

24<sup>th</sup> Annual  
**FIESTA**  
**ON THE HILL**  
 2012

**Saturday, Oct. 21** 10:00 am–6:00 pm  
 see page 10 for details



**Household Items  
 and E-Waste  
 Collection**

**Saturday, Oct. 27**  
 Mission St. Store  
 see page 9 for details



**Hardware  
 Happy Hour**

**Tuesday, Oct. 30**  
 5:00 pm–Closing  
 see page 2 for details

COLE HARDWARE'S  
**Hardware Hotline**  
 October 2012  
 NEWS AND VIEWS FROM AROUND THE STORES

**It Takes a Team: Meet Our Store Managers!**

There's quite a bit going on in our business at any given time. We do lots of marketing (this newsletter is a prime example), we participate in community events, and we work closely with the City to help make San Francisco a better place for both residents and local businesses. All of this is in addition to running our stores, which is the toughest job of all at COLE HARDWARE. I thought it would be good to introduce you to the four individuals who take this task to heart, working day and night to make our stores great places for you to shop. And as I say, "It takes a team." There is a cadre of folks supporting the efforts of our store managers. I'll introduce you to those people next month. But first, meet our store managers:

**Meet Shel, Our Cole Street Store Manager**

If you've been shopping at our flagship Cole Street store anytime over the last 20+ years, you know

Shel. He has been part of COLE HARDWARE since the early '80s. In fact, Shel and I have been kicking around together since middle school. Shel is our Rock of Gibraltar. He works hard, puts in long hours, and does whatever it takes on behalf of his crew, customers, and our business. As a fixture on Cole Street, Shel is close to the community and is on a first-name basis with many of our patrons. He is an expert at juggling many balls simultaneously, and



*Cole Street store manager Shel celebrates his 25th anniversary at COLE HARDWARE this year. Pictured here with Rick, the dynamic duo met in the 7th grade.*

manager, Veronica showed early that she has what

that's a good thing, as there are always many people clamoring for his attention!

**Veronica Is in Charge at Mission Street**

Veronica began her career at COLE HARDWARE'S Mission Street store as a cashier in October 2001. Mastering both English (Veronica is originally from Cancun, Mexico) and COLE HARDWARE, Veronica began her trajectory toward becoming the store manager at Mission Street soon after her first year as a cashier. Moving to the sales floor and then to assistant

*continued on page 6...*

**Cole Valley Improvement Association Award**

Rick Karp and COLE HARDWARE were recognized by the Cole Valley Improvement Association (CVIA) at their annual social in August. The award acknowledged Rick for building COLE HARDWARE into an invaluable part of the Cole Valley neighborhood, for being an advocate for the neighborhood's nonprofits, and for consistently supporting both CVIA's Clean Cole Street project and the Cole Valley Fair.

Rick could not attend the event, but he sent his dad, Dave Karp, to accept the award. Dave captivated the crowd with his fascinating stories about his experiences in Cole Valley over his illustrious hardware career. And, of course, Dave wowed a few folks with his famous card trick!

COLE HARDWARE is very proud to be a part of the Cole Valley neighborhood, and we salute the CVIA



*Dave Karp captivates the crowd at the Cole Valley Improvement Association summer social.*

for being such a vital part of the community. CVIA's mission is to promote a sense of responsibility and

*continued on page 2...*

**New Laws Begin in October**

Just a reminder that the two new laws we highlighted in the September issue of the *Hardware Hotline* will go into effect in October:

**Paint Stewardship Legislation**

California's paint stewardship program begins October 19. Paint manufacturers must add a fee to the wholesale price of paint sold in California. The law also requires each retailer to add the assessment fee to the purchase price of all architectural paint. The fee will fund the collection, transportation, recycling, and proper disposal of unused paint.



*continued on page 9...*

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 our website.





Bring on  
the Spirits!

## Hardware Happy Hour

Tuesday, October 30  
5:00 pm–Closing

Won't you drop in for a spell? Conjure up last-minute accessories for your Halloween costume and enjoy a free glass of our "blood red" merlot or "saw-vignon" blanc wines. Take advantage of our spine-tingling savings to fix up your haunted house with these deals:

PURCHASE:	SAVE:
\$25+	\$5.00
\$50+	\$12.50
\$75+	\$20.00
\$100+	\$30.00

**Our Happy Hour will be  
frightfully fun  
for the whole  
family!**



- Guess the number of candy corns in our glass pumpkin canister at each location and win the canister—and the candy, too! The winner will be the number that comes closest without going over—just like on *The Price Is Right!*
- Score some treats (or tricks) for the kids.
- Vote for your favorite crew member costume.
- Sample our ghoulish gourmet chocolates.
- Enter to win our vampire-repellent gift basket (see insert page 1).



Eat, drink,  
and be scary!

## Cole Valley Improvement Association Award

...continued from page 1

mutual respect throughout the district; preserve the character of its architecture; support the police in law enforcement efforts; encourage neighborhood-serving businesses; and be constructively involved in San Francisco's governmental processes.



Marketing coordinator Julia enjoying the Cole Valley Improvement Association social

CVIA publishes a quarterly newsletter, produces the Cole Valley Fair, coordinates the Clean Cole Street project for daily sidewalk cleaning of the commercial corridor, and is involved with a variety of neighborhood issues. For more information visit [www.cviasf.org](http://www.cviasf.org).

## COLE HARDWARE Rewards

### How points are earned:

- ➔ For every \$1 spent, 1 point is earned.
- ➔ Points are converted in increments of 100, which converts to \$5, and posted to your Rewards card monthly. This equates to 5% of your total purchases.
- ➔ Points are calculated daily and shown on receipts.
- ➔ For us to track your Rewards points, please identify yourself as a Rewards member each time you shop.

### 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 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 if 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.



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

## SaveNature.org Shopping Event: Meet the Bugs!

Saturday, October 20  
10:00 am–12:00 pm  
Cole Street Store

SaveNature.org is committed to inspiring participation and awareness in the preservation of fragile ecosystems by providing opportunities for personal, direct action to save the diversity of life on earth.

Since 1988, the organization has focused its efforts on protecting entire ecosystems and natural communities, not just individual species, to ensure a long-term conservation strategy. It raises donations and awareness for these biologically diverse ecosystems through adoption programs, conservation meters, and its popular Insect Discovery Lab by partnering with schools, universities, zoos, aquariums, botanical gardens, natural history museums, and science centers worldwide to protect wildlife and nature. In collaboration with businesses, SaveNature.org strives to ensure the conservation of ecosystems for all future generations.

You can help SaveNature.org, too. Shop at our Cole Street location on Saturday, October 20, between 10:00 am and noon and use the coupon to the right. You'll save 10%, SaveNature.org will receive 10% of all purchases made by shoppers using the coupon, and your children can meet the bugs from the Insect Discovery Lab that will be making an appearance.

Explore the fantastic lives of beetles, millipedes, tarantulas,



walking sticks, whip scorpions, and more with this hands-on event!



Introduce your children to the extraordinarily diverse world of insects and other arthropods and learn about their key role in the web of life. Scientific observation, insect identification, and the natural history of bugs' lives are just some of the areas that will be focused on.

Visit [SaveNature.org](http://SaveNature.org) to learn more. Please join us for this exciting event!

Coupon valid at Cole Street store  
October 20, 2012, 10:00 am – 12:00 pm.

You'll Receive  
**10% Off**  
Your Entire Purchase



May not be combined with any other offer.  
Not valid on sale items, gift cards, Muni, or special orders.

plus We'll Give  
**10%**  
to SaveNature.Org



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

## Repair Referral Service

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

We provide referrals for:



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

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

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

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

## Re-COLE-mend...

### COLE HARDWARE REPAIR REFERRAL SERVICE

Independent contractors and tradespeople for...

- home, business, and property repairs
- maintenance
- remodeling/room additions

Contact us at 415/753-2653 ext. 3 or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com)



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

Painting Interior/Exterior  
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Plastering  
Plumbing 24/7  
Power Washing, Commercial and Residential Cleaning  
Remodeling/Major Remodeling  
Roofs New/Repair  
Room Additions  
Safes  
Security Evaluation/Consultation  
Seismic Upgrading  
Sheet Metal Work

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

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

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

## Deck, Balcony, and Stair Waterproofing: A Great Company for a Serious Problem!

The Mission Dolores in San Francisco was founded in 1776. The first rain leaks showed up shortly thereafter. Unfortunately, the padres of the mission didn't have the services of a good waterproofer available to them. Fortunately, you do.

Mike and Adam and the rest of their crew have been working on all kinds of building leaks for decades. In fact, Adam and several other team members are multigenerational leak fixers who spent the summers as kids working side-by-side with their dads learning a good work ethic and the tricks of the trade.

These days, Mike and Adam have become the premiere deck waterproofing contractor in the City. We asked them, as one of our preferred contractors, to discuss what they do and to give our readers some important tips on how to properly maintain a waterproof structure. Here's what they told us.

### Do You Have a "Waterproof" Deck, Balcony, or Stair?

There are two ways to approach building a deck, balcony, or stair, and most folk don't clearly understand the difference between them. The simplest way to explain the difference is to ask what would happen if water got under them.

- **Non-Water-Bearing Systems:** If water can pass through the system and drip below without a problem, then you have a non-water-bearing system. These are often made of redwood but may also be steel, concrete, or synthetic wood.
- **Waterproof Systems:** If there is a garage, kitchen, bedroom, or other room underneath the deck, balcony, or stair that must stay dry, then you have a "waterproof system."

Non-water-bearing systems have very different maintenance and replacement requirements than their waterproof cousins. This article is dedicated to understanding and caring for waterproof balconies, stairs, and decks.

### What Kind of Waterproof System Do You Have?

The waterproof systems most typical in the Bay

Area fall into three categories: hot asphalt, sheet membranes, and coatings.

- **Hot asphalt** is the oldest of these systems and is only correctly used under a protective system like concrete or tile.
- **Sheet membranes** include peel-and-stick modified asphalt installed under concrete and decorative vinyl that is installed as the finished surface.
- **Coatings** are both the most common system and the most diverse. They may be used under concrete or be installed as the finished walking surface. This group includes modified cement, acrylic, urethane, and polyurea. Modified cement may look like cement, brick, stone, or tile, while acrylic, urethane, and polyurea typically look like a painted surface.

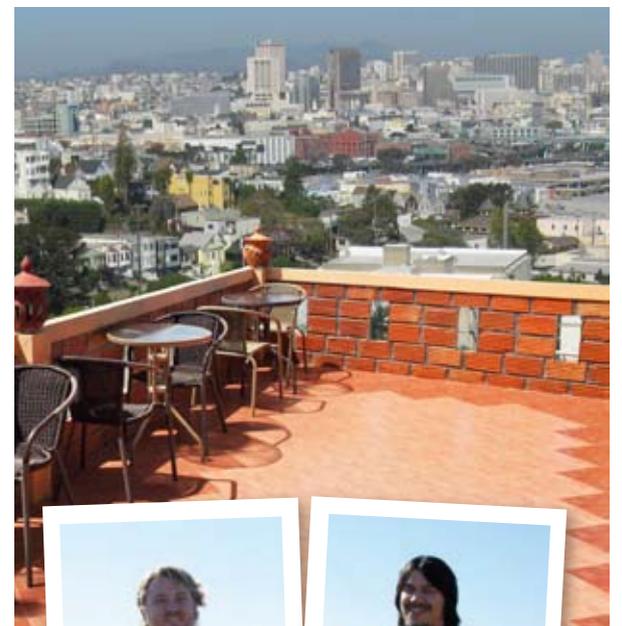
### How Do You Maintain Your Waterproof Deck, Balcony, or Stair?

The following steps will save you a lot of money over the life of your waterproof structure:

- Know what kind of structure you have, so you can maintain it properly. Different decks, for instance, require different maintenance steps. Some must be resealed every 2 years, 5 years, or 10 years. Some decks should not be caulked, while others should be. Some work can be done by a homeowner, while other work must be done by a professional.
- Keep it clean! Your drains should be free flowing and without obstructions.
- Inspect regularly. What you can't see may be hurting you. You should periodically check the entire surface for damage or signs of trouble.
- Don't ignore "little problems." Left unaddressed, they can lead to huge paint, drywall, carpet, and dry rot repair expenses. Maintenance in time saves way more than a dime.

### How Do You Solve Leaks?

Some owners are proactive enough that leaks never occur in the waterproofing system. However,



Mike and Adam can keep your structures waterproof.

many systems are not attended to until leaks are discovered. Some systems are very easily repaired, while others can only be replaced. If you have a waterproof coating, simply cleaning and caulking may do the trick. If you have a membrane under tile or concrete, replacement is usually the only effective solution.

If you know the type of system you have, and you are the do-it-yourself type, you can find solutions on the Internet for some systems. If you are unsure what you have, or if you are not a DIY person, feel free to contact Mike or Adam via our Repair Referral Service at 415/753-2653 ext. 3 or [homerepair@colehardware.com](mailto:homerepair@colehardware.com). They are happy to offer free advice over the phone or provide free inspections on-site.

# SAFETY IN THE CITY

## Neighborhood Emergency Response Team to Conduct Drill on October 20

October and April are San Francisco's earthquake months. Of course, we don't know in what month the next one will come, but the last three major quakes to hit the Bay Area were in April of 1906 and October of 1868 and 1989. So October is a good time to remember that we live with earthquakes and need to prepare for them. After the 1989 quake, the San Francisco Fire Department realized that preparation for the next earthquake (or other catastrophic event) has to include the training of citizen volunteers. Thus was born San Francisco's Neighborhood Emergency Response Team (NERT).

Since 1989, the S.F. Fire Department has trained thousands of NERT volunteers to assist in the response by knowing how to provide basic assistance to themselves, their families, and their neighborhoods when the next major disaster strikes our City. To maintain their readiness, NERT members participate in City-wide drills each April and October. This year, on October 20, neighborhood NERT teams will set up staging areas at several locations throughout the City and conduct a drill to practice and sharpen the skills they learned when they originally took their NERT training. Several NERT teams in the Sunset area will be conducting a drill at the Midtown Terrace Playground from 8:00 am to 1:00 pm on that day. Participating teams include Clarendon Heights/Forest Knoll/Midtown Terrace/Twin Peaks, Cole Valley, Inner Sunset, Inner Richmond, Laguna Honda/Forest Hills Extended, North of Panhandle,

Outer/Central Richmond, Sunset/Parkside, UCSF, and West Portal/Inner Parkside. All NERT volunteers are invited and urged to participate in this drill. All trained NERT members, please RSVP to [www.sf-fire.org/index.aspx?page=859](http://www.sf-fire.org/index.aspx?page=859). Scroll down the Information Bulletin to NERT Graduates.

More information about the NERT program, including schedules for upcoming free NERT training classes, is available on the NERT website: [www.sf-fire.org/index.aspx?page=859](http://www.sf-fire.org/index.aspx?page=859).



*NERT volunteers greet shoppers at our Cole Street location earlier this year.*

## Fall Earthquake Preparedness!

This fall the Department of Emergency Management (DEM) has planned several innovative and unprecedented emergency preparedness outreach strategies designed to engage all San Franciscans. You are enthusiastically encouraged to join DEM in their efforts to cultivate a culture of preparedness in San Francisco.

### The SF Heroes iPhone and Android App

Recognizing the popularity of social networking games like Farmville and Mafia Wars, DEM developed SF Heroes, a smartphone app that leverages community members' social networks and focuses on preparedness. SF Heroes enables players to receive points to earn superhero badges through a variety of activities, including check-ins at local events, educational quizzes, motivational checklists, and a leaderboard to compare achievements with friends and followers on Facebook and Twitter. Maps provide the locations of local resources, such as libraries, fire departments, and more. Individual players can enter personal information, such as the family meeting place, family contacts, pet sitter, physician contact information, and so on, into the app, which also provides information on how to build a communications plan.



**How to Participate:** Download the SF Heroes app from [www.sfheroes.com](http://www.sfheroes.com), earn points and badges, and share with your friends.

## YOU MUST COMPLY

**WITH CALIFORNIA SENATE BILL 183  
(GOOD THING COLE HARDWARE CAN MAKE IT  
A LITTLE LESS PAINFUL BY SAVING YOU MONEY!)**

### USI Combination Carbon Monoxide/Smoke Detector with the Ultralife 10-YEAR 9V Lithium Battery



Replace your old, worn-out smoke detectors at the same time you're installing your new CO detectors, and we'll throw in our #1-selling 9V lithium battery for FREE!

JUST **\$39.99** when purchased in packs of 10  
(THIS SPECIAL OFFER GOOD THRU 10/31/12)

#### WHAT IS SB183?

This new law, passed by California's Senate in 2010, requires all existing homes and dwelling units to be outfitted with carbon monoxide (CO) alarms by the end of 2012.

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**COLE HARDWARE Commercial Supply offers competitive pricing and incomparable service to property managers, contractors, municipalities, and anyone else needing project quantities. With our expert research team, hassle-free online ordering, and free delivery throughout the Bay Area on most items, we give you personal, customized, on-site service, and because we're COLE HARDWARE: Your satisfaction guaranteed. Period.**



### The SF Heroes Live Game

The SF Heroes Live Game is an in-person (hence "live") version of SF Heroes (DEM's smartphone preparedness app). It is a challenge-based game designed to encourage use of the SF Heroes app while participants are presented with a variety of San Francisco-esque preparedness challenges. When these challenges are met, the players receive points and prizes, including four Urban Escape Kits from COLE HARDWARE.

**How to Participate:** Visit [www.sfheroes.com](http://www.sfheroes.com).

### The California Earthquake Drill: ShakeOut

The Great California ShakeOut is the largest earthquake drill in the country and takes place statewide Thursday, October 18, 2012, at 10:18 am.

**How to Participate:** If you happen to be at one of our COLE HARDWARE locations, just follow instructions from the store manager when the alarm sounds.

Visit [www.sfdem.org](http://www.sfdem.org) for further information or to sign up for any of the activities. You can also sign up for updates and further ways to participate on Facebook: SFDEM; and on twitter: @em4sf, SF\_Emergency.



# FROM THE GARDEN CENTER

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

## October Garden Tasks

In October we often enjoy the sunshine and warmth of an Indian summer in the Bay Area, so keep harvesting and preparing your garden for the winter months to come. Generally, fall is the best time to plant everything, from perennials to hardy annuals to seeds, shrubs, and trees. Plants like the fall weather to set their roots, and by spring, roots are deep, and the plants will be stronger overall and require less water than if planted in spring months. Take advantage of the weather to perform these tasks this month in the garden:

✓ **Hydrangeas:** These perennials adore rich, well-drained soil. To get a pinker hue, add lime to your soil; for a bluer color, add aluminum sulfate. White hydrangeas cannot be manipulated to other shades, but they may change color with age.



✓ **Wildflowers:** Sow wildflower seeds now for spring blooms, including larkspur, nigella, and sweet peas. All you need to do is clear an area, throw the seeds, cover with a fine layer of compost, and mist.

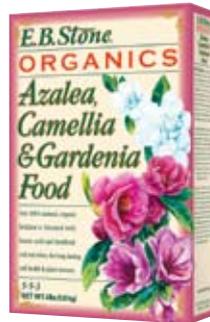


✓ **Vegetables:** Plant cool-season vegetables such as beets, broccoli, brussels sprouts, cabbage, carrots, cauliflower, garlic, leeks, onions, peas, radishes, shallots, and turnips. Beginning in January, these plants should be ready to eat, continuing into early spring.



✓ **Cleanup:** Fall cleanup is important to keep away pests and disease. Rake leaves and pull up drying annuals. Don't forget to compost!

✓ **Fertilizer:** Feed established plants, including azaleas, camellias, and rhododendrons, a bud- and bloom-promoting formula such as E.B. Stone's™ organic food. (Sku 745033, \$7.99)



✓ **Perennials:** If you need to divide overgrown perennials, do so now. On an overcast and cool day, water the plant thoroughly, dig it up, and with a sharp knife or shovel, split the roots into smaller plants. Plant these at the same depth as the original plant, water them well, and shade them for a few days.



✓ **Spring bulbs:** October and November are ideal months to plant your spring bulbs for a spectacular flowering show of color in the spring. Plant in full sun in a well-drained area.

Overly wet soil will lead to fungus and disease. Chill tulip and hyacinth bulbs in the refrigerator and wait until November to plant them.

✓ **Vulnerable plants:** Bring any plants that cannot handle cooler weather inside for the winter. See you in the garden!



## Where's Rick?

After two stints at COLE HARDWARE, first as the assistant manager at our Cole Fox location and then several years as our Cole Street nursery manager, Rick is retiring to the pleasant climate of Palm Springs. We're very sad to see him go, but of course we're happy for him, too, and wish to thank him for his years of service and friendship. We look forward to introducing you to our new nursery manager next month.



## Garden for the Environment Classes

Join Garden for the Environment (GFE) for these free workshops in October.



**Urban Composting**  
Saturday, October 6  
10:00 am–Noon

Fall can be a great time to start a compost pile as you tidy up the leftovers of summer's bounty. Join GFE to discover how to turn those leftovers from the garden and kitchen into "black gold." This fun, hands-on workshop teaches methods for both backyard and worm composting. Rot on!

**Natural Plant Care**  
Saturday, October 13  
1:00 pm–3:00 pm

Sustain your garden naturally with simple and practical tips in this class taught by GFE's sustainable landscape education manager, Hilary Gordon. You'll learn sustainable practices for controlling weeds and pests, and for fertilizing.

Classes take place at Garden for the Environment at 7th Avenue at Lawton Street. Visit [www.gardenfortheenvironment.org](http://www.gardenfortheenvironment.org) for more information and to preregister.

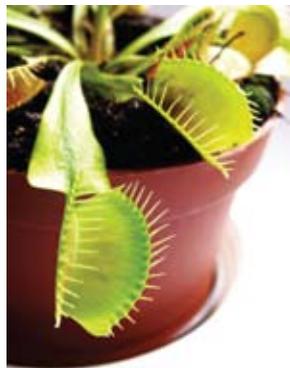


## Carnivorous Plants

In October, when we celebrate goblins and ghouls, what plants could be creepier than carnivorous ones? Fascinating and fun for children, these plants serve as an excellent science lesson. Pick up one of these deadly (but not to people) plants at our Cole Street, Mission Street, or Polk Street garden centers.

### Venus Flytraps

One of a very few plants that has the ability to move rapidly, its trapping mechanism is triggered when an insect or spider crawling along the leaves comes into contact with one or more of the plant hairs twice in succession. The redundant triggering serves as a safeguard, so the plant doesn't use energy closing when nonliving objects that don't provide nutrition fall into its crosshairs. (\$5.99)



### Pitcher Plants

Don't let these dainty little plants fool you! The cup-shaped pitcher plant stores a sweet-smelling

juice that lures its insect victims in and eats them up. The nectar contains enzymes that basically dissolve the insect. Large pitcher plants can even trap frogs, birds, and snakes! (\$9.99)



### Sundews

The sundew gets its name from the gel on the ends of its



exploding tentacles, which resembles morning dew. Insects that fly too close to the plant get stuck in the gel, much like flypaper, and are then devoured as the plant senses movement and wraps its tentacles around the bug. (\$9.99)

# AROUND THE CITY

## Happy Birthday, Muni!

Every world-class city thrives on a transportation system that moves its people. This year marks the 100th birthday of the San Francisco Municipal Transportation Agency (SFMTA), operators of Muni transit services. In San Francisco, we have not only buses and streetcars to get us around, but also the historic cable cars, the only moving national historic landmark.

In celebration of its 100th year, SFMTA created the Treasures from the Muni Archive exhibit, a visual history of San Francisco that chronicles the role that transportation has played in the growth of our great City. The project starts in the



Treasures from the Muni Archive

neighborhoods and on the streets of San Francisco, where images have been placed on bus shelters and in storefronts, including at the Cole Street location of COLE HARDWARE. Many of the images have been strategically placed on bus shelters so that viewers get a then-and-now view of the street. When not possible for the images to replicate their exact locations, they have been placed close to where they originated in their neighborhood shopping districts. With approximately 40,000 images in the SFMTA photo archive, it would be nearly impossible to show them all at street level, but with Historypin.com, Muni has been able to upload a selection of images that have been overlaid onto the Google Maps Street View. This gives viewers a glimpse of the street as it once was, overlaid onto a recent photograph of the street as it is now. Every image that has been posted on the streets of San Francisco, as well as the ones that went

up with the Cole Valley Fair, have a QR code, which when scanned with a smartphone or tablet, will allow you to download the free Historypin smartphone app. You can then view more images uploaded by SFMTA and others as well as access the SFMTA Photo Archive's Historypin Channel, also found at [www.historypin.com/sfmta](http://www.historypin.com/sfmta).

*Treasures from the Muni Archive is presented by the SFMTA with the generous support of its long-time partners: Historypin, part of We Are What We Do, and the Market Street Railway Museum, as well as volunteers Grant Ute, Emiliano Echiverria, Jessica Justino, Cameron Beach, Angelo Figone, Phil Hoffman, Wil Din, and many other volunteers who have dedicated their time and knowledge to the SFMTA Photo Archive.*

*Treasures from the Muni Archive is dedicated to the memory of Cameron Beach and Phil Hoffman.*

## Bag of the Month!

Back by popular demand, and just in time for San Francisco's BYOB (Bring Your Own Bag) ordinance, we are pleased to relaunch our Bag of the Month program. Our reusable bags are durable and generously sized to hold the same amount of groceries as three or four plastic bags. Each month a seasonal color will be available for just 49¢ with a \$10 purchase. Pick up an autumn plum bag, available mid-October. Keep some reusable bags at work or in the car to have on hand for any shopping excursions.

**49¢**  
with any \$10 purchase



## Getting Married?

COLE HARDWARE offers a **Gift Registry!**

For information, e-mail [gift@colehardware.com](mailto:gift@colehardware.com).



## Meet Our Store Managers!

...continued from page 1

it takes to become store manager, a position she's held for the last seven years. Veronica is innovative and a woman of action. Change and improvement are her mantras, and she acts quickly on ideas to better the store for the benefit of the company, her crew, and our customers.

### Renato Reigns Supreme Downtown at Cole Fox

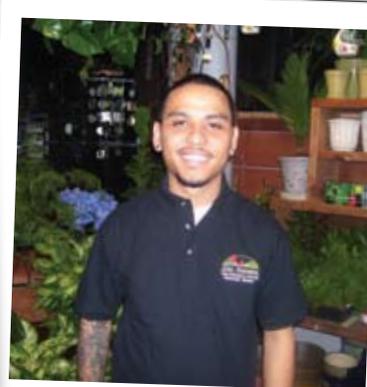
Renato began working at COLE HARDWARE as a stock clerk in our Mission Street store in 2004. From there, he took advantage of an opportunity to move to our Polk Street store to become the warehouse manager. Mentored by Tina, the Polk Street store manager, Renato then jumped at the chance to become the store manager of our downtown location. When I announced the job opening to our crew (I prefer to promote from within whenever possible), Renato said, "Why not me?" and applied for the position. He was a natural. Renato possesses the kindest nature and has a smooth and easy manner with crew members and customers alike. Everyone loves Renato, and I am glad that he stepped up to the challenge of managing Cole Fox Hardware three years ago!

### Tina Runs Our Model Store on Polk Street

Tina is a bundle of energy and enthusiasm. She began her career at COLE HARDWARE back in 1996.



Veronica, Mission Street store manager, began her COLE HARDWARE career as a cashier and steadily worked her way up.



Renato was part of the COLE HARDWARE crew at the Mission Street and Polk Street stores before becoming the store manager for Cole Fox.



Tina wears two hats: Polk Street store manager and human resource manager company-wide.

Newly arrived in the City from the East Coast, Tina needed a job. On a lark, she walked into our Mission Street store and applied for a cashier position. We are so fortunate that Tina came to COLE HARDWARE! Six years ago Tina accepted the challenge of becoming the store manager of our newest store on Polk Street. Tina named the store the "Model Store," which is run by the "Model Team," in their mutual quest to make the Polk Street store the best retail shop on the planet! Tina is "livin' the dream," doing whatever it takes to please her crew and customers. And as if running a store were not enough, Tina also wears the hat of

our human resource manager. She provides excellent counsel and guidance to all as we strive together to make COLE HARDWARE a great place to work.

As you might guess, I'm very proud of our store managers. They lead their teams by example, work a ton of hours to get the job done, are the "face" of our stores, and are huge contributors to why all COLE HARDWARE locations are San Francisco's favorite hardware stores!

—Rick

# BE PREPARED FOR AN EMERGENCY

## Be Prepared!

As the anniversary of the Loma Prieta earthquake reminds us, a natural disaster can occur any time or place. Whether or not your home has a fully prepared emergency kit in the event of an earthquake, power outage, or other disaster, the following items are basic essentials that everyone should keep on hand.

**Gas/water shutoff tool:** Keep the gas shutoff wrench near your gas meter for quick access and know how to use it if you have a leak. (Gas Wrench: Sku 4008801, \$8.99; Gas/Water Wrench Set: Sku 47513, \$14.99)

**Water:** Keep at least 1 gallon of water per person per day on hand to last for three days.

**Radio:** A battery-operated radio will keep you informed of what is happening. The Eton™ Radio has a rechargeable battery that is solar or crank charged. (Sku 3258514, \$44.99)

**Food and can opener:** Canned foods that are easy to prepare are good as an emergency food source and have

a long shelf life. Don't forget to have a good hand-operated can opener on hand, too. (Sku 6007140, \$14.99)



**First-aid kit:** In addition to a basic first-aid kit (Sku 9038274, \$21.99), also keep a supply of your prescription medications.

**Flashlights:** Have a working flashlight on hand in every room of



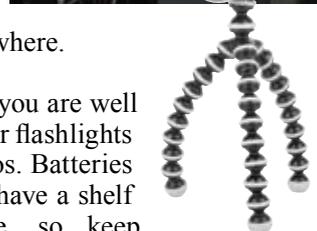
*Be prepared, like Eric and Richard, for any type of emergency or project.*

the house, if possible, and for every family or household member. A tripod flashlight will provide hands-free light, so you can do other tasks. The Gorillatorch™ LED flashlight head adjusts to allow the light to point wherever you need it, and the wrap legs allow it to be mounted just about anywhere. (Sku 3295276, \$29.99)

**Batteries:** Make sure you are well stocked with batteries for flashlights and radios. Batteries do have a shelf life, so keep your supply fresh.

**LED lighting:** Battery-operated LED lighting is much safer than lit candles during an

emergency or power outage, as well as for lighting under a cabinet or in a dark closet or hallway. These peel-and-stick lights are ideal for providing light during outages. (Sku 6131619, \$11.99)



## Home Safety

Disasters—especially earthquakes—create fire hazards, including broken gas mains and gas leaks, which can be ignited by sparks or open flames. With care, you can protect your family and home. October is Fire Prevention Month, providing a reminder to check your home for safety as well as to minimize fire risks.

### Fire Prevention

- Secure gas heaters and use flexible gas hoses in gas-powered appliances. Know how to identify gas leaks. Signs of a leak include a strong gas smell and a rapidly moving gas meter (check the wheels without numbers, found above or below the row of numbered wheels). If there is a gas leak, shut down the gas main in your building. Remember, once you shut off your gas, only the power company can turn it back on.

- Check all product labels for flammability. Keep flammable liquids (solvents, fuels, acetone, pressurized cans) away



from water heaters and stoves. Keep flammable materials away from heat sources. For example, keep curtains, upholstered furnishings and bedclothes away from portable heaters.

### Preparation

- Emergency ladders: If all or part of your home is above the ground floor, keep a sturdy rope or emergency ladder in all upper floors (make sure they are long enough to reach the ground safely).

- Fire Extinguishers: The National Fire Protection Association recommends at least one extinguisher for every 600 square feet of living area. Fire extinguishers should be located on every level of a building, and kitchens, garages, and basements should each have their own. Do not mount extinguishers close to a location where a fire might occur (such as a stove)—the user should not risk reaching into a fire or going into a burning area to get a fire extinguisher.

- Put a date on each extinguisher (with permanent ink) and have it checked by a professional every three years. Check it yourself twice a year (use the spring



and fall time changes as your cue). Make sure the needle is still in the green zone and invert the extinguisher slowly, five times, to insure the materials in it have not settled. Note: Once an extinguisher is used, even partially, you must have it recharged by a professional! Consider purchasing 5-pound, 3A 40BC fire extinguishers with metal handles and rubber hoses. Metal handles are sturdier than plastic, and the rubber hose helps to aim the extinguishing agent.

### Accident Prevention

- Self-adhesive safety treads help prevent slips and falls in heavy traffic areas. Install on steps, ladders, and ramps. The nonslip tread design provides traction in a wide range of applications. Available in assorted colors in a 2-inch x 5-yard roll. (Sku 1009273, \$16.99)

- Wrap-N-Strap® is an adjustable cord organizer consisting of a rubber strap and plastic fastener for attachment. The strap attaches to the plug end of an electrical cord. Bundle or coil the cord, stretch



the rubber strap around the bundle, and secure it with the fastener. The Wrap-N-Strap stays attached to the cord—always ready for use and keeping cords secured safely. (Sku 316005, \$1.79)

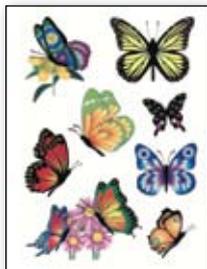


# WHAT'S UNIQUE?

## Monarch Butterflies

Each year from the middle of October through February, the delicate monarch butterflies make their annual migration to overwinter among the coastal eucalyptus groves in Northern California. In February and March, these butterflies come out of their hibernation to migrate north and east to mate and lay their eggs inland on milkweed plants. Over the spring and summer, three more generations of monarchs are born, with the fourth generation migrating back to their coastal winter vacation spots.

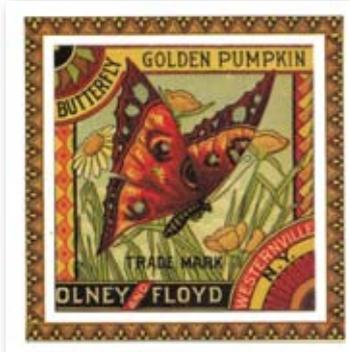
In Northern California from Big Sur to Bolinas, families can make a day trip to view the clusters of butterflies. Muir Beach in Marin and Natural Bridges State Beach in Santa Cruz are two spots to see the monarch butterflies in all their glory. In honor of these well-traveled beauties, we've put together a selection of butterfly merchandise to enjoy year-round.



**Butterfly Tattoos**  
(Sku 936660, \$1.49)



**Butterfly Apron**  
(Sku 699210, \$19.99)



**Flour Sack Dishtowel**  
(Sku 681629, \$5.99)



**Butterfly-Attracting Flower Seeds**  
(Skus 700106, 8, \$1.99-\$3.99)



## COLE HARDWARE T-Shirts Around the World!

While we're busy here in the City serving our community, our ambassadors sporting their COLE HARDWARE T-shirts are gallivanting around the globe. Jackie Francis shared this photo taken in Port Antonio, Jamaica, with the Blue Mountains and Caribbean Sea painting a perfect backdrop. Send us a photo of yourself or a loved one rocking a COLE HARDWARE T-shirt in Port Antonio, Jamaica, or San Antonio, Texas, and we'll send you a \$5 gift card and publish your photo in the *Hardware Hotline*. Our shirts are available in men's, women's, and children's sizes. (\$9.99)

## Five Tips to Help You Sell Your Home for Top Dollar

Worried about getting top market value for your home? Adopting some simple staging tips from the pros can help your home sell faster.

Cleaning and de-cluttering, lightening and brightening rooms, and staging are among the top-five low-cost, do-it-yourself home improvements suggested for people getting their homes ready to sell.

"Professionals often say staging goes beyond just basic de-cluttering and painting, focusing on the arrangement and mood of rooms," said Paul Barbagelata, owner of Barbagelata Real Estate, a family-owned firm since 1952. But all are important to making a home presentable *before* listing—not after the home has languished on the market.

"If the place is a mess, and people look at it and are turned off by it, it's viewed by the market as damaged goods. You want potential buyers to be excited from the beginning," Barbagelata said. "Generally, the longer a home stays on the market, the lower the price it will get," he added.

Here are Barbagelata's top tips for home staging on a budget:

### 1. Focus on curb appeal.

If the exterior of a home is appealing, potential buyers will want a peek inside. Keep the front of your home neat. Consider replacing the doormat, painting the front door, trimming and weeding the lawn, and touching up worn paint. The goal is to make yours the nicest house on the street.

### 2. Put on a fresh coat of paint.

It's one of the most obvious and inexpensive upgrades, but fresh paint on the walls and trim will give home sellers a lot of bang for their buck. Stick with a neutral palette for the walls and consider giving the exterior of the home a fresh coat as well, if you have the extra cash.

### 3. Don't leave a room empty.

Furniture helps buyers visualize living in that space. Try to avoid furniture with patterns, and splashes of color with bright throws and pillows.



### 4. Fill up dead wall space.

A lack of wall hangings can make a home feel cold, so add framed artwork, photography, or mirrors. If using photos of people, choose prints that are black and white or sepia, which is less distracting.

### 5. Consider your home's aroma.

If your home smells like pets, cigarette smoke, or other odors that might be noticeable, consider having carpets cleaned, curtains washed, and furniture steam cleaned before listing your home.

### Shop Local and Save More Than \$3,000 at Local Businesses with Barbagelata Rewards

In celebration of its 60th anniversary, Barbagelata Real Estate invites you to be a part of its growing company and help support local businesses bringing you exceptional offers for products and



services for your home. Become a fan of Barbagelata Real Estate on Facebook and click the \$3,000 coupon tab to have your rewards booklet mailed to you free of charge with no obligations.



# ENVIRONMENTAL INFO

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

## Household Items and E-Waste Collection

Cole Hardware, 3312 Mission Street  
Saturday, October 27, 10:00 am–2:00 pm

Open your closets and we'll open our arms! Lighten your load this spring with a quick drop-off at our Goodwill pop-up donation center at our Mission Street location. Goodwill will take the things that you no longer need and put them to good use right here in the community.

### Donate these items:

- Toys, games, and books
- Clothing, shoes, and accessories
- Household goods and décor
- Small appliances
- Bicycles

### E-cycle these e-waste items (working or not):

- Computers
- Electronics
- Televisions
- Cell phones

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



Clean house before the holidays and help Goodwill help those in need.

Goodwill will take almost anything in good, clean, working condition. As a guideline, if you would give it to a friend or hand it down to a relative, it is perfect for Goodwill. This is a great opportunity to clean out your closets and recycle outdated phones, computers, stereos, and televisions properly to keep them out of the landfill. By reselling your gently used donations, Goodwill opens the doorway to jobs for those in need. That's been Goodwill's mission for almost 100 years. You can help!

*Note: Donation site will be on 29th Street, around the corner from the Mission Street store's front entrance.*

## Recycle at COLE HARDWARE!



Bring to any of our four stores:

### CELL PHONES:

Personal cell phones—batteries and chargers not required. PLEASE, no cordless home phones, car phones, walkie-talkies, pagers, or two-way radios.

### BATTERIES:

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



### OLD LATEX PAINT:

- Recycle dry, clean, empty metal paint cans through your regular trash pickup. The latex paint containers you bring us should have paint in them!
- The ORIGINAL label on each can must CLEARLY state "latex," "acrylic," or "water-based" paint. No handwritten labels will be accepted.
- Be sure that lids are SEALED ON TIGHT and containers are rust-free and don't leak.
- You must not be a commercial paint user.
- Please limit your drop-offs to no more than 10 gallon-size containers (or 40 quart-size containers or a combination of both) at a time. Containers are counted by size, not by the volume of paint they contain.
- Take paint to the customer service desk.
- PLEASE, no brushes or rags!



### PROPANE TANKS:

Small (14 or 16.9 oz.), empty, nonrefillable propane cylinders only. Household only. Limit 5 per visit.



### SPENT FLUORESCENT BULBS:

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



### SCRAP METAL:

Copper and brass.

### EXPIRED PRINTER CARTRIDGES:

Must be in plastic bags to avoid leakage.

### SOFT PLASTIC RECYCLING:

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

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

## Solid Green Glue:

Solid Green Glue (SGG), the glue that saves planet earth, has a brand-new look and now comes in a 4-fluid-ounce bottle! Just the packaging is new and improved, while the glue is the same excellent product we highlighted a few months back. This is the *only* sustainable consumer adhesive available in stores today. Each 4-fluid-ounce bottle of SGG prevents approximately 50 times its volume in Styrofoam waste from entering our local landfills. That means that your purchase of Solid Green Glue from COLE HARDWARE stores helps recycle planet-killing Styrofoam. You will also enjoy the much longer shelf life, an easier-to-use spout, and a lot more SGG! With your ongoing support, Nine Lives Products is moving mountains (of Styrofoam), saving the planet one Styrofoam cup at a time. (Sku 127121, \$7.99)



Made from recycled Styrofoam!

## New Laws Begin in October

...continued from page 1

### Fees will be based on container size:

Half pint or less.....	No charge
More than half pint to less than 1 gallon.....	\$0.35
1 gallon .....	\$0.75
More than 1 gallon to 5 gallons.....	\$1.60



COLE HARDWARE will continue to function as a paint collection site for residents in our community, just as we have for the past decade. You can still drop off your paint at any of our locations during business hours.

### Plastic Bag Ordinance

Beginning October 1, in addition to the City-wide plastic bag ban ordinance, all retailers will be required to charge 10¢ for every bag given out at the time of checkout. This includes all paper, compostable, and reusable bags. Many shoppers already bring their own reusable bags when shopping, as Europeans have done for years.



We're pleased to announce that we will be bringing back our popular reusable bags in fashionable colors and will reinstate our Bag of the Month program, with bags in a beautiful plum hue for October. We'll be offering our reusable bags for just 49¢ with any \$10 purchase. Look for our reusable bags to be available the second week of October.



## Flash Friday DEALS

Sign up for our Flash Friday Deals!

One-day deals at ridiculously low prices.

E-mail [hotline@colehardware.com](mailto:hotline@colehardware.com) with the word "flash" in the subject line.

## The Victorian Alliance Announces 2012 Fall House Tour in North of the Panhandle (NOPA) Neighborhood

Sunday, October 21, 1:00 pm–5:00 pm

The Victorian Alliance of San Francisco is pleased to announce its 40th Anniversary Fall House Tour. Seven beautiful Victorian homes that have retained or regained their 19th-century elegance will be showcased. Interiors of these exceptional private residences will be open to the public for touring on Sunday, October 21, from 1:00 pm to 5:00 pm. With a primary focus on Queen Anne architecture, this picturesque style of the 1890s will be highlighted, with its curves and bays, towers and balconies, and the whimsical ornamentation of Cranston and Keenan and other Victorian builders. Docents will be on hand to provide historical background on the houses' architects, contractors, craftsmen, and the families who settled NOPA in the 19th century.

This cluster of tour homes is located in San Francisco's North of the Panhandle neighborhood, developed soon after the creation of nearby Golden Gate Park and its Panhandle Park. All residences lie within a relatively flat, compact, and walkable area, well served by public transportation. Comfortable

dress and shoes are recommended, and note that home visits require stair climbing. A Julia Morgan–designed building will house a gift shop, where complimentary light refreshments reward tour guests.

All net proceeds benefit the Preservation Grant Fund of the Victorian Alliance, San Francisco's oldest all-volunteer, not-for-profit architectural preservation and education organization.

Prices for the House Tour range from \$25 to \$35. Discounts are available for Victorian Alliance members, groups, and purchases made by October 15. For more information visit [www.VictorianAlliance.org](http://www.VictorianAlliance.org), or call 415/824-2666.



## Spare Change Collection

Thanks to your kindness, we've now collected close to \$8,000 in our spare change collection program, with all of the money supporting various worthy causes in our community.

For the month of August, our friends at Bay Area Young Survivors (BAYS) received a check for \$476.00. Bay Area Young Survivors (BAYS) will use the money to sponsor a breast cancer survivor as she hikes the Grand Canyon to bring awareness to the cause.



Our September spare change collection is earmarked for Josie's Place, which provides facilitated peer support groups to children and teens in the San Francisco Bay Area who are grieving the death of a parent, sibling, close relative, or friend. We'll report on those numbers next month.

For the month of October, the Curry Senior Center will be the recipient of our spare change program. The Curry mission is "to provide services to seniors that promote independent living while maintaining their dignity and self-esteem." In 1972, Francis J. Curry, MD, founded the North of Market Health Clinic, a primary health-care center for low-income seniors living in the Tenderloin. A director of the San Francisco Department of Public Health and native San Franciscan who grew up in this neighborhood, Dr. Curry brought together Health Department colleagues to address a grave problem—the growing isolation and premature deaths of Tenderloin seniors.

Dr. Curry and colleagues had found that many low-income, frail seniors were afraid to leave their apartments or residential hotel rooms to visit a doctor or even to buy groceries. As a result, isolated seniors were dying from illnesses, some brought on by malnutrition, that were often curable if patients were seen and treated early. Realizing that medical care was only one element contributing to good health and quality of life, Dr. Curry created a partnership to provide social services for seniors as well.

It's simple to donate! Just drop your spare change or those pennies collecting dust in that jar on your dresser into the collection jars at each of our registers the next time you shop with us.



## Fiesta on the Hill

Sunday, October 21

10:00 am–6:00 pm

Cortland Avenue

Join us for Fiesta on the Hill, a community-based, high-profile, and energetic festival with an attendance of over 20,000 friends and neighbors from San Francisco's Bernal Heights area and neighboring communities. The event is in its 24th year and continues to grow.

Fiesta on the Hill is an alcohol-free event that emphasizes the importance and well-being of children, youth, and seniors to the vitality of the neighborhood. The event includes a petting zoo, pony rides, a pumpkin patch, nonprofit booths, live music on two stages, great food, and much more. Make sure to visit our friends at the Bernal Heights Outdoor Cinema™ booth. They offer free screenings of Bernal Heights and other local filmmakers' works in neighborhood parks and open spaces to increase the exposure and recognition of local artists, to heighten appreciation by neighborhood and City-wide residents, and to bring the community together for the enjoyment of our parks and neighborhood resources.

Also visit Veronica and her Mission Street crew at their pop-up COLE HARDWARE store that will highlight some fun, new products. They'll be giving away some valuable coupons and raffling off some great prizes, too.



Josie's Place offers grief support groups for children, teens & their families. We support participants through education, compassion, and understanding as they integrate their losses into their lives at their own pace. Our services are free of charge

Learn more about our work:  
[www.josiesplace.org](http://www.josiesplace.org)



# COMMUNITY CONNECTIONS

## BAY AREA BUSINESSES

**Attorney:** Practicing 25 years in San Francisco and offering personalized, attentive service, reasonable fees. Advice and representation in residential and commercial tenancy matters—leases, notices, eviction, Rent Board petitions and hearings; drafting/enforcing contracts; formations of business entities—partnerships, limited liability companies, corporations. Free consultation. John R. Weinstein, Attorney-at-Law. Telephone 415/863-5896.

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

**Caregiver:** I am a licensed LVN who does caregiving for seniors, and I'm available during weekdays. I am dependable, experienced, and can provide references. Hours and rates are negotiable. Please call Josephine at 415/745-5175.

**Computer Help:** Honest Dave's Affordable PC Housecalls travels to your home or office to fix your computer. Viruses removed, computers speeded up to work like new, hardware and software installed, upgrades, training, TiVo, printers, and full support. 10 years full-time experience. Good Yelp (see Honest Dave). Call 415/271-0369.

**Driver:** I can drive you! Retired gentleman with 10+ years experience can drive you to the doctor, grocery shopping, or on other local errands. Dependable, punctual, personable with a great reference list upon request. I do what taxis can't: stay in waiting rooms for all medical appointments, help you shop (if needed), carry groceries and packages, etc. \$25 an hour (2 hr. minimum). Out of town trips are negotiable. Please call Bill: 415/826-3613 or e-mail to [bill311@att.net](mailto:bill311@att.net).

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

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

**Living Space Renewal:** Ready to change your home interior? Fresh paint and reappointing existing furniture can be a great beginning! As a professional photo stylist, I have collaborated on numerous visual concepts for a wide variety of living spaces. View my portfolio at [www.sandygasser.com](http://www.sandygasser.com). Call 415/203-7656 for a consultation.

**Orange Dog Manor:** Cole Valley Vacation Rental is perfect for housing visiting grandparents or out-of-town friends. Fully furnished studio apartment includes kitchen and private bath. Special discount for weeklong rentals. Visit our website at [www.orangedogmanor.com](http://www.orangedogmanor.com) or call 415/753-6886.

**Organize Your Home/Home Office/Finances:** And feel calmed, inspired, productive. Working together we can bring your space, clutter, paper, and/or finances to order. Member NAPO. Rates sensitive to economic times. Phone for no-obligation consultation, Linda James, at 415/285-3266.

**Organizing/Relocating:** Overwhelmed by clutter or relocating? As featured on KPIX and NPR, SHIPSHAPE has expertly helped overworked professionals, frazzled moms, and harassed homeowners cut through clutter and restore simplicity and peace of mind to their busy lives. Homes, offices, closets, packing, and more. Free phone consultation. Call 415/425-4204 or visit [www.ShipShape.com](http://www.ShipShape.com).

**Printing:** We print business cards, office stationery, and company brochures using the latest technology. Free consultations, easy e-mail prices, and friendly service. Delivery right to you. Call or e-mail On The Mark for graphics, print, and mailing services. References available. Call or e-mail: 415/621-2312 or [Sam@printotm.com](mailto:Sam@printotm.com).

**Printing & Promotional Items:** GREAT SERVICE! Every single day of the year! We help companies promote themselves through printing/promotional items/packaging! We also help you to get better with your computer skills regarding various Graphics and Office Programs OR even basic e-mail/Internet issues. Linda Kittlitz & Associates. Visit our website at [lkandassociates.com](http://lkandassociates.com). Contact us at 415/550-8898 or [linda@lkandassociates.com](mailto:linda@lkandassociates.com).

**Proofreading:** Lurilla has an English degree, a journalism background and was a member of the International Typographical Union for 40 years. She is an excellent proofreader (editing service also). Reasonable rates—unreasonable pickiness! First page free, then hourly rates apply. References available. Call 415/648-1868.

**Real Estate:** \$1,000 GIFT CARD TO A BUYER OR SELLER OF A SAN FRANCISCO PROPERTY. Please go to [www.bobevanssf.com](http://www.bobevanssf.com) and e-mail me or call 415/308-5902 for details. I provide a complete service package for both Buyers and Sellers through Century 21. Since 1978 I have helped in the sale or purchase of over 512 homes, condos, TIC's, and income properties. Named a Top Ten Realtor by San Francisco Magazine out of 7,600 Real Estate Agents in San Francisco. Why not compare your Realtor Services with mine? License #00702525.

**Stereo Repair/Home Theater Installation:** Gene's Sound Service offers expert component-level repair of home audio systems, as well as audio, video, and home-theater installation and system troubleshooting. Specializing in on-site service at your home, office, or shop. Convenient day, evening, or Saturday appointments available. Many local references. Advice on maintaining your system gladly given. "Gene's honest and knows his stuff. Give him a try." Bobby McFerrin. Call Gene at 415/377-1258. More info at [www.genessoundservice.com](http://www.genessoundservice.com).

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

### Follow COLE HARDWARE!

[facebook](#) [twitter](#)

### COLE HARDWARE proud member of:



**somba** South of Market Business Association

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



### Digital Hardware Hotline

To sign up for a digital version of our monthly *Hardware Hotline*, visit [www.colehardware.com/eline.htm](http://www.colehardware.com/eline.htm).

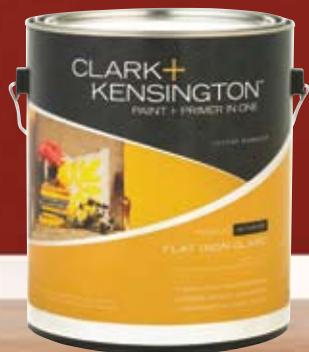
**BeScrappy**

### Tool Rental Reservations

Visit [www.bescrappy.com/register](http://www.bescrappy.com/register).

# CLARK+ KENSINGTON™

PAINT + PRIMER IN ONE



- Paint and primer in one—no need to prime first
- 100% acrylic latex
- Ceramic microbead technology for a highly scrubbable finish
- Superior coverage
- Ultra-smooth professional finish
- Environmentally smart, low VOC
- Lifetime guarantee

# Try it. You'll love it!



## The COLE HARDWARE Calendar - October

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5 <i>Flash Friday DEALS</i>	6 <b>LEARN TO PLAY BLUEGRASS</b> Golden Gate Park October 5-7
7	8	<b>COLE HARDWARE HARDWARE HOT DEALS</b> October 1-15 <i>see special insert</i>			12 <i>Flash Friday DEALS</i>	13
14 <b>Fiesta on the Hill</b> see page 10 for details	15	16	17	18	19 <i>Flash Friday DEALS</i>	20 <b>Meet the Bugs!</b> see page 2 for details
21 <b>SUNDAY STREETS</b> San Francisco Excelsior	22	23 <b>COMMUNITY SAVINGS DAYS</b> Special Community Members <b>SAVE 20%</b> see our website for more details	24	25 Military Thursday	26 <i>Flash Friday DEALS</i>	27 <b>Household Items and E-Waste Donation</b> see page 9 for details
28	29 <b>COMMUNITY SAVINGS DAYS</b> Student Monday	30 <b>Hardware Happy Hour</b> see page 2 for details	31 <b>COMMUNITY SAVINGS DAYS</b> Teacher Tuesday Senior Wednesday	<b>Flash Friday DEALS</b> To sign up, send an e-mail to <a href="mailto:hotline@colehardware.com">hotline@colehardware.com</a> 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% monthly dividend on purchases.

**Commitment to the community:**  
We donate 10% of what you spend to local charities (you get to designate one of our school or community partner beneficiaries).

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

**Commitment to the environment:**  
Reducing our footprint by implementing environmentally sound practices in our stores.

Four locations serving you every single day of the year!

### 2254 Polk Street

San Francisco, CA 94109-1820  
(at Green Street on Russian Hill)  
415/674-8913 Fax: 674-8917  
Weekdays 8:00 am-8:00 pm  
Weekends 9:00 am-7:00 pm

### 3312 Mission Street

San Francisco, CA 94110-5009  
(at 29th Street—near Safeway)  
415/647-8700 Fax: 647-6554  
Every day 8:00 am-8:00 pm

### 956 Cole Street

San Francisco, CA 94117-4316  
(at Parnassus—near U.C. Medical Center)  
415/753-2653 Fax: 753-0957  
Weekdays 7:00 am-7:30 pm  
Weekends 8:00 am-7:00 pm

### 70 4th Street

San Francisco, CA 94103-3124  
(downtown bet. Market and Mission)  
415/777-4400 Fax: 777-4453  
Weekdays 8:00 am-7:30 pm  
Weekends 9:00 am-5:30 pm

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

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



**ACE**  
The helpful place.



San Francisco's Favorite Hardware Stores!

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

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