-son team Michael and Kelly have been expertly remodeling and constructing residential projects throughout San Francisco. With unrivaled carpentry experience, they guarantee satisfaction and are your first choice for residential repair, remodel and construction.

Michael and Kelly achieve a perfect balance of mixing old-school expertise with new-school ideas as they strive to help clients meet their triple bottom line: perfection, price and planet. They are uniquely able to help clients achieve their dreams while offering reasonable, scalable options, and balancing sustainable strategies with the practical realities of homeownership. Not only does Michael have the expert knowledge and craftsmanship to fix or build literally anything, he works closely with clients to achieve exactly what they want. Kelly's knowledge of alternative building materials, green building options, and cutting-edge industry standards complements Michael's expertise nicely. Michael and Kelly perform all work themselves, from demolition and deconstruction, to foundation and framing, to finish work and final touches. With both Michael and Kelly on-site from start to finish,

each project is given the attention it deserves.

Originally from upstate New York, Michael moved to San Francisco in 1980. His background in carpentry, fine woodwork and design is extensive. After going to college for civil engineering, Michael first apprenticed with San Francisco Renaissance, where he focused on Victorian restoration and fine carpentry. Supplementing his experience in home construction, he has also worked in other areas of the industry, such as surveying and architectural drafting.

Born and raised in San Francisco, Kelly graduated from Lewis & Clark College in May 2008 with a bachelor's degree in environmental studies. Before college he worked as an electrical apprentice and worked seasonally as a carpenter's apprentice throughout school.

Kelly designed and implemented the green building education program at the David Brower Center, known as the "Greenest Building in Berkeley." He continues to be involved in the environmental design and green building community and is continually searching for affordable and cutting-edge green strategies.

That this father-son team



has been successful for so long is due precisely to the quality of Michael's work. Here are just two endorsements from some of his past clients:

"Michael is truly a genius! His talents and superb carpentry skills have touched all aspects of our home. We have had the pleasure of knowing him for about a decade. Not only has he created simplicity and ease of function, he is also an artist who finds ways to incorporate beauty into everything he touches. He always finds the 'path of least resistance' and works quickly and easily."

—Victoria and Richard

"After searching for a carpenter for some time, I found Mike to be a 'find.' I came to realize that he is a general contractor masquerading as a carpenter. He is able to make quality decisions and recommendations based on his years of experience. He is efficient, on time, and fastidious in his work. He has a collection of other tradespeople he can refer a potential client to so as to reduce a client's angst as to whom else can be called upon to finish a given job. He is a most agreeable person and easy to get along with on any type of job required of him. I do wholly endorse him to anyone seeking the services of a carpenter."

—James

If you are thinking about finally remodeling your home, or you just need a couple of custom fixes that only an expert can perform, contact our Repair Referral Service at **415/753-2653 ext. 3** or e-mail homerepair@colehardware.com.



HOLIDAY TRADITIONS

A Short History of Christmas Trees

Nothing makes a home more festive or aromatic over the holidays than a freshly cut Christmas tree. The Christmas tree has become such a recognizable symbol and part of the holidays over generations, but many of us might not know its origins. Long before Christmas trees as we know them today were around, plants and trees that remained green year-round have held special meaning. Many ancient cultures believed that evergreens would protect against ills and evil spirits and hung boughs over doorways and windows. The Celts believed that evergreens represented everlasting life.

Sixteenth century German Protestant reformer Martin Luther is credited as being the first person to use a tree adorned with lighted candles (though highly *not* recommended today) as a symbol of the tree of life in the celebration of



Christmas. The first record of Christmas trees in the United States was from the late 1830s, when the German settlers of Pennsylvania erected a Tannenbaum in their homes.

In 1846, England's popular Queen Victoria and her German husband, Prince Albert, were sketched for a feature in a magazine with their family around a Christmas tree, which then became all the rage—although this “fad” had staying power. By the 1890s, Christmas ornaments were coming into fashion. Americans adopted this tradition, while many cultures continued to use apples, nuts and berries as the main adornments.

Traditionally the yuletide tree was set up on Christmas Eve and remained up until January 6, the Epiphany, in some religious traditions the day the three wise men made it to the manger. It's hard to imagine setting up a tree the day before Christmas with how ornate tree decorating has become.

Artificial trees gained popularity and prominence when they were in vogue in the 1960s and the silver aluminum tinsel tree made its debut. Although this fad passed as fashions do, these aluminum trees have once again become cool because of their kitsch factor. They come in pink, purple, blue—even black. Artificial trees have come a long way, and some are practically indistinguishable from real trees. Many come lighted, eliminating the daunting task of decorating with messy, tangled strings of last year's lights.

Ever wonder about those pickle Christmas ornaments you see? German lore (although debatable) says that the pickle was always the last ornament hung on a tree and hidden well within the boughs. St. Nicholas provides a special present for the observant child who finds the pickle.

Many of us have special memories from our childhood—picking out the perfect tree, a special ornament, the excitement of waking up on Christmas morning to see the presents under the tree or just the warm feeling a Christmas tree provides. We can probably all agree that there is no such thing as an ugly Christmas tree!

Freshly Cut, Faux or Potted Tree: Which is Best?

Just like in every aspect of our world today, Christmas trees have come under scrutiny as to their “greenness” with the environmental movement. We're not taking sides here, as many people have their firm beliefs as to what constitutes a

Christmas tree. Here are some pros and cons to help you make the best choice for your home.

Freshly Cut Trees: The obvious asset to a real tree is the scent that permeates the entire house.

The Pineapple—Symbol of Hospitality

For centuries, the pineapple has symbolized welcoming and good cheer. If you see this symbol adorning a home, the homeowners are sending a sign of hospitality, warmth and affection. In 1493 Christopher Columbus brought back pineapples to Renaissance Europe from the Caribbean island of Guadalupe, which then became a coveted commodity. During a feast in Colonial America, a pineapple was placed at the center of the dining table, symbolizing the warmest welcome a hostess could extend.

This sparkling pineapple ornament is an ideal hostess gift for a holiday party or Secret Santa present. (Sku 954629, \$7.99)



Nearly all Christmas trees in the United States are sustainably farmed these days and are probably somewhat local. Most tree farms plant two or three trees for every harvested tree. While real trees are compostable, the downside is that they are used only one season.

Faux Trees: Used over again year to year, artificial trees provide for easy set up and dismantling and don't drop needles.

Potted Trees: These can be used year after year and then planted when they become too large to move around. There are several considerations to take into account, including buying a tree suited to your climate and where you might eventually plant the tree.

Join the Club!



FREQUENT SHOPPERS CLUB BENEFITS:

- You receive a 5% dividend on your yearly purchases (as a gift card good at any of our stores).
- No cost to join.
- We don't sell our customer list to anyone.
- Attach your Frequent Shoppers Club key tag to your key ring—if you lose your keys, they'll come to us in the mail!
- Lifetime warranty on most products bought from us (limitations may apply).
- Free delivery within San Francisco on weekends (if we must attempt delivery twice, a \$10 “second attempt” charge will apply).
- You receive the *Hardware Hotline*.*
- Fax documents and send UPS packages from our stores (limitations apply).
- Receive special offers and discounts available only to Frequent Shoppers.
- Come in on your birthday, show your I.D. and get a discount amounting to a percentage of half your age (see page 13 for details).

It's easy to join! Drop by any of our four stores and fill out a short application. Our computer will immediately begin tracking your purchases for your yearly dividend. Or sign up online at www.colehardware.com/frequent.

*You will receive our newsletter, the *Hardware Hotline*, every month for a year after you join and continue to receive it if you spend at least \$35 per 12-month period in our stores, or inform us that you wish to receive it. Otherwise, you can pick up a free copy at any of our four San Francisco locations.

'TIS THE SEASON

Holiday Tree and Plant Care

Keep the plants and trees you purchase for the holiday season fresh and well-cared for to enjoy for as long as possible.

Cut Trees: Care for your cut Christmas tree as you would a bouquet of fresh flowers. Make a straight cut across the base of the trunk, taking off about an inch, and immediately place the trunk in water. Check the water level often. Place the tree in a cool spot, away from appliances.

Keep your tree fresh with Preserve™. One 16-ounce concentrate bottle will make 2 gallons of liquid and will keep



needles green with its quick absorption. (Sku 96350, \$3.49) Tree Moist™ also preserves tree freshness and color, as polymer granules absorb then slowly release water. (Sku 9166422, **HOT DEAL \$2.99** Regular price \$4.99)

Live Trees: Buy a tree that is suited to your climate zone. Think about where you'll eventually plant your tree, as live trees will grow to full size trees before you know it. With proper care in a large enough planter, you should be able to move your tree from outside to indoors to enjoy as your Christmas tree for several successive holidays.

Select the freshest-looking tree available. To test for freshness, gently grasp a branch between your thumb and forefinger and pull it toward you. Very few needles should come off in your hand. Shake or bounce the tree on its container. You should not see an excessive amount of green needles fall to the ground. Some loss of interior brown needles is normal.

Keep your live tree indoors for no more than 10 days, keeping it well watered and away from heat. After the holidays, move your tree outdoors where it will get filtered sunlight and protection from wind. Allow it two to three weeks to acclimatize, and then put it where it will stay until next December—or plant it. You can keep the same live tree in its container through several holiday seasons, depending



on how fast it grows (plant it before it becomes root-bound). Be sure it gets the right amount of light and water.

Pick your live tree up by the pot—not by the stem. Many live plants start their decline during careless transport. Protect your tree en route to your home.

Poinsettias: Keep your new poinsettia in bright light, avoiding direct afternoon sun. Keep the temperature around 65°F to 70°F and the soil moist, but not too wet. Avoid drafts and dry heat, such as too near a fireplace or heater, and feed it a well-balanced fertilizer.

With luck and dedication you may be able to get your poinsettia to bloom next year.

In March or April, when the bracts begin to turn a muddy green, cut the plant back to 8 inches tall. Keep it near a sunny window, and by May it should have new growth. Transplant it to a larger pot, and during



the summer put it outside. Fertilize it with a balanced fertilizer twice a month until December. Around the first of October, start giving it 14 hours of darkness and 6 to 8 hours of bright sun, keeping the temperature about 70°F. Hopefully, your poinsettia will be blooming again in December.

Christmas Cactus: Another popular Christmas plant is the Zygo cactus with its beautiful blooms on the tip of the cactus leaves. One of our customers still has her grandmother's plant and treats it like an heirloom.

Withholding water will form buds. The plant likes bright light indoors (but not direct sun) and well-drained soil. Water only when the top half of the soil feels dry; water regularly except for three weeks after the blooming has finished. Put it outside in the shade in the summer; then gradually reintroduce the plant to your house in the fall, and in mid-October begin the dark treatment mentioned above for the poinsettias. Keep the temperature between 50°F and 60°F.

The COLE HARDWARE \$2.00* T-Shirt

Need a last-minute gift or something for that hard-to-shop-for person in your life? The COLE HARDWARE T-shirt is available and comes gift-ready!

* Buy a T-shirt for \$6.99 and send us a photo of you or your loved ones wearing your shirt in front of the Oakland Coliseum, the Roman Coliseum, or anywhere your travels take you, and we'll send you a \$5 COLE HARDWARE gift card and use your photo in an upcoming issue of the *Hardware Hotline*.

Cole Fox store manager Renato took T-shirts for his mom and cousin on his recent trip to the Philippines, while

Matt at Polk Street gets in the holiday spirit. Assorted men's, women's and children's sizes and styles available.

(HOLIDAY SPECIAL \$6.99 Regular price \$9.99)



Matt from Polk Street is ready for the holidays.



Cole Fox manager, Renato (bottom right), along with his mom and cousin in the Philippines

PRODUCT KNOWLEDGE

LED Lighting Solutions

Shed some light in dark work areas with these nifty new LED lights. Working under a sink, in an unlit closet or in any dark area will be much easier now. Well priced, these lights make an ideal stocking stuffer for that handyman in your life.

The HI:BEAM® Black Cuff-Lite™ is perfect for all activities where you need extra light. Whether you're working in the garage or in a tight, dark place, you will now have bright illumination directly on your project, so you no longer have to fumble with a flashlight or lantern. Elastic loops pull over a wrist or work glove, turning your wrist into a flashlight. Each Cuff-Lite, with four bright LED lights, a wide beam and super-bright illumination, will rotate a full 360 degrees and tilt 45 degrees. (Sku 302000, \$9.99)

The HI:BEAM Luma-Lite™ is an all-in-one light that replaces the wall light, flashlight, lantern and headlamp. With a built-in

magnetic base and optional Velcro and hat clip attachments, you can work with direct light on any project near or far with this small, portable light. The Luma-Lite also contains four bright LED lights made from resilient, high-impact plastic. The LED bulbs will last 100,000 hours. (Sku 302001, \$6.99)

HI:BEAM



Bialetti® Aeternum™ Cookware

The beautiful new Aeternum line of cookware from Bialetti combines a beautiful design with modern eco-friendly cooking technology to create practical, yet stunning, cookware. The interior features a new "nano-ceramic" coating, which is a



water-based coating made of titanium and suspended silicate microparticles, the main component of glass and one of the purest materials found in nature. This material resists scratches and abrasions and offers a smooth, uniform surface that is easy to clean.

The base provides excellent thermal conductivity and guarantees optimum heat distribution, resulting in less energy required to maintain a desired cooking temperature. The scratch-resistant silicone exterior also cleans easily. Choose from three different size sauté pans. (8": Sku 640005, **INTRODUCTORY SPECIAL \$19.99** Regular price \$27.99; 10.25": Sku 640006, **INTRODUCTORY SPECIAL \$29.99** Regular price \$39.99; 12": Sku 640007, **INTRODUCTORY SPECIAL \$49.99** Regular price \$39.99)

Deep-Fried Turkey

For a delicious twist on your holiday turkey, consider deep-frying. A tradition that started in the South, deep-frying has gained popularity nationwide in recent years. Deep-frying a turkey or chicken is a simple undertaking with the Bayou Classic® Turkey Fryer Kit. The kit contains a 30-quart aluminum stockpot, perforated poultry rack, vented lid, grab hook, thermometer and seasoning injector. That's basically everything you need except the turkey, the oil and the backyard!



Smaller turkeys tend to cook better in a deep fryer and will need 3 to 3½ minutes per pound. So a 15-pound turkey would only take between 45 and 60 minutes to cook. Inject your turkey

with your favorite seasonings for added flavor. Try injecting your favorite beer, wine or sherry mixed with Worcestershire sauce into a chicken for a savory flavor. When using a dry powder marinade, mix it with orange juice instead of water. The acidity in the orange juice enhances the marinade and acts as a meat tenderizer.

Keep in mind that only completely thawed turkeys should be deep-fried. Obviously the grease is extremely hot, so gloves, long sleeves and safety goggles should be worn. Deep-fry your turkey only in a safe area with no children or pets around. You will also need to dispose of the oil afterward,

and there are several places in the City that will take the used oil, including Dogpatch Biofuels and SFGreasecycle. You can find their information and other recycling locations at www.sfenvironment.org/ecofinder. (Turkey Fryer: Sku 8109381, \$74.99; LouAna® 3-Gallon Peanut Oil: Sku 8108276, \$42.99)





ENVIRONMENTAL INFO

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

SIGG®—The Original Reusable Water Bottles

Reusable water bottles have certainly grown in popularity in recent years, as plastic one-time use bottles have been recognized as a poor environmental choice. Although they're recyclable, unfortunately many end up in a landfill.

SIGG beverage bottles are a solution! Küng, Sigg & Cie, which manufactured leisure goods, kitchenware and electrical appliances, relocated to Switzerland



in 1916 to help pioneer the legendary tradition of Swiss quality. Since 1998, SIGG has concentrated on its core business: drinking bottles that deliver ultimate customer satisfaction. Today, the SIGG bottle has acquired cult status, and the design has been recognized

by New York's Museum of Modern Art.

SIGG bottles are extrusion-pressed from a one-piece aluminum blank, which results in uniform, seamless walls. SIGG bottles are extremely light weight, yet very strong.

The new Wide Mouth Sport™ bottles with an adaptable lid are an example of Swiss engineering

at its finest. The wide mouth opening is ice-cube friendly and easier to clean. The narrow spout is easy to drink from—no more spilling. The new SIGG EcoCare® liner, BPA- and phthalate-free, is a high-performance liner that ensures a fresh, clean taste and no metallic aftertaste. It is chemically inert and does not absorb, leach or transfer odors or flavors, no matter what beverage is inside.

Imitation may be the sincerest form of flattery, which is why there have been many copies over the years—yet none of them can match what is and remains the original Swiss bottle. They are available at COLE HARDWARE in many colors and sizes to suit your refreshment needs. Available in assorted colors. (Skus 871195, 871226–8, \$19.99)

A Great Holiday Gift!

For the month of December, all SIGG bottles are **20% OFF!**

Bag of the Month Merlot

FREE
with \$25
purchase

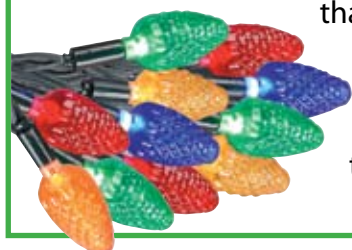
(while supplies last)



Save Energy This Holiday Season!

Swapping traditional holiday lights with newer LED versions is the easiest way to reduce energy consumption during the holidays. Somewhat more expensive than standard lights, the energy savings from LED lights more than make up for the cost over the lifetime of the strand.

For even more efficiency, employ a timer for your holiday lights. A wide range of outdoor and indoor timers make it easy to find one that suits your needs.



Power strips are another energy-saving option, as they allow power to

be shut off from a power adapter.

And if you find you have holiday lights that no longer work, recycle them at any COLE HARDWARE location.

Recycle Your Spent Holiday Lights with Us!

Bring us your **OLD OR BROKEN LIGHT SETS** to be **RECYCLED!**



Help the environment and families with kids who have cancer!

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 andy 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

COMMUNITY NEWS

Kerwin Children College Trust Fund: Update

Longtime readers of the *Hardware Hotline* and certainly longtime patrons of COLE HARDWARE will recall Jana Kerwin. Jana was a career member of our staff with a huge fan club of customers and staff. Tragically, cancer took Jana from us during the prime of her life. Jana left behind Jim, her husband, and two small children, Patrick and Chelsea.

Jana worked at the Bank of America at 9th and Irving years ago. We became enamored with her, as she was a teller dedicated to the needs of local businesses. After some cajoling and convincing, Jana left the bank and joined our Cole Street staff, where she held court for

many years. In 1984, much to the disappointment of the neighborhood, Jana left Cole Street to assume the assistant manager position of our second store, at 29th and Mission. Jana eventually became the store manager of that location. At the time, women managers in the hardware store industry were rare. Jana was a trendsetter in many ways.



Jim with his two great kids, Chelsea and Patrick

She happily broke through this glass ceiling, serving as a role model for women in our business and the industry.

Leaving COLE HARDWARE to raise a family, Jana eventually came "home" again to Cole Street as a salesperson, where she worked until she no longer could. I used to visit Jana at her home. We had long talks about business, our families, the future and more. Shortly before her death, Jana

expressed concern for the college education of her young children. I put her mind to rest by committing to set up a college trust fund for Patrick and Chelsea in order to give them a boost at the appropriate time in their lives. I'll never forget Jana's happy smile.

Since then, I have reported annually to our patrons on Jana's children and politely asked for year-end donations to their trust fund. Jana's many friends and coworkers consistently responded. Over the years, the fund grew but also suffered from the setbacks in our economy.

Patrick is now a sophomore at San Francisco State University. He is doing well, getting through his general education requirements and enjoying his time at State. Chelsea is a senior in high school, doing excellently academically and just now exploring her options for the next school year. It seemed the right time to give them access to the funds in the trust.

In mid-October my wife and I had the pleasure of sharing a meal with Patrick and Chelsea along with their dad, Jim. We had a great evening as we chatted endlessly. Patrick and Chelsea are intelligent, effervescent young adults with great senses of humor, too. I was happy to present each of them with a check for \$10,000! Patrick and Chelsea, along with their dad, will establish special college bank accounts, so the funds can be used for books, tuition and other college-related expenses.

On behalf of Patrick, Chelsea, Jim and myself, I wish to thank you for staying connected to Jana by contributing to the well-being of her children in this wonderful manner. It is much appreciated!

—Rick

Green Toys™ and Arriba Juntos

Our friends at Green Toys are once again joining with us to help our community partner Arriba Juntos with their La Posada celebration. For every Green Toy sold in the months of November and December, COLE HARDWARE and Green Toys will donate \$1.00.

Arriba Juntos, meaning "upward together" in Spanish, is a community organization located in the Mission District whose mission is to promote economic self-sufficiency for San Franciscans and their families through occupational training and employment

opportunities. Founded in 1965, Arriba Juntos has since expanded its vision to also provide education and employment programs on a

City-wide basis, serving many different ethnic groups and cultures.

Starting the week of Thanksgiving and through Christmas Eve, all COLE HARDWARE locations will be serving as collection points for Arriba Juntos's toy drive for their La Posada celebration. Las Posada is a colorful tradition celebrated in Mexico every evening from December 16 to 24 and by many members of our Mission Street staff and their families. Each night, a party is held in a neighborhood home with plenty of food and drink. At dusk guests gather outside the house and follow a procession with a child dressed as an

TOY DRIVE!

Bring in an unwrapped toy to any COLE HARDWARE from the week of Thanksgiving until Christmas eve.

angel leading the way for children, adults and musicians alike, as they sing and carry candles. Posada means "shelter" in Spanish, and

when the group reaches its destination, half stay outside to ask those inside for refuge. The happy end to each Posada is a piñata, traditionally made in the shape of a star to recall the star of Bethlehem, which guided the three kings.

You can be a part of Arriba Juntos's La Posada by donating an unwrapped toy at the collection bins at

any of our stores. To learn more about Arriba Juntos and the programs they offer, visit www.arribajuntos.org.

COLE HARDWARE offers the entire line of Green Toys, including their new fire truck. Like all Green Toys, the fire truck is sturdy, BPA-free and made from 100% recycled milk jugs just across the Bay Bridge. (Sku 936065, \$24.99)



Green Toys and COLE HARDWARE will **Donate \$1.00** for every Green Toy sold in November or December!

CUSTOMER SERVICES

THE EVER-GROWING LIST OF EVERYTHING WE DO FOR YOU

ACE® Hardware: Our affiliation with ACE allows us to get quality products quickly and opens doors of the world's manufacturers, so we can get you what you need. ACE's buying power enables us to sell to you at the right price, too!

ATM and Credit Cards: We'll accept your ATM cards for payment. You can get cash back, too. We also accept VISA, MasterCard, Discover and American Express credit cards.

Balloons: We have free COLE HARDWARE helium balloons for the kids. Helium is available to inflate your party balloons for fifty cents per balloon.

Bridal and Gift Registry: We'll load your name and list of everything you wish to register in our computer. Your friends and family can then call us to place gift orders. Recipients receive a gift card equal to 10% of the total value of all gifts purchased. E-mail Julia@colehardware.com.

Business-2-Business: Members of the program receive free delivery, special pricing and personal service. Call our Cole Fox location at 415/777-4400.

Carry-Out Service: We'll be happy to load your purchases into your car. Just let the cashier know, and we'll take care of you.

Charge Accounts: For your convenience, we have in-house charge accounts for businesses. Stop by and fill out the simple application, and we'll open one for you.

Chauffeur Service for Senior Citizens: If you need help getting to our stores and you live in San Francisco, call us to arrange a mutually convenient time to pick you up.

Color Matching: We have terrific paint matching computers. Bring in a swatch of fabric or quarter-size paint chip and the staff can match just about any color.

Commercial Supply: We have an entire division devoted to servicing the needs of commercial and industrial customers throughout the Bay Area and beyond. We offer charge accounts, on-site account specialists, free delivery and the personal services of Joe, Damion, Melinda, and Rodney. Give them a call at 415/647-1800 or e-mail colesupply@colehardware.com

Community Savings Days: One day a month, we offer a 20% discount to students, seniors, school district employees and active members of the military or veterans. The promotion cannot be applied to frequent shopper accounts and is not valid on gift cards, Muni or special orders.

Coupons: We honor all manufacturers' coupons. If we carry the product, we'll honor any other store's coupons as well.

Delivery in San Francisco: Free delivery for Frequent Shoppers Club members on weekends. For non-Frequent Shoppers, delivery is free for purchases of \$100 or more, \$10 for purchases with total pretax amount under \$100 and \$5 for the elderly or disabled.

Digital Camera: Have a problem that you can't describe? We'll lend you a digital camera to take a photo of the problem so that we can better help you. (Note: Credit card required for camera loan.)

Discounts:

Birthday Discount: Come in on your birthday, show your I.D. and we'll give you a percent discount amounting to half your age. Must be a Frequent Shoppers Club member. Discount is available only on your actual birthday and cannot be applied to sale/promotional merchandise, power tools, household appliances, water heaters, special orders or Muni. Discount applies to purchase for the personal use of recipient only. Maximum discount \$100.

Disabled Customer Discount: Sign up for our Frequent Shoppers Club, show your Medi-Cal card or other proof of disability, and get 10% off all discountable merchandise in our stores.

Senior Citizen Discount (age 65 or older): 10% off all purchases of nonsale merchandise.

Student Discount: Show us your student I.D. and receive a 5% immediate discount, plus 5% annual rebate, custom key tag, use of our fax machines and more!

Electrician: Call our Home Repair Referral Service at 415/753-2653 ext. 3 Monday through Friday 8:00 am–5:00 pm and after store hours for emergency referrals 24/7. On weekends and during store hours, dial 415/753-2653 and press 3 for a direct referral.

eLine: The COLE HARDWARE eLine is delivered free, direct to your desktop. The eLine contains information on new products, practical tips and more (or less!). Sign up at www.colehardware.com.

e-mail: Write us at service@colehardware.com—any time!

Fax Service: Our fax machines are for your personal use. We do charge for our fax service—please ask for rates. Fax numbers: Cole Street: 415/753-0957, Mission Street: 415/647-6554, Cole Fox: 415/777-4453, Polk Street: 415/674-8917.

Frequent Shoppers Club: Earn an annual 5% dividend on purchases and much more. Membership is quick and free. Sign up today!

Gift Cards: We offer COLE HARDWARE gift cards and ACE Hardware gift cards in almost any denomination.

Glass Cut to Size: Plexi, single and double-strength glass cut while you wait. We can also special order curved, tempered, laminate and obscure glass, as well as mirrors and tabletops.

Hardware Hotline: We publish our newsletter every month of the year. See the online version at www.colehardware.com. It's homegrown and filled with interesting articles about hardware, our community and, of course, COLE HARDWARE.

Hours of Operation: We're open every single day of the year including every holiday.

Cole Street: weekdays 7 am–7:30 pm, weekends 8 am–7 pm

Cole Fox: weekdays 8 am–7:30 pm, weekends 9 am–5:30 pm

Mission Street: weekdays 7 am–7:30 pm, weekends 8 am–7 pm

Polk Street: weekdays 8 am–8 pm, weekends 9 am–7 pm

Lamps Rewired: We offer rewiring services for table and floor lamps. Contact our stores for information and pricing.

Lifetime Warranty: Your "complete satisfaction" dictates that we offer a lifetime warranty on just about everything we sell.

Locksmith Service and Key Cutting: We cut keys at all our stores including hard-to-find computer chip keys for automobiles. We have an expert locksmith on duty Monday to Friday at our Cole Fox store downtown (415/777-4400). We can also send a locksmith to your home or business 24/7. Call 415/753-2653 ext. 3 Monday to Friday 8:00 am to 5:00 pm, or after store hours, dial 415/753-2653 and press 3 for a direct referral.

Low Price Guarantee: Just bring in another store's ad and we will honor the lower price.

Muni: We sell monthly Adult, Youth and Senior Fast Passes, monthly Disabled Stickers, 1-Day, 3-Day and 7-Day Passports and Parking Meter Cards in \$20 and \$50 denominations.

Pipe: We cut and thread galvanized and black pipe, your pipe or ours. (Note: Cole Fox can't thread.)

Plumbing Service: Call our Home Repair Referral Service at 415/753-2653 ext. 3 Monday through Friday 8:00 am to 5:00 pm and after store hours for emergency referrals 24/7. On weekends and during store hours, dial 415/753-2653 and press 3 for a direct referral.

Recycling: Bring your old latex paint (S.F. residents only; liquid paint only—put dried paint cans into your own recycle bin, lids off!), used rechargeable batteries (nickel-cadmium), used household batteries (alkaline and regular), copper and brass scrap metal (such as keys, bathroom and plumbing fixtures), cell phones, expired printer cartridges and spent fluorescent bulbs into any of our four stores, and we will send them off to be recycled into new products. See page 11 for details.

Repair Referral Service: Our alliances with competent, honest, quality tradespeople assure you excellent work on your home, property or office. We are a licensed contractor (#708403). Call 415/753-2653 ext. 3 or go to www.colehardware.com/homerepair.

Repotting Service: Pick out the plant and the pot, and our Cole, Mission or Polk Street Nursery staff will repot your plant for free.

Return Policy: We accept returns on just about anything. (Power tools, appliances, etc., may only be returned subject to manufacturer's warranty. Hand tools exchanged for defective replacement only.)

Room Painting Software: All of our paint departments are equipped with room painting software. Simply bring in your camera's memory chip, upload your image and choose paint colors to review.

Rug Cleaners Rented: We have steam carpet and upholstery cleaners available for rent at each store.

School and Community Assistance Partnership Program: Nonprofit organizations whose mission is to improve the lives of those around us, either directly or through cultural enrichment, can join a special program of discounts and donations. COLE HARDWARE donates 10% of all purchases made by your organization's community. Go to our COLE HARDWARE Community Partners page for information and a list of partners (page 15). Also, be sure to check out www.colehardware.com/partners.

Sharpening Service: Knives and scissors sharpened while you wait or same day service at our Cole, Mission and Fox stores (Note: Fox doesn't sharpen scissors, just knives).

Speakers Bureau: Topics range from home repair, to gardening, to security, to small business, marketing and more. If you need a speaker for your organization, call 415/753-2653 ext. 5.

Special Orders: If we don't have what you need in stock, we'll do our best to obtain it as quickly as possible.

Tool Rental: We rent floor sanders, many hand and power tools, and garden tools, too. Contact our stores for availability. (Note: Floor sanders not available at Cole Fox or Polk Street stores.)

UPS Shipping Service: We ship packages all over the country for members of our Frequent Shoppers Club via United Parcel Service.

Website: Visit www.colehardware.com.

Windows, Doors and Window Screens: Window and screen repairs are available at our Cole Street and Mission Street stores. Contact these stores for information and pricing.

**By the way,
we sell hardware,
too.**



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, website: www.bbsf.com. Bed & Breakfast San Francisco—since 1977.

Bookkeeper: Professional service with over 20 years experience, specializing in small business, QuickBooks, Pro Advisor, A/P, A/R and payroll. Assistance with financial reporting, budgeting, audit controls and cash management. Visit www.alphaquickbooks.com or contact Liz at emckersie@comcast.net or 415/254-4600.

Driver: I CAN DRIVE YOU! Retired businessman can drive you to doctor appointments, grocery shopping or on other local errands. 10+ years experience with outstanding references. Friendly and dependable service. \$20 per hour with a 2-hr. minimum. (Out-of-San Francisco trips are negotiable.) Call Bill: 415/826-3613 or e-mail to: bill311@att.net.

Financial Services: Bookkeeping, payroll, budgeting, financial reports, cash management, QuickBooks setup, reconciliations, A/P, A/R and much more. 15 years experience in bookkeeping/accounting. All companies—big and small. schwartzconsulting@gmail.com.

We have Fast Passes and Passports!

Why buy your Fast Pass, parking meter card and Muni Passport at COLE HARDWARE?

- We accept credit and debit cards, cash and commuter checks as forms of payment.* (Commuter checks cannot be accepted for meter cards.)
- Spend at least an additional \$5.00 when you purchase your Fast Pass and/or meter card and the entire purchase will be posted to your Frequent Shoppers account.
- Frequent Shoppers receive a 5% annual rebate on their purchases. That saves you 5% on your annual Muni Fast Pass purchases. What a deal!

We also have monthly Disabled Stickers.

* COLE HARDWARE discounts do not apply.

Interior Design: Everyone is unique, and your home should reflect your individuality. Refreshing your interiors reduces stress in your life. At **ALMOST INSTANT INTERIORS** we create affordable, unique, inviting interiors often using deceptively simple solutions. For makeovers, color consultation, interior architecture and full service design, contact: 415/824-4440, almostinstant@gmail.com or visit www.almostinstantinteriors.BIZ.

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.thelawcounselor.com for info.

Music Lessons: David Manley Music Studio offers piano lessons, guitar lessons, and vocal coaching for beginners & intermediate students—at the studio or in your home. Located in the Cole Valley area. Free introductory session. For more information please visit my website at www.speakeasy.org/~dmanley Phone: 415/759-8324 e-mail: dmanley@speakeasy.net.

Nanny Services: Need superior child care? Looking for a small, quality company? Call Natural Nannies at 415/839-5310 to meet competent, well-trained, experienced nannies. Check out our website to learn more about us at www.naturalnannies.com. We are caring, creative and conscientious. Any questions? E-mail us at info@naturalnannies.com.

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 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 415/550-0658 or visit 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.

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.

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Alice Fong Yu Alternative School (*1541)
Alvarado After-School (*503)
Alvarado Elementary School (*825)
Amer. College of Trad. Chinese Medicine (451)
Aptos Middle School (10594)
Argonne Elementary School (21299)
ASI Early Childhood Education Center (1660)
Before/After-School Immersion Care (*505)
Benchmark Institute (21216)
Brandeis Hillel Day School (*655)
Bret Harte Elementary (21344)
Buen Diam Nursery School (*88)
Buena Vista Alternative School (*24)
CS Children's School (455)
Cathedral School for Boys (*1275)
Cntr. for Learning in Retirement U.C. Ext. (425)
Chibi Chan Preschool (21325)
Children's Day School (*334)
Chinese American International School (150)
Chinese Immersion School at DeVila PTA (21352)
City College John Adams Campus (*1860)
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City College of S.F. Downtown Campus (21312)
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Clarendon Elementary School (*80)
Clarendon JBBP Auction (5008)
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Cong. Sherith Israel Religious School (2266)
Convent & Stuart Hall (21249)
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Daniel Webster Elementary (21383)
Dianne Feinstein School (21211)
Dr. Charles Drew School (*47)
Dr. Geo. Washington Carver Elementary (658)
Dr. William L. Cobb School (21263)
E. R. Taylor Elementary School (*423)
Edison Elementary School (*3531)
Enterprise for High School Students (21202)
Everett Middle School (21317)
Everyday Magic Child Devel. Center (2002)
Fairmount Elementary School (365)
Families of Sunset PTA (19204)
Francis Scott Key (21320)
Francisco Middle School (21242)
Frank McCoppin Child Devel. Center (*651)
French-American International School (*44)
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Friends of Saint Francis Childcare Center (500)
Galileo Academy PTSA (1110)
Gates and Bridges Preschool (282)
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George Peabody Elementary School (2516)
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Glenridge Coop. Nursery School (1113)
Grattan Child Development Center (21332)
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Hamlin School Parents Association (212)
Harvey Milk Civil Rights Academy (523)
Healthy Environments Daycare (*95)
Herbert Hoover Middle School (2290)
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Infant Development Center (*46)
Institute of Classical Homoeopathy (21306)
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Iyengar Yoga Institute (*108)
James Denman Middle School (*75)
James Lick Middle School (*34)
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Jose Ortega Elementary School (21347)
July Jordan School for Equity (21323)
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Katherine Michiels School (1335)
The Kid's Co-op Inc. (21264)
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KIPP San Francisco Bay Academy (902)
Lafayette School (2545)
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Phoebe A. Hearst Preschool (*1315)

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Saint Brigid School (3256)
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Saint Finn Barr School (415)
Saint Gabriel School (355)
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Saint James School (521)
Saint John Elementary School (9259)
St. Mary's Chinese Day School (21238)
St. Monica School (21322) Saint Paul's Elementary School (*180)
Saint Paul's Littlest Angel Pre-School (*221)
Saint Philip School (6665)
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San Francisco Community School (325)
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San Francisco Jr. Adventist Academy (*48)
San Francisco School (*300)
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Yick Wo School PTO (*2245)

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The COLE HARDWARE Calendar - December

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Hanukkah First Candle	2	3	4
5	6	7 Islamic New Year	8 Holiday Soiree see page 2 for details	9	10	11 Wreath-Making Workshop Strybing Arboretum
12	13	14	15	16	17	18
19	20	21 Winter Solstice	22 Special Community Members SAVE 20% see page 13 for more details	24 Christmas Eve	25 Christmas	
26 Kwanza Begins	27 Student Monday	28 Teacher Tuesday	29 Senior Wednesday	30 Military Thursday	31 New Year's Eve	2011 New Year's Day



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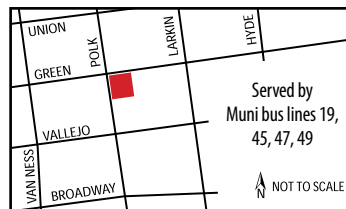
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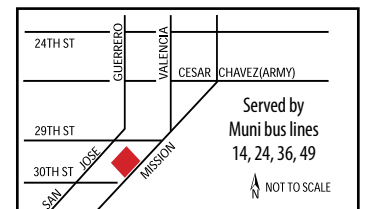
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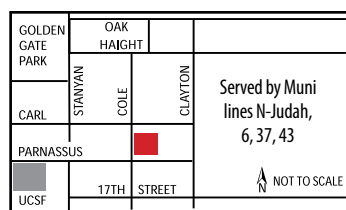
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