

BAG SALE!
SAVE 20%
STOREWIDE

Saturday, Nov. 10
see page 2 for details



**Hardware
Happy Hour**

**Wednesday,
November 14**
5:00 pm–Closing



Don't Miss Our
**After
Thanksgiving
3-Day Sale**
Nov. 23, 24, 25

COLE HARDWARE'S *Hardware Hotline*

November 2012
NEWS AND VIEWS FROM AROUND THE STORES

COLE HARDWARE at Your Fingertips!

Meet Instaply, a new iPhone app that brings customer service into the world of social media by providing you with an instant reply to your query. We've been working very hard with the developer in order to provide you with a unique way to communicate with us (and eventually hundreds of other businesses, too)!

Instaply is similar to texting, but you don't need our phone number. Just launch the app on your iPhone, select a store or our Repair Referral Service, type your message, and send it. It's that simple. No text messaging charges, and the app is free, too! During business hours, we'll get right back to you with an answer to your question. After business hours?



We'll respond first thing in the morning. Checking stock? Need to know about our next sale or Happy Hour? For product information and more—just ask!

Download Instaply from the App Store and give it a try. During our test period, your messages will come directly to me. Please inundate me with your queries—or just say hello. And yes, we want other local businesses active on Instaply, too. The more, the merrier! If you have a business, feel free to e-mail me at rick@colehardware.com, and I'll help you get registered.

Our involvement with Instaply is just another way in which we try to fulfill our simple mission: "Our commitment to you: Your satisfaction guaranteed. Period."

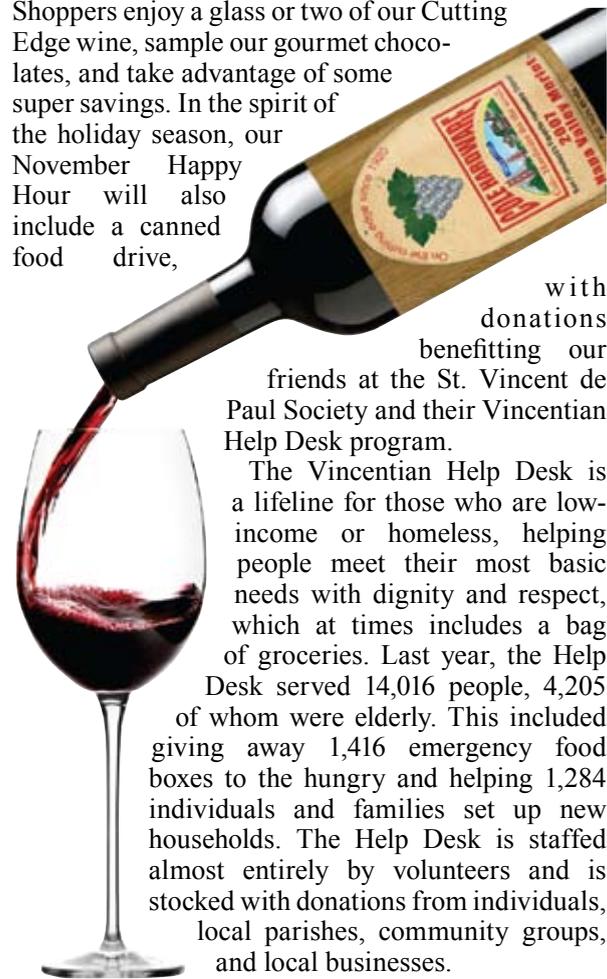
—Rick

Hardware Happy Hour

**Wednesday,
November 14**
5:00 pm–Closing

*and Canned
Food Drive*

Since springtime, we've been celebrating at COLE HARDWARE with a monthly Hardware Happy Hour. Shoppers enjoy a glass or two of our Cutting Edge wine, sample our gourmet chocolates, and take advantage of some super savings. In the spirit of the holiday season, our November Happy Hour will also include a canned food drive,



with donations benefitting our friends at the St. Vincent de Paul Society and their Vincentian Help Desk program.

The Vincentian Help Desk is a lifeline for those who are low-income or homeless, helping people meet their most basic needs with dignity and respect, which at times includes a bag of groceries. Last year, the Help Desk served 14,016 people, 4,205 of whom were elderly. This included giving away 1,416 emergency food boxes to the hungry and helping 1,284 individuals and families set up new households. The Help Desk is staffed almost entirely by volunteers and is stocked with donations from individuals, local parishes, community groups, and local businesses.

continued on page 2...

Thank You, Russian Hill!

We officially opened the doors of our store at the corner of Polk and Green Streets in San Francisco on Saturday, November 1, 2003. There was a traditional ribbon cutting—COLE HARDWARE—style, that is: confetti and gift certificates rained down on the crowd when the final ribbon was cut! Former San Francisco supervisor Aaron Peskin joined Dave Karp, the founder of COLE HARDWARE, and Judy Junghans, the president of the Russian Hill Neighbors Association, to help with the ribbon cutting, using giant hedge clippers to slice through a thick gold cord that crisscrossed the entrance.

Almost two thousand people visited the Russian Hill store on that first Saturday alone. They took advantage of our many Grand Opening specials, free goodies, donuts, hot dogs, and more. The festivities lasted all weekend. Everyone was delighted that there was now a hardware store in their neighborhood, and we were ecstatic to become a part of this thriving community.

Nine years later, our simple mission of providing excellent customer service is alive and well. Please join us at our Polk Street location during our Bag Sale on Saturday, November 10, for a slice of birthday cake! Cake cutting will be at 11:00 am.



Rick, along with his parents, Dave and Marge, at the Polk Street store's official opening in 2003

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

3312 Mission Street
San Francisco, CA 94110-5009

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MATERIAL



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**GREEN
BUSINESS**



BAG SALE!

SAVE 20%

STOREWIDE

Saturday,
Nov. 10

Join us for our annual holiday bag sale to kick off the holiday season! Get started on your Christmas list, stock up on cleaning products, or get all the supplies you need for a project. Save 20% on everything that you can fit (or not) in our reusable shopping bag—and keep the shopping bag as our gift to you! Our in-store Holiday Shoppes will be set up and brimming with ideas and inspiration to help transform your home into a winter wonderland!



Discount does not apply to gift cards, Muni passes, Clipper cards, meter cards, special orders, or sale merchandise. Not valid with coupons or other offers.

COLE HARDWARE: Your Source for Batteries! (For Just About Anything)

These days we all have multiple portable electronic devices but limited options for where to get replacement batteries when necessary. All COLE HARDWARE locations now have the ability to provide virtually every battery you might need.

Our new battery program includes access to thousands of batteries and battery accessories that, if not in stock, we can generally get for you within a few days. We can correctly identify the batteries for more than 100,000 devices! We have access to batteries for electronic devices such as cordless and cellular phones, cameras, camcorders, laptops, lighting fixtures, and power tools.

We can also get you batteries for motorcycles, scooters, and personal watercraft, too! Stop by any of our stores, and one of our friendly crew members can assist you. Simply have the manufacturer name and model number of your device, if possible. For batteries that ship directly to our stores, you may select shipping options ranging from regular ground to next day overnight rates. We will do our best to get your replacement battery promptly.

The
BATTERY
Place



Flash Friday DEALS

Sign up for our Flash Friday Deals!

One-day deals at ridiculously low prices.

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

BRRRRR!

(OK, so it doesn't exactly snow here, but it can sure get chilly!)



Now is the perfect time to take advantage of these unbeatable prices on the world's most popular baseboard heaters!

• 48" 1000w, #4086708, ~~\$43.99~~ **\$32.99!**

• 72" 1500w, #4089801, ~~\$54.99~~ **\$43.99!**

• 96" 2000w, #4147344, ~~\$64.99~~ **\$52.99!**

• 96" 2500w, #4147427, ~~\$69.99~~ **\$61.99!**

Don't forget the thermostat!



Wall-mount thermostat
\$15.50



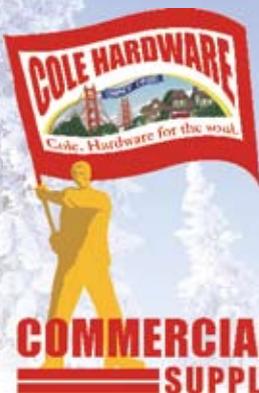
Baseboard-mount thermostat
\$18.50



Wall-mount digital thermostat
\$64.50

(415) 647-1800

These special promotional prices are good through November 30, 2012.



COMMERCIAL SUPPLY

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.

Freshly Cut Christmas Trees

Available the week of Thanksgiving at Cole Street, Mission Street, and Polk Street stores!

Hardware Happy Hour and Canned Food Drive

...continued from page 1

In return for your kindness in participating in our food drive, we'll give you a \$5.00 COLE HARDWARE gift coupon good for any purchase of regularly priced merchandise of \$5.00 or more.



You'll get a **\$5.00 COLE HARDWARE coupon** as a "thank-you" for your donation!

You may use it that night or save it for an upcoming purchase—there's no expiration date. Just stop in during Happy Hour with a can—or 10 cans—of food to get your coupon and enjoy a glass of wine.

The Help Desk also provides warm coats to those in need, and we'll be sponsoring a coat drive in December. So look in your closet to get ready for the coat drive, and stay tuned for the date!



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

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

Repair Referral Service

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

We provide referrals for:



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

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

Faucet Repair and Installation
Fences
Furnace Repair and Installation
Furniture Refinishing and Repair
Furniture Upholstering
Garage Door Repair/Installation
Gardening/Pruning/Tree Trimming
General Contractors
Glass Installation
Grout Restoration
Handyman Services
Hardwood Floors New/Refinish
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

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

Meet Norm: Furnace System Maintenance and Repair

For indoor air quality, energy efficiency, and comfort, a well-tuned household heating/ventilating system is essential. We are proud to be affiliated with one of the most dependable and responsive heating, ventilating, and air conditioning (HVAC) businesses in the Bay Area!

Norm operates his family-owned business from the "old school of customer service"—prompt, quality service using quality products. He has been in the heating, ventilating, and air conditioning business since 1972 and has owned his own business since 1989.

Norm really knows his stuff—and he passes that knowledge on to his team. Norm and crew can help you out with anything to do with heating, ventilating, and air conditioning: servicing of forced-air furnace systems, repair of furnace systems of all



sorts, gas heater repair, stove ventilation, installation of new heating systems, water heater venting, installation of bathroom exhaust fans (which are essential to combat mold problems in your bathroom), and much, much more.

Norm also can educate you about the energy-efficient two-stage furnaces and thermostats that are now available. The average furnace lasts between 15 and 20 years. However, most homes in San Francisco are probably using a furnace that is over 40 years old! These furnaces are usually operating at only 50% efficiency and losing a lot of heat.

Older furnaces should be checked once a year for

Older furnaces should be checked once a year for leaks.

leaks (cracks in the heat exchanger, the furnace's main component, can leak carbon monoxide), and the furnace filter should be changed every three to four months for maximum efficiency.

Norm and his crew truly take pride in their work and are a pleasure to do business with—quick to respond and happy to help. We've been working with them since 1995, and we've heard nothing but praise from our customers. We're sure you'll feel the same way! If you are in need of any of these or related services, call our Repair Referral Service at 415/753-2653 ext. 3, or e-mail homerepair@colehardware.com. We'll put you in touch with Norm. Your satisfaction guaranteed!

Furnace filters should be changed every four months for maximum efficiency.

Mobile Locksmith Services

24/7 Emergency Services

Master Locksmith with Over 20 Years of Experience



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

homerepair@colehardware.com.



Residential/Commercial Services

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

Automotive Services

- Lock Outs
- Lock Repairs



Digital Hardware Hotline

To sign up for a digital version of our monthly *Hardware Hotline*, visit www.colehardware.com/eline.htm.

Urban Gift Registry

For information, e-mail gift@colehardware.com.



WHAT'S UNIQUE

Carhartt® Clothing

Hamilton Carhartt was born in 1855 in Macedon Lock, New York. He grew up in southern Michigan, and his entrepreneurial style is reflected in the modifying of his last name to include an extra "t"—to ensure he would stand out from other businessmen. With some helpful advice from his first potential buyer, he realized his products also had to be different. After talking with a railroad engineer, he created overalls specifically for railroad workers, a garment that had never been made before.

Hamilton Carhartt founded his namesake company in 1889 and began making work clothes with a single goal in mind: Set a standard of excellence to which all others would aspire. Starting with only four sewing machines and about five employees, the first products manufactured were overalls in duck and denim fabrics. By traveling from town to town and visiting each railroad division, he was able to establish himself in the overalls business. With entrepreneurial vision and determination, Hamilton Carhartt established a brand that has stood the test of time.

Our Cole Fox and Mission Street locations offer an assortment of men's, women's, and children's clothing and outerwear, including the iconic Carhartt overalls. (\$7.99–\$99.99)



Un-Edison Bulb

The Un-Edison light bulb replaces the Edison light bulb! This eye-pleasing light turns on instantly, emits no heat, and does not contain mercury. Light-emitting diode (LED) lights do not produce any ultraviolet light, making them a better choice for homes with expensive artwork and furnishings that can be damaged by UV rays. In addition to operating at lower temperatures than halogen and incandescent bulbs, a single LED bulb can outlast 30 incandescent bulbs.

The Un-Edison Bulb is the only true omnidirectional LED bulb on the market. Other LEDs have an undesirable narrow and focused light beam, but the Un-Edison bulb has been architecturally designed to eliminate the light "dead zone." It's true that the up-front costs of LED bulbs are higher than they are for incandescent or compact fluorescent bulbs; however, LEDs are more cost effective over time. You'll use less energy with LEDs, and you won't have to replace them for years, making them by far the best lighting value. Choose clear, frost, or warm. (Skus 3171701, 1–3, \$24.99)



The Comforting Colors of Coffee

Perceived as rich and robust, brown has been elevated to a level of elegance. Largely due to our current love affair with both coffee and chocolate, what used to be strictly a wood tone is now also seen as lavish. Twenty years ago, it would have been unheard of to spend \$5 on a cup of coffee or a gourmet chocolate bar as we might do now. If you're looking to undertake a room makeover before holiday guests visit your home, and you want to cozy up that room, take inspiration from an everyday ritual: coffee.



Coffee Grinder
(Sku 630607, \$24.99)

Bodum® Coffee Press
(Kenya: Sku 6160444, \$29.99; Chambord: 6160428, \$44.99)



Fluted Coffee Bowl
(Sku 628682, \$5.99)



Neutral, creamy colors

Rich, deep colors

Benjamin Moore® Coffee-Colored Paint



FROM THE GARDEN CENTER

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

November Garden Tasks

During the late fall and holiday seasons, we turn our focus to the indoors of our homes, but don't forget about the many tasks you can still undertake outdoors in the garden. Caring for your garden in the colder months of the year also allows you to enjoy your garden year-round.

✓ **Roses:** If your roses are heavily diseased, now is the time to prune them back sharply.

✓ **Pansies:** Available in vibrant single colors and mixes, this month is ideal to plant pansies.



✓ **Spring-flowering bulbs:** Daffodils, hyacinths, and tulips can be planted now. For a spectacular spring show, plant tulips beneath your pansy flowerbed. Enjoy an impressive hyacinth showing next year by planting in groups.

✓ **Annuals:** Violas and calendulas can be planted this month.

✓ **Azaleas, rhododendron, camellias:** These and any other broad-leafed, hardy greens can be planted in November.



✓ **Heavy feeders:** Roses and fruit trees should get a healthy dose of fertilizer this month, so nutrients can soak into the ground to break down for spring feeding.

✓ **Soil:** Heavy rain on bare soil washes away nutrients. Give your soil some attention to benefit plants for seasons to come. Cover all bare ground with 3 inches of mulch to protect soil from pounding rains. As mulch decomposes, it adds organic matter and nutrients to the soil. Add compost around perennials, but not against the stems. Gently work compost into the topsoil, and then mulch over.

✓ **Cleanup:** Stay on top of fallen leaves, as matted leaves take a long time to decompose. If you compost in your backyard, shred the leaves before you compost them. Otherwise, use large garden compost bags to collect leaves. (Sku 6065411, \$4.49)

✓ **Pruning:** Cut back perennials by pruning plants to the desired shape and to increase sunlight exposure and air circulation. For most herbaceous perennials, cut away dieback, and then prune by cutting above expressing nodes (places on the branch where you

see new growth sprouts). Always cut at an angle so that rainwater will not collect on the fresh cut.

✓ **Indoor herb gardens:** South-facing windowsill gardens are perfect for herbs and are handy for snipping fresh herbs for cooking. Thyme, mint, and marjoram are just some of the herbs that do well indoors. Plastic pots generally retain soil moisture longer than clay pots.

✓ **Ants:** Ants might show up unexpectedly this month looking for a warm, dry home. Be prepared with some ant bait on hand. (Sku 7069057, \$4.49)



✓ **Drainage:** Keep an eye out for drainage problems or "ponding" around plants, and modify the landscape and drainage if necessary.

✓ **Winter vegetable gardens:** You can still plant seedlings of beets, broccoli, cabbage, carrots, cauliflower, lettuces, onions, parsnip, parsley, Swiss chard, and turnips this month. In addition, set out seeds of arugula, bok choy, fava beans, radish, and spinach.

✓ **Trees and shrubs:** Prepare for heavy rains and winds by cutting back overhanging limbs and foliage and decaying or dead branches on established trees. Prop up any newly planted trees in unprotected areas.

✓ **Garden tools:** Keep tools in shape by cleaning them off after use. Simply hose down and quickly brush off soil with a stiff brush. Occasionally give metal parts a "once over" with a wire brush, and wipe to fend off rust. Treat aging wooden handles with linseed oil or varnish.

✓ **The birds:** Don't forget about our flying friends. For a simple bird feeder to attract birds to your garden, spread peanut butter on a pinecone and sprinkle it with birdseed. An ideal activity for children on a rainy day, just hang with

wire or yarn on a branch in the yard. (Sku 81995, **HOT DEAL \$5.99** Regular price \$8.99)

See you in the garden!



Bring the Outdoors In!

Take inspiration from nature as you plan your entertaining for the holiday season! Start with these ideas and then personalize them with your own flair:

- For beautiful centerpieces, fill a large bowl with pinecones, pomegranates, cranberries, or any other seasonal fruit. Add some glitter for a sparkling effect or some glorious fallen maple leaves for a more natural look.
- Use pinecones as your place-setting holders. Names cards can easily be adhered with paper clips.
- Tie a bunch of pinecones with a decorative ribbon for a lovely door hanger.
- Bring sensitive outdoor plants indoors during the colder months, both to protect them and to add some greenery to your indoor living space.
- Stark fallen branches in a tall vase make a stunning centerpiece or side-table accent. Spray paint them in your holiday theme colors for added drama.



Decking the Halls

Freshly cut Christmas trees, garland, and wreaths will be available the week of Thanksgiving. We also have an assortment of smaller trees and plants this month, ideal as hostess gifts.



WHAT'S IN SEASON

Dash™ Rapid Egg Cooker

Eggs are arguably the most indispensable ingredient in the kitchen. They're a great source of protein, iodine, and essential vitamins, and besides being a breakfast staple, many recipes call for eggs. The new Dash Rapid Egg Cooker lets you cook eggs in a variety of ways: hard-, medium-, or soft-boiled, poached, or scrambled—in only minutes. Eggs are cooked to perfection every time, too. Cook up to seven boiled eggs at a time or poach up to three at a time. This compact egg cooker is ideal for cooking eggs in the morning for the family on the go, preparing hard-boiled eggs for potato salad, or making delicious deviled eggs for a holiday appetizer. Dimensions: 7.5"W x 7.5"H (Sku 645074, \$24.99)



Dash™ Premium Juicer

Drink healthier! Before the indulgences of food and drink during the holiday season, get in the healthy habit of drinking freshly made juices. The Dash Premium Juicer is a fast and easy way to make fresh juice. The clear parts allow you to watch as every ounce of juice is extracted. Make the perfect juice for holiday punches and champagne brunches. Ready. Set. Juice. (Sku 606002, \$99.99)



Back to Basics: Turkey Brining

Before refrigeration, brining was a traditional method of preserving foods, and it has regained popularity in recent years. A brine done properly can add both juiciness and flavor to a classic roasted turkey. Brining penetrates into food more thoroughly than a marinade can for a moister turkey, and you won't have to worry about running out of gravy because your bird is dried out!

Ingredients for a brining 12-pound turkey:

- 2 gallons water
- 2 cups kosher salt
- 2 cups sugar
- Spices to taste: thyme, sage, peppercorns, garlic cloves, onions
- Large bucket or cooler

- Combine all ingredients in a bucket or cooler, adding any of your favorite spices or flavorings. (You can adjust the amount of salt and sugar for smaller turkeys.)
- If you have trouble getting the sugar and salt to dissolve in the water, you may need to warm it up a little. (You can remove some of the solution, heat it on the stove or in a microwave, and return it to the bucket or cooler.) But make sure your brining solution is cooled again before placing the turkey in it.
- Place your turkey in the bucket or cooler, using a heavy plate (or a brick inside a Ziploc bag) to keep the turkey submerged, since it will have a tendency to float in the salty water.
- You must keep the turkey at a temperature of 40°F or lower; this can be accomplished by removing the bottom shelf from your fridge and setting the bucket or cooler inside, or you can reduce the initial 2 gallons of water to 1.5 gallons and add in a gallon or so of ice cubes to keep the water at a near-freezing temperature. You can also put the turkey in the brine before it is entirely thawed, which will help cool the water.
- Every 2–4 hours, remove the plate or brick and stir the water around a little to help ensure all of the turkey is getting equal access to the flavorings. (This isn't absolutely necessary if the brine is mixed very well from the start.)
- Leave the turkey in the brine for about 12 hours. Then remove the turkey and rinse with cold water for several minutes, making sure to rinse inside and under the wings to remove all excess salt. You are now ready to proceed as you normally would with cooking your turkey.



5 Gallon Bucket
Perfect size for most turkeys! (Sku 1147461, \$5.99)

Brining Bag
Designed just for brining. Works great to line your bucket. (Sku 640000, \$7.99)

Contributed by David Bratcher, father of Melody Bratcher, who authors our popular Gourmet Kitchen e-newsletter.



Duralex® Picardie Glassware



Founded in 1939, Duralex has been manufacturing tempered glassware and tabletop products for over 80 years in La Chapelle-Saint-Mesmin, in the very heart of France. Using its proprietary glass-tempering process, the original tempered (toughened) Picardie tumblers are still produced in France and are known as the "original French tumblers." The Picardie tumbler is functional yet stylish and feels extremely comfortable in the hand. These tempered drink glasses are equally suitable for cold and hot beverages. They're also conveniently stackable; microwave, freezer, and dishwasher safe; impact and chip resistant; and the perfect weight. With a commitment to quality, Duralex has reached a level of excellence that makes its products recognized throughout the world. Assorted sizes ranging from 3 to 16 ounces. (Skus 628000, 2, 17, 21, 28, 112, \$2.49–\$4.99)

WHAT'S IN SEASON



OmniWare® Oven Classics™

For all of your holiday side dishes, these new bone china baking dishes go easily from oven to table. These porcelain bakers hold up well in the freezer, oven, microwave, and dishwasher, making them all-purpose baking dishes. Affordable for everyday use, the classic design makes these baking dishes equally at home on a stunning holiday table or a hectic afterschool kitchen table. Available in three sizes. (Skus 641641-3, \$12.99-\$29.99)

Knife Sharpening

After your holiday turkey has spent all those hours in the oven, filling your home with a glorious aroma, don't butcher it again with a dull knife! Our Cole Street, Mission Street, and Cole Fox locations all offer same-day knife sharpening services. We can usually sharpen your knives while you wait, depending on how bustling the store is that day. Or you can drop off your knives to be sharpened, and we will notify you as soon as they are ready. (Note: At this time, knife sharpening is not available at our Polk Street location.)



Remove Red Wine Stains!

During the festive holiday season, while party guests are enjoying a glass of Cabernet or some seasonal mulled wine, accidents can happen. Since 1997, Wine Away red wine stain remover has been the number one choice for removing red wine stains from carpet and clothing. Wine Away removes both fresh and dried red wine stains and is ready to use when you need it—there's no mixing involved—just spray, wait, and voilà! Wine Away has a fresh citrus scent, is readily biodegradable, and does not contain bleach or phosphates. Available in a 2-ounce purse size (Sku 112007, \$5.99) and a 12-ounce bottle (Sku 112006, \$9.99).



Home and Some Homemade Pumpkin Pie!

Pumpkin? Mincemeat? Apple? Whether you're traveling to Petaluma or Pennsylvania for the holiday, no holiday feast, no matter how much you indulge yourself with turkey and stuffing, would be complete without a slice of pie for dessert! This year, offer to bring the homemade pie with these offerings that will help you. And even if your pies don't come out looking exactly like something Martha would serve, we bet they will taste just as good!



Pyrex® Easy-Grab Pie Plate
Large rim for easy handling. Fluted design. Nonporous glass won't absorb stains and odors. (Sku 6205728, \$7.99)



Dough Blender
Stainless steel blades and handle. (Sku 645175, 5.99)

Silicone Pastry Brush
Silicone bristles will not shed or become rigid after cleaning and are heat resistant up to 600°F. (Sku 6164602, \$8.99)



Pastry Cloth and Rolling Pin Cover
Just rub a small amount of flour into cloth. Saves time and your breads, cookies, biscuits, and crusts will be more tender and light. (Sku 62715, \$6.99)



Prevents Sticking!



Adjustable Pie Shield
Protects crusts from burning. Reusable silicone, dishwasher-safe. (Sku 653413, \$7.99)
Pot Pie Shields, 4 Pack (Sku 653414, \$14.99)



Pie Chain
Bake perfect pie crusts evenly and without air pockets by using a pie chain. (Sku 641600, \$9.99)



Ceramic Pie Weights
Prevents crust from bubbling. (Sku 641002, \$6.99)



Wood Rolling Pin
2.5" diameter x 12" long. (Sku 62725, \$14.99)



First Out Pie Spatula
Place the spatula head into the pie pan *before* adding the ingredients for your pie. Cut the pie into slices and lift out the first piece perfectly. (Sku 653591, \$9.99)

PRODUCT KNOWLEDGE

Heaters—Choose One That Suits Your Heating Needs

San Franciscans love all the character their old Victorians afford them: high ceilings, spacious flats with long hallways, hardwood floors, sweeping views from big picture windows. Often though, this old-world charm translates into old-world, unreliable heating systems. An alternative to installing an expensive forced-air heating system is to use space heaters and heat only the rooms necessary.

Zone heating reduces total home heating costs and increases comfort in a living space. By turning down the thermostat and heating only the area being occupied, energy savings and lower energy bills can be realized. This is ideal for an isolated bedroom or office or during an extreme cold spell. Zone heating focuses on three areas:

- Reducing the size of the total area being heated
- Reducing the length of time that a specific area is being heated
- Using heating appliances with higher energy efficiency than your central heating system

Radiant and convection heating are the two main types of space heaters, and each has its own benefits for heating a room. COLE HARDWARE offers a variety of heaters, so you can choose one that best suits your needs.

Convection Heaters

Convection heaters heat the air directly. As air enters the bottom of the heater, it rises out of the top of the heater to ceiling level and will heat a room from top down, unless a ceiling fan is used to circulate the room air. This type of heater is best used where you need a good amount of heat in a short time in a well-insulated room. Two types of convection heaters are ceramic heaters and fan-forced heaters.

Ceramic heaters provide quick, focused heating and warm air by heating a ceramic element inside the unit and using a fan to either push or pull air over the hot element. Fairly portable because of their light weight, they tend to offer a smaller set of features than fan-forced heaters, but they can heat the air to a higher temperature. (Skus 6087092, \$34.99; 6096879, \$89.99)

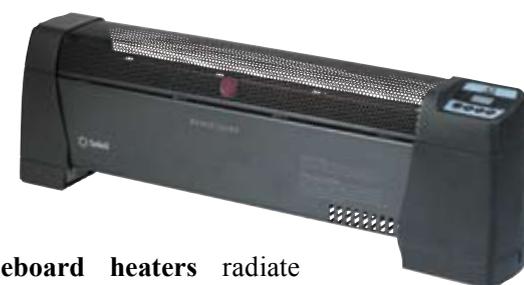


Fan-Forced heaters provide powerful, directional heat and warm the air by heating an element inside the unit and using a fan to push or pull air over the hot element. Fan-forced convection heaters are very effective as they blow warm air out of the bottom and can usually be moved easily from room to room. (Skus 61159, \$24.99; 6087076, \$44.99; 6117170, \$119.99)

Radiant Heaters

Using infrared radiation, radiant heaters create a region of comfort in front of the heater and do not heat the air directly. Instead, these heaters will warm a room over time. Best used to heat poorly insulated or drafty, high-ceilinged rooms, some radiant heaters have a visible source of heat that glows bright red.

Oil-filled radiators are powered by electricity and are incredibly economical heaters. The element inside the heater heats up the special sealed thermal oil that never needs to be replaced. The oil heats the radiator fins, which heat the air, and although these heaters take longer to activate, the heat can last longer. These heaters are ideal for rooms that you want to heat for a longer period of time, such as a bedroom, but can be less portable because of size and weight. (Sku 6166946, \$59.99)



Baseboard heaters radiate heat upward, heating the air directly above. These heaters are commonly used under windows or in drafty areas because they heat the cold airstream entering the room and spread the warm air. Baseboard heaters should never be used near draperies or flammable materials. Because these heaters tend to be 3 to 4 feet in length, the spaces where they can be used might be limited. (Sku 6208425, \$59.99)

Furnace Filters

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

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

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

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

Which Filter Is Best for You?

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

Filtrete Ultimate Allergen Reduction Filter

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

Filtrete Ultra Allergen Reduction Filter

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

Filtrete Micro Allergen Reduction Filter

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





ENVIRONMENTAL INFO

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

Mrs. Meyer's® Clean Day Seasonal Scents: Orange Clove and Iowa Pine

Just in time for preholiday housecleaning, Mrs. Meyer's Clean Day introduces two limited edition seasonal scents. Whole oranges, embellished with cloves, give off the warm and spicy citrus scent of Orange Clove. Crisp Iowa Pine, with a light touch of cedar and clove, has a scent that's as fresh as a just-cut Christmas tree. These holiday scents are available in dish soap, countertop spray, liquid hand soap, and soy candles.

The liquid dish soap is a concentrated formula that includes soap bark extract, one of nature's best degreasers. (Skus 113300-1, \$4.99)



The countertop spray cleans and degreases. It also contains a vegetable protein extract to remove odors. (Skus 113304-5, \$4.99)

Liquid hand soaps contain aloe vera gel, olive oil, glycerin, and a unique blend of essential oils to create a hardworking, nondrying cleanser that's paraben-free. (Skus 113302-3, \$4.99)

Soy candles are made from soy wax with a lead-free, metal-free wick and a 25-hour burn time. (Skus 628263-4, \$7.99) In addition to the Iowa Pine and

Orange Clove scents, the candles are also available in Cranberry and Spice Cake fragrances. (Skus 628265-7, \$7.99)

Garden for the Environment Classes

Garden for the Environment (GFE) will offer the following classes in November. All classes will be offered at Garden for the Environment, San Francisco's organic demonstration garden at 7th and Lawton Streets. Since its founding in 1990, the garden has operated as a demonstration site for small-scale urban ecological food production, organic gardening, compost education, and low-water-use landscaping. Visit www.gardenfortheenvironment.org for more information, a complete list of classes offered this month, and to preregister.



Grow Your Own Food

Saturday, November 10

10:00 am–Noon Cost: \$25/\$15 for members

Year-round gardening is one of our favorite things about the Bay Area, and now, as we find ourselves squarely in fall, it's time to think about your winter vegetable garden. Join this class for seasonal-specific instruction for year-round vegetable gardening. Topics to be covered include:

- Vegetables to plant and what to harvest in fall and winter
- Fall and winter plant care
- Soil fertility and cover cropping
- Weeds, weeds, weeds! What to do about them

Water-Wise Gardening

Saturday, November 10

1:00 pm–3:00 pm Cost: Free

Learn earth-friendly ways to water your garden and the most efficient practices for the Bay Area's dry summer climate. Sponsored by the San Francisco Public Utilities Commission, topics include:

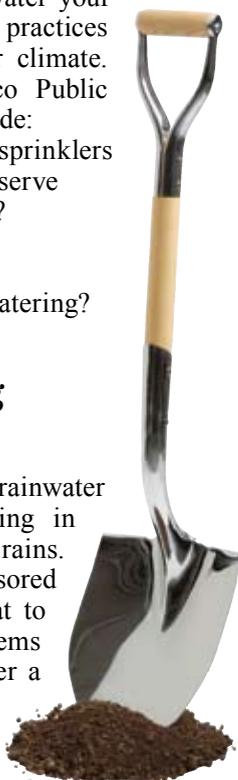
- Hand watering and automatic sprinklers
- Year-round schedules that conserve
- Hand watering—is it efficient?
- Eliminating runoff
- Spray vs. drip irrigation
- What kind of plants are you watering?
- Sprinkler lifetime and care

Rainwater Harvesting

Saturday, November 17

10:00 am–Noon Cost: Free

Thinking of setting up a rainwater harvesting system? Start planning in preparation for our fall and winter rains. Join this free, hands-on class sponsored by the SFPUC. You'll learn what to consider and where to start for systems as simple as a single barrel under a downspout, or as complicated as an indoor plumbing system for toilet flushing.



Garden Tour—Natural Plant Care

Saturday, November 3

1:00 pm–3:00 pm Cost: Free

Learn how to sustain your garden naturally as you tour GFE with Hilary Gordon, GFE's sustainable landscape education manager. This class is sponsored by the San Francisco Public Utilities Commission and will cover the natural plant care techniques used in the garden and will also answer your questions.

Bag of the Month!

Nutmeg

49¢

with any \$10 purchase

(while supplies last)



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

COMMUNITY NEWS

Spare Change Collection

Thanks to your kindness, we're now approaching \$9,000 in our spare change collection program, with all of the money supporting various worthy causes in our community.



For the month of September, our friends at 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, received a check for \$552.65.

The Curry Senior Center, whose mission is to provide services to seniors



that promote independent living while maintaining seniors' dignity and self-esteem, was the recipient of our October spare change collection. We'll report on those numbers next month.

During November, the Haight Ashbury Food Program (HAFP) will be the recipient of our Spare Change collection. HAFP was founded in

San Francisco in 1983 as a neighborhood response to hunger. The organization consists of one staff member, a board of directors, volunteers from the surrounding community, and private, foundation, and corporate donors of monetary and in-kind support. The mission of HAFP is to support the principle that freedom from hunger is a right, not a privilege. It exists to provide meals and a referral service to those in need while fostering a sense of belonging and self-worth for all involved. HAFP is committed to sustaining a program based on compassion, respect, and empowerment.



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.



Tina and friends say thank you on behalf of BAYS on a recent hike for awareness on beautiful Mount Tam. Our August collection yielded \$476.33 for BAYS.



"Helping Hearts Heal" Bowl-A-Thon 2012

Sea Bowl Pacifica
Saturday, Dec. 1st, 10:00-11:30am

All money will go directly toward helping Josie's Place provide support to grieving children, teens, and families, so that no child has to grieve alone.

For more information visit:
www.josiesplace.org

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Rewards member benefits:

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- 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.

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.



For more information, visit
www.colehardware.com/rewards
or e-mail service@colehardware.com.

25th annual

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STUDIOS

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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, website: 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.

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

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

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. 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 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.

Organizer/Personal Assistant: Organize your home or business (new or in existence for several years) so that it runs smoothly and efficiently. Assist you in home/business operations (clearing clutter, setting up files, paying bills, running errands, etc.). Packing/unpacking. Conscientious attention to detail, both materially and ideologically. Aesthetic Solutions. 415/517-5043.

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.

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.

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. Contact us at 415/550-8898 or 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.



Tool Rental Reservations

Visit www.bescrappy.com/register.

Real Estate: \$1,000 GIFT CARD TO A BUYER OR SELLER OF A SAN FRANCISCO PROPERTY. Please go to 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.

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.

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The COLE HARDWARE Calendar - November

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Flash Friday DEALS To sign up, send an e-mail to hotline@colehardware.com with "flash" in the subject line.		1	2	3
4 Daylight Saving Time Ends	5	6 Election Day	7	8	9 Flash Friday DEALS	10 20% OFF Bag Sale! <i>see page 2 for details</i>
11	12 Veterans Day	13	14 Hardware Happy Hour 5:00 pm–Closing <i>see page 1 for details</i>	15	16 Flash Friday DEALS	17
18			19	20	21 Flash Friday DEALS	22 Thanksgiving
23 AFTER THANKSGIVING SALE	24 AFTER THANKSGIVING SALE Shop Small Business Saturday! 	25 AFTER THANKSGIVING SALE	26 Student Monday	27 Teacher Tuesday	28 Senior Wednesday	29 Military Thursday
		COMMUNITY SAVINGS DAYS				30 Flash Friday DEALS



Our founder Dave Karp, Purveyor of Hardware Wisdom

The COLE HARDWARE credo...

Commitment to savings: Rewards program members receive a 5% monthly dividend on purchases.

Commitment to the community: We donate 10% of what you spend to local charities (you get to designate one of our 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.

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(at 29th Street—near Safeway)
415/647-8700 Fax: 647-6554
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Open Thanksgiving 9:00 am–3:00 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
Open Thanksgiving 9:00 am–3:00 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
Open Thanksgiving 9:00 am–3:00 pm

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

Contact the **Hardware Hotline** at 415/753-2653 ext. 5 or e-mail hotline@colehardware.com.



San Francisco's Favorite Hardware Stores!

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