



**Household Items  
and E-Waste  
Collection**  
Saturday, May 2  
Fourth Street Store  
*see page 2 for details*



**Memorial Day  
Sale**  
May 22-25  
*Look for the ad in our stores, online,  
or in your local newspaper!*



**Dog Adoption  
Event**  
Mission Steet Store  
**Saturday, May 30**  
11:00 am-1:00 pm  
*see page 2 for details*

# COLE HARDWARE'S *Hardware Hotline*

May 2015  
NEWS AND VIEWS FROM AROUND THE STORES



## San Francisco's Director of the Department of the Environment, Debbie Raphael

COLE HARDWARE has had a long-standing, friendly relationship with San Francisco's Department of the Environment. This past holiday season, COLE HARDWARE's executive marketing coordinator, Julia, and COLE HARDWARE Supplies' Michael were even invited to "crash" the Department of the Environment's holiday party and found they were the only outsiders there! *Hardware Hotline* contributor Adrianna had the privilege of visiting the Department of the Environment's offices and sitting down with Director Debbie Raphael to chat about all things environment, San Francisco, and COLE HARDWARE. Here is some of what they talked about:



of the Environment was made public on May 1, 2014. May 1 is also the date that our interview in the *Hardware Hotline* will be hitting "newsstands," so happy anniversary! Looking back over your first year as director, and everything that brought you here, are there any highlights, challenges, or lessons learned that come immediately to mind?

**Hardware Hotline:** I noticed the announcement of you taking the position of director of the Department

considerably since I first started here in 1999, when we were just 4 people—now we are at 115. I left and *continued on page 4...*

## Artists in Residence

A customer once commented to us, "If I want to see museum-quality artwork, I just go to COLE HARDWARE!" This inspired our popular window designer, Noelle, to create her classic "Louvre" window, which recreated many masterpieces—with a hardware twist: Van Gogh's sunflowers, using circular saw blades, and Michelangelo's *The Creation of Adam*, using latex gloves, to name a few.

With our many multitalented crew members as the artists, we're proud to present to you the exhibit we've put together to spotlight all of the talent within COLE HARDWARE. The exhibition is featured in the window of our downtown location (70 Fourth Street, between Market and Mission) through the end of May.

Be sure to stop by to see these works of art:

### Paintings and Sketches

Bill at Fourth Street  
Nick at Mission Street

### Lamps

David at Fourth Street  
Daniel at Rockridge

### Jewelry

Tessa at Rockridge

### Hat Pins

Felicia at Polk Street

### Sculpture

Daniel at Rockridge  
Vicki at Fourth Street



### Mask

Felicia at Polk Street

### Photography

Tim at Polk Street

### Knit Afghan

Kelly at Rockridge

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

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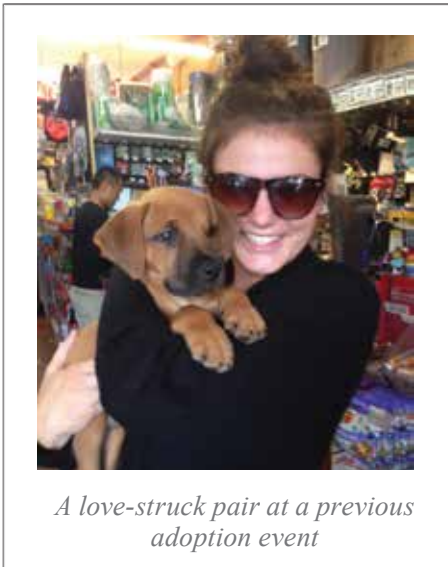


# Dog Adoption Event

3312 Mission Street  
Saturday, May 30  
11:00 am–1:00 pm

Join us at our Mission Street location as we sponsor a dog adoption event with our friends from Copper's Dream Rescue, a group that has a long history of rescuing dogs up and down the state. Copper's Dream helps dogs of all sizes, shapes, and breeds and is dedicated to the mission of ending the euthanasia of adoptable animals through increasing public awareness, taking legal action benefiting shelter animals, and rescuing dogs scheduled for euthanasia and placing them in permanent and loving homes.

Copper's Dream Rescue is named after Jennifer Wang's childhood best friend, Copper, a reddish-brown cocker spaniel. After graduating with a law



*A love-struck pair at a previous adoption event*

A \$25 COLE HARDWARE gift card will be given to anyone who adopts a dog at the event.

Make a donation of \$10 or more during the event and receive a \$5 COLE HARDWARE gift card.



degree in 2008 and returning to the Bay Area, Jennifer and her sister, Samantha, collaborated to found this nonprofit so that they could make the biggest impact in the lives of shelter animals on death row.

Even if you can't adopt a dog, please come by to show your support. You might even fall in love!

See the Big Green Egg in action during our event. Hot dogs and sodas will be sold, with all proceeds benefitting Copper's Dream.



# Goodwill E-Waste & Donation Drop-Off

70 Fourth Street  
Saturday, May 2  
10:00 am–2:00 pm

Our downtown Fourth Street location will sponsor a donation drop-off day on Saturday, May 2, from 10:00 am to 2:00 pm with our friends at Goodwill. Besides consumer electronics (working or not), we will accept clothing and accessories, home accessories, kitchenware and



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

Goodwill will take almost anything in good, clean, working condition. As a guideline, if you would give it to a friend or hand it down to a relative, it is perfect for Goodwill.

This is a great opportunity to recycle outdated phones, computers, stereos, and televisions properly to keep them out of the landfill. Although we accept small consumer electronics at our stores on a daily basis, this is a great opportunity to bring in any larger electronics, such as televisions.

# Repair Referral Service Now Serving the East Bay!

COLE HARDWARE's Repair Referral Service has come to the East Bay, after serving customers and clients for over 20 years in San Francisco. If you have a home, business, or property that is in need of a vetted, licensed tradesperson, we suggest you contact us. Although the Repair Referral Service is a small part of what we do at COLE HARDWARE, our customers in San Francisco keep coming back over and over again with praise and thanks.

We are unique! Why? Because you can speak to or e-mail Larry in our Repair Referral Service department, and he will connect you with the best tradesperson(s) for your project. He will listen to you closely and even help brainstorm solutions to a complicated problem. Every tradesperson we refer to you has formed a personal bond with COLE HARDWARE. If we would not hire the tradesperson to perform work in our homes, we would not refer that tradesperson to you!

So you might need a plumber for a sewer backup? We have plumbers with decades of experience. Are you planning to remodel your kitchen or bathroom? Add on a family room? We have a few general contractors to give you competitive bids. Do they have references of their past remodels? Yes!



Customers are calling us every day for a refrigerator that won't make ice or an oven that won't get hot—we've got an experienced appliance repair serviceworker. The heater just stopped working—we can send a furnace expert right out to investigate the cause! Or you might be concerned about security, so you are going to add some deadbolts for added protection. We can hook you up with our in-house mobile locksmith of over 20 years.

COLE HARDWARE's Repair Referral Service is here to help you! Contact us at 415/753-2653 ext. 3 or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com).



As part of San Francisco's Small Business Week, all COLE HARDWARE locations—including our Oakland Rockridge store—will celebrate with a sidewalk sale on May 16, along with merchants across the various business corridors in the City. We'll be cleaning house and lining the sidewalks at each of our stores with hundreds of bargains! We have lots of merchandise that is in good shape but shopworn—ripped packaging or maybe a little scratched or dusty. We need to empty the warehouse and make room for summer and fall merchandise. Everything will be marked down 25% to 75%, so you'll be able to find some exceptional deals.



San Francisco Small Business Week is a partnership formed to honor and support the more than 85,000 small businesses and entrepreneurs that call San Francisco home. As part of National Small Business Week, we celebrate the contributions and achievements of small business owners. The foundation of the Bay Area's economy rests on the shoulders of its thousands of small businesses. Besides putting more money back into the community than chain stores, whose money ends up at corporate offices, small businesses also add character to our neighborhoods.

A series of educational and networking events that inspire, educate, and connect the business community will take place May 16–22, including the popular Flavors of San Francisco. For a list of some of the events and for further information, visit [www.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.com).



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



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

## Repair Referral Service

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

We provide referrals for:

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

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

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

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

Pest and Termite Control  
Plastering  
**Plumbing 24/7\***  
Power Washing, Commercial and Residential Cleaning  
**Remodeling / Major Remodeling**  
Roofs New/Repair  
Room Additions  
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

\*24/7 available in San Francisco only at this time



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

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

## A Message from Mike, Our General Contractor

With the cost of Bay Area homes escalating rapidly in recent years, many homeowners are choosing remodeling as an option instead of buying a new home. We asked Mike, one of our favorite general contractors, to give us some professional perspective and some background on what makes his company stand out.



It's true that San Francisco is going through a building boom. Just about any block you go down, you will find a home being renovated. Or look up and see if you can count the number of cranes on two hands that are putting up new high-rises. In fact, building and remodeling hasn't been this busy in the Bay Area since 2006. But what does this mean to the average homeowner when it comes to remodeling their home? With the boom, we are seeing contractors coming from beyond the Bay Area to work on local homes. Unfortunately, some of them are not familiar with the complexities of the "typical" Bay Area home, if there is such a thing, and don't have knowledge of the hundreds of building codes, some specific to San Francisco alone, that will apply to a project.

Most contractors I know will tell you that San Francisco, is one of, if not *the* hardest city in the country to build in. Most building officials will tell you the same thing. Homeowners in San Francisco need to be very careful when hiring a contractor. You not only need to understand the contractor's history working in the City, but you should also do your due diligence to find the contractor from a reputable source. That is why, when I was asked by Larry Karp, who oversees COLE HARDWARE'S Repair Referral Service, if I would like to be in the Re-Cole-mend spotlight in the *Hardware Hotline* this month, I was

ecstatic. What better source in San Francisco—and now in Oakland and Berkeley, too—for contractors is there? COLE HARDWARE is a pillar of the community and has been since the 1920s, offering to all their customers what they call the "Golden Handshake." Simply put, it represents COLE HARDWARE'S dedication to fulfilling their mission to insure their customer's satisfaction. Always.

I have been working with COLE HARDWARE now for over seven years, and I find what they offer to you, the homeowner, and to myself is invaluable.

A third-generation Bay Area artisan builder, following in the footsteps of my grandfather, who worked on the Golden Gate Bridge, and my great uncles, who helped build out the City on the south side back in the mid-1930s and '40s, my experience working on residential homes is extensive. For over 20 years, I have worked on a wide array of projects. I originally came to San Francisco from Marin at the request of my best childhood friend, who was building doors and windows for the first window and door company to establish itself here back in 1880. I specialized in installing doors and windows but soon found my customers asking me what else I could do.

As the years passed, with hundreds of different projects under my belt, I believe what I was meant to do found me. Now, at my own company, we still specialize in windows and doors, but we also build out amazing kitchens and bathrooms, and we started off 2015 with three full-house remodels. I believe we are unique, different from most contractors, because unlike those companies that hire subcontractors to



Bathroom: After

Bathroom: Before

do all the work, my crew and I do all the trades ourselves. We are 100% knowledgeable in all phases of any project: electrical, plumbing, gas, carpentry (both rough and finish), drywall, flooring, painting, and

even some concrete work. In addition, we are up to speed with all the latest building codes and very familiar with how to maneuver in and around the building and historical planning departments.

What we offer our clients by encompassing all the trades under one roof is very important. First, we have hands-on control of each step of every project, which translates to the highest quality of work possible at each phase, and having the exact foresight of the next phase of work is invaluable. Second, there is typically no time lost between phases of work—once we are complete with one phase, we roll right into the next without delay. Third, since most projects are lengthy, such as a kitchen or full-house remodel, and typically the client is living in the home during the project, you can have the confidence and trust that the same

*continued on page 4...*



# San Francisco's Director of the Department of the Environment, Debbie Raphael

...continued from page 1

worked at the state level for three years before returning to take this position. The state was wonderful, and I love the fact that we have such a progressive state government, but . . . the local level is what makes my heart sing. I'm a generalist: I love all of the environment! I am fascinated by what we are going to do about climate change. I love thinking about how we can get electric vehicles for all of us in San Francisco, not just the people who can afford the Tesla and the Prius. How do we make sure that nail salons are protecting the young women who work there? How do we get to zero waste? How do we make sure our existing buildings are energy efficient so that it makes sense to put solar panels on them? These are all challenges that fascinate me, and this is a job that enables me to look at them all.

**HH:** So you just mentioned one thing that I want to ask you about: zero waste. San Francisco has a goal of getting to zero waste by 2020. Sounds wonderful but also seems like a pretty lofty goal! What do you see as the main roadblocks to achieving it?

**DR:** There are two main roadblocks to achieving zero waste. One is participation—that people either don't know or don't care to live their lives in a way to keep waste to an absolute minimum. The second roadblock is that there are still things that are legal to sell that have no market at the end of life. For example, we see Tetra Pak [products] all over the place, and people love it for juices, milk, soup—I can imagine that it is probably easier to ship that way and maybe it weighs less, which is actually good for climate change. But at the end of the day, there is no use for it, and it has to go in your black bin. ["Black bin" refers to the receptacle bin for waste items that end up in the landfill.]

**HH:** Yes, the participation roadblock is the one that immediately comes to my mind. Unfortunately, it doesn't seem realistic to expect all residents to just practice stricter recycling habits out of their own good will.

**DR:** Right, so I'll tell you a bit about how we're trying to get at that. Right now, we are piloting some ideas in some different neighborhoods to test out

different models of collection. For example, collecting black bins only every other week or giving people much smaller black bins. Will those kinds of cues stimulate people to do a better job at separating? We're also experimenting with technology that might take the black bin at Recology and do more sorting with it. But that is labor intensive and expensive. . . . yet if we are going to get to zero waste, we are probably going to have to do it. It's much better to have people do that up front than have to put the resources toward Recology sorting through all the black bins. We will likely need to do both, though, so we are experimenting to find ways to make it less expensive and more efficient.

The other roadblock is things being sold that there is no [end] market for—that's actually a lot harder. We're up against so many barriers. So we need to think about an awareness campaign to help educate consumers on how to buy correctly for things that can be recycled. Consumers' choices about what they buy is really important.

We are also thinking about pulling in the responsibility of the producer. We are saying to them, you profit from the sale of this product with no end-of-life value, so you should be responsible for taking it back. Two great examples of this come to mind. One example is paint, and COLE HARDWARE is a wonderful partner in that. As you know, the paint industry created a nonprofit called PaintCare that will pick up paint at COLE HARDWARE at no cost to your company, and it will recycle or dispose of the paint at no cost to the City. So that's a great example of producers taking responsibility. Since it's their product, they know better than us what to do with the different materials and how to recycle it. It makes sense.

The other example is very exciting. Last week, the board of supervisors passed unanimously a law that the Department of the Environment worked very closely on regarding pharmaceuticals. People have drugs in their medicine cabinets, and they don't know what to do with them if for some reason they

won't be taking them. We don't want drugs flushed down the toilet because our sewage treatment plants are not designed to take them out. Pharmaceuticals are bioactive by definition, meaning that interacting with these drugs will have an effect on any living system. We also don't want them in the trash because we don't want workers to be exposed to these substances. Nor do we want them in landfills because they can leach into the earth. So what are people to do? This new law will require the drug companies to do what the paint industry did. It will require them to work with pharmacies to take drugs back at the end of life. There will have to be five pharmacy sites in every supervisory district equipped to take consumers' pharmaceuticals to be responsibly disposed of. Alameda County has done this as well. [Until this program is up and running, another option for readers wanting to responsibly dispose of expired or otherwise unusable drugs is to take them to a police station.]

**HH:** So much of what you just spoke about is geared toward shifting the mind-sets of individual residents. For us at COLE HARDWARE, this is something we are very committed to as a business. As you know, all of our stores are certified Green Businesses under the Department of the Environment's Green Business Program. But is that enough? What do you see as the right approach for businesses to take when thinking about their relationship with the environment?

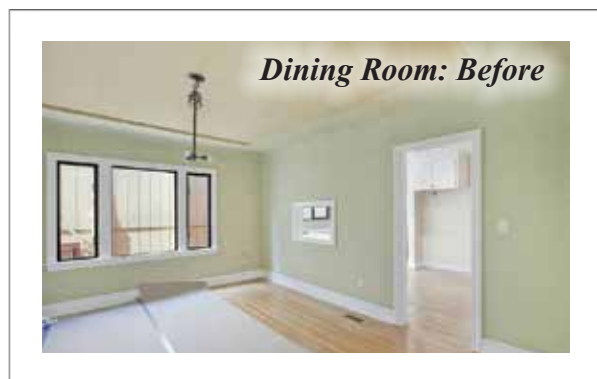
**DR:** If we are going to tackle the challenges that are before us as a planet, the answer is going to have to be environment *and* economy—not environment *or* economy. And COLE HARDWARE has known that from the beginning. For your dad [Rick Karp], it seems to be in his blood. What's amazing about COLE HARDWARE is that the Green Business Program doesn't have requirements for what you sell, but rather requirements for what you do—your practices within the business. So it was so great when COLE HARDWARE took it one step further and said, well for

continued on page 7...

## A Message from Mike, Our General Contractor

...continued from page 3

group of workers will be in your home every day. Lastly, we take a tremendous amount of pride in



*Dining Room: Before*



*Dining Room: After*

what we do. And what we do, we do like no other contractor. We also offer full design consultations with a licensed designer and plans and engineering through our many associates.

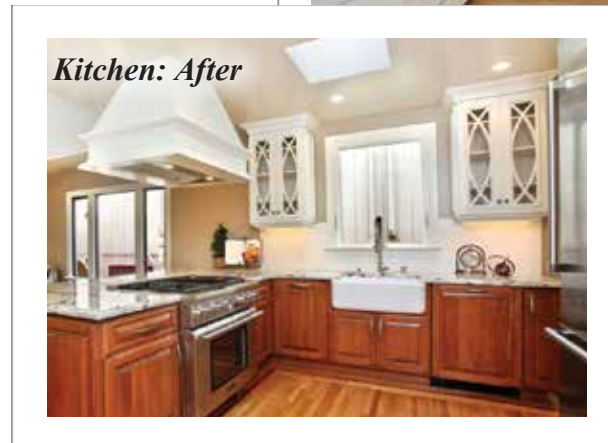
### Special Offers from Mike

As my way of saying thank you to COLE HARDWARE, which has been so good to me over the years, I would like to extend a special offer on behalf of COLE HARDWARE and myself to the first 10 COLE HARDWARE customers from San Francisco, Berkeley, or Oakland who contact Larry at the Repair Referral Service and ask for me. I will come into your home with my licensed designer and provide a free kitchen or bathroom consultation. The consultation will include pictures and measurements of your kitchen or bathroom, which we will use to produce a design/layout, and two options of suggested finish material choices—a \$500 value. It's yours free as a COLE HARDWARE customer!

And for those of you with leaky or rotting windows, I am extending an offer to the first 20



*Kitchen: Before*



*Kitchen: After*

COLE HARDWARE customers from San Francisco, Berkeley, or Oakland: \$300 off any three windows for your home. You must order a minimum of three windows to qualify, and this offer is for new customers only.

Both offers expire June 1, 2015.

Again, a big thanks to Larry Karp and his team for creating quality bonds between clients and contractors.

To contact Mike, phone 415/753-2653 ext. 3 or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com).

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



# FROM THE GARDEN CENTER

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



## In the Garden May 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](mailto:dennis@colehardware.com) or [blitz@colehardware.com](mailto:blitz@colehardware.com).

May is an excellent time to work in the garden and should be a busy month for avid gardeners. Longer days create the opportunity to work in your garden later in the day, which can be an excellent way to unwind and relieve stress after a long day at work. Please remember to keep water conservation in mind as you prepare your garden for the summer months ahead.

✓ **Drought-tolerant plants:** Gardening in a drought year gives you the opportunity to acquaint yourself with some of the hundreds of native and drought-tolerant plants you may not be familiar with. Drop by our garden centers for suggestions on drought-tolerant plants that will work well for the size and sun exposure of the space you want to plant. Some of these plants require little to no water! Here are a few ideas to get you started: California poppies, lavender, aloe, deer grass, ceanothus, and salvia are all beautiful and hardy plants to try in your garden.



✓ **Overwatering:** If you notice both new and old leaves falling from your plants, you may be inadvertently giving your plants more water than they actually need (or

want!). Moldy plants are also a sign of overwatering. Water early in the morning or in the evening when temperatures are cooler to keep plants hydrated while minimizing evaporation.

✓ **Weeds:** The first signs of new growth you see in your garden may be weeds! Weeds steal water and nutrients from the plants you are trying to grow. Be sure to give your plants a fighting chance by clearing weeds—it's easiest after a light rain. Compost weeds and leaves fallen from trees.

✓ **Mulch:** Mulch conserves water, keeps soil temperatures even, and prevents weeds from germinating. It also improves the organic content and texture of your soil.



✓ **Soaker hoses:** Soaker hoses prevent soil erosion and conserve water. They are ideal for watering shrubs and especially for roses, since they help reduce the spread of black spot disease. (Sku 7194566, \$19.99)

✓ **Fertilizing:** Rhododendrons, camellias, azaleas, and evergreen-type plants can still be fertilized this month. Use a fertilizer for acid-loving plants and make sure to work it in well with water.



✓ **Hydrangeas:** To get your hydrangeas to produce pink flowers, work lime into the soil. For blue flowers, use aluminum sulfate.

or lilies, you should plant them right away.

✓ **Vegetables:** If you have vegetable plants, rotate them to keep your soil in optimal condition and to control pests. If you are planning to plant vegetables from seeds, sow seeds for peas, potatoes, carrots, and corn this month.



✓ **Annual vines:** Consider annual vines such as morning glory or nasturtium if you have a small patio or yard but want to give it a lush feel. They work well in small, vertical areas and are an easy and appealing way to cover a fence or wall that makes your space feel closed in.

See you in the garden!



## Choosing the Best Tomatoes for your Garden

There are more than 700 kinds of tomatoes to choose from, so let's just review the basic types. Take a look at this short list of just a few to see how many you know and love (and that are in your garden):

**Globe:** Big, round, and oh, so red. These are the all-purpose tomatoes that most people think of for slicing. Tasty varieties like Beefsteak, Rutgers, and Brandywine range from typical palm-size up to 2 pounds.

**Plum:** The name describes their shape and size. These "saucy" beauties offer a tangy taste, fewer seeds, and meatier texture. Try good old Roma, the classic sauce and paste tomato. You won't be disappointed.

**Cherry (or pear):** Roughly cherry size, sweet and juicy, these tomatoes are aptly named and produce clusters of delicious fruit that's almost like candy. Try the Sweet 100 variety!

**Heirloom or hybrid?** It's not too complicated. Heirloom tomatoes are old varieties that produce viable seeds you can grow more of the same tomatoes from. Some say they have the absolute best flavor when picked at the right time. Hybrid varieties have been specially developed for desirable characteristics. Choose the qualities most important to you. Either way, you can't go wrong.

**Vine or bush?** It's a matter of space—vines ramble. What suits your garden?

**Early- or late-season varieties?** Heartier plants that can go into the ground sooner let you harvest earlier. Choose both kinds and harvest well into autumn!

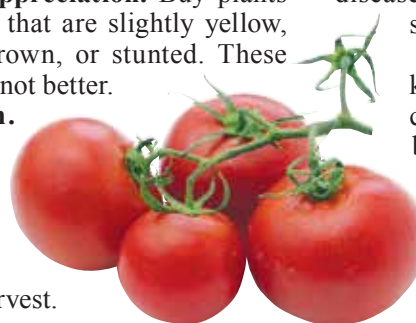
After you select the types of tomatoes you like best, follow these easy tips to get the best from them:

**Know the line-up? Start the rotation.** Like baseball, except for this part: don't plant tomatoes over and over in the same spot. It tends to promote plant diseases.

**Bright is right.** Don't skimp on the sun—you won't have it made in the shade. Tomatoes need sun all day.

**Start with a healthy appreciation.** Buy plants that are healthy, not ones that are slightly yellow, partially withered, overgrown, or stunted. These things typically get worse, not better.

**Plant in succession.** Unless you like getting buried with ripe tomatoes all at once, plant at 3-week intervals in the spring. You'll get a longer, more-controlled harvest.



**Pinch off those little suckers.** Get rid of useless little shoots at the base of the plant that won't flower or produce. They just sap the plant.

**Feed 'em right.** Some chemical fertilizers blast your tomatoes with super doses of nitrogen. This will produce overgrown, spindly plants with less fruit. Use a safe, slow-release, organic plant food with the right blend of essential nutrients to promote growth and resistance, such as Espoma Tomato-tone®. (Sku 7135171, \$9.99)

**Be okay with an occasional drink.** Directly and fully soak the soil when you water—not the foliage, and not at night, which can foster disease. Don't water every day if the soil is staying too wet or mushy.

**Raise the stakes.** Support is good. It keeps stems and vines from kinking or collapsing, lets air circulate, and provides better access to fruit. Put stakes or cages in early, when it's easier and safer for the plant.

**Pick when it's just ripe.** Not too green and not beyond fully red—that's the key to real flavor.





# WHAT'S IN SEASON

## Big Green Egg

The Ultimate Cooking Experience



The Big Green Egg stands alone as the most versatile barbecue and outdoor cooking product on the market, with more capabilities than all other conventional cookers combined. From appetizers to entrées to desserts, the Big Green Egg will exceed all your expectations for culinary perfection. And with six convenient sizes to choose from, there is a Big Green Egg to fit any lifestyle.

**Mini\*:** A Mini EGG® is the perfect portable solution for picnics and tailgating when you want to take the ultimate cooking experience with you. Cute, cuddly, and eager to travel! Cooking area: 79 square inches. (Sku 868019)

**MiniMax:** The portable Big Green Egg, MiniMax EGG is the first to arrive with its own transportation in the form of a sturdy, easy-to-grip carrier. The compact MiniMax is perfect for camping, poolside, and tailgating. Opening the MiniMax dome reveals a stainless steel cooking grate measuring 13 inches in diameter for a whopping 133 square inches of cooking area—all within a convenient 19.5 inch height. (Sku 868021)

**Small:** Big flavor in a compact package! The Small EGG is an easy fit for smaller patios and balconies and can cook four burgers or chicken breasts at a time. Cooking area: 133 square inches. (Sku 868018)

**Medium:** The Medium EGG is perfectly sized for smaller families or couples and accommodates all the most popular EGGcessories, such as the pizza baking stone. Cooking area: 177 square inches. (Sku 868017)

**Large:** The Large EGG is the most popular size and the favorite for handling the cooking needs of most families and gatherings of friends. Accommodates all EGGcessories for baking, roasting, and smoking. Cooking area: 262 square inches. (Sku 868015)

**XLarge:** The hardworking XLarge EGG provides a cooking area that can easily accommodate meals for large families and cookouts with all your friends—and you can efficiently prepare several meals over the coals at once. Cooking area: 452 square inches. (Sku 868014)

**XXLarge\*:** The biggest EGG of them all, the unrivaled XXLarge EGG can easily handle your family reunion and is more than large enough to satisfy restaurant and catering needs. Cooking area: 672 square inches.



Assortment may vary by location. \*Special order.

## Chive Pottery

Brighten up your patio, desk, or mantel with planted succulents or spring buds in adorable miniature-sized pottery and vases from Chive. The cube planter is an especially great choice for potting miniature plants, as they feature a hole for drainage unlike most planters of this size. Chive's simple yet elegant designs easily complement any setting, from classic to contemporary. (Prices of pictured pieces \$9.99–\$24.99)



## Moroccan Marketplace

Liven up your spring tabletop or tea time with ceramic Moroccan marketplace-inspired pieces! Mix and match for an eclectic and vibrant feel.



**Moroccan Tile Pitcher**  
(Sku 625065, \$19.99)

**Ikat Flower Pitcher**  
(Sku 625066, \$19.99; not shown)

**Tapered Moroccan Tile Mug, 13-ounce**  
(Sku 625067, \$5.99)

**Stacking Moroccan Tile Mug, 15-ounce**  
(Sku 625068, \$6.99)

**Moroccan Tile Teapot**  
(Sku 625069, \$24.99)



**Small Embossed Bowl**  
(Skus 625056–60, \$4.99)

**Large Stamped Bowl**  
(Skus 625061–64, \$7.99)



## Ball® Canning Jars

The production of the first Ball branded glass jar marks the beginning of a fascinating history. The Ball Brothers Glass Manufacturing Company began manufacturing fruit jars in 1884 in Buffalo, New York. After a destructive fire in the Buffalo plant, however, the five Ball brothers and their families relocated to Muncie, Indiana, and their business has become known worldwide.

Baby boomers probably recall seeing these jars lining their grandmothers' basement shelves with fruits and vegetables, preserved at their peak of ripeness. In recent years, crafters have rediscovered these jars for creating all types of centerpieces, hurricane candles, and more.

I was inspired by my sewing instructor Alicia's use of the jars, each filled with different color buttons and artistically displayed among vintage sewing books at her Sew It All studio in San Francisco.

The quart jars make ideal storage and transport for the fruit and vegetable smoothies I make. (And I really feel good about myself when I drink one daily.) They also make ideal food storage for leftovers.

In recent years, Ball has introduced limited edition colors. This year, you will find a fun purple jar on the shelves at COLE HARDWARE, sold in packs of six. (Pint: Sku 6292445, \$9.99; Quart: Sku 6292452, \$11.99)

What's your favorite use of Ball canning jars? E-mail us a photo at [hotline@colehardware.com](mailto:hotline@colehardware.com).



—Julia



## Eat Kale, Conserve Water

When we think about what to cook or order for our meals each day, we take all kinds of factors into consideration before deciding on what to have. How many calories are in this food, how expensive is it, how long will it take to cook—or just, what's going to hit the spot right now? Sorry to further complicate your decision-making process, but we would like to introduce another criterion: what is the environmental impact of the production of this food? If you are like most of us at COLE HARDWARE, this is a factor you have never considered when making decisions about food in the past. However, in light of the water crisis our state is facing, now seems like as good a time as any to start. In an average year, as much as 80% of California's water is budgeted for use in agriculture, as this industry is such an important part of our state's economy. But comparing the numbers of what that 80% ends up being used for can be quite shocking.

To look at the starkest contrast, about 1,700 gallons of water is required in producing a single pound of beef, versus 15 gallons per pound of lettuce. There are "hidden" components that make up the amount of water used for different foods—for example,

about 20% of all of California's irrigation water is used for growing alfalfa, which is used for livestock feed, and therefore gets factored into that whopping 1,700 gallon total.

Now, no one is suggesting that you completely swap out beef in your diet in favor of lettuce, but when you consider that the average American consumes about three times more meat than those in the rest of the globe (which is also much higher than what is recommended for health), surely those of us including meat in our diets can afford to reduce our intake some. If you are lucky enough to get equal satisfaction from a well-prepared vegan or vegetarian dish as you do a steak or burger, why not start thinking about eating more grain- or vegetable-based dishes for the sake of preserving our precious resources? If any reduction of meat in your diet is going to feel like a huge sacrifice to you, we are not here to chastise you. Chances are there are other behaviors you can find that will feel easier to modify, and together we can all do our part. For more information about reducing meat intake for environmental and/or health reasons, check out [www.meatlessmonday.com](http://www.meatlessmonday.com) or [www.waterfootprint.org](http://www.waterfootprint.org).



## Save the Monarch Butterfly

We all recognize the iconic monarch butterfly with its majestic orange and black wings. Unfortunately, there has been a 90% drop in the population of the monarch butterfly in the United States over the past 20 years, but there is something gardeners can do to make a big difference in their decline.

Butterflies are more than just beautiful; they are beneficial to the environment and your garden. Butterflies pollinate plants that produce about one-third of the food that we eat. They flutter from plant to plant drinking nectar, and as they move, they take pollen with them. The pollen is deposited on other plants, helping with the continuation and growth of many plant species. The presence of butterflies also signals a healthy environment. Because they



are very sensitive to pesticides, if you keep an organic garden, chances are that butterflies and other beneficial insects such as ladybugs and bees, which eat plant-damaging insects like aphids, will be present as well. That's good for the overall life and health of your garden!

Unfortunately, the butterfly we all know and love is losing its habitat, specifically milkweed, to modern farming methods and population development. The monarchs are the only North American butterflies that make a 3,000-mile migration to Mexico and California for the winter, taking six to eight generations to complete the journey. The fragmentation of milkweed in their migratory path is significant because milkweed is the only host plant where Monarchs lay their eggs, and the

## Felicia's Favorites: Seed Starter Pellets and Brick Plus

Polk Street's Felicia has a green thumb and loves to garden. One of her tips for getting your seeds to sprout sooner is to use Wonder Soil®, a light-weight soilless growing medium made from premium coco coir. With guaranteed low salts, it promotes a stronger root system, faster germination, and enhanced plant growth. Available in various sizes and formulas for different gardening applications, the Seed Starter pellets and Brick Plus expand up to seven times their volume when water is added. The inclusion of water-saving polymers allows a savings of up to 50% water, too, for up to four years. These products promote exceptional gardening success for both the novice and professional. (Seed Starter: Sku 745006, \$11.99; Brick Plus: Sku 745009, \$9.99)



## San Francisco's Director of the Department of the Environment, Debbie Raphael

...continued from page 4

us, it's not only what we practice, but it's what we sell. When I first worked at the department in 1999, I was the only "program" within the department, running the integrated pest management program. Early on, I was exposed to COLE HARDWARE as a place that wanted to actually sell alternatives to pesticides and safer products. So for years it has been part of your company's ethic. And it becomes an example of the business case: you can be in business and care about the environment. And that's a beautiful thing.

**HH:** Well, you're right. That has certainly proved true for us, and we do agree it's a beautiful thing. We are in such a bubble here in San Francisco, though, and I wonder if that is the main reason we've been able to be as successful with this business model. There are so many of us like-minded folks dedicated to living a more sustainable lifestyle and reducing our environmental footprint. People recognize the efforts we make and maybe support us

as a result. We are lucky to be here. But for me, that doesn't inspire a ton of confidence in thinking about the future for the environment on a worldwide scale.

**DR:** Well, it's proof of concept. Yes, we are sort of in a bubble, and yet because we're in a bubble, it gives us an opportunity to experiment and demonstrate. We test things and pilot programs and even make mistakes. If we make a mistake, okay—we backpedal; we figure out why it went wrong and how to fix it. So, at the end of the day, we have all sorts of examples of how a complicated city like San Francisco can do things for the environment and still be a success, give great services, and be a great place to live. And the reason I know that this makes a difference is because of the number of [city officials] from around the world that come to learn. If we were truly a bubble that could not be replicated, then everyone would ignore us! But we get invitations all the time to go share our stories, and every week we have some city [officials] coming

here to ask questions: "How did you get that Zero Waste program? How did you get businesses to take back batteries? How did you get gardeners to not use Roundup?" People can look at our successes today, and we can tell them what we did to get here. These are things we do that work and are replicable. There are many examples of things that start in San Francisco and then spread. If they start in San Francisco and end in San Francisco, then we haven't really done our job.

**HH:** So with all of these visitors you have, is there sort of a friendly competition among Departments of the Environment around the country or the world? If so, I would imagine everyone would be competing with you guys!

**DR:** [Laughing] Oh yeah, there is definitely a lot more competition now than when I started. Everyone wants to be the number one—to be the greenest city. But how awesome is that, right?! There's nothing wrong with everyone fighting to be the greenest city. That's a good competition.



# ENVIRONMENTAL INFO



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

## The San Francisco Green Film Festival May 28–June 3

COLE HARDWARE is proud to be a sponsor of the San Francisco Green Film Festival, which returns for its fifth year on Thursday, May 28, and will run until Wednesday, June 3, at the Roxie Theater in San Francisco. The festival will hold its opening night festivities at the Jewish Community Center of San Francisco (JCCSF) and will also hold events at 518 Valencia and the Koret Auditorium at the Main Branch of the San Francisco Public Library, as well as at the David Brower Center in Berkeley.



*A scene from Bikes vs Cars, one of the films presented at this year's festival*

For its fifth edition, the West Coast's leading destination for films and discussions about people and the planet will present over 60 new films from around the world, with over 70 filmmakers and special guests in attendance to delve into some of the most pressing environmental issues and innovative solutions. Audiences will be inspired to move beyond their theater seats, with tangible ideas



and connections to take positive environmental action in the Bay Area and beyond.

The festival's theme this year is Changing Cities, reflecting on the growing pace of change here in the Bay Area. The Festival will bring inspiration from films that explore ideas for building healthy, livable, and just urban communities. Films and discussions will focus on creating positive change. Whether it is transit, housing, parks, or quality of life, together we can find innovative ways to get involved and create better, more livable cities for everyone.

For more information, please visit [greenfilmfest.org](http://greenfilmfest.org) or e-mail [info@greenfilmfest.org](mailto:info@greenfilmfest.org).



## Recycle at COLE HARDWARE!

Bring to any of our five stores:

### BRITA PRODUCTS:

Includes filters, pitchers, bottles, and dispensers.



### SMALL CONSUMER ELECTRONICS:

Items up to the size of a desktop computer.



### CELL PHONES:

Personal cell phones—batteries and chargers not required.

### BATTERIES:

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



### OLD PAINT:

- Recycle dry, clean, empty metal paint cans through your regular trash pickup. The paint containers you bring to us should have paint in them!
- No handwritten labels can be accepted.
- Be sure that lids are SEALED ON TIGHT and containers are rust-free and don't leak.
- Please limit your drop-offs to no more than five 1-gallon-size containers (or 20 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.



### SCRAP METAL:

Copper and brass.

### SPENT FLUORESCENT BULBS:

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



### EXPIRED PRINTER CARTRIDGES:

Must be in plastic bags to avoid leakage.

### SOFT PLASTIC:

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



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

## Electronic Recycling Acceptable Items

Unfortunately, we can no longer accept small household appliances (blenders, hair dryers, fans, heaters, and so on) for recycling at our store locations. Our friends at GreenCitizen can, however, accept these items at their three Eco-Centers so that they are disposed of properly. They're conveniently open seven days a week from 10:00 am to 6:00 pm. Visit [www.greencitizen.com](http://www.greencitizen.com) for further information.

### GreenCitizen Locations

#### San Francisco

- 1541 Sloat Boulevard (Lakeshore Plaza Shopping Center)
- 1880 Mission Street (at 15th)

#### Berkeley

- 1971 Shattuck Avenue

All COLE HARDWARE locations can continue to accept these consumer electronics:

- Desktops
- Laptops
- Servers
- Routers
- Monitors
- Televisions (up to 13")
- Flat-screen televisions (up to 19")
- Cell phones
- Tablets
- Cables and cords
- Ink and toner
- Uninterruptible power supply (UPS) batteries



## Bring Your Spent Fluorescent Bulbs to COLE HARDWARE for Recycling!

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



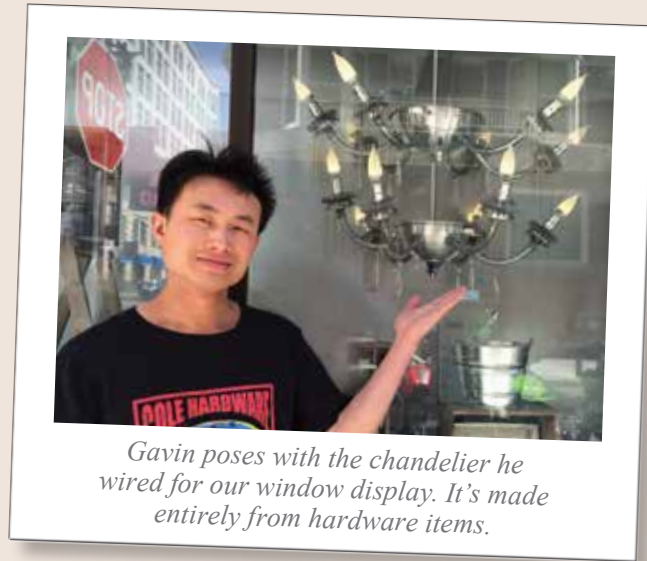


# SPECIALTY PRODUCTS AND SERVICES

## Gavin at Fourth Street Downtown: First-Rate Lamp Repair!

Do you have an old lamp in need of some electrical attention? Bring it in to our downtown location and let Gavin take a look! With years of electrical experience, Gavin has a certificate in electronics repair and has pleased many a COLE HARDWARE customer with his skills in solving their lamp issues.

Gavin easily fixes broken lamps in need of rewiring, replacing the power cord and lamp socket if necessary. Gavin originally pursued his formal education in electrical repair in his hometown in China, where he also ran his own repair shop. There, he says, his top priorities were safety and making sure his customers were happy as can be—so of course he was a natural fit at COLE HARDWARE from the start!



*Gavin poses with the chandelier he wired for our window display. It's made entirely from hardware items.*

## Mobile Locksmith Services

### 24/7 Emergency Services

Master Locksmith with  
Over 20 Years of Experience

Contact us at  
**415/753-2653 ext. 3**  
or e-mail

[homerepair@colehardware.com](mailto:homerepair@colehardware.com).

### Residential/Commercial Services

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

### Automotive Services

- Lock Outs
- Lock Repairs



- Competitive pricing
- Incomparable service
- Specializing in hard-to-find items
- Free Bay Area delivery on most items

415/647-1800 E-mail: [colesupply@colehardware.com](mailto:colesupply@colehardware.com)

## Steam Clean Your Own Carpets

*Deep-clean carpets and upholstery with professional-quality results—it's easy with our Rug Doctor® rentals!*

The EPA states that indoor air quality improves when carpets are thoroughly cleaned. Regular deep cleaning not only removes allergens, dirt, and grime, but can add years of life to a carpet by removing the abrasive grit that harms its fibers.

Having your carpet professionally cleaned can be costly, but you can get a top-quality cleaning job at a do-it-yourself price: rent an easy-to-operate Rug Doctor steam cleaning machine from us—you will love the results!

**Pick up your Rug Doctor rental at COLE HARDWARE.** We have a number of rental machines at each of our stores. You can generally come in to pick one up whenever you need it, but when demand is heavy (weekends and the beginning or end of the month), you may want to call first to check on availability. The new Rug Doctors are compact and lightweight—they fit easily in the back seat or trunk of most cars.

**Move furniture and vacuum.** Clearing the area of furniture will make the job much easier. It will also insure that your carpet is evenly clean in case you choose to rearrange your furniture. Thoroughly vacuum the area with your household vacuum cleaner before steam cleaning.

**Put the Rug Doctor to work.** The machines are easy to operate and maneuver. With every rental, an easy-to-

read user's guide (in English and Spanish) is included.

**Let dry.** Allow two to four hours (typically) for your carpet to dry. To reduce drying time, ventilate the room or turn up the heat. To take up excess moisture left in the carpet from the steam cleaning process, go over it again using only the machine's vacuum function.

The Mighty Pro vacuum path width is 10.4". The Wide Track vacuum path width is 12.4". An upholstery brush is also available to rent. We'll need

your driver's license and a major credit card to secure the rental. We have a wide variety of cleaning solutions for you to choose from for use with the machine. Solutions are sold separately.

Our rental units are well maintained to deliver top performance. We've been doing business with Rug Doctor for several years and are very pleased with their customer service. Between the Rug Doctor and COLE HARDWARE, your carpet-cleaning experience will be satisfaction guaranteed!





# COMMUNITY NEWS

## BOWL-THE-PLANET COSMIC GLOW-IN-THE-DARK BOWLING PARTY

SaveNature.Org invites you to shake, rattle, and bowl! Join them for the 21st Annual Bowl-the-Planet party and silent auction! Enjoy an evening of unlimited bowling from 5:00 pm to 8:00 pm, raffles, gold pin prizes, all-you-can-eat pizza, and a silent auction on 100+ exclusive items! The event takes place on Saturday, May 30, 5:00–8:00 pm at Classic Bowling Center: 900 King Drive, Daly City. To bowl the night away and for details, visit <http://bowltheplanet.org/>.

The funds raised during the evening will go directly toward creating scholarships to provide

hands-on environmental science programs to children in San Francisco Bay Area public schools. With your support, SaveNature.Org could reach over 3,500 kids with fun, exploratory workshops for the 2015/2016 school year. SaveNature.Org is a 501(c)(3) registered nonprofit located in San Francisco—your contributions/tickets are tax deductible. For inquiries, please call 415/648-3392.

The minimum donation to attend Bowl-the-Planet is \$35 for an adult and \$15 for a child and includes glow bowling, bowling shoes, pizza, prizes, and admission to the silent auction.

## Spare Change Collection

Our March collection of \$837.56 to benefit Muttville, an organization dedicated to the rescue, foster, adoption, and hospice of senior dogs, brings our grand total to \$26,448.28 since our collection program started. Our April collection is



earmarked for Loved Twice, an organization that collects and distributes new and gently used clothing to those in need in Oakland and San Francisco. We'll report on those numbers next month.



For May, our collection will be donated to the Homeless Prenatal Program (HPP), an award-winning family resource center.

For more than 23 years, HPP has provided poor and homeless families with the ability to end childhood poverty. Built on a foundation of supportive, nonjudgmental case management, HPP empowers families, particularly mothers motivated by pregnancy and parenthood, to recognize their strengths and trust in their own capacity to transform their lives.

Today, more than half of HPP's program staff are former clients or from the community served.

HPP has three major goals:

- **Healthy babies:** Ensure that parents give birth to healthy babies and successfully bond with their infants.
- **Safe, nurturing families** where children thrive: Ensure that parents are knowledgeable, motivated, and empowered to support their children's success and healthy development.
- **Economically stable families:** Ensure that families have access to information and resources that move them toward permanent, stable housing and economic self-sufficiency.

Over the past 20 years, HPP evolved from focusing solely on prenatal care for mothers into a family resource center with a broader, more holistic mission—breaking the cycle of childhood poverty. More than 3,500 families access HPP's services each year, with nearly 200 families coming to HPP for the first time every month.

It's easy to donate to our spare change collection! Simply drop your spare change in any of the collection jars when you're checking out at any of our stores. Or bring in that old jar of pennies that's collecting dust on your dresser!



## The Cole Valley Fair Returns!

Attention artists, vendors, musicians, and owners of unique cars! The Cole Valley Fair will be back again for its 13th year on Sunday, September 27, 2015. The Cole Valley Fair continues to be a charming and well-attended event sponsored by local merchants and organizations with an outstanding record of community support. The fair features local art, jewelry and handmade crafts, great food, live music, a display of historical Cole Valley photographs, a full block of vintage automobiles owned by neighborhood residents, events for children including a jumpy house and obstacle course, and more!

If you are an artist with unique handcrafted work, we hope you'll apply for a booth space. The deadline is July 1, 2015. Priority will be given to Cole Valley residents, returning vendors, and promising new applicants. (Imported merchandise will not be considered.) We will be accepting some applicants before the

deadline date. We're also seeking musicians from all genres and styles for one-hour performance slots. The Cole Valley Fair is a small and intimate street fair where the right sound will attract a lot of attention.

And, yes, Cars on Cole will be back again this year. Never been to the event? We look for interesting neighborhood vehicles—whatever that may mean. It need not be a “show queen” or vintage or rare. The range of vehicles in past years has been from a gaggle of Citroen 2CVs; British, German, French, Japanese, and Italian sports and touring cars; heavy 30s–60s American Iron; Model A to modern hot rods, bicycles to motorcycles.

To download a vendor application, visit the website at: [www.midlinestudio.com/colevalleyfair.html](http://www.midlinestudio.com/colevalleyfair.html) or e-mail [colevalleyfair@gmail.com](mailto:colevalleyfair@gmail.com).

**Deadline to apply for a booth space is July 1.**



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

The Royal British Comedy Theatre Presents:

# ABSOLUTELY FABULOUS 2

April 3 through June 27  
8pm Fridays and Saturdays  
The Exit Theatre  
156 Eddy Street, San Francisco  
Tickets: Eventbrite.com

## Follow COLE HARDWARE!



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



# COMMUNITY CONNECTIONS

## BAY AREA BUSINESSES

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

**Cat Sitters Wanted:** Ideal for retirees and seniors in San Francisco. Provide loving, safe care in your home for one or two cats while owner is away. Must have *no* other pets. Perfect for kitty lovers with feline experience. Jobs vary from one day to four months. Must be reliable, honest, and trustworthy! References required. Please call 415/333-1123.

**Custom Websites and Apps:** Need a website or an app? Lost track of your old webmaster and have a site in desperate need of an update? Contact us at [info@Bayrocketmedia.com](mailto:info@Bayrocketmedia.com). Local in the Rockridge area of Oakland. In business since 1998.

**Driver:** Retired gentleman can drive you (in my car) to medical appointments, grocery shopping or on other local errands. I am dependable, very punctual, friendly with a good sense of humor plus a fantastic reference list! I do what taxi drivers don't: wait for you in doctor's waiting room, help you shop (if needed), carry groceries/packages etc. All this for only \$25 an hour (2-hr. minimum). Please call Bill 415/826-3613 or e-mail [bill311@att.net](mailto:bill311@att.net). Thanks for reading my ad!

**Flower Outings:** Join your host, Karen, for a round-trip pleasure outing to the San Francisco Flower Mart. A long-time Mart member, explore flowers, plants, and her warmth, wit, and expertise with seniors. A wonderful outing or gift. Two hour minimum \$90. Phone 415/260-7540 or e-mail [krmkrm2@aol.com](mailto:krmkrm2@aol.com).

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

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

**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:** \$2,100 REBATE WHEN BUYING OR SELLING YOUR HOME, CONDO, OR INCOME PROPERTY. Representing all neighborhoods of San Francisco and the Peninsula since 1990. I provide a complete service package for both buyers and sellers through Century 21. Why not compare your Realtor services with mine? Call Mike at 415/742-1199 or e-mail [Mike.Torres@Century21.com](mailto:Mike.Torres@Century21.com). License #01071794. Rebate given at close of escrow.

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

**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 COLE HARDWARE'S Repair Referral Service at 415/753-2653 ext. 3 or [homerepair@colehardware.com](mailto:homerepair@colehardware.com).



COLE HARDWARE proud member of:

**somba** South of Market Business Association

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

Muddy at Pt. Isabel  
Yosemite camping  
Walking the lake  
Fetch at Estuary  
Hiking in Tilden

Local caregivers who want to help make great memories.

BROADWAY PET HOSPITAL  
4920 BROADWAY OAKLAND CA 94611

OPEN 7 DAYS A WEEK  
510.653.0212  
BROADWAYPETHOSPITAL.COM

## COLE HARDWARE Rewards

### Rewards member benefits:

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

### How points are earned:

- Rewards points are calculated daily and shown on your receipt.
- For every dollar spent, one point is earned.
- Points are converted to dollar value on your Rewards card on the last day of each calendar quarter.
- Points are converted in \$5 increments for every 100 points earned. Points balance is then reduced, and leftover points remain in place with no expiration.
- Rewards dollars are valid for three months once converted from points.
- For us to accurately track all of your purchases, you must identify yourself as a Rewards member each time you shop.

Terms and Conditions: 1. Rewards dollars are cleared after three months if they are not used. 2. Points never expire. 3. Rewards points are not issued for charge accounts or any accounts that receive a discounted selling price under any other program.

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

Remember to request your Rewards points the next time you are in!



# Benjamin Moore® Paint Available at COLE HARDWARE!



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



Choose from over 3,300 Benjamin Moore colors.

## The COLE HARDWARE Calendar - May

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Hardware HOT DEALS May 1-17 see insert		1 May Day Flash Friday DEALS	2 Household Items and E-Waste Collection see page 2 for details
3	4	5 Cinco de Mayo	6 National Teachers Day		8	9
10 Mother's Day	11	12 National Teachers Day	13 National Nurses Day	14 Bike-to-Work Day	15	16 Armed Forces Day
17 Day to Breakers	18	COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% see our website for more details		21	22 Sale	23 Sale
Small Business Week, May 16-22 (see page 2 for details)						
24 Sale	25 Sale	26 COMMUNITY SAVINGS DAYS	27 Senior Wednesday	28 Military Thursday	29	30 Dog Adoption Mission Street Store see page 2 for details
Memorial Day Student Monday		Teacher Tuesday			Flash Friday DEALS	
31	Memorial Day Sale May 22-25				Flash Friday DEALS To sign up, send an e-mail to hotline@colehardware.com with "Flash" in the subject line.	



Our founder, Dave Karp Purveyor of Hardware Wisdom

The COLE HARDWARE credo...  
**Commitment to savings:** Rewards program members receive a 5% quarterly 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.

Five locations serving you every single day of the year!

- 2254 Polk Street**  
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415/674-8913
- 3312 Mission Street**  
San Francisco, CA 94110  
(at 29th Street—near Safeway)  
415/647-8700
- 956 Cole Street**  
San Francisco, CA 94117  
(at Parnassus—near U.C. Medical Center)  
415/753-2653
- 70 Fourth Street**  
San Francisco, CA 94103  
(downtown between Market and Mission)  
415/777-4400
- 5533 College Avenue**  
Rockridge District, Oakland, CA 94618  
(a few steps from Rockridge BART)  
510/463-2653

All stores open every day 8:00 am-8:00 pm

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

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



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

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