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ColeHardware.com



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8:00 am–8:00 pm
EVERY DAY

**Everyday
Store Hours**

8:00 am–8:00 pm

SIGN UP FOR OUR
EXCLUSIVE MONTHLY
DEALS!

Mobile-Only Offers

To receive deals,
text "COLE" to 55155.



COLE HARDWARE'S Hardware Hotline

February 2014

NEWS AND VIEWS FROM AROUND THE STORES

My Secret Garden (Center)

Have you visited our COLE HARDWARE garden centers? If not, you really should! Our garden centers are uniquely well stocked with all the seasonably appropriate plants, bulbs, seeds, equipment, and accessories you might need for your urban garden. We can locate and special order plants you might be seeking that we don't have on hand, too. From the advanced green thumb looking for specialized items, to newbies looking for inspiration and easy projects to try, our gardening experts are here to help.

The nursery at our Cole Street store is especially spacious and well supplied, and our Garden Guys, Dennis and Bill, are happy to answer all your questions. We often get customers who have been shopping with us for years tell us that they never knew the nursery was there! That's a shame, because this garden center is a true gem. It is located in the back of the store—past the registers and the paint counter and through the door to the left. If you aren't able to make it in to the Cole Street garden center, you can still get expert advice by e-mailing the



Garden Guys at dennis@colehardware.com or blitz@colehardware.com.

As Rick's kids, my brother, David, and I spent many hours at the stores when we were little, and the nursery at the Cole Street store was our top choice as a hideout spot. I'm glad I was so drawn to the garden

continued on page 2...

20% off
STOREWIDE*

Shop with us on Saturday, February 22, and enjoy 20% off storewide savings. Don't let those New Year's home improvement resolutions slip away—stock up on everything you need for a do-it-yourself project in your home! Paint a room, plant a garden, or hang some shelves. Whatever your project, let our knowledgeable crew get you started, and save money at the same time.

**Discount does not apply to gift cards, postage stamps, Muni passes, Clipper cards, meter cards, special orders, or sale merchandise. Not valid with coupons or other offers. Rewards points do not accumulate.*

**Saturday,
February 22**

For Your Convenience: More Than Just Hardware

Besides the thousands of hardware, housewares, and garden items that all COLE HARDWARE stores stock, we also offer several products and services as a convenience to our shoppers. Can't make it to the post office? No worries—we sell Forever Stamps in booklets of 20. Here's a list of some of the other conveniences we provide:



Delivery Service: Rewards members enjoy free delivery on purchases of \$100 or more. See crew member at the time of purchase for delivery scheduling.



Online Shopping: Visit www.colehardware.com to shop from the convenience of your home or office. We'll arrange to have your purchase shipped, delivered, or ready for you to pick up at your local COLE HARDWARE store.



Fax Service: Our fax machines are for your personal use. Domestic faxes are \$1 per page.



Photocopies: We're happy to photocopy documents for 50¢ a page.

Muni Passports: We sell 1-Day, 3-Day, and 7-Day Passports, convenient for your out-of-town company.



Parking Meter Cards: We stock parking meter cards in \$20 and \$50 denominations.

Clipper Cards: At our downtown Cole Fox location, you can buy and reload Clipper cards for all participating Bay Area transit systems.

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

Shop online 24/7 at ColeHardware.com.

3312 Mission Street
San Francisco, CA 94110-5009

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our website.



SAN FRANCISCO
GREEN
BUSINESS



Many Ways to Save

As you probably already know, providing excellent customer service is one of our top priorities. A big part of that is doing everything in our power to make COLE HARDWARE an affordable place for you to shop, while still being able to keep our doors open for business! We put a great deal of effort into making our everyday pricing as competitive as possible. But if you know our business at all, you know that we are always trying new things and striving to improve your experience with us. With all of the “new things” we get excited about trying, it might not be easy for you to keep track of all the opportunities for savings we now offer. So here’s a quick rundown to make sure you’re not missing out.

COLE HARDWARE Rewards

Our most popular and longest standing program was created years ago (before every business on the block had one form of a rewards club or another). Among other benefits, COLE HARDWARE Rewards members earn a monthly dividend of 5% of their total purchases and a birthday discount equal to 50% of their age (up to \$100 off). Yes, we have had customers in their late 90s come in on their birthdays to take advantage of the discount—that’s always exciting!



Flash Fridays

Every single week, we announce Flash Friday Deals: super-hot sale prices on a few items that are good that day only. Featured products vary greatly—from housewares to tools to gardening—so there is *sure* to be something for everyone. And for some special occasions, we have straight dollar or percent off coupons good for that day only. Flash Friday Deals are announced each week via e-mail and also on our Facebook page. To make sure you don’t miss out, send an e-mail to hotline@colehardware.com with “flash” in the subject line. We’ll sign you up so you can start saving.

**Flash Friday
DEALS**

Facebook Deals

As a way to have fun and interact with our followers on Facebook, we occasionally post “secret” deals, advertised on Facebook only. You never know what great deal will pop up! Make sure you visit our Facebook page and click “Like” to keep in touch and see when we post deals.



Mobile Coupons

For those of our customers who prefer to communicate via SMS text messaging on their smartphones, we’ve started the COLE HARDWARE Mobile Coupon Club. These coupons can only be received on phones that connect to the Internet. To join, text the word “COLE” to the number 55155 from your smartphone. You’ll instantly receive a link to the single-use coupons that are being offered this month.



In-Store Events

Perhaps our favorite and most rewarding way of offering you savings is to host events like our Hardware Happy Hours, Ladies’ Nights, and bag sales. The sales offered during these events vary, but they are always compelling enough to draw crowds and give us the chance to catch up with you in person over a glass of wine or a product demonstration. You can usually find out about in-store events right here in the *Hardware Hotline*, but it’s a good idea to also like us on Facebook, where we’ll post reminders as events approach.



Community Savings Days

One week out of every month (usually the last week of the month), we designate a day for special groups of community member to save 20%. Students, teachers, senior citizens, and members of the military each have an assigned day to come in for extra savings. Check the calendar on the back page of the *Hardware Hotline* to find out the dates for this month’s Community Savings Days.

**COMMUNITY
SAVINGS DAYS**
Special Community Members
SAVE 20%

These are the current ways we’re striving to help you save more off our already competitive everyday pricing. Stay tuned, as we’re sure to think up more crazy ideas to try out!

My Secret Garden (Center)

...continued from page 1

center as a kid, because it helps me appreciate today what a truly special place it is. It’s a pretty cool thing to be able to step off a busy urban street, walk through a bustling retail space, and enter a hushed oasis of greenery. As soon as you step into the nursery, the noticeable stillness is a delightful surprise.

As children, we would go up the stairs and crouch down in the far corner among the leaves. Suddenly, it became a “fort.” (Gotta love the power of imagination kids have.) I was fascinated by the miniature neon pink and orange cacti, rows and rows of plants, cartons of lady bugs (we get these in because they eat parasitic aphids that wreak havoc on roses), and browsing the pictures on seed packets as if they were children’s books.

If you haven’t visited our Cole Street garden center, I suggest you check it out. Even if you don’t have any shopping to do for your garden, it’s nice to step into a peaceful place and enjoy a few moments of calm before resuming your busy day. Bring your little ones, so you can experience it through a child’s eyes—I’m sure Dennis and Bill won’t mind doing a little babysitting while you shop. (Just kidding about the babysitting!)

—Adrianna

Let’s Keep Current!

Help us keep your account information current, and you might win a \$50 COLE HARDWARE gift card! We realize that San Francisco is a very transient city. Although, we have a lot of loyal shoppers who have remained in one location for many years, we also know that many of our shoppers sign up for our Rewards program and then move.

In order to make sure we’re mailing our *Hardware Hotline* and other offers only to those who want them, please take a moment to update your information, and we’ll enter your name in a drawing to win a \$50 COLE HARDWARE gift card. If your information is already current, you’ll still be entered in the drawing.

There are two ways to update your information. Review the information on the address panel on page 1, which is on the reverse of the update form at right. Make any changes needed in the update form, or check the “CURRENT” box if no changes are needed. Then just drop it off with one of our cashiers the next time you shop with us.

Or you may e-mail us any information that should be updated on your account. Simply e-mail hotline@colehardware.com any corrections to the address panel. Be sure to include the numbers

directly above the name in the address panel so that we can easily reference it. If your information is accurate, please e-mail the word “CURRENT” to

**YOUR CHANCE TO WIN A
\$50.00 GIFT CARD!**

hotline@colehardware.com. In the body of your e-mail, please be sure to include your name and the numbers above it in the address panel, so we can enter you in the drawing.

COLE HARDWARE Customer Update Form and \$50 Gift Card Entry

Fill in any information that needs to be updated or corrected and drop it off the next time you shop with us.

Name _____

Address _____

City _____ State _____ Zip Code _____

E-mail _____ Phone Number _____

- Check here if everything on the address panel on the reverse is already CURRENT.
- Check here if you would prefer NOT to receive the printed version of the *Hardware Hotline*.
- Check here if you’d like to receive the *Hardware Hotline* by e-mail. (Please provide your e-mail address above.)

Note: COLE HARDWARE will never sell or rent your contact information!

Hurry! Drawing will be held on March 1, 2014.

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
Home and Office Organizing
Home Energy Rating Systems (HERS)
Home Entertainment Systems

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

Re-COLE-mend...

COLE HARDWARE REPAIR REFERRAL SERVICE

Independent contractors and tradespeople for:

- Home, business, and property repairs
- Maintenance
- Remodeling/room additions

Contact us at 415/753-2653 ext. 3 or e-mail homerepair@colehardware.com



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

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

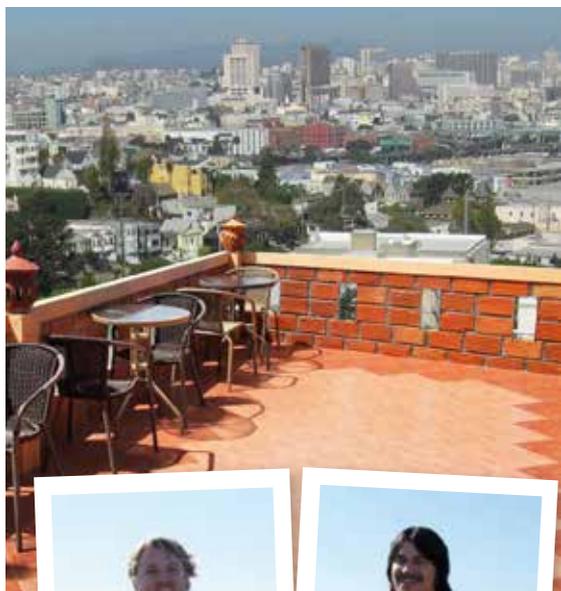
Skylights
Solar Energy Installation
Stained Glass Creation and Repair
Stair Lift Installation
Stucco Work
Telephone System Installation
Tile Installation
Wallpaper Application
Water Heater Installation
Welding
Window Cleaning/Repair
Windows and Doors

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

Contact us at www.colehardware.com/homerepair

Weatherproof Your Home or Commercial Building

Although 2013 went out like a lamb with regard to rain (or no rain, we should say), hopefully February will bring us some much-needed rainfall. Usually we get the most phone calls for roof repairs when we have our first big rainstorm of the year. Not knowing when (or if) we'll see much rain in 2014, you should still consider any necessary roof repairs your home might need



Mike and Adam can keep your structures waterproof.

now. Meet Mike and his team, leak and weatherproofing experts for both residential and commercial buildings. They consider their firm a nontraditional roofing company because they specialize in building an "envelope" so that water does not permeate your residence or business.

How does their company solve leak problems? According to Mike, "The best offense is a good defense!" Whether your problem is a roof (including rooftop decks and decks over garages) or siding, Mike believes their systems are the best. Many traditional roofers do 80% of the work and skip 20% of the details, such as using proper flashing and putting the drains in the appropriate places to allow for adequate drainage. If the proper sealants are used, the roof will require less maintenance.

On the subject of leaks, Mike says that not all leaks can be solved in one visit, but their company has a 90% success rate on the first visit! Mike understands that not all leaks and waterproofing issues are created equal! He typically evaluates a problem on the phone and then sends a field representative to meet the customer, along with a team member who can climb on the roof, if needed. If the customer chooses to go ahead with the work, the field representative schedules a date with the customer.

If you are trying to solve a mysterious leak or thinking of a roof replacement, consider giving Mike and his team a try. They feel their nontraditional option lasts longer, performs better, and costs less. If you would like to schedule an appointment with Mike, please call our Repair Referral Service at 415/753-2653 ext. 3 or e-mail homerepair@colehardware.com.

Green Roofs and Walls Take Root!

Perhaps you've seen plants growing on rooftops at the California Academy of Sciences in Golden Gate Park or the EcoCenter in San Francisco's Heron's Head Park. Or maybe you've stood in wonder at the



living wall facade at Drew School on California Street. Living, vegetated, or "green" roofs and walls are cropping up everywhere. Meet Pam, a green roof professional in our Repair Referral Service! She's helping COLE HARDWARE'S contractor referral service stay on the cutting edge of all things for home and garden by offering her deck, balcony, roof, and wall garden consultation and installation services to COLE HARDWARE customers.

Living roofs and outdoor living walls provide much-needed habitat in our urban concrete jungle. Much space is available on our flat roofs to create habitat for important pollinators like birds, bees, and butterflies. These habitat islands can help create bridges between distant tracts of land, facilitating movement for both endangered and common species.

Adding greenery to our urban areas enhances the well-being of those living here. We can look, smell, and feel the presence of natural life when we sit among the plants on a roof deck, look out over a

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WHAT'S UNIQUE?

CoverGrip™ Safety Drop Cloths

These drop cloths are made with heavy-duty canvas that is backed by a patented covering of rubberized PVC dots. These dots create a strong grip between the cloth and the floor, so the cloth doesn't budge an inch even when ladders or tools are being moved around on top of it. They also create a cushion to help protect surfaces from any damage that might occur if tools are accidentally dropped. The rows of dots also create a guide for folding drop cloths into perfectly straight lines, so bunching and uneven coverage are not a concern when working on stairs or in other tight spaces. Professional painters, plumbers, and tradespeople in many other areas of expertise demand CoverGrip cloths, but they are also great to have on hand for your own projects around the house. The best news is that these drop cloths can be safely machine washed and dried! We carry CoverGrip drop cloths in four sizes to fit any of your needs, ranging from 3.5' x 4' to 8' x 10'. (Skus 139100-103, \$14.99-\$49.99)



COLE HARDWARE Chocolates

This is the perfect Valentine's Day gift for that chocoholic hardware fan in your life. Three ounces of bite-sized chocolates come packaged in a cool reusable tin. Some of us have more of these tins stored in drawers, backpacks, and purses than we'd care to admit—luckily, they are a convenient size to use for storing pushpins, loose nails or screws, spare change, make-up, and other odds and ends, so they are being put to good use! Even the most discerning of chocolate snobs among us agree that this chocolate is really, really good. (Sku 927600, \$4.99)



Unlace™ Cord Wraps

A colorful, twistable lace for untangling knotty problems with cords and cables, Unlace wraps come in two sizes: the 5-inch lace is perfect for smaller cords like earbuds, and the 10-inch lace can handle burly computer and cable wires. You'll find a million and one purposes for these multifunction twists—they make perfect wine glass charms with a quick coil around the stem, for example. Each package contains four unlaces in assorted colors. (5-Inch: Sku 341007, 9, \$8.99; 10-Inch: Sku 341011-12, \$9.99)



Rickshaw Bagworks Bags

COLE HARDWARE is proud to now carry bags from Rickshaw Bagworks! We have a selection ranging from small shopping totes with SF-themed designs to heavy-duty messenger bags fit for your daily commute. We'll leave it to the folks at Rickshaw to tell you about themselves, as we couldn't have put it better: "Rickshaw is a new San Francisco-based bag company. Inspired by the creative energy of our city, urban cycling and an intense desire to make great products, we started Rickshaw to satisfy our own personal passion for bags. We know how people love their bags. We think it's cool—if not kind of weird—the way people grow



attached to their favorite bag as though it were a pet or loved one.

"We also love city living—the excitement, diversity, creativity and culture we experience in a fast-paced metropolitan environment. With access to art, theater, music and restaurants, there's an energy that pulses through the community. We design our bags for people who thrive on the urban experience and celebrate the creative spirit.

"In addition to our passion for bags, we share a strong set of humanistic, environmental and social values that guide the way we conduct every aspect of our business."

(Skus 926034, 46, 58, 59, \$14.99-\$69.99)



At COLE HARDWARE, we encourage our crew members to personally use the products that we sell in order to be more knowledgeable when assisting customers. Similar to how you might see staff recommendations in a bookstore, you will find our crew review recommendations throughout our stores and featured here in the *Hardware Hotline*.



100-Piece Bit Set

(Sku 2106078, \$18.99)

Has all the oddball screwdriver tips you'll ever need.

—Shel



FROM THE GARDEN CENTER

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



In the Garden February Garden Tasks

Tips from Dennis and Bill



Stop by our Cole Street garden center for all your gardening needs. The advice is free from the Garden Guys, Dennis and Bill. E-mail them with any questions: dennis@colehardware.com or blitz@colehardware.com.

Hopefully, February will bring plentiful rains to make up for the record low levels of rainfall earlier this winter. Otherwise, the Bay Area could be dealing with a drought. One way or another, February is always a tricky month to make major headway on garden projects, with its unpredictable weather. Regardless, there are still plenty of tasks to keep your green thumb happy this month if you so desire. Your garden will thank you for the continued attention and reward your efforts come spring!

Tasks

✓ **Frost:** We can often experience frost from February through March. Watch the weather forecasts and protect susceptible plants with a cloth covering if needed.

✓ **Vegetables:** This is a good time to plant certain vegetables, such as lettuces and other leafy greens.



These seeds can be simply sprinkled into the ground. Peas are best grown in these cooler months, and broccoli can handle a touch of frost. Others to consider planting in your garden now are asparagus, artichoke, rhubarb, and potatoes. In

Dennis's family, planting potatoes on President's Day is a tradition that goes back many years.

✓ **California natives:** Sow seeds for native flowers like California poppies, tidy tips, and lupine. Plant native grasses and shrubs like California lilac (*Ceanothus*) and California fescue grass.



✓ **Pruning:** Prune flowering trees and shrubs like flowering cherries, quince, and forsythia, and use the pruned branches for arrangements in your home.

✓ **Pests:** Keep after snails and slugs with Sluggo®, which is safe to use around pets and wildlife. Available in assorted sizes, including 1 pound (Sku 7117120, \$10.49) and 2½ pounds (Sku 7096258, \$19.99).



✓ **Houseplants:** They may notice the longer days and begin growing. You can begin feeding them again, but dilute your fertilizer mix by 50% until growth is robust. If we get rainy days, treat your houseplants to a day outside to drink up their water that way.

✓ **Plan ahead:** Gardeners who want to ensure a successful summer vegetable harvest can get a head start by sowing seeds for tomato, eggplants, and peppers indoors.



✓ **Birds:** Use bird feeders or suet to attract birds to your yard now. They will continue to come back as the weather

warms up and help control insects in your garden. (Feeder: Sku 8237711, \$4.49; High Energy Food: Sku 80795, \$1.99)

In a Drought

✓ **Water wisely:** Depending on the rain this month, make sure you are watering efficiently and responsibly. If we're fortunate enough to see abundant rain, properly adjust sprinklers or watering systems.



✓ **Lawns and grasses:** The appeal of a healthy green lawn is undeniable, but the fact remains that turf grass (like our lawns) consumes significantly more water than any other crop in the country. If you happen to be planning a landscaping project in the coming months, consider swapping the golf green aesthetic for native plants and grasses. Your garden will be much more sustainable and drought resistant, not to mention require less maintenance.

✓ **Soil preparation:** Well-composted soil holds water much better than sandy soil, so keep your beds full of organic matter.

✓ **Mulch:** Mulch helps soil retain moisture and suppresses weed growth. (Cedar Mulch, 2 cu. ft.: Sku 75958, \$6.99)



✓ **Weeds:** Weed your beds thoroughly to keep weeds from taking water you want to go to your intentionally

grown plants. Weeds often thrive under adverse conditions.

Moles and Gophers

✓ One of the most frustrating things that can occur with your garden or lawn is to wake up to a crescent-shaped mound of earth formed by a gopher or mole. At the Cole Street nursery, we have all the tools to help fend off these pesky critters. We have Mole & Gopher Sonic Spikes, both battery- and solar-operated styles. (Skus 7200199, 7194194, \$22.99–\$34.99) These spikes are not as menacing as they may sound—they pulse to create vibrations in the soil that irritate would-be burrowers.

✓ Another way to deter these animals and others from making a mine field out of your garden or lawn is to use beneficial nematodes. (Sku 701172, \$22.99) These are sold in the nursery and are used to decrease the larvae of insects that moles and raccoons are attracted to in your garden.



See you in the garden!



Green Roofs and Walls Take Root!

...continued from page 3

planted roof, or participate in planting and maintaining these unique gardens. It's a tranquil and inspiring experience to be up on the living roof at the Academy of Sciences in the morning dew, watching resident hawks fly over, and seeing the beautiful wildflowers in bloom—all while being high in the air!

Food security is becoming more important for many of our forward-thinking City residents. Growing and harvesting our own fruits and vegetables makes us healthier and more independent of agribusiness. Those without gardens, but with balconies, decks, fences, walls, or accessible roofs, however small, can develop these areas for food production.

Other benefits of living roofs include reduction of the heat-island effect in cities, sound and thermal insulation, protection of the roof membrane from solar degradation, and most importantly for large commercial facilities, storm water management. Large factories with extensive roof systems generate tons of water during storms that release suddenly



and can overwhelm combined sewer systems, spewing gallons of untreated sewage into our oceans. Living roofs retain water and release it gradually through drainage and evaporation.

But don't plants growing on roofs cause leaks, attract vermin, and generally create problems? Plants don't belong on roofs, right? Actually, well-designed living roof systems do not cause these kinds of problems at all. The industry is still developing here in the United States, but elsewhere there are many examples of living roofs that have been in existence for decades without mishap.

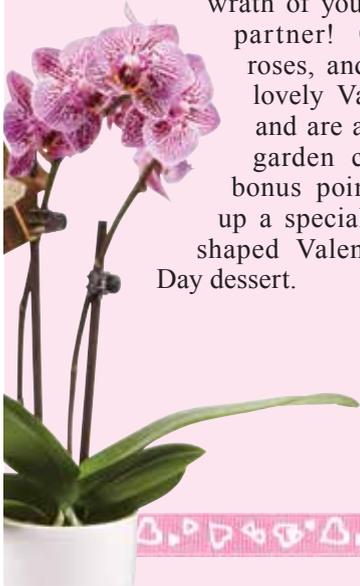
Pam has a degree in botany, and she is a licensed general contractor, an accredited green roof professional, and a certified green building professional. And in her

spare time, she volunteers at the Academy of Sciences tending to their living roof. To explore having a living roof or wall in or on your home, contact our Repair Referral Service at 415/753-2653 ext. 3 or homerepair@colehardware.com.

WHAT'S IN SEASON

Valentine's Day

Remember, Valentine's Day is the February 14! Don't be caught unprepared, lest you suffer the wrath of your would-be adoring partner! Orchids, jasmine, roses, and lavender all make lovely Valentine's Day gifts and are available in our garden centers. For bonus points, bake up a special heart-shaped Valentine's Day dessert.



9-Inch Nonstick Heart Cake Pan
(Sku 641000, \$13.99)



Nonstick Cookie Pan
(Sku 641011, \$11.99)



Heart Cookie Cutter
(Sku 641001, 99¢)

Nonstick Cookie Pan
(Sku 641011, \$11.99)



Heart Sprinkles
(Sku 681045, \$4.99)



Champagne Flutes, Set of 4
(Sku 6196596, \$21.99)



Color Trends: Radiant Orchid

Last month we reported on various shades of blue emerging as popular colors in both fashion and home interiors: Benjamin Moore's Breath of Fresh Air and Pantone's spring shade of Dazzling Blue. The Pantone color forecasters have announced PANTONE® 18-3224 Radiant Orchid, a captivating, magical, enigmatic purple, as the color of the year for 2014.

"While the 2013 color of the year, PANTONE 17-5641 Emerald, served as a symbol of growth, renewal, and prosperity, Radiant Orchid reaches across the color wheel to intrigue the eye and spark the imagination," said Leatrice Eiseman, executive director of the Pantone Color Institute®. "An invitation to innovation, Radiant Orchid encourages expanded creativity and originality, which is increasingly valued in today's society." According to Ms. Eiseman, "An enchanting harmony of fuchsia, purple, and pink undertones, Radiant Orchid inspires confidence."

Radiant Orchid for Interiors

Spruce up interior spaces by incorporating this eye-catching hue in paint, accent pieces, and

accessories. As adaptable as it is beautiful, Radiant Orchid complements olive and deeper hunter greens and offers a gorgeous combination when paired with turquoise, teal, and even light yellows. Likewise, the vibrant color is sure to liven up neutrals including gray, beige, and taupe. Uplifting and bold without being overpowering, Radiant Orchid reenergizes almost any color palette and provides a unifying element for diverse spaces.

The color purple was once associated only with royalty but is now seen as a fashion color for both men and women. Purple tones with a hint of red are more sensual and dynamic, while purple shades skewed toward blue suggest mystery and magic. Have fun with an accent wall or go bold by painting an entire room in a fun shade of orchid or purple.



Adrianna's Go-To Valentine's Day Dessert: Red Wine Chocolate Cake

Red velvet cake sprang back onto the scene a few years ago with a trendy, kitschy bang. The flavor has steadily become so popular that it now seems to have earned a regular spot next to the chocolate and vanilla cake flavors at most bakeries. Delicious as it is, whenever I'm enjoying a red velvet dessert, I always feel a nagging concern that food dye is responsible for the novel red color. Sure, it makes the cake look dramatic, but is that really worth consuming all those extra chemicals that don't contribute to the flavor? So I was intrigued when I found this recipe for red wine chocolate cake, which gets its dramatic coloring instead from—you guessed it—red wine. The alcohol doesn't fully bake out, so it is actually quite different from red velvet cake. I like that it has the same elements of chocolate and red coloring but becomes more romantic and refined. The cake has a strong chocolate taste, made more complex and naturally reddened by the wine. With its intense flavor, a thin slice is all you need, so this recipe is for a small cake. And it is a "one-bowl" cake that bakes very quickly, making clean-up a cinch. All these factors combine to make this the perfect Valentine's Day dessert—that is, if like me, your ideal Valentine's Day consists of a delicious dinner with your partner or a group of friends. If you're looking for a recipe to make cupcakes for the kindergarten class party, you'll probably want one with more volume and no alcohol!

Continued on page 9...



WHAT'S IN SEASON



Game Day Crock Pot Buffalo Chicken Dip

This Buffalo Chicken Dip recipe is decidedly less sophisticated than the Valentine's Day recipe on page 9! But it perfectly captures the flavor of the game-day favorite snack—Buffalo chicken wings—with a lot less effort and mess involved in making it. There are only five ingredients, so the dip is super-simple to whip up. It is addictively delicious, and the serving bowl will be licked clean by half time. Who needs sophistication on Super Bowl Sunday?

- 2 8-ounce packages of cream cheese, softened
- 1 cup Buffalo wing sauce, such as Frank's® Redhot®
- 1 cup blue cheese or ranch dressing
- 3 cups shredded cooked chicken (can be from a store-bought rotisserie bird, cooked yourself, or canned)
- 1 cup shredded cheddar cheese
- Tortilla chips, crackers, sliced baguette, and/or celery and other sliced veggies for dipping

Note: It's pretty difficult to mess this up, so feel free to wing it (pun intended)! Use more or less sauce depending on how spicy you want it, jack or pepper jack cheese instead of cheddar, if you prefer, and so on. This recipe is enough for about 15 people, depending how hungry folks are, so halve it, or otherwise adjust proportions as needed. Use reduced-fat cream cheese or dressing to lower the calories. It's going to taste amazing no matter what!

Cooking Instructions:

If you can, prepare the dip at least 3 hours before you'll serve it. Mix all ingredients thoroughly in a bowl or stand mixer fitted with a paddle, and then pour the mixture into your crock pot. Heat the mixture on high for 1½ hours, then on low for at least another 1½ hours, stirring occasionally. Continue heating on low throughout the time it's served.

If you are running short on time, you can mix all ingredients thoroughly and pour mixture into a large sauce pan over medium heat to speed things up. Stir frequently until ingredients are combined, melted, and piping hot—about 20 minutes. Then transfer into your crock pot and set on low heat.

Alternatively, if you do not have a crock pot, you can preheat your oven to 350°F, mix all ingredients thoroughly, and then transfer to a baking dish (or a few smaller ones for scattering around your party). Bake for 20–30 minutes until bubbling hot and serve while still warm.

Get Your Barbecue Ready for the Game

Will you be firing up the grill at your Super Bowl party? You'll want to make sure it's clean—a dirty grill puts you at risk for flare-ups caused by grease buildup. Might as well do the deep cleaning now so that it's ready for action when the sun comes out again. Below are instructions for cleaning gas and charcoal grills. Either way, you'll want rubber gloves for cleaning, oven mitts, a grill brush, and a sponge.



Gas Grill

1. Unhook the gas line and remove all grates.
2. Use a putty knife to scrape off any carbonized food and/or grease inside the cookbox. Wash the inside of the lid, drip pan, and cookbox with water and dish soap.
3. Scrape away any gunk in the drip pan and replace the foil liner.
4. Rinse everything off with a hose.
5. If the holes in the cookbox's burner tubes are clogged, use a grill brush to clean them, scrubbing across the tube openings. If a clog goes further back into the tube, get it out with an unbent coat hanger.
6. Scrape down any metal bars above the burner tube with your grill brush; then put the cooking grates back and reattach the gas line.
7. Turn all burners to high and close the lid. Wait about 15 minutes and then, wearing oven mitts, scrape the grates with your brush.

Charcoal Grill

1. Remove grates. Using the grill's ash sweeper, push ashes and food into the ash catcher and discard any debris.
2. Scrub inside the grill's bowl with soapy water and your grill brush.
3. Replace the charcoal grate. Fill the bottom with charcoal and light it; then replace the cooking grate.
4. With the lid off, let the grill heat up for about 15 minutes. Then, wearing oven mitts, scrape the grate down with the brush.

Football Fever

Football Cookie Cutter Set
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2.5-Quart Slow Cooker
(Sku 6095103, **Hot Deal \$24.99**
Regular price \$29.99)



16-Ounce
Midtown
Pilsner
Glasses,
Set of 4
(Sku 628950,
\$19.99)



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ENVIRONMENTAL INFO



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

Phantom Energy

Halloween isn't the only time phantoms are among us—an actual terror may already be in your home, leeching off your energy supply. These “energy vampires” are all too real and all around you, running up your energy bill even when you're not actively using them.

Take, for example, the seemingly innocuous cell phone charger. As cell phones have become a staple of modern life, so have the devices that power them. To ensure that we're able to be in constant contact, many of us carry chargers in our bags, have them in our cars, or even keep them at the office. So it shouldn't come as much surprise to find that many cell phone users have one or more chargers constantly plugged in at home. What most people don't realize is that these chargers are continually drawing power, even when no device is connected to them.

By themselves, those watts won't cause a huge increase in your energy bill. But if you add other common devices to the equation, you'll begin to see why energy vampires are often responsible for adding 10% or more to your monthly utility bill.

Take a cable box. As HDTVs and digital cable have increased their market share, these devices have also skyrocketed in use—and they're certainly having an impact on your energy bill. Even when they're powered off, these devices consume energy.

With the average American household owning 25 consumer electronic devices, you can begin to see how these phantom loads can translate into a

The average U.S. household spends \$100 per year to power devices while they are “off.”



significant chunk of your energy bill. You don't have to succumb, though, as there are several simple and convenient strategies

that will help you drive a stake through these energy vampires:

- Unplug devices you don't use often. This probably won't work for your cable box or clock radio, but if you have an extra TV, an old desktop computer, or a stereo you only use from time to time, you should consider unplugging them completely until the next time you need to use them.
- Use power strips. Power strips allow you to toggle the power flow on and off. This will allow you to control the power usage of clusters of devices so that they're not consuming electricity when you're not around. Using a light switch that turns power outlets on and off accomplishes the same end, if you have one in your home.
- Curb idle time in devices such as computers and video game consoles. Simply setting your computer to sleep mode or saving a game and powering down instead of leaving it paused for a prolonged period can actually save more than \$100 a year in many cases.
- Make smart upgrades. When it comes time to send your old devices to the graveyard, you should also consider replacing them with ENERGY STAR devices. They have a lower standby consumption than your average device and generally use less energy in all their functions—a savings you should take into account when comparing similar products.



None of these strategies will eliminate your electric bill entirely, but together these tricks can help you slay energy vampires while saving money, a treat you can appreciate all year long.

Article from energy.gov.

COUPON

FREE
with \$30 purchase

6-OUTLET POWER STRIP
(Sku 3277365) \$7.99 value.
Limit one per household, while supplies last. Valid with coupon through February 28, 2014.



14FEBHOT-1

Polk Corridor Cleanups

Help keep our neighborhoods postcard-perfect! Polk Gulch is fortunate to have two neighborhood groups sponsoring monthly volunteer street cleanups. All of the equipment is provided by the Department of Public Works—they just need some muscle to get the work done.

Russian Hill Neighbors

Second Saturday of each month
(February 8)
9:30 am–12:00 pm
Meet at FLIPP
1400 Green Street @ Polk
Info: improvement2009@rhn.org

Middle Polk Neighborhood Association

Third Saturday of each month
(February 15)
9:45 am–12:00 pm
Meet at It's a Grind
1800 Polk Street @ Washington
Info: frank@middlepolk.org



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 to us should have paint in them!
- The ORIGINAL label on each can must CLEARLY state “latex,” “acrylic,” or “water-based” paint. No handwritten labels can 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

Utility Shutoffs

("Are You Ready" Series, Parts 12 and 13)



Take steps now to prepare for the next predicted major earthquake or other disaster. You may not need to shut off utilities after a disaster, but you should know how, in case it's necessary—you may prevent disastrous fires or flooding.

Meter Locations

Familiarize yourself and your family with the location of your gas meter, water main, and electrical circuit breakers, usually located near the front of a building in a basement, garage, or alley. If you live in a multiunit building, locate your unit's meter and breakers and mark them with a permanent marker. Locate water and gas shutoff valves on the sidewalk, under concrete or steel plates.

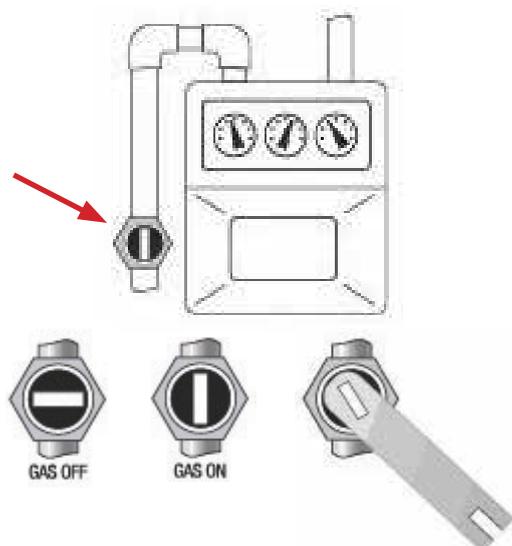
Gas Shutoff

Keep a working flashlight and a crescent wrench in the entrance to the area where main and individual shutoffs are located.

The shutoff valve is open when the valve is aligned with the gas pipe. To test if you can turn off the valve, close it to no more than one-eighth shut. If you cannot operate the valve, call the gas company to repair it. To close it, you would turn the lever one-quarter turn, so it crosses the gas pipe, but do not close it this far during your test run, or you will need to call the gas company to turn it back on! (Gas Wrench: Sku 4008801, \$8.99; Gas/Water Wrench Set: Sku 47513, \$14.99)



How to Shut Off Your Gas



Identifying Gas Leaks

A "rotten egg" smell indicates a gas leak. Natural gas is odorless and colorless, so utility companies add a sulfurlike odorant as a safety precaution. Another indicator is a rapidly moving gas meter (wheels without numbers, found above or below the row of numbered wheels).

Immediately after a quake, even if you don't smell gas, use a flashlight to check the unmarked wheels and the main meters. If you suspect a gas leak, do not turn on any lights, since the spark from a light switch could ignite the gas.

If it is safe to enter the building, open windows to dissipate the gas and turn off the gas to individual units or the building main. If the building has collapsed or has sustained heavy structural damage, shut off the gas at the shutoff in the street.

Do not shut off gas unless you smell it or hear it escaping. If you turn it off, *do not* attempt to turn it back on—only the gas company can do that.

Electricity Shutoff

Electricity can be deadly—you can get electrocuted from direct contact with live wires or anything in contact with these. Live wires can also be an ignition source for an explosion or fire if there is a gas leak. There are two types of electrical shutoffs. The main lever shutoff or breaker supplies the whole building, and the individual unit shutoff or breaker supplies a given apartment or flat. (The address or unit number is usually written on the meter.)

Shut these off by lowering the control lever on the side of the electrical box or shutting off the main breaker inside the box. It is best to shut off individual breakers before the main one to avoid possible sparks if gas is leaking.

Shut off the electricity when there is:

- A building collapse
- Arcing or burning in electrical devices
- The smell of burning insulation
- Blackened areas or heat around switches or plugs
- Total loss of power with smell of burning materials



Water Shutoff

Water can damage the structural integrity of a building and can cause drowning in basements/storage spaces and electrocution if energized by live electrical wires. Water shutoffs are found in your sidewalk (marked SFWD in San Francisco) and inside your building on a riser pipe, usually with a yellow or red wheel. The Water Department shutoff is either a lever or a wheel.

Keep in mind the cover may be stuck (you may need to break it) and/or the case full of dirt. Remove the cover and clean out the case beforehand. The lever shutoff is usually difficult to operate without a water shutoff key. The inside water shutoff wheel is turned clockwise until off.

Shut off the water when:

- There is severe leak inside the building.
- The building has sustained major structural damage.

Adrianna's Go-To Valentine's Day Dessert

...continued from page 6



Red Wine Chocolate Cake

Recipe from Deb Perelman, of smittenkitchen.com

Cake

- 6 tablespoons unsalted butter, at room temperature
- ¾ cup firmly packed dark brown sugar
- ¼ cup white granulated sugar
- 1 large egg + 1 large egg yolk, at room temperature
- ¾ cup red wine*
- 1 teaspoon vanilla extract
- 1 cup + 1 tablespoon all-purpose flour
- ½ cup Dutch cocoa powder
- ⅛ teaspoon baking soda
- ½ teaspoon baking powder
- ¼ teaspoon table salt
- ¼ teaspoon ground cinnamon
- Powdered sugar (optional)

*Original recipe says any kind you like—I suggest any medium- to full-bodied red wine, so you get more intense color and flavor.

Topping

- ½ cup mascarpone cheese
- ½ cup chilled heavy or whipping cream
- 2 tablespoons granulated sugar
- ¼ teaspoon vanilla extract

Make the cake:

Preheat the oven to 325°F. Line the bottom of a 9-inch cake pan (round, or the featured heart-shaped pan if you want to get extra fancy!) with parchment and either butter and lightly flour the parchment and exposed sides of the pan, or spray the interior with a nonstick spray. In a large bowl, on the medium speed of an electric mixer, cream the butter until smooth. Add the sugars and beat until fluffy, about 3 minutes. Add the egg and yolk and beat well; then add the red wine and vanilla. Don't worry if the batter looks a little uneven. Sift the flour, cocoa, baking soda, baking powder, salt, and cinnamon together, right over your wet ingredients. (No worries if you don't have a sifter—I always use a mesh strainer any time sifting is required.) Mix on medium speed until three-quarters combined, and then fold the rest together with a rubber spatula. Spread batter in prepared pan. Bake for 20 to 30 minutes or until a cake tester inserted into the center comes out clean. The first time I made this cake, it came out a little dry, so I always check it right at the 20 minute mark. Cool in pan on a rack for about 10 minutes and then flip out of pan and cool the rest of the way on a cooling rack. This cake keeps well at room temperature or in the fridge. It looks pretty dusted with powdered sugar.

Make the topping:

Whip mascarpone, cream, sugar, and vanilla together, just until soft peaks form—don't overwhip. Topping can be covered and refrigerated for up to 4 hours. When ready to serve, place a generous dollop on each slice of cake.

COMMUNITY NEWS



Spare Change Program

Generous shopper donations of \$1,038 in December for Women Organized to Make Violence Nonexistent, Inc. (WOMAN, Inc.), have brought our spare change program grand total to \$17,891! WOMAN, Inc., is a community-based, multiservice agency serving survivors of domestic violence.



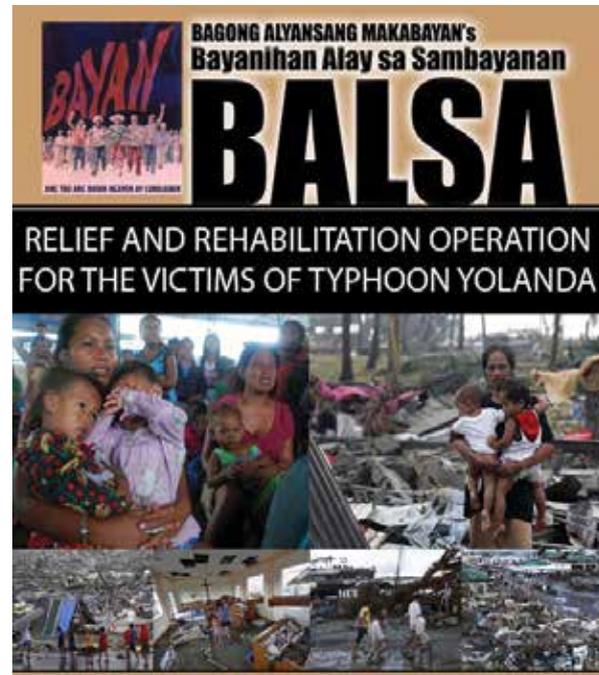
Our spare change program began in August 2011, and we anticipate that our grand total will top the \$20,000

milestone in the next few months. Our January collection benefited the Philippines grassroots relief organization Bayanihan Alay sa Sambayanan (BALSA) in their efforts after the recent typhoon. We'll report on those numbers next month.



In February, our spare change collection is earmarked for our longtime Community Partner member LightHouse for the Blind and Visually Impaired,

which strives to fulfill the need for blind and visually impaired individuals of all ages to learn, connect, and thrive by providing a variety of educational opportunities that expand horizons and enrich quality of life. For information on their programs



or other ways to help, please call 888/400-8933 or e-mail info@lighthouse-sf.org.

These impressive donation totals would not have been possible without our loyal shoppers—and all from pocket change! To donate, simply drop your spare change into our collection jars when you're checking out at any of our stores. Or bring in that old jar of coins that's collecting dust on your dresser!

Haiti Still Needs Help

Our friend Peter spent some time volunteering in Haiti and took along some COLE HARDWARE T-shirts to share with some of the children he worked with there. Spare-A-Coin 2savchildren, Inc., is a 501(c)(3) nonprofit organization that aims to provide food, clothing, shelter, health care, education, job skills, and training to underprivileged children in Haiti and worldwide in an effort to help break the cycle of poverty and despair that is so prevalent in their lives. Visit www.spare-a-coin2savchildren.org if you can make a donation to help this worthwhile cause.



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Curb Appeal

It might be the entryway to an in-law apartment or the alleyway for the recycle bin, but the blue paint on this door sure adds a pop of color and a nice contrast to the brown shingles! Amazing what a can of paint can do! Spot something around town that gives a home curb appeal? Snap a photo and e-mail it to us at hotline@colehardware.com.



Adopt-a-Family

For the past few years, Tessa, our Cole Street store's rock-star assistant manager, has organized an annual adopt-a-family effort for the COLE HARDWARE family to participate in during the holiday season. Under Tessa's leadership, COLE HARDWARE team members give what they can to help support families, working with WOMAN, Inc., during the holidays. Since many of these families fled from domestic violence with little more than the clothes they were wearing, Tessa uses the donations to purchase gift cards for toys, clothes, and food. This year, we also had a longtime customer make an extremely generous cash donation toward our efforts. Thanks to his generosity and Tessa's organization efforts, we were able to raise \$1,600 to use for our holiday season donations! Special thanks to Tessa, our "Secret Santa" customer, and everyone who donated for helping make the holidays a bit merrier for families who needed a boost this past December.



The huge pile of toys purchased with some of the money raised for WOMAN, Inc., an organization that supports families that have been victims of domestic violence

COMMUNITY CONNECTIONS

BAY AREA BUSINESSES

Accounting/Bookkeeping: We are an accounting firm specializing in accounting systems for small and medium sized businesses with a focus on QuickBooks and online solutions. Services include setup, training, troubleshooting, cleanup, and ongoing bookkeeping for businesses that want to outsource the accounting. Deborah Lardie is a CPA and Certified QuickBooks Consultant. 415/864-0770, www.lardiecompany.com, deborah@lardiecompany.com

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, e-mail john@johnweinsteinlaw.com.

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.

Clear Your Clutter: Professional Organizer/Personal Assistant. Organize your home or business (new or not) so that it runs smoothly and efficiently. Assist you in business or home operations (bringing order, setting up files, paying bills, running errands, etc.). Packing/unpacking. Conscientious attention to detail, both materially and ideologically. Aesthetic Solutions. 415/517-5043.

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. Check my Angie's List reviews (see Honest Dave). Call 415/271-0369.

Declutter/Professional Organizer: We are all dealing with a lot more stuff than we need. Closets and cabinets can be frustrating when they become so cluttered we have no idea what we have, or where our things are. Organizing is more than putting things in order and making them look good; making decisions and changing behavior is also part of the process. Free estimate. E-mail: mkane_2008@yahoo.com or call 415/563-6306.

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. \$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.

Fog City Doula: Are you expecting/adopting a baby, or know someone who is? I provide support during this exciting and overwhelming time. Studies show that the benefits of having a postpartum doula include

less maternal stress and exhaustion and reduced rates of postpartum depression. Gift certificates available. Call Dina at 720/438-1262 or visit my website at www.fogcitydoula.com.

Framing: Custom frames and mats. Personalized design consultation. Have your art framed by a local trusted artist. 30+ years in the design business and competitive pricing. Kingmond Young, 416 Cortland Avenue, 415/206-1680.

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.

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 for info.

Math Teacher/Tutor with Teaching Credential and MA in Math Education from Stanford University: Warm, customized coaching leads to permanent expansion of the student's comprehension, ability, and confidence. I work with children (above age nine), teens, and adults. All levels of mathematics from elementary math through algebra, pre-calculus, and calculus. References available. E-mail nan.foster@comcast.net or call Nan at 415/254-2242.

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.

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.

Real Estate: Your Bay Area Real Estate Agent, Serving San Francisco and the Peninsula: Shari Klein, JD. Commercial and residential specialist; legally trained; experienced; seasoned negotiator; strong values and professional integrity; committed and responsive. "This is about you—the way to get started is to quit talking and begin doing." (Walt Disney) Cell number 650/464-5074. E-mail: sharicklein@gmail.com. DRE # 01941623.

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. "Thanks for making the mayor's house sound so much better." — Art Agnos. Call Gene at 415/377-1258. More info at 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.

Wallpaper Installation: Over 30 years experience with all types of wall coverings: anaglypta, inlaid wood veneer, glass beads, metallic, natural fiber, hand-printed, murals, and nonwovens. The latest techniques in full-service, quality preparation, removal, repairs, and installation. For projects large or small, contact Susan through our Repair Referral Service at 415/753-2653 ext. 3 or homerepair@colehardware.com.

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Russian Hill Neighbors



HANC
Haight
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Neighborhood
Council

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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.

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The COLE HARDWARE Calendar - February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					Flash Friday DEALS To sign up, send an e-mail to hotline@colehardware.com with "flash" in the subject line.	1
2 Super Bowl Groundhog Day	3 Hardware HOT DEALS February 1-16 see insert			6	7 Flash Friday DEALS	8 Street Sweep Russian Hill see page 8 for details
9	10 SF Beer Week—February 7-16 see page 7 for details	11	12	13	14 Valentine's Day Flash Friday DEALS	15 Street Sweep Middle Polk see page 8 for details
16	17 Presidents' Day	18	19 COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% see our website for more details	20	21 Flash Friday DEALS	22 20% off STOREWIDE see page 1 for details
23	24 Student Monday	25 Teacher Tuesday	26 Senior Wednesday	27 Military Thursday	28 Flash Friday DEALS	



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 Community Partner beneficiaries).

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

Commitment to the environment: We're reducing our footprint by implementing environmentally sound practices in our stores.

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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
Every day 8:00 am-8:00 pm

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San Francisco, CA 94103-3124
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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.



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