

NEW
**Toothpaste
 Tube
 Recycling**
see page 7 for details



Hardware Happy Hour
Create a Salvaged Planter
Wednesday, March 20
 4:00 pm–Close
see page 4 for details




Cole Hardware's Hardware Hotline

Spring 2019 — March, April, May
 NEWS AND VIEWS FROM AROUND THE STORES

Coins for the Community Tops \$200,000!

What a difference a December makes! Thanks to the generous spirit of the holiday season, our December Coins for the Community effort collected \$9,551.98 for W.O.M.A.N., Inc.'s domestic violence shelter and the many programs they administer. In January, we raised \$4,297.43 for Groceries for Seniors and St. Paul's Pantry of Hope. Our funds for February are earmarked for senior dog rescue from two great organizations: Muttville and the Milo Foundation. We'll report on those numbers in our next issue. The exciting news is that our recent collections push our grand total since our program began to a milestone \$210,240.22!

March: For March, our collection will benefit Seeds of Awareness, whose mission is

to transform schools and communities by cultivating empathy, connection, and support through counseling and mentorship programs in schools, teaching social-emotional learning in the classrooms and providing cutting-edge mindfulness-based counseling and nature-based social skills groups to our local communities.

April: In April, when we celebrate both Earth Day and Arbor Day, we will promote our parks by raising funds for the San Francisco Parks Alliance and the Oakland Parks and Recreation Foundation. Both organizations support hundreds of local park groups in their efforts to champion, transform, and activate parks and public

continued on page 2...

**FREE ASSEMBLY &
 FREE DELIVERY
 ON ALL BBQ
 PURCHASES \$399 AND UP**

Daylight Saving Time begins March 10, and spring officially arrives March 20. Longer days give us more time to be outside working in our gardens, enjoying a walk or bike ride, and barbecuing our dinners in the backyard! Get out of the kitchen and cook dinner on your grill, minimizing kitchen cleanup. Pretty much anything you cook on your stovetop or in your oven can be cooked on a grill: vegetables, fish, pizza—the list is endless. Cole Hardware carries the premium grill brands Big Green Egg® and Weber®. Think about your cooking needs, and we'll help you pick a barbecue that best suits your lifestyle.

For the month of March, we will assemble your barbecue (costing \$399 or more), deliver it right to your home, and put it in the exact spot you want—all at no charge! Five stairs or five flights of stairs, no worries. We'll even throw in a bottle of our signature Cutting Edge wine to enjoy with your first home-cooked meal on your new grill.

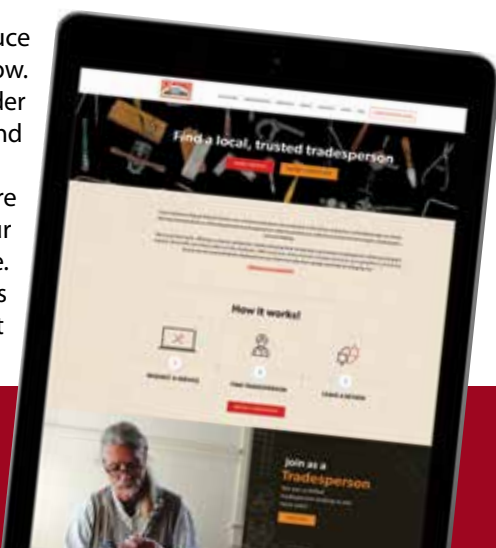


Easily Find a Local, Trusted Tradesperson!

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.

We check their work, confirming customer satisfaction, before allowing them to become a permanent tradesperson within our program. Indeed, these folks are ambassadors of Cole Hardware. With every turn of the wrench or stroke of a brush, our reputation is on the line. So you can be assured that the tradesperson you select not only does quality work, but has integrity, too.

Visit our Repair Referral Self-Service Portal at
repair.colehardware.com
 to find a trusted tradesperson for your project!



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

Shop online 24/7 at ColeHardware.com.

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 San Francisco, CA 94103-3124

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**TIME-SENSITIVE
 MATERIAL**



Scan to view
 our website.



Resharp™ Your Cutlery

Cooking is much more enjoyable with a sharp knife. So if your knife seems a bit dull, bring it in to any of our locations to get it sharpened in about a minute with our new Resharp blade-sharpening machines. This patented system sharpens your knives right in front of you. With unprecedented speed, you get all your knives sharpened in a fraction of the time of other methods. Patented grinding technology scans the shape of your knife and then carefully restores the edge, while removing a minimal amount of material.

The Resharp system sharpens most American- and European-style knives as well as Japanese knives with a V-shaped bevel. Bring your chef, paring, slicing, chopping, santoku, pocket,



hunting, and specialty knives. (We cannot sharpen serrated, scalloped, or ceramic knives in-house.) See stores for details and pricing.

For the month of March, sharpen any knife, regardless of size for just \$4.99 each. After all of the time and trouble you go through to prepare a gourmet meal, don't end up butchering it with dull knives!

resharp™
on-demand knife sharpening

no drop-off | no pickup
factory sharp in 60 seconds
while you watch

COLE HARDWARE SUPPLIES has served property management and municipal entities for more than 25 years! Our expertise is in sourcing low-cost commercial products and hard-to-find items. We offer **FREE** Bay Area delivery on most items.

COLE HARDWARE
Cole. Hardware for the soul.

345 9th Street
(415) 647-1800
colesupply@colehardware.com

Coins for the Community Tops \$200,000!

...continued from page 1

spaces, much of it through community engagement.

May: We celebrate mothers in the month of May, and our San Francisco stores will be raising funds for the Homeless Prenatal Program, which works to increase healthy birth outcomes and promotes maternal and infant health and well-being. Our Rockridge location will be collecting money for the Black Infant Health Program, which addresses the problem of poor birth outcomes and health disparities affecting African American women and their infants.

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.



For your convenience, we accept:

**A FARMERS MARKET
EVERY SATURDAY MORNING.**

North Beach
FARMERS MARKET

9 AM-1 PM / COLUMBUS & FILBERT

northbeachfarmersmarket.com
CalFresh Accepted

Cole Hardware Rewards



Rewards member benefits:

- ➔ Membership is free, and you'll receive the *Hardware Hotline*, our seasonal 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.
- ➔ 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 \$3 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. 4. In order to participate in our Rewards program, we must have your accurate address on file.

For more information, visit
colehardware.com/rewards
or email **service@colehardware.com**.

Speedy Same-Day Delivery!

Call (415) 200-2154



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

Meet Len, Custom Cabinetmaker

Besides the plumbers, electricians, handypersons, and painters our Repair Referral Service is known for, we also have relationships with many specialty craftspeople. Len, a neighborhood fixture, has been in San Francisco for 50 years! A Brooklyn native, Len and his lovely wife, Marge, were hired to drive a car from the East Coast to Portland, Oregon, and from there they hitchhiked—back when you could actually do that—to San Francisco.

Len and Marge's first apartment was directly across the street from our flagship Cole Valley store, back when Dave Karp ran



the entire operation out of what is now that store's warehouse. The rent for that first apartment? \$125 a month! Len remembers the various businesses in Cole Valley at the time: a barbershop, a mattress store, a bank, an upholstery shop, a white bread bakery, a general store, a bookstore, and a publishing house.

Len's cabinetmaking career began when the couple needed some bookshelves for their apartment. After visiting the Sears store on Geary and Masonic to check out some shelves, Len figured he could make them just as easily.

A small investment in some tools and Len was on his career path. He worked for a small contractor for \$2.50 an hour and then with a larger cabinetmaker where he honed his skills before branching out on his own.

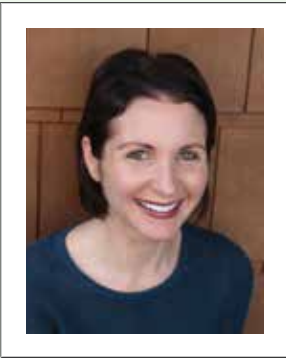
Len and Marge eventually bought a home in the neighborhood, where Len set up shop. A true artisan, Len works only with real wood and specializes in kitchen and bathroom cabinetry, other cabinets, entertainment centers, and repairs. Anyone restoring a classic San Francisco home can certainly appreciate Len's devotion to using real wood!

When asked about changes in the neighborhood he's been a part of for so many years, Len says, "The Haight still has a certain flavor that it's always had."

If you are in need of cabinetry work and would like to consult with Len, please visit repair.colehardware.com or phone your local Cole Hardware location to be put in touch.

Sunday with Samantha, Color Consultant

Not sure of what color to paint your guest room or an accent wall? Let color consultant Samantha Moss help you choose from among the overwhelming number of colors available. Visit colehardware.eventbrite.com to sign up for one of her 20-minute appointment slots. Bring in photos, fabric swatches, throw pillows, or anything else that will help Samantha work with you to come up with a color palette that is perfect for your home.



**Sunday
March 17**

**Sunday
April 14**

**Sunday
May 19**

Rockridge • 11:30 am–1:30 pm

\$5 (reimbursed with \$5 gift card at consultation)



Mobile Locksmith Services

24/7 Emergency Services

in San Francisco

**Residential,
Commercial,
and Automotive**

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Locksmith with
Over 30 Years of
Experience

Call Mark 24/7 at
(415) 760-5625 for speedy service
in San Francisco.



Meet Debra, Professional Organizer



customers for more than 10 years.

Debra knows that getting organized can feel and look different from one person to the next. She also understands how useful it can be for clients to have someone who brings an objective and experienced set of eyes and ideas to their individual situation.

Before touching a single piece of paper or box of dishes, Debra spends time getting to know each of her clients by identifying their challenges, goals,

While a Japanese tidying guru has been all the rage encouraging people to keep only the things that spark joy, Debra, our Repair Referral Service's organizing and decluttering guru, has been bringing joy to Cole Hardware

proclivities, and what matters most to them. Together they collaborate to create an individualized strategy to conquer the areas of overwhelm before rolling up their sleeves to get to work. Debra is more than happy to accommodate clients who are seeking input without hands-on organizing assistance, too.

Surprising to many is the diverse skill set and the wide range of knowledge Debra brings from her prior career as a picture editor in the editorial and museum worlds. In addition to residential and workspace organizing, she takes on special projects that require organizing and archiving photographs and memorabilia. She recently archived more than a thousand pieces of memorabilia in chronological order for a client and digitized the collection!

What follows are some of the many ways Debra can help you:

- Decluttering, reorganizing, and maximizing homes and offices
- Assisting with household mergers, making space for new family members, and "rightsizing"

- Preparing for remodels and moves
- Unpacking and setting up spaces after remodels and moves
- Coaching on time management
- Transforming unruly paper piles into easily manageable files
- Simplifying and streamlining spaces and functions throughout the home and workplace
- Assembling personalized emergency kits and plans for the home, office, and car

As icing on the cake, Debra's business is a Certified Green Business Innovator through the San Francisco Green Business Program. She routinely helps clients integrate sustainable and waste-reducing practices. In other words, useful items and resources that no longer spark joy will be diverted from landfill and kept in circulation in the local community.

If you would like to consult with Debra, please visit repair.colehardware.com or phone your local Cole Hardware location to be put in touch.

MARCH EVENTS



Spring Hardware Happy Hour: Create a Salvaged Planter

Kick off spring with Cole Hardware at our Hardware Happy Hour. Not only can you enjoy a glass of our Cutting Edge wine and save \$10 on a \$25+ purchase, but your purchase also allows you to create a fun planter with a salvaged item that you find around the house! Almost any old item can be transformed into a planter with personality: an old boot, a teakettle, a rustic watering can—you name it. Just bring your salvaged treasure to Happy Hour, grab a glass of wine, make your purchase, and we'll supply the soil and up to three succulents to help reinvent your vessel. You'll leave with a cool planter that will add a unique flair to your garden, patio, or kitchen windowsill.

Before



After



**HAPPY HOUR
COUPON**

**20%
OFF**
STOREWIDE

Valid Wednesday, March 20, 2019, 4:00 pm–closing. Offer applies to regular-price merchandise only. Does not apply to gift cards, postage stamps, Muni passes, Clipper cards, meter cards, Nest products, special orders, recycling fees, or sale merchandise. Not valid with other coupons or offers. One redemption per household. Rewards points do not accumulate.



Jumbo Terrarium Workshops

Cost: \$20

Go big and go home with an oversized terrarium, ideal for a little splash of nature hanging in a kitchen window or sitting on a deck. We'll provide the soil, succulents, and supplies to create your personalized 8-inch terrarium. Enjoy a glass of our Cutting Edge wine, too. A perfect evening to spend with friends or a date! Visit colehardware.eventbrite.com to register.



Rockridge
Tuesday
March 5
5:30 pm

Russian Hill
Wednesday
March 6
5:30 pm



**2019
Outdoor Living
Catalog**

NOW AVAILABLE!

*Pick one up today at any
Cole Hardware location!*

The Cole Hardware Calendar - March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
		Mobile Knife Sharpening Rockridge: Tuesdays, March 12 and 26 (drop off by 4 pm) Downtown: Wednesdays, March 13 and 27 (drop off by 8 pm on Tuesday) Russian Hill: Wednesdays, March 13 and 27 (drop off by 4 pm) North Beach: Saturdays, March 2, 16, and 30 (drop off by 10 am) Cole Valley: Saturdays, March 2, 16, and 30 (drop off by 3 pm) SoMa: Saturday, March 16 (drop off by noon)				
3	4	5	6	7		
		Jumbo Terrarium Workshop Rockridge <i>see above for details</i>	Jumbo Terrarium Workshop Russian Hill <i>see above for details</i>			
10	11	12	13	14	15	16
 Daylight Saving Time Begins						
17	18	19	20	21	22	23
 Color Consultation Rockridge <i>see page 3 for details</i>	 St. Patrick's Day Sunday, March 17		 Salvaged Planter Workshop Hardware Happy Hour <i>see left for details</i>	 First Day of Spring Wednesday, March 20		
24	25	26	27	28	29	30
	Student Monday	Teacher Tuesday	Senior Wednesday	 Home Opener Military Thursday	First Responder Friday	
31	COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% <i>see our website for more details</i>					

APRIL EVENTS



Cole Valley • Rockridge • Russian Hill Easter Sunday, April 21

Hop on in on Easter Sunday, April 21, between 9:00 am–5:30 pm, and choose an egg from the Bunny on duty, and crack it open to see your savings: discounts between 5% and 20% off your entire purchase or free Cole Hardware swag. Everyone's a winner!

Children can participate in our urban egg hunt at our Cole Valley, Russian Hill, and Rockridge locations, hunting throughout our store for up to 10 of the many prize-filled eggs hidden by the Easter Bunny. Discounts are available all day, but come in early to give your kids the best chance to find hidden eggs!

Kids can also create a custom egg to take home on our egg spinning machine, while supplies last.

Free convEGGtor® with Any Big Green Egg Purchase in April!

What's a convEGGtor, you ask? The convEGGtor is designed to facilitate indirect cooking on the Big Green Egg by providing a heat-directing barrier between the food and the fire, instantly transforming your EGG into an outdoor convection oven. The design of the convEGGtor, in conjunction with the thermal properties of the EGG, allows heat to efficiently radiate within the dome while preventing the flames and heat from overcooking the food.

In the mood for a perfect pizzeria-style pizza? There's no need to travel to Italy or buy a high-priced pizza oven. You can bake and roast your way to

culinary perfection with indirect heat using the convEGGtor and our Pizza/Baking Stones. How about some "low and slow" BBQ? When using the convEGGtor for low-temp cooking with natural wood chips or chunks, the smoke-infused air circulates around your briskets, roasts, whole chickens, or ribs—resulting in juicy, delicious, and aromatic meats and poultry. And the convEGGtor is the secret recipe for amazing holiday turkey, hams, and roasts of any kind!

You may never cook indoors again once you experience how your Big Green Egg, paired with the convEGGtor for indirect convection cooking, achieves better results—with more intense flavor—than any other oven! It really is "The Ultimate Cooking Experience"! For the month of April, receive a free convEGGtor with the purchase of any Big Green Egg. (A \$49.99–\$119.99 value)



The Cole Hardware Calendar - April

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 April Fool's Day	2	3	4	5 GIANTS Home Opener	6 California Poppy Day
7 Mobile Knife Sharpening Rockridge—Tuesdays, April 16 and 30 (drop off by 4 pm) Downtown—Wednesday, April 17 (drop off by 8 pm on Tuesday) Russian Hill—Wednesdays, April 17 (drop off by 4 pm) North Beach—Saturday, April 20 (drop off by 10 am) Cole Valley—Saturday, April 20 (drop off by 3 pm) SoMa—Saturday, April 20 (drop off by noon)			10 Walk to Work Day	11	12 Polk Street Spring Wine Walk see right for details	13
14 Color Consultation Rockridge see page 3 for details	15 Taxes Due	16 	17 	18 1906 Earthquake Anniversary	19 Passover (begins at sundown)	20
21 Easter Store Hours 9:00 am–5:30 pm Easter Egg Hunt! see above for details	22 Earth Day	23	24 Senior Wednesday	25 Military Thursday	26 Arbor Day First Responder Friday	27
28	29 Student Monday	30 Teacher Tuesday	COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% see our website for more details			



MAY EVENTS

NEIGHBORHOOD B-B-Q FEST

Gather 'round the grill

**Saturday, May 4
11:00 am–2:00 pm**

Come enjoy one of our neighborhood barbecues! Our Cole Valley, Russian Hill, North Beach, and Rockridge stores will be cookin' up some tasty treats. Check out our premium lines of grills from Big Green Egg and Weber. And because it's Cinco de Mayo weekend, we'll be serving margaritas, too, as we celebrate the heritage of many of our customers and crew members. We'll also assemble and deliver any barbecue over \$100 purchased this day for free! (Please schedule deliveries at the time of purchase.)

Not sure if you prefer a gas grill or a charcoal-fueled one? Stop by to see your options and join us for a bite to eat! The BBQ Fest is free, but you can register at colehardware.eventbrite.com: the first 50 people to sign up at each location will receive a free gift when they stop by for the barbecue.



Join us for demos, giveaways, and more!



Succulent Wreath Workshops

Cost: \$35

Create a living wreath to hang on your front door to welcome your guests. Our hands-on workshop will include the wreath form, moss, wire, and 15 succulents to construct your living wreath. With a little sunshine, water, and occasional shot of fertilizer, your wreath will thrive. Bring a friend and enjoy a glass of wine while we chat and work on our creations! To register, visit colehardware.eventbrite.com.

**Cole Valley
Wednesday
May 8
5:30 pm–7:00 pm**

**Russian Hill
Wednesday
May 15
5:30 pm–7:00 pm**

SMALL BUSINESS WEEK



Please support the thousands and thousands of small businesses and entrepreneurs that call the Bay Area home. As part of National Small Business Week, we celebrate the contributions and achievements of small business owners with a series of educational and networking events designed to inspire, educate, and connect the members of our business community April 29–May 5 in Oakland and May 5–11 in the City.

Small Business Week in San Francisco culminates with the popular sidewalk sales across the vibrant commercial corridors of the City. Economic studies show that for every \$100 spent by a consumer, locally owned businesses give back \$68 to the local economy, while national chains only return \$43.



All Cole Hardware locations will be celebrating Small Business Week with sidewalk sales. We'll be cleaning out the cupboards, so come early for the best deals!

The Cole Hardware Calendar - May

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4 NEIGHBORHOOD B-B-Q FEST 11:00 am–2:00 pm see left for details
			Mobile Knife Sharpening Rockridge: Tuesdays, May 14 & 28 (drop off by 4 pm) Downtown: Wednesdays, May 1, 15, & 29 (drop off by 8 pm on Tuesday) Russian Hill: Wednesdays, May 1, 15, & 29 (drop off by 4 pm) North Beach: Saturdays, May 4 & 18 (drop off by 10 am) Cole Valley: Saturdays, May 4 & 18 (drop off by 3 pm) SoMa: Saturday, May 18 (drop off by noon)	 May Day		
5 Cinco de Mayo	6	7	8 Succulent Wreath Workshop Cole Valley see left for details	9	10	11 SIDEWALK SALE All Cole Hardware stores 10 am–4 pm see above for details
NATIONAL SMALL BUSINESS WEEK						
12 Mother's Day	13	14 Succulent Wreath Workshop Wednesday, May 15 Russian Hill see left for details	15 Hardware Happy Hour 4:00 pm–Close see left for details	16	17	18
19 Color Consultation Rockridge see page 3 for details	20 Bay to Breakers Sunday, May 19	21	22	23	24	25
26	27 Memorial Day Student Monday	28 Teacher Tuesday	29 Senior Wednesday	30 Military Thursday	31 First Responder Friday	
COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% see our website for more details						

ENVIRONMENTAL INFO



Methylene Chloride Paint Removers Can Be Deadly

Methylene chloride is a widely used component in paint strippers. Due to its high volatility, the major route of exposure to methylene chloride is through inhalation, but exposure may also occur through ingestion or dermal absorption.



There have been numerous worker deaths related to the use of methylene chloride stripping agents. Consumer deaths related to the use of methylene chloride paint strippers have also been documented. The European Parliament banned the sale of methylene chloride-based paint strippers in the European Union effective June 2012, citing numerous deaths from acute methylene chloride poisoning specifically related to its use in paint strippers.

Methylene chloride is recognized as a carcinogen and has been linked to cancers of the brain, liver, and biliary tract. In the body, methylene chloride is also transformed into carbon monoxide, a known poison to the brain and nervous system. The neurological effects from methylene chloride may be more severe in children. Inhalation of methylene chloride can cause headaches, dizziness, nausea, memory loss, and decreased visual, auditory, and psychomotor functions. Exposure to methylene chloride vapors irritates the eyes, nose, and throat and damages blood cells. Direct contact with methylene chloride may cause intense burning and redness of the skin.

If you are undertaking a paint-removal project, we recommend that you choose one of the many non-methylene chloride options you will find on our shelves, such as Klean-Strip® Green™ Paint & Varnish Stripper (Sku 1595909, \$9.99) or Citristrip® Paint & Varnish Stripper (Sku 1010503, \$14.99).



Stasher Bags: The Evolution of Storage Bags

Say good-bye to plastic bags with Stasher, a line of reusable silicone storage bags that can replace the plastic bags we use to pack lunches and store leftovers. Versatile Stasher bags have many practical uses in the kitchen: baking, freezing, boiling, sous vide cooking, and microwaving, to name a few. Safe for use up to 400°F, these reusable bags can also be washed in the dishwasher!

Silicone is made from sand (silica) and carbon, natural resources that give Stasher bags the purity of glass and functionality of plastic. Better yet, Stasher products are made of 100% pure platinum-grade silicone—a standard even higher than food-grade silicone, passing all U.S. safety requirements and the even tougher European standards.

Silicone is safer, more flexible, and more sustainable than plastic. Plastic is a petroleum-based product that introduces toxic chemicals to our food and environmental concerns to our planet. Rethinking plastic is what



Stasher is all about. Stasher bags are reusable—made to last nearly indefinitely—but should you need to dispose of one, Stasher's repurposing program will convert them into safe playground pebbles. Choose from snack, sandwich, and half-gallon sizes in a variety of colors. (\$9.99-\$19.99)

Adios, Incandescents!

This January, the first phase of more stringent energy-saving rules in California kicked in. It's called Title 20, and in essence, it is now nearly impossible to create an incandescent or halogen light bulb that is compliant in California. All that will be available are LED and CFL (compact fluorescent) bulbs.

While once expensive, LEDs, or light-emitting diodes, are now very reasonably priced and provide much energy savings. An LED is a semiconductor, and when an electron passes through, it turns into light. LEDs burn much less hot than a CFL or incandescent bulb, adding to the energy savings. Traffic lights and

exit signs are just two applications of LED lighting we see in our daily lives.

LEDs come in a variety of lumens in warm and cool hues, and we offer many dimmable options, too. Stop by any Cole Hardware location to check out our wide assortment, and we can even show you how a particular bulb glows so that you know exactly what you are purchasing.



The Last Straw

California has placed some restrictions on single-use plastic straws. Full-service restaurants will no longer offer them unless requested. San Francisco's ban on plastic, single-use straws being served in restaurants and sold at retailers will go into effect January 2020. If you enjoy using a straw to slurp your sodas and smoothies, we offer a lot of reusable options in stainless steel, silicone, plastic—and even bamboo. With a small brush, these straws are easy to clean. Keep one in your desk for convenience while at work. Assorted styles and colors. (\$3.99-\$10.99)



Our SoMa Store Goes Green!

This March, our SoMa store will be awarded its first Green Business designation, while our downtown store has attained its recertification. We'll share pictures from the awards ceremony, which will take place at the Academy of Sciences, in our next issue.



Toothpaste Tube Recycling

What do you do with an empty toothpaste tube? Most likely it gets tossed into the trash. But no more! Cole Hardware is now recycling spent toothpaste tubes at all of our stores. Just bring in your empty tubes, and we'll

ship them off to our friends at TerraCycle to be recycled properly. One less piece of trash for the landfill!



WHAT'S IN SEASON



Litwick's Candles and Diffusers

Litwick's is a small Oakland-based producer of handmade, all-natural soy candles that you will find on the "Local" endcap in our Rockridge store. You'll find tastefully packaged candles with sumptuous scents including Bergamot & Lavender, Oakmoss & Musk, and Spruce & Sandalwood (\$19.99) and diffusers in aromas of Teakwood & Black Tea, Lavender, and Sea Salt & Jasmine (\$21.99).



Tibet Almond Stick Scratch Remover

The Tibet Almond Stick is a tightly rolled cotton stick, soaked in a secret family formula, that effaces scratches on wood furniture, floors, and antiques. Colorless when rubbed on a scratch, the Tibet Almond Stick is simple to use. Just open up the can and remove the stick. Unwrap the blue wrapper and rub either end on the scratch. The scratch will disappear quick as a wink. Kept covered when not in use, the Tibet almond stick should last for years. (Sku 1604263, \$9.99)



PANTONE® COLOR OF THE YEAR: Living Coral

The color experts at Pantone have chosen a playful coral—Living Coral—as color of the year for 2019. Perfect for an accent wall, kitchen, bathroom, or child’s room, this hue will brighten any room—and spirit. Tangerine Dream (2012-30) from Benjamin Moore is a similar shade, and the

Benjamin Moore line offers many other coral shades in varying degrees of vibrancy. Here are a few products that exemplify the whimsical quality of Living Coral.



Hydroponic Gardening



Although hydroponic gardening has been gaining in popularity in recent years, many civilizations have utilized hydroponic growing techniques throughout history. Both the Hanging Gardens of Babylon and the Aztec floating gardens are examples of hydroponic agriculture.

Hydroponics means “working water” (*hydro* means “water” and *ponos* means “labor”). A few of the benefits of hydroponics include the ability to produce higher yields than traditional, soil-based agriculture, allowing food to be grown and consumed in areas of the world that cannot support crops in the soil and eliminating the need for massive pesticide use (considering most pests live in the soil), effectively making our air, water, soil, and food cleaner.

If you don't have a green thumb with growing plants in soil, consider a hydroponic system to grow your herbs and greens and, yes, marijuana too.

Our Cole Valley, North Beach, and Rockridge locations all offer systems and a variety of root care products, supplements, and nutrients.

WaterFarm® Drip Hydroponic System

The WaterFarm is a classic “plug-and-play” single-bucket standalone system. It’s reliable and simple, perfect for large crops, perennials, and mother plants. The versatile system can be easily moved from room to room or from indoors to outdoors. The system includes a 4-gallon reservoir, 2-gallon growing chamber, pumping column, drip ring, drain level tube, 1/2" grommet, single outlet air pump, and three-part flora kit. (Sku 7638133, \$49.99)



PowerGrower® Drip Hydroponic System

The PowerGrower is a “big” plant, low-maintenance system with a unique hexagonal shape. This complete system includes all necessary items similar to the WaterFarm system, but this kit has a larger 5.7-gallon reservoir and 3-gallon growing chamber and includes clay pebbles. (Sku 7637838, \$89.99)

Botanicare®

We also offer a variety of products specifically for hydroponic gardening. Carefully formulated base nutrients provide essential ingredients for superior growth. Supplements can maximize your plants' genetic potential. A strong root zone is key to maximizing your yield with Botanicare's root care products.



WHAT'S IN SEASON

Carhartt® Backpacks & Tool Bags

Legacy Standard Work Pack

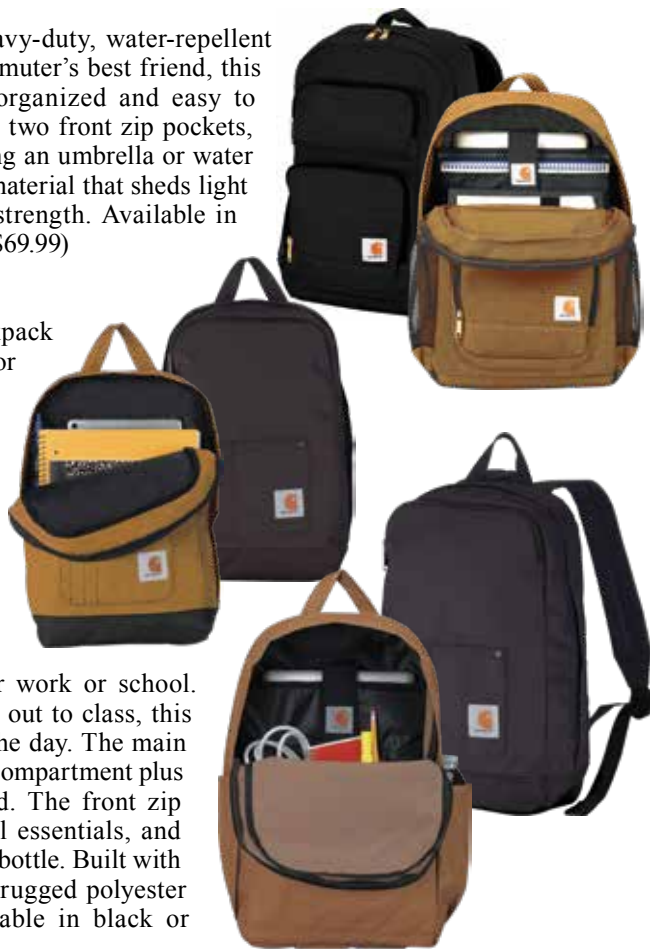
This roomy backpack is made of heavy-duty, water-repellent material with a reinforced base. A commuter's best friend, this durable pack keeps your work gear organized and easy to access. It has a zip main compartment, two front zip pockets, and two side pockets perfect for stashing an umbrella or water bottle. The bag is made of heavy-duty material that sheds light rain, with a reinforced base for extra strength. Available in black or brown. (Skus 237252, 237254, \$69.99)

Legacy Compact Backpack

The Legacy is a water-repellent backpack for the classroom or trail. Night school or day hike, this backpack gives you a compact place to stash your gear. The padded straps take it easy on your shoulders, and the water-repellent construction keeps your books, snacks, and extra layers from getting soaked in light rain. Choose black or brown. (Skus 237257, 237258, \$29.99)

Trade Plus Backpack

This water-repellent backpack is for work or school. Whether you're clocking in or heading out to class, this backpack helps you stay equipped for the day. The main compartment includes a padded laptop compartment plus a separate pocket for your power cord. The front zip pouch gives you a place to stash small essentials, and each of the two side pockets fits a water bottle. Built with light rain in mind, the bag is made of rugged polyester with a water-repellent coating. Available in black or brown. (Skus 237256, 237255 \$39.99)



Legacy 14-Inch Tool Bag

This water-repellent tool bag makes it easy to find all your gear while you're out in the field. At 14 inches, the main zip compartment is large enough to fit a cordless drill, plus there are 17 total pockets for your hand tools. Built to last, this bag is made of heavy-duty material that stands up to light rain. It has an inner metal frame for some structure and an abrasion-resistant base. Choose black or brown. (Skus 237011, 237248, \$49.99)



Legacy 16-Inch Tool Bag

Find what you need when you need it. This tool bag keeps your gear in line with a durable design featuring 34 total pockets and loops. It's made of heavy-duty material that shrugs off light rain, with an abrasion-resistant base. The 16-inch main compartment has a metal frame, so you can find the right tool without digging around. Choose black or brown. (Skus 237249, 237250, \$69.99)



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If your blades are in need of a good sharpening, our friendly and professional sharpener, Matt, is here to help. Just drop off your blades by the times noted on our calendar, and Matt will get them sharp as new. Matt can repair knives, too!



Knives
Serrated/Scalloped,
Japanese (single bevel)



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and Shears**
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Barber, Beautician



Axes



Chisels



Garden Tools
Clippers, Pruners
(1 and 2 handed)



Food Processors
Mandolins,
Paper Cutters

see calendars on pages 4, 5, and 6 for dates



Translucent Hard Hats

These hard hats feature a translucent shell to allow the wearer to look up without the need to tilt the head. The extra-strong yet ultra-lightweight polycarbonate shell offers UV ray protection and has a six-point textile harness and wheel ratchet adjustment. A vented shell allows extra air flow. Available at all Cole Hardware locations in blue (Sku 235057), clear (Sku 235057-8), smoke (Sku 235076), and yellow (Sku 235077). All retail for \$24.99.



FROM THE GARDEN CENTER

Visit our garden centers at the Cole Valley, Russian Hill, North Beach, and Rockridge stores.

In the Garden Spring Garden Tasks

Tips from Our Garden Expert



Stop by any of our garden centers for all of your gardening needs. The advice is free from Any (left) in Cole Valley, Leslie in Rockridge, and Brad at our Russian Hill location.

March:

In like a lion and out like a lamb? Or vice versa? It's usually a guessing game as to whether our rainy season is over by now or if March Madness wet weather will prevail. Regardless, there is plenty to do in the garden now to enjoy the longer days of the upcoming spring months in your outdoor areas.

✓ **Snails and slugs:** Take care of the snails and slugs that find their way into your garden before they wreak havoc on plants. We recommend Sluggo® to control these pests in your yard. (Sku 7096258, \$19.99)



✓ **Spread compost:** Spread compost over your garden and turn the soil. We offer 1.5 cubic foot bags. (Sku 72436, \$4.99)



✓ **Irrigation planning:** If we're lucky, March will be a rainy month. But it is also a good time to think about upgrading your garden irrigation system to water plants wisely during our dry season. Consider a drip system, soaker hoses, or efficient sprinkler setup that distributes water effectively without wasting this precious resource.



month, prune fuchsias.

✓ **Fertilize:** When temperatures warm up, start fertilizing blooming and fruiting plants with an all-purpose fertilizer, such as Espoma® Organic® Plant-tone®. (Sku 7122930, \$9.99) Roses can be fertilized when they begin to leaf out. Feed citrus trees with a high-nitrogen fertilizer that includes iron, such as Espoma® Organic® Citrus-tone. (Sku 7208671, \$9.99) An acid fertilizer should be used on camellias, rhododendrons, and azaleas. We offer Espoma® Organic® Holly-tone® for these plants. (Sku 7122773, \$9.99)



✓ **Weed:** Pull weeds before they have a chance to set deep roots. If weeds get the opportunity to seed, they will be more troublesome because they will spread. It's easiest to weed right after a rainstorm, but pulling weeds is an ongoing chore.

✓ **Divide and conquer:** This is a great time to divide daylilies, hostas, daisies, chrysanthemums, and lupines.



✓ **Plant vegetables:** Hardy seeds, such as radishes, potatoes, spinach, and turnips, can all be planted at this time.



✓ **Summer bulbs:** Plant summer bulbs including dahlias, lilies, gladiolas, and begonias.

✓ **Start seedlings indoors:** Cardboard egg cartons make ideal seedling starters. Fill each cup with soil and a seed. Once your seedlings sprout, just cut apart the cups and plant—cup and all!



✓ **Annuals:**

With spring around the corner, you can begin planting annual flowers, including pansies, marigolds, poppies, primroses, calendulas, and alyssum.



April:

Will we see April showers? The month of April usually marks the onset of our driest months to come, and the longer daylight hours allow us to enjoy the early evening walking in Golden Gate Park or working in our gardens.

✓ **Summer vegetables:** This is one of the best months to plant your summer vegetable garden: arugula, beans, carrots, Swiss chard, cucumbers, radishes, and peas can be sown directly into the ground. When planning your summer garden, remember that leafy vegetables need at least six hours of direct sunlight per day to develop fully. Fruiting vegetables such as tomatoes, peppers, squash, and eggplant require 10 hours.

✓ **Mulch:** Now is a good time to mulch your garden in preparation for the (hopefully) warm and dry months ahead. Mulch conserves water, keeps soil temperatures even, and prevents weeds from germinating. It also improves the organic content and texture of soil.

✓ **Soil amendments:** Consider treating your garden soil with an amendment of organic matter such as peat moss, wood chips, compost, or manure. Inorganic amendments can also be used to amend soil. These are either mined or human-made and include dolomite lime, perlite, pumice, and vermiculite.

✓ **Easter lilies:** Keep these beauties blooming for a longer period by keeping them in a cool, sunlit room and pinching off the anthers after the flower opens. After the blooms have faded, plant lilies in a sunny, well-watered garden spot with good drainage to enjoy for years to come.



May:

The month of May is believed to have been named for the Greek goddess of spring and growth, Maia, who was the mother of Hermes, the gods' winged messenger. How appropriate, as we celebrate Mother's Day this month, and May is an ideal spring month to work in the yard or garden to be able to enjoy it all summer long. It's never too late to find your green thumb.

✓ **Plant:** If you have not yet put in your vegetable garden, do so now. Many vegetables can be grown in containers, and most herbs happily thrive in them. Just buy some organic potting soil and get started! Gardening is an experiment, an adventure, and with herbs and veggies, it's especially fun and rewarding.

✓ **Abate mosquitoes:** Make sure that there is no standing water lurking around your garden or yard. This is a breeding ground for mosquitoes.



✓ **Stevia, the sweet herb:** This herb has become popular in recent years as a sugar substitute, marketed as Truvia®. Stevia is simple to grow, and it is calorie-free. A couple of leaves in tea or coffee will sweeten it the same as sugar would. This herb is great for people with diabetes, too. In winter months, stevia will do better indoors.

✓ **Cutting garden:** If you enjoy fresh flowers in your home, sow some seeds of perennials and annuals for a cutting garden. Choose flowers of different heights that will bloom at different times, so you always have something to pick.

✓ **Lemongrass:** If you enjoy Indian and Asian cooking, lemongrass is a great addition to your garden. The leaves can also be used to make tea, and it has a fragrant, intoxicating scent.

✓ **Aphids:** Aphids may be problematic now. Combat them with the hose (a strong spray, but you'll have to do this every few days) or with ladybugs. (Sku \$701166, 9.99)

For a more aggressive approach, try organic Safer® Insecticidal Soap (Sku 74805, \$9.99) or Dyna-Gro Neem Oil (Sku 746103, \$14.99).

✓ **Rotate crops:** Keep soil in good shape and control pests by rotating your vegetable crops annually.

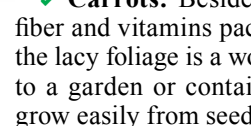
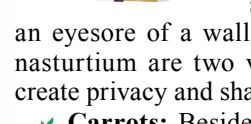
✓ **Annuals:** Buy your annuals without blooms so that they will bloom after you transplant them.

✓ **Soaker hoses:** Watering your roses with soaker hoses will help reduce the spread of black spot disease. Soaker hoses prevent soil erosion, conserve water, and are ideal for shrubs. (Sku 7300627, \$19.99)

✓ **Vines:** Annual vines work well in small vertical spaces and are ideal to cover up an eyesore of a wall or fence. Morning glories and nasturtium are two varieties that work well to also create privacy and shade.

✓ **Carrots:** Besides the benefits of fiber and vitamins packed into carrots, the lacy foliage is a wonderful addition to a garden or container, and carrots grow easily from seeds.

See you in the garden!



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

COMMUNITY CONNECTIONS

BAY AREA BUSINESSES

Antiques: JEROME'S ANTIQUES in Cole Valley, 90 Parnassus Avenue, is a hidden treasure just around the corner from Cole Hardware. Vintage and antique furniture, silver, crystal, stemware, rugs, lighting, and jewelry are on display just for you! Open Tuesday through Saturday 12:00 pm to 6:00 pm and by appointment. Hope to see you! (415) 592-9800.

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.

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New 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 \$60. Phone (415) 260-7540 or email krmkrm2@aol.com.

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Pilates Sessions in Rockridge: Private, duet, and small group classes with Irving S. Wiltshire at Finding Center Pilates, 6214 Florio Street at College Avenue. Very early morning 6 am, midafternoon 2–5, and evening groups 5–7 availability, weekdays Monday to Thursday. Email, text or voice message, (510) 219-8641, iswirling@comcast.net.

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(and Other Locally Owned Businesses)



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You embrace what makes us unique.
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You conserve tax dollars.
Shopping at a locally owned business means less infrastructure, less maintenance, and more money available to beautify our community. Spending locally also ensures that your sales taxes are reinvested right here in our community!

You create more choice.
We pick the items we sell based on what we know you like and want. Locally owned businesses carry a wider array of unique products because we buy for our own individual market.

You benefit from our expertise.
You are our friends and neighbors, and we have a vested interest in knowing how to serve you. We're passionate about what we do. Why not take advantage of it?

You invest in entrepreneurship.
Creativity and entrepreneurship are what the American economy is founded on. Nurturing locally owned businesses ensures a strong community.

You make our community a destination.
The more interesting and unique we are as a community, the more we will attract new neighbors, visitors, and guests. This benefits everyone.



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We care about the environment!

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Includes filters, pitchers, bottles, and dispensers.

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

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- Recycle dry, clean, empty metal paint cans through your regular trash pickup. The paint containers you bring to us should have paint in them!
- Be sure that lids are sealed on tight and containers are rust-free and don't leak.
- Handwritten labels cannot be accepted.
- 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.
- Paint must be handed to a crew member.
- Please, no brushes or rags!

PROPANE TANKS

Small (14 oz. or 16.9 oz.), empty, nonrefillable propane cylinders only. Households only. Limit five per visit.
(San Francisco stores only; cannot be recycled at our Rockridge location.)

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The Cole Hardware credo...

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Commitment to the environment:

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Spring 2019
March, April, and May

Email us with any comments or questions at hotline@colehardware.com.

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