



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

**Recycle Your Spent  
Holiday Lights with Us!**



Help the environment  
and families with kids  
who have cancer!  
see page 9 for details

**Toy Drive**  
Nov. 23–Dec. 20



**Coat Drive**  
Dec. 15–16  
see page 10 for details

# COLE HARDWARE'S Hardware Hotline

December 2012  
NEWS AND VIEWS FROM AROUND THE STORES

## Our 51st Anniversary Party

This past year saw several beloved San Francisco institutions close their doors. At COLE HARDWARE, we feel incredibly blessed that after 51 years, we are still a part of this wonderful City. Join us as we celebrate Dave Karp's

purchase of our flagship Cole Street location way back in 1961. We will be celebrating with a 25%-off sale all day. And from 5:00 pm to closing, we will be serving our signature Cutting Edge wine and gourmet chocolates. You'll also receive a free, reusable COLE HARDWARE shopping bag in a deep cranberry shade. Take advantage of this opportunity to pick up those last minute gifts on your shopping list—or just get started if you've procrastinated! Please stop by.



**SAVE 25%  
STOREWIDE\***  
All Day!

**Wednesday,  
December 12**

**Wine and Chocolate**  
will be served  
5:00 pm until closing

*\*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. Rewards points do not accumulate.*

## Meet the Garden Guys!

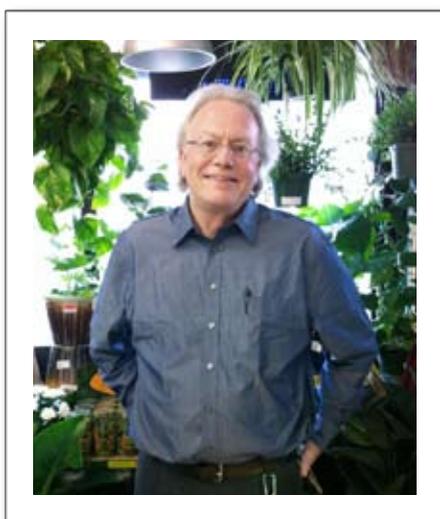
During the holidays, our stores are transformed into a winter wonderland. A huge part of that transformation comes from our garden team. They're responsible for our assortment of freshly cut Christmas trees, wreaths, garlands, and holiday plants. This month, we highlight the garden guys, Dennis and Bill, from the Cole Street nursery, our largest garden center.



*Dennis and Bill, from our Cole Street nursery, will happily assist you with your gardening questions.*

## Working Behind the Scenes to Keep COLE HARDWARE Humming

A couple of months ago, I introduced you to our store managers. They are on the front line of operations in our stores, juggling numerous balls at the same time: customer service, staffing, training, stocking the shelves, merchandising, and much more. They are true magicians. But, of course, they can't do it alone—it takes a team to run a successful business. So I want you to also meet the members of the COLE HARDWARE management team who support the stores, enabling the entire crew to provide excellent customer service to you.



### Meet Robin, Our Director of Operations

Robin is everywhere, doing everything. COLE HARDWARE was incredibly lucky to have Robin come to us more than nine years ago. Robin had a career in the tech industry, having worked for the computer company we have partnered with since 1981. (In fact, as a field engineer for Triad Systems, he actually installed our first computer

*continued on page 7...*

### Introducing Dennis

As the new manager of our Cole Street nursery, Dennis comes to us with an extensive background in horticulture, landscaping, and nursery management. A native San Franciscan, Dennis holds several certificates in gardening from both City College and the College of San Mateo, and he is a certified nursery professional and arborist from the California Association of Nursery and Garden Centers. Dennis is also a lecturer on garden topics, and we look forward to hosting a series of classes in the spring. In his spare time, Dennis enjoys acrylic landscape

*continued on page 2...*

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

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**GREEN  
BUSINESS**



# Shop Locally This Holiday Season!

San Francisco is fortunate to have a vibrant community of locally owned retailers. Every category of big box store has an independent counterpart specializing in books, fashion, hardware, shoes—you name it, and there is a small, locally owned retailer. Besides giving our neighborhoods character, shopping at your neighborhood businesses also helps support your community. We are extremely lucky to have so many shopping districts, each with its own uniqueness and flair.

When you shop locally, you:

**Keep dollars in the community.** Spending your money at a local business reinvests that money back into your community.

A study by the San Francisco Locally Owned Merchant Alliance (SFLOMA) shows that for every \$100 you spend at a locally owned business, \$68 will stay in the community. Spend that same \$100 at a chain store with their corporate office out of state, and only \$43 stays in the community.

**Embrace what makes us unique.** A chain store in San Francisco is the same store in Dallas or Denver. Independent retailers are unique in their product offerings and don't follow a cookie-cutter approach.

**Create local jobs.** Local businesses employ local talent—your neighbors and friends. By supporting the local businesses in your neighborhood, you assure that jobs stay here in our community.

**Help the environment.** Keep the car parked and walk to your local business district. You'll save gas and lower your carbon footprint, not to mention the traffic and lines that you won't have to deal with!

**Nurture community.** Local businesses tend to

donate to community causes at more than twice the rate of chain stores. Who cares more about your community than the local residents who live and work right here?

**Create more choice.** Locally owned businesses listen to their clientele and offer goods and services that their customers want. You'll find a more diverse product assortment than in a chain store, where products offered are dictated by a corporate office, which more often than not, is located out of state.

**Conserve tax dollars.** Shopping at retailers outside of the City gives your tax dollars to other cities. When you pay sales taxes in our community, they stay here to be reinvested back into our community for infrastructure and beautification.

**Take advantage of expertise.** Independent retailers are most likely experts in whatever services or goods they are providing for you. Local retailers specialize in what they are offering and are more than happy to share that knowledge.

**Invest in entrepreneurship.** The American economy is founded on creativity and entrepreneurship.

Supporting your local businesses ensures a strong community. An empty storefront is a blight on a business district that no one wants to see or wants to have as a part of their neighborhood.

**Make your local business district a destination.** Everyone in the community benefits from a vibrant business district. How convenient is it if you can walk to do your shopping, pick up your dry cleaning, grab a cup of coffee, and have lunch—all without having to get into your car? And a vibrant shopping district is more likely to attract visitors from outside the community.



# 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 instant replies to your queries. 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 **instaply** 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.



## Introducing...

# COLE HARDWARE Commercial Supply's

# INSANE DEALZ

Weekly deals so good, you'll think we've lost our minds.

It's quick and easy and will save you tons of money!

- Just call or e-mail us with your e-mail address.
- About once a week, you'll receive another absurd price on something you need and use.
- Contact us to set up an account, as our INSANE DEALZ are exclusive to customers of COLE HARDWARE Commercial Supply.
- Save, save, save!



**415/647-1800**

colesupply@colehardware.com

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.

## Meet the Garden Guys!

...continued from page 1

painting and bike riding, and he plays both the recorder and classical guitar.

### Introducing Bill

Regular Cole Street shoppers will recognize Bill, who has worked with us for three years now. Before his COLE HARDWARE career, Bill worked for several large retail nurseries in Half Moon Bay, where he was an expert on both perennials and annuals. Bill also holds several gardening certificates from City College, including greenhouse maintenance, landscape maintenance, and garden maintenance. Bill enjoys helping customers with their individual garden needs, whether it's landscaping a whole backyard or nurturing a small windowsill garden. He enjoys living in the cool climate of Pacifica and the challenge of keeping the gophers away from his home garden.

Stop by our Cole Street garden center, where Dennis and Bill will be happy to assist you. To contact our garden guys with any gardening queries, you can e-mail either Dennis ([dennis@colehardware.com](mailto:dennis@colehardware.com)) or Bill ([blitz@colehardware.com](mailto:blitz@colehardware.com)).

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

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

## Repair Referral Service

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

We provide referrals for:



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

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

Faucet Repair and Installation  
Fences  
Furnace Repair and Installation  
Furniture Refinishing and Repair  
Furniture Upholstering  
Garage Door Repair/Installation  
Gardening/Pruning/Tree Trimming  
General Contractors  
Glass Installation  
Grout Restoration  
**Handyman Services**  
Hardwood Floors New/Refinish  
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](http://www.colehardware.com/homerepair)

## Boris—Repair Referral Electrician

Proper electrical wiring in a home is essential for safe occupancy, and it's even more crucial over the holidays when households tend to light up everything from Christmas trees to windows to wreaths. Many older homes in San Francisco do not have an adequate number of electrical outlets to keep pace with the number of appliances, televisions, computers, hair dryers, and coffeemakers that we rely on daily.

One of the most common problems around the holidays is overloading circuits, which is also one of the leading causes of home fires. Another common problem is the use of multiple extension cords to plug in one appliance. If you are unsure of the safety of the appliance

setups in your home, you may need a licensed electrician, like Boris, from our Repair Referral Service. Boris can advise you on what you need to update your home's electrical wiring.



Boris: Our trusted electrician

Here are some common situations that would benefit from the services of a licensed electrician:

If a fuse blows or a circuit breaker trips frequently, you most likely need a well-qualified electrician to determine the nature of the problem and to fix it.

If the main electrical panel has circuit breakers, you should flip them off and back on once a year. This maintenance procedure will help keep them working. If the breakers malfunction, you need a qualified electrician to test the circuit breakers.

If extension cords or plug adaptors are being used to plug multiple appliances into the same outlet, you need a qualified electrician to install more outlets on a new or different branch of circuits.

If any outlet or switch wall plates feel hot to the touch, you need a qualified electrician to determine what the problem is.

Boris has been with our service for nearly 15 years. In his native Croatia, he performed underwater electrical wiring as well as residential and commercial installations. If you feel that your home or business may need some electrical upgrades or more outlets installed to keep up with your "wired" lifestyle, contact our Repair Referral Service at 415/753-2653 ext. 3.

## Mobile Locksmith Services

**24/7 Emergency Services**

Master Locksmith with Over 20 Years of Experience

Contact us at 415/753-2653 ext. 3

or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com).



### Residential/Commercial Services

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

### Automotive Services

- Lock Outs
- Lock Repairs



Marc, our master class locksmith

# WHAT'S UNIQUE

## Kyocera Ceramic Knives and Peeler

A ceramic knife will make cutting paper-thin tomato or cucumber slices easy to achieve. The rocklike, razor-sharp edge will not roll like a steel blade does, and it will retain its original sharpness 10 times longer. The weight is about half that of an equivalent steel knife.

Ceramic blades are 50% harder than steel and only second to diamonds in hardness. They will never rust and are impervious to acids, juices, oils, salts,

and other elements. The taste, smell, or appearance of food will never be altered when using a ceramic knife, and only a quick rinse and wipe with a kitchen towel is necessary after use to clean. We offer a paring knife (Sku 6227482, \$19.99) and a Santoku knife (Sku 6227557, \$49.99).

Kyocera ceramic peelers make the daunting peeling task a breeze with ergonomic handles and ultra-sharp blades that will not brown foods. (Skus 6227607, \$17.99)



## Liberty® Bottleworks

We're pleased to introduce these stylish water bottles from Liberty Bottleworks, made from 100% domestically sourced recycled aluminum, right here in the U.S.A.! Machinery used to make the bottles is also made in the United States, avoiding ocean and air freight and any overseas carbon footprint, too. The bottles are BPA-free and do not contain any epoxy or resin compounds. Socially responsible, Liberty Bottleworks also donates 1% of sales and 1% of working hours to help a variety of nonprofit organizations in their environmental efforts. Choose from assorted styles in 12-ounce, 16-ounce, 24-ounce, and 32-ounce sizes. (Skus 871333-9, \$14.99-\$19.99)



## Spirelli Spiral Cutter

Stylish, functional, and high quality—our new Spirelli vegetable cutter from German housewares manufacturer GEFU is all of these. With this spiral slicer, you can conjure up endless julienne strips of carrot, radish, cucumber, or any kind of firm vegetable. Create vegetable stir-fries and pasta dishes or decorate a dish you'll be serving on your holiday table. The combination of quality stainless steel and plastic makes this spiral cutter dishwasher safe. (Sku 653957, \$29.99)

### Features include:

- Two julienne sizes
- Finger guard
- Sturdy stainless blades



## SodaStream® Home Soda Makers

Making carbonated water and soft drinks is simple with SodaStream home soda makers! Turn tap water into sparkling water in under 30 seconds, with no cleanup. Enjoy the freshness and convenience of homemade soda and protect the environment at the same time. No heavy bottles to carry, store at home, or throw away. Fizz to your taste and add the flavor of your choice to make your favorite drink.

After the initial investment of the carbonating machine, you can make seltzer or soda at home for just about 25 cents per liter. Reusable BPA-free bottles and concentrated soda mixes cut down on recyclables and disposables, making an environmentally friendly alternative to store-bought drinks.

### Source™

SodaStream partners with Yves Béhar, world-renowned designer and social entrepreneur—the result is the new Source, an elegantly designed soda maker that combines beauty, functionality, and efficiency. The beautifully redesigned carbonating bottle easily locks into place with a single-push motion. Powered by a CO<sub>2</sub> canister, the refined mechanics of SodaStream Source make the entire top surface responsive to touch, and the strength of carbonation appears on an LED display, providing instant visual feedback. (Sku 606665, \$129.99)



### Source Starter Kit contents:

- Source home soda maker
- 1 reusable 1 liter BPA-free carbonating bottle with fizz-preserving cap
- 1 60 liter\* CO<sub>2</sub> carbonator (\*makes up to 60 liters)
- Sodamix Taste Sampler (6 flavors)

### Revolution

The Revolution is the first automatic SodaStream home soda maker. The Revolution offers breakthroughs in both function and design, featuring one-touch activation providing a choice of carbonation levels (low, medium, high, turbo), an LED display indicating carbonation progress and CO<sub>2</sub> usage status, and a snap-lock mechanism for easy bottle insertion and removal. Turn water into sparkling water and soda in seconds with a SodaStream Revolution home soda maker. Compatible with both 130-liter and 60-liter carbonators. (Sku 606664, \$199.99)

### Revolution Starter Kit contents:

- Revolution soda maker, black with nickel accents
- 2 BPA-free 1 liter reusable carbonating bottles
- 1 60 liter\* CO<sub>2</sub> carbonator (\*makes up to 60 liters)
- AC Adapter
- Sodamix Variety 12 pack



# FROM THE GARDEN CENTER

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

## December Garden Tasks

December is a time of planning and preparation. Remember to clean up litter, fruit, and leaves from roses, fruit trees, and dormant ornamental trees and shrubs. These materials can be composted or put in your green bin. Winter pruning of dormant plants will help remove old, woody, and tangled growth and encourage fruit and flower production next spring. Seek help with pruning if you are not familiar with the proper technique. Other December tasks include:

- ✓ Spray your dormant roses and fruit trees to kill overwintering insect eggs and diseases.
- ✓ Make sure to pull out or cut back weeds before they set seeds. Weeds are easiest to pull out right after a rain when the soil is wet.
- ✓ Now is a fun time to map out your vegetable garden for spring. Purchase seeds early for spring, and if you haven't already done so, you can plant sets for onions, shallots, and garlic.
- ✓ Protect your tender plants from the rare killing frost that can occasionally occur in the City. Weather reports given on local news stations will alert you of any potential frost events. Use a protection blanket, which can be tented on garden sticks or poles. (Sku 7170798, \$14.99) The important thing is to have a space between the plants and the cold outside air.



- ✓ Sharpen and clean your pruning tools. If you need help, stop by our Cole Street nursery, and we can show you what you need to sharpen them.

✓ You can harvest any remaining vegetables from the garden. Carrots, potatoes, kale, onions, and leeks can be made into delicious winter soups to enjoy on cold winter days.



- ✓ Remove the dead flowers from cyclamen—try not to cut the cyclamen flowers; just pinch them off at the base. Spent primrose blooms can be cut as close as possible to the base; removing dead blooms will help prevent *Botrytis* mold, a fungus that can cause your winter plants to decay at the base.

✓ Your living Christmas tree will quickly dry inside heated homes. An easy trick is to place ice cubes on top of the tree's soil. The melting ice cubes will water your tree slowly and help prevent runoff onto your floor.

✓ You can place your poinsettias in the sink to water them and let the excess water drain away before placing them back into their decorative foil or other container. Don't let the plants sit in water, but check them daily to prevent their leaves dropping from the dry indoor environment.

- ✓ If you have fall flower bulbs that are unplanted, you can plant them in pots using potting soil and a little bulb food mixed in. Plant them about as deep as the diameter of the bulb, firm them in securely so that the bulbs don't push their way out of the pot as they grow, and water them moderately, unless they are receiving rain. If you want to "force" paper white Narcissus bulbs to bloom indoors, bring



them inside when the bulbs have about 6 to 8 inches of leafy growth. Place them in a warm, brightly lit location and wait for the fragrant blooms to appear. It will take about two weeks for the blooms, so plan accordingly if you have a special occasion.

- ✓ Mulch your garden to prevent erosion from the rain. We sell fine micro bark (Sku 746001, \$8.99) and coarse western bark (Sku 7094212, \$7.99). These mulches will help prevent your precious soil from washing away and help prevent weeds from germinating.



- ✓ The garden centers at our Cole Street, Mission Street, and Polk Street locations will have an assortment of freshly cut Christmas trees, live potted trees, holiday plants, garlands, and wreaths.

- ✓ Pick up a 2013 garden calendar from San Francisco's Water Department at any COLE HARDWARE location while supplies last. See you in the garden!



## Holiday Tree and Plant Care

Keep the plants and trees you purchase for the holiday season fresh and well-cared for to enjoy as long as possible.

### Cut Trees

Select the freshest-looking tree available. To test for freshness, gently grasp a branch between your thumb and forefinger and pull it toward you. Very few needles should come off in your hand. Shake or bounce the tree on its stump. You should not see an excessive amount of green needles fall to the ground. Some loss of interior brown needles is normal.

Care for your cut Christmas tree as you would a bouquet of fresh flowers. Make a straight cut across the base of the trunk, taking off about an inch, and immediately place the trunk in water. Check the water level often. Place the tree in a cool spot, away from appliances.

Keep your tree fresh with Preserve. (Sku 96350, \$4.49) One 16-ounce concentrate bottle will make 2 gallons of liquid and will keep needles green with its quick absorption. Tree Moist also preserves tree freshness and color, as polymer granules absorb and then slowly release water. (Sku 9166422, \$4.99)



### Live Trees

Buy a live tree that is suited to your climate zone. Choose the healthiest-looking tree available and test for freshness as described above for cut trees. Think about where you'll eventually plant your tree, as live trees will grow to full size trees before you know it. With proper care in a large enough container, you should be able to move your tree from outside to indoors to enjoy



as your Christmas tree for several successive holidays.

Keep your live tree indoors for no more than 10 days, keeping it well watered and away from heat. After the holidays, move your tree outdoors where it will get filtered sunlight and protection from wind. Allow it two to three weeks to acclimatize, and then put it where it will stay until next December—or plant it. You can keep the same live tree in its container through several holiday seasons, depending on how fast it grows (but plant it before it becomes root-bound). Be sure it gets the right amount of light and water.

Pick your live tree up by the pot—not by the stem. Many live plants start their decline during careless transport. Protect your tree en route to your home.

### Poinsettia Care

Keep your new poinsettia in bright light, avoiding direct afternoon sun. Keep the temperature around 65°F to 70°F and the soil moist, but not too wet. Avoid drafts and dry heat, such as too near a fireplace or heater, and feed it a well-balanced fertilizer.



With luck and dedication, you may be able to get your poinsettia to bloom again next year. In March or April, when the bracts begin to turn a muddy green, cut the plant back to 8 inches tall. Keep it near a sunny window, and by May it should have new growth. Transplant it to a larger pot, and during the summer, put it outside.

Fertilize it with a balanced fertilizer twice a month until December. Around the first of October, start giving it 14 hours of darkness and 6 to 8 hours of bright sun, keeping the temperature about 70°F. Hopefully, your poinsettia will be blooming again in December.

# HOLIDAY TRADITIONS

## Trains Around the Tree: All Aboard!

Train travel can evoke a romantic feeling, and a toy train around the Christmas tree can bring back fond memories of a simpler time or a childhood Christmas with a train chugging through carefully set up holiday villages. The first passenger train on a set schedule began on Christmas day in 1830. While there is no record of the first train around a Christmas tree, the custom is believed to have started in the 19th century and grew in popularity well into the 20th century,

before airplane travel became commonplace and the elaborate train sets of the past slowly faded. Still, although most children these days have never been on a train, trains continue to rank among the top 10 most requested items from Santa.

Consider restarting this interactive tradition with a train around your holiday tree—an ideal family activity. At COLE HARDWARE you will find these locomotive holiday accessories:



**Train Cake Pan**  
(Sku 935101, **HOT DEAL \$29.99**  
Regular price \$32.00 )



**Train Cookie Set**  
(Sku 653549, \$7.99)



**Train Salt & Pepper Set**  
(Sku 935799, \$14.99)



**Toy Train Engines**  
(Sku 936223, \$9.99 ea.)



**Train Whistle**  
(Sku 936456, \$3.49)



**Train Tins**  
(Sku 935851, \$6.99 ea.)



**Train Set**  
(Sku 9229873, **HOT DEAL \$79.99**  
Regular price \$99.99)

## The Candy Cane

The familiar stripes of the candy cane are now an iconic symbol of Christmas. Originally straight and solid white in color, candy canes, or sugar sticks, date back more than 350 years. Like so many other holiday traditions, the hooked shape of our current candy canes comes from Germany, when the choirmaster at the Cologne Cathedral bent it to resemble a shepherd's staff. The first American reference to the candy cane dates to 1847, when German immigrant August Imgard decorated his Ohio home with candy canes. Around the turn of the 20th century is when the red-and-white striped candy canes first appeared. Many holiday trees are still decorated with candy canes to this day.

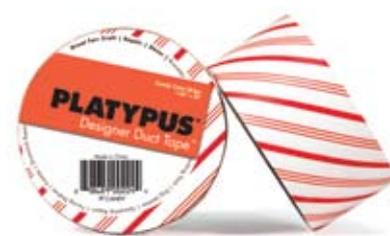
Get in the holiday spirit with these candy cane-inspired decorations and gifts at any of our COLE HARDWARE locations.



**Stocking Holder**  
(Sku 9208703,  
**HOT DEAL \$9.99**  
Regular price \$11.99)



**Peppermint Light Strand**  
(Sku 935685, \$17.99)



**Candy-Striped Duct Tape**  
(Sku 453459, \$6.99)



**Bake Cups**  
(935709, \$3.50)



**Potholder**  
(Sku 698751,  
\$4.99)



**Peppermint Ribbon Candy**  
(Sku 927043, \$4.99)

**Oven Mitt**  
(Sku 698750,  
\$7.99)



**Peppermint Tea Lights**  
(Sku 9231986, \$4.49)



**Candlelight Poinsettia**  
(\$12.99)



**Candy Cane Pot with Flowers**  
(\$9.99)



**7" Candy Cane**  
(Sku 927042, \$0.79)



**Peppermint Tin**  
(Sku 955065, \$4.99)



**Swedish Sponge**  
(Sku 698276, \$4.99)

# COLE. HARDWARE FOR THE SOUL.

## Working Behind the Scenes to Keep COLE HARDWARE Humming

...continued from page 1

system way back then!). Wanting to relocate to the City, Robin gave me a call. Hardly believing my luck, I immediately put Robin to work—it was the holiday season, so he started with us as a cashier!

Fast-forward to today. Robin handles all things technology for us. He creates and supports systems and operations behind the myriad programs and promotions we have in place. He is our inventory guru, managing inventory systems, logistics, and more. Robin touches most everything that ticks at COLE HARDWARE. His brilliant, hard work makes what we do at COLE HARDWARE look easy.

### Meet Julia, Our Marketing Coordinator

For years, Julia was an independent sales rep who provided COLE HARDWARE with a few of our most successful lines. She was the best at what she did, and we valued our relationship with her. About seven or eight years ago, Julia was looking to make a career change. As she searched and tried out a few different things, Julia and I kept in touch. Ultimately, together we decided to create a new position at COLE HARDWARE for her. Among her many responsibilities is that of “Executive Coordinator.” Julia manages the management of COLE HARDWARE. She keeps us in line, coordinating our activities, managing our promotions, making sure the stores and store managers are moving forward harmoniously and in sync as a team. She also manages me—my luck!



(Photo by Frances Swanstrom)

If that weren't enough, Julia is the mastermind behind the *Hardware Hotline*, serving as its editor, writer, and publisher. She manages all of our e-mail communications and promotions. And Julia is our official “Green Queen.” Julia's tireless efforts have led us to become the first certified green hardware stores in America! She is committed to living a sustainable lifestyle and has led efforts in our business and community-wide. In so doing, Julia partners with government agencies, community groups, and more. You can meet Julia at our Polk Street store, where her office is, and out and about at numerous public gatherings that she participates in on behalf of COLE HARDWARE.

### Meet Lai Ling, Our Accounting and Office Manager

As this issue of the *Hardware Hotline* hits the streets, Lai Ling and COLE HARDWARE will be celebrating 25 years together! Lai Ling manages the “heartbeat” of COLE HARDWARE. There is a huge number of moving parts to our organization. Ultimately, they all come home to roost in Lai Ling's realm. Lai Ling and her wonderful team operate out of our downtown location. Every bill, every invoice, every payment, every paycheck, every deposit, every regulation, every financial relationship—Lai Ling is in control! She and her team do a fine job keeping us afloat and humming.



### Meet Noelle, Our Visual Merchandise Manager

Fifteen years ago, there was a Bechtel engineer who was bored with her job. Our good fortune! Noelle lived in the Cole Valley neighborhood, and to keep herself busy after leaving Bechtel, she asked if she could work part-time stocking our shelves during the holidays. And she never left! Working part-time for a number of years, Noelle finally gave in to my relentless begging to plant her career here at COLE HARDWARE. You know Noelle's work. She is our official “Curator of All Things Hardware,” designing and installing wonderfully creative window displays. Noelle's window displays have received national recognition and local awards, and they are followed by retail visual merchandisers nationwide.

In addition, Noelle designs and manages numerous promotional efforts in our business, and she is our seasonal buyer, too. Christmas is her passion, and for a vegetarian, she does a great job with barbecue, too!

### Meet Maria, aka Mia, Our Buying and Inventory Manager

Four years ago, Maria came back to COLE HARDWARE a second time after a brief stint at Restoration Hardware. I was so thankful! Maria is passionate about inventory logistics and purchasing. Lucky for us! Maria has unending enthusiasm for product selection, just-in-time ordering, inventory analysis, and more. And her bubbly nature and passion are infectious among the staff she works with. All this combines to keep our shelves chock-full of both the unique and the basics that make our stores so interesting and reliable. Maria is the “voice” of COLE HARDWARE in our ever-expanding vendor community. And she works closely with the inventory teams in all of our stores to keep the gazillion products we stock at COLE HARDWARE on our shelves!



COLE HARDWARE is an amalgamation of great people. You interact with many every time you shop our stores. These key folks on our management team, who touch everything we do, help us fulfill our simple mission: “Our commitment to you: Your satisfaction guaranteed. Period.”

—Rick

## Rain Boots by Jessica Swift

Jessica Swift, an artist, pattern designer, and writer in Portland, Oregon, introduces her new line of rain boots—the perfect addition to any active woman's or gardener's wardrobe. These fashion-forward boots are affordably priced at \$79.99 and are available in women's whole sizes 6 to 11.

The rain boots are fresh, spirited, and undeniably stylish—and they have secret inspiring messages inside each boot. Plus, for each pair sold, Jessica donates \$5 to “charity: water,” an extraordinary nonprofit that brings clean and safe water to people in developing nations, with 100% of public donations directly funding water projects.

You've probably realized it already, but these aren't just ordinary rain boots. They're symbols of love and human connection. These boots make the ideal gift for the favorite fashionista in your life!



## Christmas Tree Delivery

We will have freshly cut Christmas trees once again available at all COLE HARDWARE locations. We're happy to bring the tree to your home for a \$20 delivery fee. Just make arrangements for delivery at the time of purchase. While we will try our best to deliver your tree exactly when you request, please allow for a two-hour delivery window.



## Happy Hanukkah

Our stores have an assortment of menorahs, Hanukkah candles, gelt, and more for your Hanukkah celebrations. First candle is Saturday, December 8.

## Edgeware® Knife Sharpener

Professional chefs and those who enjoy cooking gourmet meals realize that a well-sharpened knife can make food preparation more enjoyable. The Edgeware brand offers consumers high performance edge sharpeners for the most discerning tastes. Founded in 1886 in Hot Springs, Arkansas, Edgeware is widely regarded as a world leader for sharpening tools.

The Diamond Elite Santoku, standard, and serrated



pull-through knife sharpener is one of the most versatile of all the Edgeware sharpeners, offering two stages, coarse and fine, for sharpening both straight-edge and serrated knives, as well as two stages for Santoku double-beveled knives. The coarse sharpening features preset diamond rods that quickly sharpen the knife at the correct angle every time. Ceramic stones provide the finest of sharpening to finish the knife's edge. (Sku 662651, \$29.99)

### Features:

- Easy-to-slide cover ensures proper sharpening slot selection
- Coarse and fine sharpening for knives
- Sharpens straight and serrated blades
- Soft-grip handle for comfort and control
- Nonslip rubber feet for safety
- Preset diamond rods and ceramic stones
- Sharpens Santoku double-beveled knives
- Replaceable diamond rods and ceramic stones means this sharpener will last a very long time
- Guarantees the correct sharpening angle each and every time

**edgeware®**

## Snow Cable Chains

Veteran Tahoe travelers know that tire chains, also known as tire cables, are sometimes necessary when crossing the mountains in winter. These are sold by the pair and help car or truck tires get more traction in conditions where snow and/or ice have accumulated on the road. Four-wheel-drive or all-wheel-drive vehicles with snow tires used to be exempt from chain controls, but no longer. All vehicles must now carry chains to enter a chain control area.

Our Cobra™ cable chains feature tough carbon steel rollers that provide traction and long wear. The low-profile steel rollers allow increased tire-to-road contact, resulting in better stability, plus a considerable reduction in noise and vibration, and they are galvanized for rust prevention.

All COLE HARDWARE locations stock four of the most popular sized cables for cars (Skus 818818-21, \$46.99-\$49.99) and a popular truck size (Sku 818822, \$99.99). Just bring in your specific tire size as set forth by the ISO metric tire code. Virtually all tires have this information molded into the sidewalls, or you can refer to the factory specs for tires if the tires have not been changed on your car since you purchased it.



### How to Read Your Tire Size

The tire code consists of a leading letter and a string of numbers. The leading letter "P" correlates to a passenger car; the leading letters "LT" correlate to a light truck. (Please note that European car models may not have a letter.) After the letter (or lack

of letter), there is a three-digit number (tire width in millimeters), followed by a slash, with an additional two or three numbers (the aspect ratio, or a percentage of the total width of the tire that the sidewall would cover if placed directly over it). There may also be an additional "B," "D," or "R" after the last series of numbers (representing bias belt, diagonal, or radial). Finally, the tire size will terminate with another two-digit number, which is the wheel diameter the tires are designed to fit.

For example, a tire with the code P285/40R15 indicates the following:

- The "P" means the tire is for a passenger vehicle.
- 285 is the width of the tire in millimeters.
- 40 is the aspect ratio and stands for 40%, or a percentage of the total width of the tire that the sidewall would cover if placed directly over it.
- "R" means the tire uses a radial fabric construction of the carcass of the tire (radial is the standard tire on most vehicles).
- 15 is the number of inches in the diameter of the wheel the tire is designed to fit.

### What If We Don't Carry Your Size?

No worries! We can special order the chains for you. Just come in with your tire size by Monday, and if we don't have the size you need, we'll order them and have them in our store for you by Thursday of that week.

**IMPORTANT!** If you buy a pair of Cobra cable chains, you must use a pair of tensioners with them. These are essentially six small, rubber, bungee-type cords, bound by a circular rubber piece in the center, and come two to a bag. (Sku 818823, \$12.99) This is an integral part of the Cobra system and cannot be omitted.

Don't get caught on the mountain pass without snow cable chains!

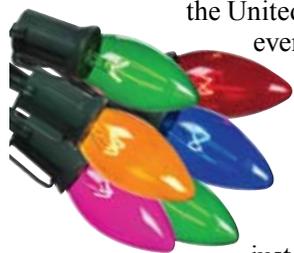


# ENVIRONMENTAL INFO

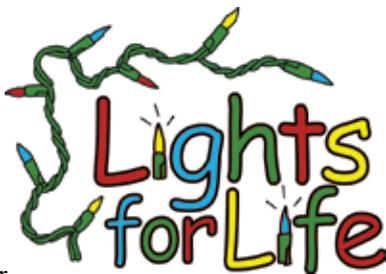
GOOD FOR THE EARTH—WE TAKE ACTION FOR THE ENVIRONMENT!

## Lights for Life

Lights for Life is dedicated to making the lives of children with cancer and their families a little easier. We are setting out to help them accomplish this through the recycling of old holiday string lights. Over 200 million strings of lights are sold each year in the United States, with many of them eventually ending up in our landfills. Lights for Life and COLE HARDWARE are asking you to not throw away your old and broken lights this year. If Lights for Life can collect just a small percentage of these



light strings, it will go a long way in helping those families of children with cancer. The light strands are sold to recyclers for the copper they contain. The funds received from these sales are used to provide financial assistance to the families of children with cancer, along with sponsoring a kids' camp. COLE HARDWARE will once again serve as a collection site. Just bring your spent light strands to any of our four locations.



## 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)

## GoodLight™ Natural Candles

Candles can set a lovely holiday ambiance. Made from 100% Malaysian palm wax with no additives, these candles are unscented and paraffin-free. Available in tealights, tapers, and assorted pillars. (Skus 622041-2, 4-9 \$2.99-\$21.99)



## Mrs. Meyer's Clean Day Limited-Edition Holiday Scents Available at all COLE HARDWARE locations while supplies last.



## Recycle Your Christmas Tree

The presents have been opened, resolutions for the new year have been made, and all of the parties are over—what next? It's time to take down the holiday tree. Each year, tens of thousands of Christmas trees are collected throughout San Francisco, fed through a wood chipper, and used for mulch and erosion control. Recology will pick up trees left on the curbside on your regular garbage days. Visit [www.recology.com](http://www.recology.com) to see when tree collection will begin. Please note: All ornaments—including the tinsel—must be removed, as well as plastic and metal stands. Trees with wood stands are collectable, but please do not put them in plastic bags. Only "plain old trees" will be accepted for recycling.



## Bag of the Month!

Cranberry

49¢

with any \$10 purchase

(while supplies last)



# COMMUNITY NEWS



## Warm Coat Drive

Saturday, December 15

Sunday, December 16

All COLE HARDWARE Locations

Although winters in San Francisco can be mild some years, we generally experience some intense cold spells throughout the season. While many of us will be sporting new coats this winter, our old, gently used coats can be put to good use. During the weekend of December 15–16, all COLE HARDWARE locations will be collecting coats that will be donated to the St. Vincent de Paul Society's 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. Look in your closet and bring us any of your old, warm coats during our weekend drive.

## Adopt a Family This Holiday Season

For the past two Christmas seasons, our Cole Street assistant store manager, Tessa, has participated in a holiday adopt-a-family program. She has adopted families both for us at COLE HARDWARE and personally for herself and her roommate. Whoever could, pitched in with presents and gift cards for these mothers and their children, to make their Christmas special. The program is administered through Women Organized to Make Abuse Nonexistent, Inc. (WOMAN, Inc.).



WOMAN, Inc., has operated since 1978 as a community-based, multiservice agency, serving survivors of domestic violence in San Francisco and the larger Bay Area. In addition to a 24-hour crisis line, they provide culturally sensitive support to survivors in domestic violence situations.

Tessa will once again be adopting two families this holiday season. If you would like to donate a gift or gift card to one of these families, please contact Tessa to find out what the family has requested and the ages of children. E-mail [tessa@colehardware.com](mailto:tessa@colehardware.com) or ask for her when you're shopping at our Cole Street location.

For more information on WOMAN, Inc., please visit [www.womaninc.org](http://www.womaninc.org). (WOMAN, Inc., is a COLE HARDWARE Community Partner, \*1537.)

## Spare Change Collection

By the time we close out this year, we expect that our spare change collection program will have raised over \$10,000 in support of various worthy causes in our community—all thanks to your generosity! The Curry Senior Center and the Haight Ashbury Food Program are ear-



marked to receive our donations from October and November, respectively, and we'll report those numbers to you next month.

For the month of December, we have chosen the San Francisco nonprofit Pets are Wonderful Support (PAWS), which believes that the healing



impact of the human–animal bond is one of the best supports available for medically vulnerable individuals, and mounting evidence indicates that this bond can yield valuable health outcomes. For many people, having a companion animal is part of living a happy and fulfilling life. For some individuals, especially those who are chronically ill, frail, or isolated by disease or age, having a companion animal can be central to their health and well-being.

Animal companionship becomes even more important when our human contacts diminish because of aging or illness.

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.



## Arriba Juntos Toy Drive

November 23–December 20

This year marks our fourth year of hosting a toy drive for Arriba Juntos' Las Posada celebration. You can donate to the toy drive by bringing a new, unwrapped toy to the collection bin at any of our COLE HARDWARE locations. Arriba Juntos, which means "upward together" in Spanish, is a community organization located in the Mission District whose mission is to promote economic self-sufficiency for San Franciscans and their families through occupational training and employment opportunities. Founded in 1965, Arriba Juntos has since expanded its vision to also provide education and employment programs on a City-wide basis, serving many different ethnic groups and cultures.

Las Posada is a colorful tradition celebrated in Mexico every evening from December 16 to 24. It is also celebrated by many members of San Francisco's Hispanic community, including many of our Mission Street staff and their families. Each night, a party is held in a neighborhood home with plenty of food and drink. At dusk, guests gather outside the house and follow a procession with a child dressed as an angel leading the way for children, adults, and musicians alike, as they

sing and carry candles. *Posada* means "shelter" in Spanish, and when the group reaches its destination, half stay outside to ask those inside for refuge. The happy end to each Posada is a piñata, traditionally made in the shape of a star to recall the star of Bethlehem, which guided the three kings.

To learn more about Arriba Juntos and the programs they offer, visit [www.arribajuntos.org](http://www.arribajuntos.org).



Anita Chordia of San Francisco Parks Alliance receives a check for \$516 from our spare change collection program.

# 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.

**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](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.



## Tool Rental Reservations

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

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COLE HARDWARE  
proud member of:



CVIA  
COLE VALLEY IMPROVEMENT ASSOCIATION



YerbaBuena  
ALLIANCE



Polk Street Merchants District

HANA  
HAIGHT ASHBURY IMPROVEMENT ASSOCIATION



MEMBER



Russian Hill Neighbors



HANC  
Haight Ashbury Neighborhood Council

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).

# Benjamin Moore® Paint Available at COLE HARDWARE!



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

Choose from over 3,300 Benjamin Moore colors.



## The COLE HARDWARE Calendar - December

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 <b>Toy Drive</b> (Nov. 23 - Dec. 20) see page 10 for details
2 <b>Hardware HOT DEALS</b> Dec. 1-24 see insert			5	6	7 <b>Flash Friday DEALS</b>	8  Hanukkah First Candle
9	10 <b>COMMUNITY SAVINGS DAYS</b> Special Community Members <b>SAVE 20%</b> see our website for more details		12 <b>SAVE 25% STOREWIDE*</b> <b>Anniversary Sale</b> *see page 1 for details	13	14 <b>Flash Friday DEALS</b>	15 <b>Coat Drive</b> see page 10 for details
16 <b>Coat Drive</b> see page 10 for details	17	18 <b>Teacher Tuesday</b>	19 <b>Toy Drive (Final Day)</b> see page 10 for details	20 <b>Winter Solstice</b>	21 <b>Flash Friday DEALS</b>	22
23	24 <b>Christmas Eve</b>	25 <b>Christmas</b>	26 <b>Kwanza Begins</b> <b>Senior Wednesday</b>	27 <b>Military Thursday</b>	28 <b>Flash Friday DEALS</b>	29
30	31 <b>New Year's Eve</b> <b>Student Monday</b>	<b>2013</b> New Year's Day			<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  
**Open Christmas 10:00 am-2:00 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  
**Open Christmas 10:00 am-2:00 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 Christmas 10:00 am-2:00 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 Christmas 10:00 am-2:00 pm**

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

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



San Francisco's Favorite Hardware Stores!

web: [www.colehardware.com](http://www.colehardware.com)  
Contractor's License #708403  
service@colehardware.com