

AMY HOWARD
at Home
Rescue Restore Redecorate®
Now at Cole Hardware!
see page 4 for details



Professional Knife Sharpening Available!
see page 6 for details



Don't Miss Our
Thanksgiving 5-Day Sale!
November 25-29



COLE HARDWARE'S *Hardware Hotline*

November 2015
NEWS AND VIEWS FROM AROUND THE STORES

Call Our Stores Now for a Special Surprise!

Stop what you are doing, pull out your cell phone, and call your favorite COLE HARDWARE store at the new numbers listed on the bottom of the back page. You are in for an incredible surprise. I promise you something very unique. In fact, in the realm of customer service, it is revolutionary. If you agree, press 1 and respond by texting "Delicious!" and any other comments you'd like to add. If you disagree, just ignore what you hear. Those who respond by texting



"Delicious!" will have a special treat awaiting them on their next trip to the store.

After you call, come back to the *Hardware Hotline* and turn to page 2 for more information. (No cheating. Don't look until after you call!) Do it now. It will only take a minute.

continued on page 2...

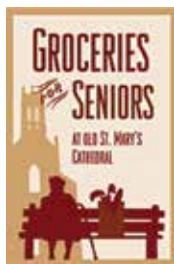
20% OFF!
ONE DAY ONLY!
SATURDAY, NOVEMBER 14TH



Food Drive and Coins for Community Collections for Seniors

Friday, November 6–Monday, November 9

The Bay Area is home to some of the wealthiest people on earth, but also to thousands of seniors whose income level falls below the federal poverty line. These seniors live with the daily threat of hunger. Being food-insecure can worsen chronic health problems that can in turn lead to hospitalization. Food is a basic human need, and without an adequate diet, people cannot fight off disease and infection. Low-income seniors must often choose between purchasing food or buying medicine.



Groceries for Seniors in San Francisco and St. Paul's Pantry of Hope in Oakland distribute nutritious, fresh food to over 1,000 senior citizens every week. Without their help, many of our elderly neighbors would go hungry. During the



approaching holiday season, many of us will find joy in sharing a warm and comforting meal with loved ones. In the spirit of holiday giving, drop your spare change in our collection jars on your next visit and bring in canned or other nonperishable food items the weekend of November 6–9.

Your November donations will go to help these programs provide food to those in need, not just during the holidays, but throughout the year as well.



Bring any canned or other nonperishable food items you would like to donate to any of our stores November 6–9.

Shop with us on Saturday, November 14, for our annual pre-Thanksgiving 20%-off* sale! This is an excellent opportunity to get a jump on your holiday shopping, stock up on supplies, or purchase everything you need for that DIY project that you swore you'd complete before the end of the year. Our holiday shoppes will offer unlimited inspiration for your seasonal home-decorating and gift-giving needs.

*Discount off regular retail price. 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.



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

Shop online 24/7 at ColeHardware.com.

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our website.



★ ★ ★
SMALL BUSINESS
SATURDAY
 NOV 28



Locally owned businesses reinvest in our local economy at a 60% higher rate than chain and Internet retailers. They support other local business professionals and retailers. Indeed, COLE HARDWARE's accountant, attorneys, benefit providers, web designer and programmer, and insurance broker are all locally owned businesses. And whether it is for store supplies or products needed to service our customers, a large amount of our product sourcing is also from locally owned businesses. Chain and

Internet retailers send these types of purchases back to their home cities or elsewhere in the country.

A 10% shift in consumer spending, from chains and Internet retailers to favorite locally owned businesses, will create 1,300 new jobs and over \$190 million dollars in increased economic output in San Francisco alone. Imagine if that were multiplied across the Bay Area! Consumers don't need to spend more, just differently, in order to provide this benefit.

The diversity and "local charm" of our neighborhood shopping areas contribute greatly to tourism and, of course, to the reasons so many of us like to live and work here. Small Business Saturday is a day dedicated to supporting small businesses across the country. This is a great opportunity to support your favorite local business or a new one—even if it's just buying a cup of coffee at a locally owned coffee shop!

American Express usually offers a credit statement for cardholders who use their credit card at a registered local business on Small Business Saturday. They usually announce the offer a couple of weeks before the event, and cardholders must register their cards. To sweeten the deal, if you use an American Express card at a COLE HARDWARE store on Small Business Saturday, you will receive a \$5 gift coupon on any purchase over \$10, good on your next purchase. Limit one per customer.

Keep an eye out for American Express's announcement as to what their 2015 deal will be.



Consumers don't need to spend more, just differently.

Rockridge in the Snow!

Saturday, November 28
 3:00 pm–6:00 pm

Join COLE HARDWARE and the merchants of Rockridge in celebrating the holiday season. The activities take place at the Rockridge BART station plaza—just a half block from COLE HARDWARE—and will include a children's play area with snow, a petting zoo, and live entertainment. We will be there serving up some holiday cheer, along with Santa and his helpers. Donations for One Warm Coat and Toys for Tots are encouraged. Visit www.rockridgedistrict.com for further details about the festivities.



Coins for the Community

What a difference a dime makes! Our spare change jars and new "Donate" option at checkout helped us collect \$420.51 for Coaching Corps, to bring our grand total since our program's inception to \$32,284.34. What a difference this will make to the children who participate in Coaching Corps' programs to experience the thrill of being on a team, the joy of overcoming a challenge, and the many life lessons taught through sports with a great coach.

October's collection is earmarked for Dress for Success and Wardrobe for Opportunity, organizations that promote the economic independence of disadvantaged women by providing professional attire and a network of support. We'll report those numbers next month.

In November, we'll collect funds (and nonperishable foods November 6–9) for Groceries for Seniors and St. Paul's Pantry of Hope, two organizations dedicated to helping senior citizens with their grocery needs. With Thanksgiving celebrated this month, a day that we tend to indulge (and, dare I say, "overindulge"), it sure makes for a warm feeling to help ensure others aren't going without food.



It's easy to donate to Coins for the Community! Simply drop your spare change in any of our collection jars or choose the "Donate" option when you're checking out at any of our registers. Or bring in that old jar of pennies that's collecting dust on your dresser!



Polk Street's Charlie presents Rishi Narain from My New Red Shoes all of the athletic shoes we collected for their organization, along with a check for \$1,055.50.

Call Our Stores Now for a Special Surprise!

...continued from page 1

Now, about that call you just made from your cell phone: never waste your precious time waiting on hold or navigating phone menus again.

If you called one of our stores prior to reading this, you just sampled the most revolutionary customer service tool developed in years. You can now communicate with us 24/7 via text. Ask us a question, send us a picture or video if you wish, and we'll get back to you with helpful guidance and the information you requested. If we're closed, you'll hear back from us first thing in the morning. (That being said, I actually enjoy responding after hours, much to the chagrin of my family!) It's all so simple, and frankly, pretty darn cool. We've actively participated in the design and development of this revolutionary tool, and COLE HARDWARE is the first

business in the nation on this soon-to-be-standard customer service platform.



And, if you texted the secret word, there will be a free tin of COLE HARDWARE chocolates for you the next time you are in the store.

COLE HARDWARE is now in your phone and just a text away. It's just another way we are honoring our simple mantra: "Our commitment to you: Your satisfaction guaranteed. Period."

We look forward to your next text!

—Rick Karp

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
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
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
Plastering
Plumbing 24/7*

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 415/200-3430
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.

Power Washing, Commercial and Residential Cleaning
Remodeling / Major Remodeling
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.
Call 415/753-2653 ext. 3 after hours for service.

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

Contact us at www.colehardware.com/homerepair

Meet Bill, Our HVAC Expert

HVAC is an acronym for heating, ventilation, and air conditioning. COLE HARDWARE is pleased to have Bill, the second-generation owner of his family business, on our team. When asked why a customer should call him for a repair or new furnace installation, Bill said, "I have been in the business since the '60s, working with my father. I know the business, and I seek customer satisfaction on all the work that I do. When I install a new furnace, I give the customer a courtesy call the next day or a few days later to make sure the customer is completely satisfied!"



Bill has been in the HVAC business since the '60s!

Bill gave us a few suggestions on what you can do at home to keep your heating system functioning.

Most customers do not act until their heating systems stop working. The number one thing to do is to replace your furnace's filter on a regular basis—about every three months.

What if the furnace stops working? It might be just a bad valve, which can cost around \$500 to replace. But it is time to consider replacing the furnace if the furnace is old (20+ years) and not operating efficiently. Larger homes with greater square footage will require a very efficient heating system to adequately heat the home, known as a two-stage furnace. A smaller home will need just a single-stage furnace, with the cost of labor being about the same to install either size of furnace.

Bill is an expert in gas furnaces, and he is able to

install and repair gravity furnaces. Gravity furnaces are usually located in the basement or garage of a home, with octopus ductwork that leads to heat registers throughout the home. These furnaces have very few moving parts and are therefore less likely to break down. Most homes in San Francisco have gravity furnaces. Bill repairs and installs many gas wall furnaces, as well. He does not work on electric heaters, radiant heaters, or boilers, as he prefers to be an expert on the heating systems that he knows best!

If you would like to reach Bill to solve your heating issues this winter, you can contact our Repair Referral Service at 415/200-3430 or homerepair@colehardware.com.



Mobile Locksmith Services

24/7 Emergency Services in San Francisco

Residential, Commercial, and Automotive

Master Locksmith with Over 20 Years of Experience

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



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



415/214-8903 E-mail: colesupply@colehardware.com

WHAT'S UNIQUE

Catstudio® Geography Collection Dish Towels and Glass Tumblers

We think you will love Catstudio dish towels and drinkware as much as we do! Reminiscent of dish towels that your grandmother might have used, these hand-woven cotton dish towels feature geographical art from all 50 states and include a hand-embroidered frame of stitching that adds a vintage flair. Each dish towel comes in its own fabric envelope, making it gift ready. Even though these towels are ready to dry several

stacks of sparkling dishes, they also make festive guest towels in the powder room. Choose from dish towel designs for every state in the Union (\$19.99) and 15 oz. frosted glass tumblers for San Francisco, Napa, California, and America (\$14.99).

Available at our Polk and downtown stores only.



BIG Larry™ LED Flashlight/ Work Light

The BIG Larry knows how to light up a room! Equipped with new C•O•B LED technology, the BIG Larry outputs 400 lumens of intense light. Secondary light modes include low (160 lumens) and an emergency red flash mode. This intense red light is perfect for distress signaling or roadside emergencies. The anodized aluminum body and recessed LED housing ensures that the BIG Larry can handle any situation. Powered by three AA batteries (included), BIG Larry is water- and impact-resistant. A powerful magnetic base allows users to secure it to any metallic surface. A perfect holiday gift! (Sku 300355, \$24.99)



AMY HOWARD at Home®

Rescue Restore Redecorate®

We are really enjoying some furniture refinishing with our new line of paint, Amy Howard at Home! Amy's line of chalk paint is a breeze to use. You simply paint it on a piece of furniture. You don't need to sand or remove old paint beforehand—just paint right over it! Here's a little end table that I purchased for \$5 at a sidewalk sale in San Francisco and transformed with an antique finish. The chalk paint dries so fast

that you can start and finish a project in a couple of hours.



In addition to the chalk paint, the line includes spray paints with a lacquer finish in a lot of fun colors. This chair was another \$5 find that I

had been wanting to refinish. With the spray paint, it was a snap! It went from a boring white to a fun green accent piece. Check out the Amy Howard at Home line at all of our stores and turn that old nightstand into an antique in no time.

—Julia



Three Local Guys Serenade the Crowds

Shoppers at our Cole Street store enjoyed music from Three Local Guys during our popular Ladies' Night! The guys played a variety of Spanish, Californian, and American classics such as "Minuet of the Cowboys" and "Contradanza de Monterey," adding to the party atmosphere. If you have an event and would like to hire the guys, contact Jim Letchworth at 415/418-4338 or zani4@aol.com.

LET US ...
RE-COLE-MEND
24/7 Locksmith, Plumbing,
and Electrical Services

Call 415/753-2653 ext. 3 to be connected to a service person.

FROM THE GARDEN CENTER

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



In the Garden November 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.

During November, our focus tends to turn toward the coziness of the indoors and preparing for the holiday season ahead. But if you want your garden to be in top shape come spring and summer, you will need to do more than rake leaves over the cold season! Head outside and invigorate yourself with crisp air and the satisfaction that comes from caring for your garden year-round.

✓ Winter vegetables:

You can still plant seedlings of broccoli, beets, cabbage, carrots, cauliflower, lettuces, onions, parsley, Swiss chard, and turnips. In addition, set out seeds of arugula, bok choy, fava beans, and spinach.



✓ **Soil:** If we are lucky enough to receive heavy rains, it will wash away nutrients when it falls on bare soil. Give your soil some attention now to benefit plants for the season to come. Cover all bare ground with 3 inches of mulch to protect soil from rain. As mulch decomposes, it adds organic matter and nutrients to the soil.

✓ **Pruning:** Cut back perennials and prune plants to maintain desired size and shape. Pruning also increases sunlight exposure and air circulation. For most herbaceous perennials, cut away dieback and then prune by cutting above the expressing nodes (places on the branch where you see sprouts of new growth). Always cut at an angle so that water will not collect on the fresh cut.



✓ **Bulbs:** Spring flowering bulbs such as tulips, daffodils, and hyacinths can be planted now. You can also force some bulbs to bloom indoors during the winter: Plant spring flowering bulbs in pots and store them in a cool, dark place until new growth emerges from



✓ **Herbs:** Indoor herb gardens should do well in a south-facing windowsill. You will have herbs on hand to snip for cooking throughout the

fall and winter. Plastic pots generally retain moisture longer than clay pots.

✓ Cleanup:

Rake up fallen leaves to keep away pests and prevent the spread of disease. Along with raking, pick up old fruit and vegetables and pull up dying annuals.



✓ **Slugs:** Discourage snails and slugs by placing crushed eggshells or saucers of beer around plants. Sluggo® (Sku 7117120, \$10.49) also works well. This slug and snail bait is safe to use around domestic animals, wildlife, and food.



the soil. Then move them to a bright window and enjoy!

✓ **Indoor plants:** Increased use of indoor heating during the cooler months dries out the air considerably. Give your houseplants some extra TLC by misting them, or place their pots on a pebble-filled tray of water to ensure adequate humidity and moisture.

✓ **Wild flowers:** Now is a great time to sow wild flower seeds. Start by eliminating as many weeds as possible by weeding the area two or three times before sowing. Mix the seeds with a little compost and then scatter it evenly. Rake the mixture into the soil, apply a light layer of compost, and finally, give the area a fine mist of water. We love the California Color seed packets from Botanical Interests. They produce a spectacular spring bloom in shades of yellow, orange, pink, blue, white, and violet. The blooms should extend into summer with a delicious fragrance. (Sku 701284, \$4.99)



See you in the garden!



Preparing Soil for Winter

When heavy rains fall on bare soil they compact it and wash away nutrients, leaching them farther into the ground than most plant roots grow. Try these simple gardening practices to protect soil during San Francisco's rainy winter season: your work now will benefit both soil and plants for seasons to come.

Perennials

Mulch: Mulch all bare ground with about three inches of organic mulch. Organic matter protects soil from pounding winter rains, suppresses seed growth and adds organic matter and nutrients to your soil as it decomposes. Use mulch made from organic matter, either straw or wood chips.

Soil Amendment: Add compost to the soil around your perennial plants. Pull back mulch and sprinkle an inch or so of compost around the perennial (not against the stem), concentrating on

the drip line. Gently work compost into the top few inches of soil, and then mulch over the top. Nutrients in the compost will fortify your plants, making them ready for vigorous and healthy spring growth.

Plant Annual Crop Beds

Food Crops: In San Francisco, we are fortunate to be able to grow food crops all year long. If you choose to grow some produce this winter, try carrots, beets, lettuce, cabbage, bunching onions, broccoli, spinach, chard, kale, collards, and/or radishes. To protect the soil, mulch the bare ground around crops with straw. (Do not work the straw into the soil.)



Cover Crops: Try cover cropping in unused crop beds. Winter cover crops help to replenish soil nutrients, protect the soil from the rain, improve soil tilth and keep nutrients available for the next crop. Legumes actually fix nitrogen in the soil, increasing fertility.

Good winter cover crops in San Francisco are oats, vetch, fava or bell beans, and crimson clover (all but oats are legumes). Plant the cover crop densely in your annual beds.

WHAT'S IN SEASON



Cooking a Turkey in a Weber®

Rick's Favorite Method

Using the indirect method of grilling (briquets placed on two sides of the grill), I place the turkey on a rack that sits in the middle of the barbecue (be sure to use a pan below to catch the drippings for gravy!).

I like to start with hot briquets, so I load a charcoal chimney chock-full and set it ablaze. When they are a brilliant orange, I pour them into the two side areas of the barbecue, and cover. While the turkey is cooking, I immediately begin another chimney full of briquets. (I have the chimney sitting in a metal pan next to the barbecue.)

Every half hour, I open the Weber, pour in more white-hot briquets, and baste the turkey with a mixture of butter, garlic, and herbs. The continual addition of white-hot briquets sears the turkey, locking in all of the juices. With the added heat, the turkey cooks quickly—about 15 to 20 minutes per pound.

After the turkey is cooked, let it sit at room temperature for about 30 minutes. Then begin carving, all the while treating yourself to bites of the outer layer of meat as you go (it's the best!). Delicious! Try it.

Roasted Turkey on the Big Green Egg®

Take the kitchen drama out of Thanksgiving this year! The simple recipe that follows highlights the Big Green Egg's versatility and allows more holiday time for family—and family drama. The size of your EGG will determine how large your turkey can be, and turkey is, of course, one of the best leftovers for the multitude of lunches and dinners you can make after Thanksgiving.

- A Small EGG will hold a 10-pound turkey or a turkey breast.
- A Medium EGG will hold an 18-pound turkey.
- A Large EGG will hold a 20-pound turkey.
- An XLarge EGG will hold two 20-pound turkeys.

Ingredients

- 1 turkey, cleaned thoroughly
- Big Green Egg Dizzy Gourmet® Whirly Bird™ Rub (Sku 869029)
- 1 onion, cut in half
- 1 stalk celery
- 2 cups chicken broth, wine, or water

Directions

- Set the EGG up for indirect cooking at 350°F. (Use a handful of pecan chips for a light smoky flavor and to provide a deep brown color to the turkey.)
- Spread the rub generously over the outside of the bird.
- Load the bird onto a vertical poultry roaster (Sku 869019) or V-rack; then place into a drip pan.
- Add the onion and celery to the drip pan.
- Fill the pan with chicken broth, wine, or water.
- Cook for 12 to 15 minutes per pound until the temperature in the breast meat is 160°F and the temperature in the thighs is above 170°F.
- Reserve the drippings from the drip pan to make your favorite gravy.



Thanksgiving Headquarters

For everything you need (except the turkey!) to make your holiday feasts memorable, visit any COLE HARDWARE location. Our stores are open limited hours on Thanksgiving Day, from 9:00 am to 3:00 pm, for those last-minute items, too!

Pick up at Cole Hardware

- ✓ baster
- ✓ cutting board
- ✓ electric carving knife
- ✓ thermometer
- ✓ potato ricer
- ✓ measuring cups
- ✓ measuring spoons
- ✓ hand mixer
- ✓ pastry brush
- ✓ pie plate
- ✓ fat separator

Knife Sharpening

After your holiday turkey has spent all those hours in the oven, filling your home with a glorious aroma, don't butcher it again with a dull knife! All of our stores offer professional knife sharpening services on a biweekly schedule. Our professional knife sharpener, Matt, can conveniently sharpen your knives while you shop during the below times. Or you can drop off your knives with us ahead of time, and we will notify you as soon as they are ready.

Rockridge:

November 10 and 24, 4:00 pm–6:00 pm

Fourth Street:

November 11 and 25, 8:00 am–9:00 am

Mission Street:

November 11 and 25, 4:00 pm–6:00 pm

Polk Street:

November 13 and 27, 4:00 pm–6:00 pm

Cole Street:

November 14 and 28, 3:00 pm–5:00 pm



DampRid®

DampRid is the perfect cure for excess moisture problems and musty, stale odors caused by humidity, heavy rains, and flooding. DampRid crystals are an all-natural way to absorb excess moisture in the air that can cause odors and damage household possessions. Available in a 10.5-ounce tub (Sku 70252, \$3.99) and in a hanging bag (Sku 7095375, \$6.49) that is ideal for closets.



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

WHAT'S IN SEASON

Seasonal Greenery

Garlands and Wreaths

Bring the outdoors in and fill your home with the wonderful aroma of the season with fresh garlands or a wreath.

Freshly Cut Trees

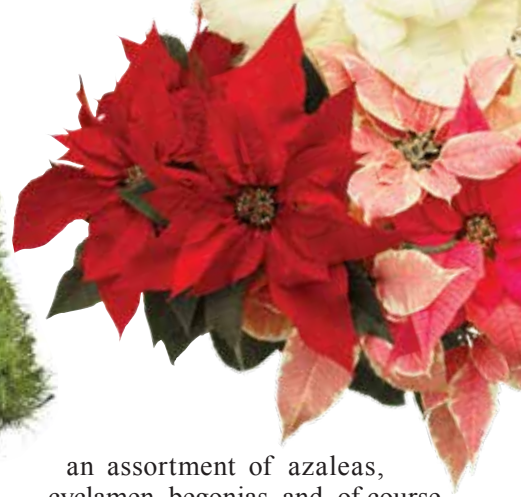
Many of our longtime loyal shoppers remember buying their first Christmas tree when they moved to San Francisco from Dave Karp himself. Once again, freshly cut trees will be available the week of Thanksgiving at all locations. We also offer weekend delivery for \$20.

Living Trees

Choose from Italian stone pine, Leyland cypress, or Monterey pine. These trees may be repotted after the holidays in a large planter to enjoy for seasons to come or transplanted into the ground—but be careful where you plant them, as they will grow to a full-size tree before you know it! For your favorite cook, choose a rosemary plant trimmed into the shape of a miniature Christmas tree or topiary.

Holiday Plants

Perfect as a hostess gift, a holiday plant will stay attractive long after the holiday season is over. Our garden centers will have



an assortment of azaleas, cyclamen, begonias, and, of course, poinsettias. We'll also have small potted trees that make ideal hostess gifts. Group several plants together on your porch or on a side table in your home for a stunning holiday display.

Mistletoe

Don't get caught without mistletoe—or risk not being kissed this holiday season! (Sku 770018, \$3.99)



Christmas Tree Care

Live Trees

- Buy a tree that is suited to your climate zone. Think about where you'll eventually plant your tree, and buy the right tree for that location. Or plan to donate it to a Bay Area park after the holiday season (see www.fuf.net).
- Pick your live tree up by the pot—not by the trunk.
- Many live plants start their decline during careless transport. Protect your tree en route to your home.
- Keep your live tree indoors for no more than 10 days, and locate it well away from any heat source. Keep it well watered, but don't let it sit in water.
- After its holiday tour of duty, move your live tree to an outdoor location where it will get filtered sunlight and protection from wind. Allow it two to three weeks to acclimatize in this interim location, and then set it where it will stay until next December or plant it in a permanent location. You can keep the same live tree in its container through several holiday seasons, depending on how fast it grows (plant it before it becomes root bound). Be sure it gets the right amount of light and water.

Cut Trees

- Select the freshest-looking tree available. To test for freshness, gently grasp a branch between your thumb and forefinger and pull it toward you. Very few needles should come off in your hand. Shake or bounce the tree on its stump. You should not see an excessive amount of green needles fall to the ground. Some loss of interior brown needles is normal.
- Care for your cut Christmas tree as you would a bouquet of fresh flowers. Make a straight cut across the base of the trunk, taking off about an inch, and immediately place the trunk in water.
- Check the water level often—a fresh tree may absorb several pints to a gallon of water each day. Place the tree in a cool spot, away from your television and other appliances.

Duralex® Picardie Glassware

Duralex has been manufacturing tempered glassware and tabletop products for over 75 years in La Chapelle-Saint-Mesmin, in the very heart of France. Using its proprietary glass-tempering process, the original tempered (toughened) Picardie tumblers are still produced in France and are known as the “original French tumblers.” The Picardie tumbler is functional yet stylish and feels extremely comfortable in the hand. These tempered drink glasses are equally suitable for cold and hot beverages. They're also conveniently stackable; microwave, freezer, and dishwasher safe; impact and chip resistant; and the perfect weight. With a commitment to quality, Duralex has reached a level of excellence that makes its products recognized throughout the world. Assorted sizes ranging from 3 to 16 ounces. (Skus 628000, 2, 17, 21, 28, 112, **HOT DEAL 20% OFF** Regular price \$2.99–\$4.99)



ENVIRONMENTAL INFO

COLE HARDWARE
GREEN CERTIFIED

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

Envi™ High-Efficiency Panel Heater

The World's First and Only 100% Pure Convection Heater

The stylish wall-mounted Envi panel heater is the most innovative and energy-efficient heater available. The Envi is the world's first heater to use "stack convection technology" to evenly distribute the perfect amount of heat throughout a room while reducing your heating bills by up to 50%. Offering a safe, healthy living environment, especially for children, seniors, and pets because it cannot be tipped over, Envi's exterior shell always remains cool to the touch. And because the Envi does not use a fan, the days of worrying about dust and other allergen particles being blown into the air are a thing of the past.

The Envi installs on your wall in seconds



using a simple three-step process. No hassle, just clean, fresh, warm air. Simply mount to the wall, and the 120-volt plug-in heater draws cold air in, heating it rapidly to create a natural updraft of warm air. The cold room air circulates slowly through the heater, which produces an airstream that blankets the entire room.

Only 2 inches thick, the Envi heater sits nearly flush to the wall, creating no walkway clutter. No noisy fan



means the heater is totally silent. Made in the USA. Dimensions: 19"W x 22"H x 2"D. Available in a hard-wired (Sku 610050, \$134.95) or plug-in version (Sku 610051, \$139.95)

Mrs. Meyer's Clean Day Seasonal Scents

For generations we've had to put up with harsh chemical smells to get a good clean. Enter Mrs. Meyer's Clean Day—a collection of household products made with essential oils from flowers and herbs that smell nice but really pack a punch against daily dirt and grime. The garden-fresh scents include Lavender, Lemon Verbena, Basil, Geranium, and many others. All are earth-friendly, cruelty-free, and not tested on animals.



For the holidays, Mrs. Meyer's limited-edition holiday scents of Iowa Pine and Orange Clove will once again be available in hand soap, dish soap, candles, and multi-surface spray cleaner. And, after an absence of a few years, Cranberry scent also returns! The tasteful packaging makes all Mrs. Meyer's products a perfect hostess or secret Santa gift, too. (\$4.99–\$7.99)

Winter Spare the Air



The Winter Spare the Air program notifies Bay Area residents when fine particulate, or soot, levels are anticipated to be unhealthy. In the wintertime, particulate matter—especially particulate matter 2.5 microns or smaller in size, also known as PM2.5—can become a serious problem in the region. To protect public health, the Bay Area Air Quality Management District will issue a Winter Spare the Air Alert when PM2.5 concentrations are expected to be unhealthy.

From November 1 through the end of February, under the Air District's wood-burning regulation, when a Winter Spare the Air Alert has been called, burning wood, fire logs, pellets, or any other solid fuels in your fireplace, woodstove, or other wood-burning device is illegal.

When wood burning is allowed, residents who do

burn in a fireplace or outdoor fire pit must still burn cleanly using dry, seasoned firewood and not burn garbage, leaves, or other material that would cause excessive smoke. Residents who exceed the excess visible smoke provision in the wood-burning rule could be subject to a ticket.

Visit www.sparetheair.org to see if a Spare the Air Alert is in place. You may also sign up for e-mail alerts on this website.



Recycle at COLE HARDWARE!

Bring to any of our five stores:

BRITA PRODUCTS:

Includes filters, pitchers, bottles, and dispensers.



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 oz. or 16.9 oz.), empty, nonrefillable propane cylinders only. Households only. Limit 5 per visit. (San Francisco stores only; cannot be recycled at our Rockridge location.)



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.

PRODUCT KNOWLEDGE

Power vs. Energy

A few months back, we posted one of our Flash Friday deals for a light bulb and stated that the LED bulb used only 6.5 watts of energy. One of our customers, David Pressman, a former electrical engineer, pointed out that this was incorrect and should have read 6.5 watts of *power*. A common mistake, David told us, and he shared these definitions to help us understand the difference.



Power: Measured in watts (746 watts = 1 horsepower) or BTU/hour (3,415 BTU/hour = 1 kilowatt) is the rate at which work is done or the amount of work done per unit time. The more power your car has, the faster it can go up a hill.

Energy: The amount of work done is measured in kilowatt hours (kWh), BTUs, calories, watt-seconds (joules), or therms (1 therm = 100k BTU). It is what you pay PG&E for. Whether you drive your car up a hill quickly or slowly, you have expended the same amount of energy. However, if you go up the hill quickly, you are using more power. A heater that uses 1,000 watts of power consumes 1 kilowatt-hour of energy if you leave it on for one hour.

Thanks for the clarification, David!

Command™ Strips: Damage-Free Decorating

Holidays and special occasions are perfect times to decorate. With the help of self-stick hooks, decorating clips, picture hangers, and other mounting products in the Command family, you can enjoy making memorable surroundings. Save the clips and hooks



for reuse with replacement mounting strips. When products with Command strips are properly removed, there are no nail holes, sticky spots, or gouges to ruin your walls and furnishings.

So hang that stocking for Santa under the mantel without a care—unless you've been bad and expect coal!



Damage-free removal of hooks:



Slide hook up from mounting base.



Pull tab straight down against wall.



Stretch until tab releases from wall.



Furnace Filters

Did you know that indoor air quality is an important factor in your overall health? According to the EPA, indoor air pollution is among the top five environmental health risks. Selecting the correct residential air filter, and replacing it at recommended intervals, helps maintain proper indoor air quality and may prevent many allergenic illnesses such as asthma. Plus, forming these healthy habits may even help you save money!



Changing your filters at least every three to four months can help save and protect your heating system. Certain circumstances, such as living in high-traffic areas or having pets or smokers in a residence, may require more frequent changes.

• **Save energy and money:** Replacing your filter every three or four months helps maintain your heating and cooling system, making it operate more efficiently to help save energy and money.

- **Protect your equipment:** A dirty filter can slow down air flow and make the system work harder. This causes unnecessary strain on the equipment, potentially shortening the life of the unit.
- **Protect your health:** Regularly replacing indoor air filters can reduce allergy-causing particles that may lead to chronic health problems.



Which Filter Is Best for You?

At COLE HARDWARE, we have three different Filtrete filters to choose from, depending on your specific needs.

Filtrete Ultimate Allergen Reduction Filter

- For people who want a high-performing filter
- No competitive 1" filter performs better
- Microparticle Performance Rating (MPR) 1900
- Captures microscopic particles such as smoke, smog, household dust, pet dander, bacteria, particles that can carry viruses, and tobacco smoke odors

Filtrete Ultra Allergen Reduction Filter

- For people looking for better ways to reduce the airborne allergens in their home
- MPR 1500
- Captures large airborne allergens like household dust, pollen, and mold spores
- Attracts and captures microscopic allergens like pet dander, smoke, smog, bacteria, and particles that can carry viruses

Filtrete Micro Allergen Reduction Filter

- 3M's best seller
- For people who want to help reduce allergens and microscopic particles from the air in their homes
- MPR 1000
- Captures large airborne allergens like household dust, pollen, and mold spores
- Attracts and captures microscopic allergens like pet dander, smoke, and smog particles

COMMUNITY NEWS

Let Bees Be!



At COLE HARDWARE, we are actively working on ways to make sure that our gardening products are bee friendly, and we have ceased carrying Roundup® and products containing neonicotinoids. At the recent Cole Valley Fair, we had the pleasure of partnering with Maya Roberts Burbank, a young lady from Cole Valley who started her own organization dedicated to protecting our endangered bees. Maya attends the French American International School, and this summer she was invited to go to a People to People Leadership Camp at Harvard—and she's only 12 years old, mind you!—where she was asked to create a leadership project. This year Maya wanted to help save the honeybees after she found many dead honeybees on her front steps in the last couple of years. She drew up a sketch of a booth she could put together for the Cole Valley Fair—and then she made it happen!

Maya sold organic T-shirts that she designed, along with her homemade organic lip balm, Bi-Rite rooftop honey, and our Save the Bees seeds from Botanical Interests. All of the proceeds from Maya's efforts will go to Earth Justice to help in their fight to ban neonicotinoids, which have already been banned



Maya, founder of Let Bees Be, showcasing her bee-friendly products at the Cole Valley Fair

in Europe. We hope that in a few years Maya will be working in our garden center on her summer breaks!

Underwear for the Underserved Collection

We collected so much in our September collection that it took both Polk Street's Tina and St. Anthony Foundation's Mark to hold up the large box of donations, while Saipai accepted a check for \$527.18, the money donated.



Show Us Your COLE HARDWARE T-Shirt!

We love to see photos of our shirts in action. Send us a photo of yourself or your loved ones sporting a COLE HARDWARE T-shirt doing your homework or housework, and we'll send you a \$5 gift card and publish the photo. Our shirts are available in men's, women's, and children's sizes. (\$9.99)



Future Rewards member, Joey Travis, plugged in wearing his COLE HARDWARE T-shirt!

Flash Friday DEALS

Sign up for our Flash Friday Deals!

One-day deals at ridiculously low prices.

E-mail hotline@colehardware.com with the word "flash" in the subject line.

Project Turtle Custom Home Books

Longtime Cole Street shopper Anson Moran joined us for Ladies' Night last month to share some of the custom photo books of homes that he creates. We spend so much time turning our houses into



homes, and this is a great way to document all of the love (and elbow grease) you've poured into your abode. They make great holiday gifts for new homeowners, empty nesters who are downsizing, or children leaving home for college and careers.

Anson is a retired city executive turned photographer. Project Turtle was inspired by the realization that memories become more precious with time, that pictures serve as memory triggers, and that pictures of home are especially evocative.

Each book that Anson creates is unique, as each

home has its own character and style. Each homeowner has a particular view of what home is and what part of their home gives them the most pleasure. Part of Anson's process is to listen to you talk about your home and reflect that conversation in the final product. Visit www.project-turtle.com for more information or e-mail Anson at abmoran@sprynet.com for a consultation.

COMMUNITY CONNECTIONS

BAY AREA BUSINESSES

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. 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. 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.

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.

Kitty Bed & Breakfast



Offering loving care/attention in private home.
For indoor cats. Only one person's cat(s) at a time.

Marti Sousanis (415) 333-1123

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.

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 COLE HARDWARE's Repair Referral Service at 415/753-2653 ext. 3 or homerepair@colehardware.com.

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ColeHardware.com**



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Ashbury
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Council



HANA
HAIGHT ASHBURY IMPROVEMENT ASSOCIATION

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.



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Yosemite camping
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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
or e-mail 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 - November

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Daylight Saving Time ends	2	3 Election Day	4	5	6 Flash Friday DEALS	7 Food Drive November 6-9 see page 1 for details
8 Hardware HOT DEALS November 1-30 see insert	9	10 Knife Sharpening Rockridge, 4 pm-6 pm	11 Veterans Day Knife Sharpening Fourth Street, 8 am-9 am Mission Street, 4 pm-6 pm	12	13 Flash Friday DEALS Knife Sharpening Polk Street, 4 pm-6 pm	14 20% Off STOREWIDE SALE see page 1 for details Knife Sharpening Cole Street, 3 pm-5 pm
15 THANKSGIVING ACE 5 DAY SALE Nov. 25-29	16 THANKSGIVING 5-DAY SALE Nov. 25-29	17	18	19 COMMUNITY SAVINGS DAY Military Thursday	20 Flash Friday DEALS	21
22 THANKSGIVING ACE 5 DAY SALE Nov. 25-29	23	24 Knife Sharpening Rockridge, 4 pm-6 pm COMMUNITY SAVINGS DAY Teacher Tuesday	25 Knife Sharpening Fourth Street, 8 am-9 am Mission Street, 4 pm-6 pm COMMUNITY SAVINGS DAY Senior Wednesday	26 Stores Open 9 am-3 pm Thanksgiving	27 Flash Friday DEALS Knife Sharpening Polk Street, 4 pm-6 pm	28 Rockridge in the Snow see page 2 for details SMALL BUSINESS SATURDAY Knife Sharpening Cole Street, 3 pm-5 pm
29	30 COMMUNITY SAVINGS DAY Student Monday	COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% see our website for more details			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**
San Francisco, CA 94109
(at Green Street on Russian Hill)
415/200-3370
- 3312 Mission Street**
San Francisco, CA 94110
(at 29th Street—near Safeway)
415/200-3344
- 956 Cole Street**
San Francisco, CA 94117
(at Parnassus—near U.C. Medical Center)
415/319-6705
- 70 Fourth Street**
San Francisco, CA 94103
(downtown between Market and Mission)
415/200-3444
- 5533 College Avenue**
Rockridge District, Oakland, CA 94618
(a few steps from Rockridge BART)
510/230-0145

All stores open every day 8:00 am-8:00 pm • Open Thanksgiving 9:00 am-3:00 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 415/674-8913 ext. 4 or e-mail hotline@colehardware.com.



www.colehardware.com
Contractor's License #708403
service@colehardware.com

E-mail us with any comments or questions at hotline@colehardware.com.

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