

BAG SALE **20% Off** STOREWIDE
Saturday, February 16
 Friday, February 15, at Cole Fox Hardware
see page 2 for details

Attention Rewards Members!
 Remember to ask if you have any Rewards dollars available!



February Hardware Hot Deals!
 Save February 1-18
see insert for details



COLE HARDWARE'S
Hardware Hotline
 February 2013
 NEWS AND VIEWS FROM AROUND THE STORES

Mission Street: Under New Management!

In November, Veronica, our longtime and very popular Mission Street store manager, decided to move on from COLE HARDWARE. We were sad to see Veronica go, but we're hopeful our paths will cross again. And although she left big shoes to fill, we didn't have to look very far for a new store manager. Victorio, the Mission Street store's warehouse manager, was the perfect candidate for the job. "Warehouse manager" wasn't really an appropriate title for Vic, since he did so much more and often ran the show in Veronica's absence. Vic has been with us since 2000 and is knowledgeable in all aspects of our business: inventory, receiving, merchandising, POS, and many more tasks. We're excited that Vic accepted the position and look forward to seeing how the store evolves under his leadership.

Helping to lead the team at the Mission Street store is Chris, the assistant store manager who has worked at COLE HARDWARE for two years. When Rick Karp was vacationing a couple of years ago in Washington, DC, he stopped in Fraeger's Hardware and spoke to the general manager who gave Rick a tour of the store. The general manager also mentioned that one of his employees was moving back to the Bay Area, where he had grown up. This was Chris, who barely had time to get situated after his cross-country move before we snatched him up.

Vic, Chris, and the knowledgeable Mission Street crew are happy to answer any and all of your hardware, housewares, and garden questions!



Vic and Chris welcome you to our Mission Street store with good old-fashioned customer service.

Celebrating 21 Years of Our Repair Referral Service!

Back when Dave and Marge Karp bought our flagship Cole Street store in the early 1960s, Marge would often run the store while Dave went to homes and businesses around the City to make repairs. Now that Dave is semiretired (he still serves as our figurehead and visits the stores weekly), and since he turned 96 last year, he's not able to get around to the repair visits as he used to.

In order to provide our customers with the very best in home and business repair, maintenance, and remodeling, we have formed alliances with local contractors and tradespeople. Larry, who oversees our Repair Referral Service, refers our customers to these independent businesspeople and monitors their work to ensure the quality and reliability of our Repair Referral Service partners. All tradespeople in our service are fully vetted: background checks are performed and references are thoroughly checked.

This year marks the 21st anniversary of Re-COLE-mend—as our Repair Referral Service is known—connecting hundreds of people every month with one or more of the great folks in our stable of extremely qualified and well-mannered "ambassadors" for COLE HARDWARE, all guaranteeing that their work will be to your satisfaction.

This year we added several services, including janitorial services for home and business, air duct



Larry and Tessa in our Repair Referral office will help you find qualified experts for all of your home and business repair needs.

cleaning, and fireplace/chimney service and cleaning. Additional tradespeople who specialize in handyman-type services were also brought on board so that we can respond to every nook and cranny of the City in a timely manner. We now have over 100 trade partners dedicated to solving the needs of your home and business. From hanging a curtain rod to remodeling a kitchen, and everything in between, we can refer you to 24/7 locksmiths, plumbers, electricians, painters, plasterers, furniture refinishers, roofers, and much more (see the complete listing on page 3 or at www.colehardware.com/referral.htm).

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 San Francisco, CA 94110-5009

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TIME-SENSITIVE MATERIAL



Scan to view our website.



San Francisco's Favorite Hardware Stores!

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

BAGSALE

20% Off STOREWIDE*

Enjoy storewide savings of 20%. Everything that fits (or not) in our free reusable COLE HARDWARE bag is 20% off! The long weekend will let you accomplish that long-neglected project. Don't let your home improvement resolutions get pushed to the back burner! Paint that spare bedroom. Replace that leaky shower faucet. Stock up on your favorite cleaning supplies. Buy that Miele vacuum you've had your eye on. Now is the time!

**Discount does not apply to gift cards, Muni passes, Clipper cards, meter cards, special order, or sale merchandise. Not valid with coupons or other offers. Rewards points do not accumulate.*



Get a **FREE** reusable tote bag to **pack up your savings**, while supplies last!

Saturday, February 16

Friday, February 15, at Cole Fox Hardware

If you're not buying your doors from us, you're paying too much!

We will beat anyone's price on comparable doors.

- Multiple lines to choose from, from the economical to the decadent.
- Upgrade your space and make it look bigger!
- Free on-site measuring service.
- Free delivery throughout most of the Bay Area!
- Not just wardrobe doors either—we offer substantial savings on shower/tub doors (and all sorts of other doors) too!

GOT A LARGE JOB OR PROJECT? QUANTITY BIDS AVAILABLE!

CALL US TODAY AND START SAVING!

(415) 647-1800 **COMMERCIAL SUPPLY**



LARRY MODELS OUR #100 MIRRORRED CLOSET DOOR

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.

Spare Change Program

Last month we proudly announced that we had collected over \$10,000 in funds for the many worthy charitable causes in the City—and we're continuing our program in 2013. For December, Pets Are Wonderful Support (PAWS) enjoyed a check for \$822.21 to subsidize their programs. January's collection was earmarked for A Home Away From Homelessness, and we will report those collection totals next month. For February we will turn our focus to nature and have chosen SaveNature.Org as the recipient of our funds.



SaveNature.Org is based in San Francisco and is committed to inspiring participation and awareness in the preservation of fragile ecosystems by providing opportunities for personal direct action to save the diversity of life on earth. Since 1988 they have focused efforts on protecting entire ecosystems and natural communities, not just individual species, to ensure a long-term conservation strategy. They raise donations and awareness for these biologically diverse ecosystems through their Adoption Programs, Conservation Meters, and Insect Discovery Lab. SaveNature.org partners with schools, universities, zoos, aquariums, botanical gardens, natural history museums, and science centers worldwide to protect wildlife and nature, and they work in collaboration with businesses and corporations to ensure the conservation of ecosystems for all future generations. The bugs from their Insect Discovery Lab can be seen at events throughout the City and made at appearance at our Cole Street store this past autumn. Children (and adults, too) enjoy the up-close-and-personal, hands-on experience the lab provides.

To date, through the efforts of 150 institutions and 2,700 schools nationwide, reaching more than 80 million children and adults, SaveNature.Org has raised awareness and more than \$3.9 million for ecosystem protection to save wildlife and wild places. SaveNature.Org works in 11 countries to preserve the plants, animals, and natural communities that represent the diversity of life on earth.

And it's easy to donate to our spare change collection program! Simply drop your spare change in any of the collection jars when you're checking out at any of our stores. Or bring in that old jar of pennies that's just collecting dust on your dresser!



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

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

Meet Chris: Plumbing and Heating Expert

Born and raised in the Sunset District, Chris runs a small, 22-year-old plumbing outfit in San Francisco that employs a core group of plumbers—most of whom have been with him for over 15 years. Because Chris has spent his entire life in San Francisco, he understands City plumbing!

Chris puts a lot of trust in his plumbers to educate customers so that their needs are treated properly, and they're not spending money needlessly. Many plumbing outfits in the City charge customers for estimates and pay their plumbers on commission, giving their plumbers incentive to recommend projects that may not be necessary. Oftentimes a customer is quoted an excessive amount to replace sewer pipes, but older sewers can be maintained rather than replaced much of the time.



Sewer problems are usually caused by tree root invasion. Chris and his team can often de-root the sewers and avoid the expensive project of replacing them. Collapsed sewers are a different situation, and most likely they will need to be replaced. Chris advises all customers to get at least two estimates before proceeding with a sewer replacement.

Chris and his crew can handle just about every type of plumbing project. Remodels, copper pipe replacement, water heater replacement, and furnace replacement are some of the types of projects Chris and his team specialize in.

If you would like to get in touch with Chris for any plumbing or furnace need, call our Repair Referral Service at 415/753-2653 ext. 3, or e-mail homerepair@colehardware.com.

Meet Marc: Our Master Locksmith

COLE HARDWARE would like to introduce our customers to Marc Estoque, our Master Class Locksmith. Marc, a native San Franciscan, has been working with COLE HARDWARE for more than 15 years; in fact, he has over 25 years' experience installing and maintaining locks in the many Victorians and Edwardians in our City. He takes pride in his work and offers unparalleled customer service in the COLE HARDWARE tradition: "Your satisfaction guaranteed!"

Recently, we sat down with Marc to learn more about how he navigates his profession. Marc says that a typical call these days is a rekey (combination change), whereby, for many different reasons, a customer needs his or her locks changed. The average person just needs the lock changed or is locked out. In most cases, Marc provides fast 30-minute response times.

Marc says, "You should take a few minutes to recall who might have copies of your property keys" (a former housemate, dog walker, tradesperson, contractor, etc.). Many people in San Francisco live in shared housing. Locks and keys are rarely changed when a property is bought, sold, or rented, which means old tenants and their friends, associates, and so on, still might have keys to your home. Marc suggests that homeowners, businesses, and property managers purchase a lock system that will block unauthorized duplication of keys. This concept is called "key control." COLE HARDWARE carries locks that operate with high-security and patented keys. Marc advises his customers to consider master key systems as another option.

When asked what advice he could give to our customers, Marc says, "Customers should consider getting a security consultation if they have any doubts or concerns about the overall security of their property. Additionally, they should install quality locks such as Schlage® or high-security locks like Medeco®." If

a customer would like a security consultation, Marc can do a complete walk-through of the property. He will look for any security vulnerabilities and point out any substandard hardware (locks, windows, doors, etc.). He will then provide a written summary that will include suggestions as well as hardware recommendations. A standard security consultation is \$150. If customers choose Marc to upgrade their security, the \$150 fee is applied to the final bill. **For the month of February, Marc is offering a special price of \$99.99 for a security consultation!**

Marc is versed in the many different high-security locks and their installations, including commercial applications such as magnetic card readers, biometric (finger print reader) locks, and push-button entry systems. In addition, Marc also provides automotive service for customers locked out of their cars.

We have seen so many advancements in technology in the past 20 years, although many of the changes have been about design and decorative hardware rather than technology alone. Marc says, "Sometimes customers are looking for an updated look for a home, or they may want to keep the vintage look of the original." At times, locks just need some attention, rather than replacement. Marc can work with the customer to achieve either contemporary or vintage design while maintaining or enhancing security.

From simple rekeys and dead bolt installations to high-security locks and master key systems, Marc can do it all. If you would like to contact Marc for your locksmith needs, you can call him directly at 415/760-LOCK (5625), or call our Repair Referral Service at 415/753-2653 ext. 3, and we will put you in touch with Marc. We also do referrals via e-mail at homerepair@colehardware.com.



Repair Referral Service

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

We provide referrals for:

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

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

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

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

Re-COLE-mend...

COLE HARDWARE REPAIR REFERRAL SERVICE

Independent contractors and tradespeople for...

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

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



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

Painting Interior/Exterior
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

WHAT'S UNIQUE

Dyson Vacuum Cleaners

If you have asthma or allergies, vacuuming can actually make your symptoms worse. This is because some vacuums can leak fine dust back into the room, increasing the level of airborne allergens. The result is an increase in asthma and allergy triggers—not at all what you intend when cleaning your home.

With a Dyson, up to 99% of recovered allergens are trapped in a bin before the air even reaches the filter. The air expelled from a Dyson actually has up to 150 times less mold and bacteria than the air you usually breathe!

All COLE HARDWARE locations offer two Dyson upright vacuums:

Dyson DC24 Animal

The DC24 Animal is ultra-lightweight and compact, with a handle that compresses to store in tight spaces. It rides on a ball for easy steering. The DC24 Animal cleans every floor type and has a reversible wand for stairs and hard-to-reach places. There's also a Mini turbine head to remove pet hair and stubborn dirt from upholstery, stairs, and the car. (Sku 123300, Regular price \$449.99)

Save \$50



dyson



Dyson DC41 Animal

The DC41 Animal is engineered for outstanding cleaning performance and ease of use. It has the strongest suction at the cleaner head, which automatically self-adjusts for different carpet lengths and hard floors. The DC41 Animal has Dyson's latest Radial Root Cyclone™ technology and Ball™ technology for smooth steering. There's also a Mini turbine head for pet hair. (Sku 1482348, Regular price \$599.99)

Ball™ technology for smooth steering



Fagor 3-in-1 Multi-Cooker

Fagor's 6-quart electric multi-cooker is three appliances all in one: a pressure cooker, a slow cooker, and a rice cooker. Pressure cookers and slow cookers, or crock pots, are ideal for everyday cooking and perfect for our hectic lifestyles. You can cook a wide variety of foods, including potatoes, artichokes, and risotto in a fraction of the usual time with the pressure cooking program.

Use the slow cooker setting to prepare pot roasts, soups, and stews. Roasts are almost guaranteed to come out tender when cooked in a slow cooker. Slow cooking allows flavors to blend together. Add ingredients in the morning, and dinner will be waiting for you after work. A slow cooker also allows you to cook a large batch for a week's worth of leftovers. Cook a large roast or batch of chili on Sunday and quickly heat up leftovers for lunch or dinner throughout the week.

If rice is a staple in your diet, you'll especially appreciate the rice cooking function. No more burnt or soggy rice dishes. Your recipes will be cooked to perfection with the automatic rice cooking program. (Sku 607709, \$99.99)

Features include:

- Brown and warm functions
- Programmable delay-timer for up to 8 hours
- Pressure/slow cooking functions with both high and low settings
- Removable 6-quart nonstick pot
- LED screen with soft-touch control functions
- Recipe book with 70 delicious recipes for all palates

FAGOR



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

The Kik-Step® Rolling Stool

For over 50 years, the Kik-Step has made life simpler and safer for generations of Americans. Some Kik-Steps are even passed down as heirlooms. From libraries to garages, kitchens to the home office, the Kik-Step has become an integral part of everyday life since 1957. The retro charm and proven performance have made it a classic, and it is still manufactured in the United States.

The Kik-Step is sure cute, but it's also incredibly tough. Hidden casters make it easy to kick

around, while the bumper surround protects your walls and furniture. The solid-steel base drops over the retractable casters to rest on a sturdy, nonskid bumper, and the Kik-Step will support up to 500 pounds. At only 14 inches tall, the Kik-Step can be easily stashed in a cupboard or under a table. Available in four colors: silver, red, black, and white. (Skus 132100-3, **HOT DEAL \$59.99** Regular Price \$69.99)

Kick it—it rolls.
Step on it—it locks in place.



FROM THE GARDEN CENTER

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



In the Garden February Garden Tasks

Tips from Dennis and Bill



Stop by our Cole Street garden center for all your gardening needs. The advice is free from the Garden Guys, Dennis and Bill. E-mail them with any questions: dennis@colehardware.com or blitz@colehardware.com.

In the Bay Area, February can be a difficult month to actually be in the garden. Daylight hours are still relatively limited, and the weather is unpredictable. At least it's a short month! There are, however, some essential tasks that should not be ignored.

✓ **Sow seeds:** Get an early start on vegetables, flowers, and herbs with a mini-greenhouse seed starter. A watertight tray with 72 cells keeps plant roots above the waterline, providing maximum air circulation to encourage healthier root growth. A humidity dome keeps in valuable moisture and heat to improve seed germination. (Sku 71260, \$7.49)

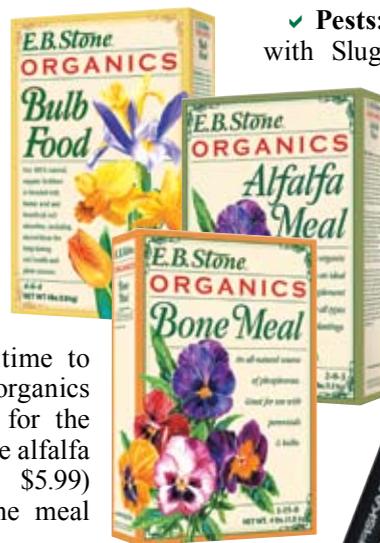


We have a large selection of seeds to choose from, and all Botanical Interests® seeds are 15% off for the month of February.

✓ **Hydrangeas:** The acidity of the soil determines the color of hydrangea flowers. Acidic soil with a pH below 6 turns the flowers blue, while alkaline soil with a pH above 6 will turn the flowers pink. We offer Growmore Hydrangea Blueing Formula, which can be used this month around your garden hydrangeas to help them form blue flowers later in the season. (Sku 746449, \$7.99)



✓ **Spring bulbs:** Gladioli, lilies, freesias, dahlias, and begonias will be available in February. Use E.B. Stone™ bulb food when planting your bulbs. (Sku 745027, \$7.99)



✓ **Fertilize:** Now is the time to fertilize your flower and vegetable beds with organic fertilizers. This will give the bacteria and fungi time to work and turn the organics into a usable form for the plants. Try E.B. Stone alfalfa meal (Sku 745028, \$5.99) and E.B. Stone bone meal (Sku 745026, \$9.99).

✓ **Orchids:** Indoor orchids are available to brighten your home. We have several varieties, and they make nice gifts for Saint Valentine's Day.



✓ **Succulents:** Plant a succulent dish garden. COLE HARDWARE has a varied selection of succulents and cacti. The crews in our garden departments can show you how to plant them so that they will thrive with little water throughout the new year.



**15% OFF
Botanical
Interests Seeds**
through Feb. 28

✓ **Pests:** Keep after snails and slugs with Sluggo®, which is safe to use around pets and wildlife. Available in assorted sizes, including 1 pound (Sku 7117120, \$10.49) and 2½ pounds (Sku 7096258, \$18.99).



✓ **Prune:** Prune winter-flowering shrubs and vines just after blooming. Prune summer-flowering shrubs, but be aware that spring bloomers already produced their buds last fall, and pruning them now will result in the loss of flowers. Deciduous trees should be pruned, too.

✓ **New product:** Our Cole Street nursery now offers the Fiskars® bypass lopper, which cuts easier with a special geared action. It is light weight for easy pruning and cleanup. (Sku 7139199, \$29.99)

See you in the garden!



Give a Little to Our Feathered Friends!

Birds are one of the best natural means of controlling harmful insects in a garden. Keep your bird feeders full now so that the birds will come back in warmer weather to help out with pest control. In addition to eating bugs, birds will add liveliness to your garden. Feeding birds is also a fun activity to develop a child's interest in nature.

Attract a flurry of feathered friends with their delightful songs and amusing antics to you garden with Botanical Interests Songbird Delight. This premium mix will grow colorful flowers that turn into plump seed heads, supplying a feast for fascinating songbirds. These attractive plants provide year-round garden interest. (Sku 701296, **HOT DEAL 15% OFF** Regular price \$3.99)

Insect-Feeding Birds

Swallows, mockingbirds, flycatchers, and many others fall into the insect-feeding category. They may enjoy a treat of fruit or berries, but normally they will feast on the worms, mosquitoes, and other insects around your home.



Offering suet is a wonderful way to attract these birds. Suet mixtures can contain nuts, fruit, seed, and even insects. Place them in suet feeders that enclose the suet in wire mesh and watch as the birds discover this new treat! We offer a suet holder (Sku 8237711, \$4.49) and assorted suet blends ranging from \$1.29 to \$1.99.

Seed Lovers

For seed-loving birds, be sure to provide the types of seeds that will please your new friends' taste buds. Here are a few suggestions:

- Black oil sunflower seeds: Chickadees, grackles, jays, juncos, many types of sparrows, woodpeckers
- Safflower seeds: Chickadees, mourning doves, jays, some sparrows, some nuthatches, some woodpeckers
- White millet: Cowbirds, mourning doves, juncos, many types of sparrows, starlings
- Peanuts (some like the whole nuts; some just the shelled nuts): Chickadees, jays, juncos, some sparrows, starlings, woodpeckers

• Cracked corn: Brown thrashers, grackles, jays, mourning doves, sparrows (house, tree, and white-throated), starlings
All COLE HARDWARE locations offer an assortment of bird food, bird feeders, and bird houses. In addition, our Cole Street, Mission Street, and Polk Street garden centers offer plants that will attract birds.



WHAT'S IN SEASON



Are You Ready? (Part 2 of a 17-Part Series)

Take steps now to prepare for the next predicted major earthquake or other disaster.

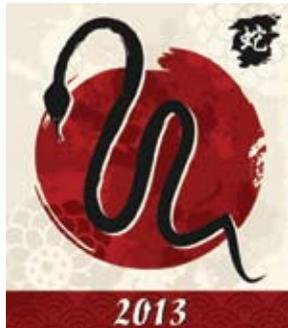
Part 2 of "Are You Ready?" focuses on creating a personal disaster plan. The key to surviving any disaster is *planning*:

- Make a disaster plan with household members. Single-person households may want to make plans with other individuals or families. Consider special needs or disabilities of family members and unique hazards near your home. Plan escape routes for each area of your home and workplace. Teach everyone the quickest and safest escape routes.
- Make sure everyone in your household knows the location of the closest fire station, medical facility, and police station.
- Designate an out-of-state friend or family member to receive messages in case your family is separated. Keep photos and descriptions of family members (pets, too) in your preparedness kit.
- Prepare a plan to relocate pets in case of a disaster. Whenever possible, pets should be taken with the family, so have the necessary food, water, collars, leashes, and carriers.
- Locate gas, electric, and water shutoffs and learn how to turn them off should authorities advise you to do so. Paint shutoffs white or a light-reflective color so that they are visible in dark or smoky conditions. Secure a wrench next to your gas shutoff. After turning off your gas, do not turn it back on. Call PG&E. (Gas Wrench, Sku 4008801, \$8.99; Gas/Water Wrench Set, Sku 47513, \$14.99)
- Keep a flashlight and a pair of sturdy shoes by each person's bed. A major quake will disrupt electrical service, and there may be broken glass or fallen objects on the floor, so have shoes close to the bed. (For kids, place flashlights and shoes in a plastic bag, tie the bag to a leg of the bed, and keep it there in case of an emergency.)
- After making these preparations, practice your plan to see if it actually works. Practice at night with the lights off.

In next month's *Hardware Hotline*, look for part 3 of "Are You Ready?" which will focus on reunification plans.



Happy New Year to Our Asian Community!



Legend has it that Buddha asked all animals to meet him on Chinese New Year, and a year was named for each animal that came. People are said to share some of the traits of the animal their birth year is named for. If you were born in 1917, 1929, 1941, 1953, 1965, 1977, 1989, or 2001, this is your year—the year of the snake! Famous folks who were also born in the year of the snake include Picasso, Audrey Hepburn, Jackie Onassis, and Brooke Shields.

If you were born in the year of the snake, you most likely have a good temper, a skill at communication, great wisdom and intelligence, and you are intuitive. You are a private person and a person of few words. Weaknesses (we all have a few) include jealousy and a headstrong trait. (Note: The Western equivalent zodiac sign is Taurus the Bull.)

You also have the ability to distinguish herbs! Check out our herb jar assortment. (Skis 653468–9, 72–3, \$2.49)



Your lucky colors include red, light yellow, and black.

Your hobbies might include painting, traveling, and photography. If you are artistically inclined, we sell Botanical Paint packs made from fruit, vegetable, flower, and spice extracts.



Just add water and get creative. Assorted colors. (Sku 174174-9, \$2.99)

Your lucky flowers are orchids and cacti. Our garden centers at our Cole Street, Mission Street, and Polk Street locations offer a variety of these, as well as bamboo plants and Mandarin orange trees, too.

San Francisco's Chinese New Year parade will take place on Saturday, February 23



Chinese New Year culminates with the lantern festival, highlighted by the dragon dance. Chinese New Year falls on February 10 this year, and San Francisco's Chinese New Year parade will take place on Saturday, February 23.



Traditions and Superstitions for New Year's Day:

- Don't clean or dust or good fortune might be swept away.
- Open all doors and windows at the stroke of midnight to send out the old year.
- Wear red clothing, considered a bright, happy color that will bring the wearer a sunny and bright future.
- Don't refer to the past or use negative language.
- Spread good fortune by giving a crisp dollar bill in a red envelope to children and friends.
- Don't use scissors or knives for fear of cutting off good fortune.
- Live blooming plants symbolize rebirth and new growth.
- Oranges and tangerines are symbols of abundant happiness.



WHAT'S IN SEASON

Humidifiers

During the rainy season, low humidity, or moisture in the air, may not seem like a concern. But as we know with our unpredictable weather, the Bay Area can experience dry spells, even in the winter. While November and December were above average in rainfall, below-average rainfall can be an issue in subsequent months.

The recommended humidity level for both comfort and health is 30%–50%. A lack of moisture can make the mucous membranes in your nose and throat dry. As your first line of defense, this can also make you more susceptible to colds and flus, which are generally more prevalent in winter months. Low humidity can also exasperate symptoms of asthma and allergy sufferers, cause sinus infections, and lead to dry, itchy skin.

An equal opportunity annoyance, low humidity can also cause problems in your home. Hardwood floors and wood furniture can develop cracks; static electricity, a direct result of dry air, can damage computers and appliances; houseplants can suffer; and wallpaper can peel.

By measuring and maintaining a comfortable level of humidity in your home, you can avoid these problems. We offer two humidity monitors:



Humidiguide and Thermometer (Sku 63569, \$9.49) and Digital Humidity and Temperature Monitor (Sku 4046041, \$31.99).

A humidifier is an appliance that increases humidity in a room. It does this with either warm or cool air. Whether you choose a warm-mist or a cool-mist humidifier is usually based

on personal preference, but there are some fundamental differences in the way each type works. Generally, warm-mist humidifiers make less noise, but they are only suitable for single rooms. Cool-mist humidifiers can cover a larger area, but they tend to make more noise because they have moving parts.

Warm-Mist Humidifiers

All warm-mist humidifiers use a heating element to heat the water. This means that they use more electricity than their cool-mist counterparts. However, the cost is generally no more than boiling a kettle of water. Air can feel muggy if overused. Warm-mist humidifiers fall into two categories: steam/vapor and warm mist.

Steam or Vaporizer Models

Quite simply, these humidifiers boil water that is then sent out as steam. The advantage of this method is that the boiling process kills mold and bacteria. The disadvantage is a risk of burns, which makes these units unsuitable for use around children. This is the simplest type of humidifier and therefore usually the least expensive.

Warm-Mist Models

Similar to steam, these humidifiers heat water to make it evaporate, but most units will then cool the air slightly before it is released. This helps reduce the risk of burns.

Cool-Mist Humidifiers

Unlike warm-mist units, these humidifiers do not heat the water, so they pose no risk of burns and are therefore safe around children. They also use less electricity, humidify a larger area, and do not make the air feel muggy. Cool-mist humidifiers fall into three categories: evaporation wick, impeller, and ultrasonic.

Evaporation Wick Models

A wick or filter absorbs water, which is then evaporated by a fan. This is a more natural form of evaporation. As the humidity of the air increases, the evaporation rate will decrease, making these units self-regulating. The persistent noise of a fan blowing may be annoying for some, while others use this white noise for better sleep.

Impeller Models

These models use a spinning disk in the water that generates mist. This process is usually a lot quieter than a fan.

Ultrasonic Models

A more modern design, sound waves vibrate the water and create a mist. These humidifiers are very efficient and almost silent to the human ear.

We offer:

Cool Moisture Humidifier

For small to medium rooms, this humidifier has a 2-gallon-per-day output and features low or high output settings. (Sku 4237293, \$29.99)



Vick's® Warm Mist Vaporizer

The perfect remedy for nighttime relief of the common cold, this vaporizer comes with a medicine cup and large night-light for safety. The bacteria-free steam provides fresh air to cold sufferers and a 1.5-gallon capacity. (Sku 4237319, \$19.99)



Ultrasonic Combination Humidifier

Our Cole Street store also offers a humidifier that allows for a choice of a warm or cool mist and provides up to a 3.5-gallon output. Intelligent temperature control helps maintain constant ideal humidity. (Sku 4301883, \$199.99)



We can also special order a variety of humidifiers and have them in for you in a matter of days. Come in to any location and our friendly crew will help you choose the humidifier that is best for you.

Valentine's Day: Sugar and Spice

Nothing says "I love you" like a home-baked sweet! We have all the tools needed to create a treat for your special Valentine. See also page 7 of our Hardware Hot Deals insert for additional "Sweets for Your Sweet" feature, including gadgets to make delightful ice cream sundaes and sandwiches.



Nonstick Heart 9-inch Cake Pan
(Sku 641000, \$13.99)



Nonstick Cookie Pan
(Sku 641011, \$11.99)



Cookie Cutter
(Sku 641014, \$3.99)



PRODUCT KNOWLEDGE

Pliers 101

One of the most important tools to have around the house is a solid pair of pliers, used to grasp objects firmly. Hand grip force is magnified, and pliers are useful for managing small objects that are awkward or difficult with bare fingers. Pliers are made of a handle, pivot (usually a rivet), and the head or jaws.

Top-quality pliers are forged from fine-grain tool steel, machined to close tolerances with hand-honed cutting edges properly hardened. Pliers vary in length, generally from 4" to 20".

Some pliers are available with factory-applied, plastic-coated handles, providing an attractive appearance and comfortable grip. However, pliers manufacturers strongly recommend that baked-on plastic-coated handles *not* be relied on for electrical insulation.

Pliers fall into two broad categories—solid joint and slip joint, either of which may have cutters:

- **Slip-joint pliers** are of two designs: multiple hole and tongue and groove. The slip or adjustable joint enables the tool to adjust to the size of the object being held.
- **Solid-joint pliers** have a joint fixed with a solid pin or rivet and are not adjustable.
- **Cutting pliers** are of three types: side, end, and diagonal cutters. Some cutting pliers are made with a spring in the handle to open them automatically after each cut, providing ease and comfort for the user.
 - **Side cutters** have a cutting blade on one side only and are available in long, curved, and short-nose types.
 - **End cutters** have cutting blades on the end and are used to make sharp, clean cuts close to the surface on wires, bolts, and rivets.
 - **Diagonal cutters** have two cutting blades set diagonally to the joint and/or handles. Shears have cutting edges that pass each other.

The following list includes the most common pliers:

Regular slip-joint pliers: General utility pliers with two jaw-opening adjustments. (Sku 2299071, \$15.99)



Plumber's special pliers: Come with smooth jaws or jaws covered with a soft material to prevent scratching when used on plated plumbing fixtures, such as this pair by Superior Tool®. (Sku 47514, \$16.99)

Multiple slip-joint pliers: General utility tool with up to eight adjustments, allowing for jaw openings up to 4 1/2", either multiple hole or tongue and groove. Straight and curved jaws are also available. Most common is a 10" water-pump plier. (Sku 23717, \$18.99)

General utility pliers: All-purpose pliers with as many as five jaw-opening adjustments. Teeth are shaped for positive grip on round objects. (Sku 2138857, \$27.99)

Crimper stripper pliers: Multipurpose electrician's pliers to crimp solderless connectors, strip most common gauge wire, cut and hold or bend wire. Also have sheaving holes that cut common sizes of screws without deforming threads. (Sku 3194636, \$7.99)

Diagonal pliers: Cutting pliers with cutters positioned diagonally to the handle to provide leverage when pulling cotter pins. Also used for general cutting by electricians, mechanics. (Sku 25368, \$19.99)

Needle-nose pliers: Have a pointed nose for reaching places with restricted clearance. May have side cutters. A standard item for all electrical and electronics work. (Sku 2299246, \$19.99)



Duckbill pliers: Have long, tapered, flat nose for work in restricted places. Used by jewelers, telephone workers, weavers. (Sku 2299303, \$22.99)

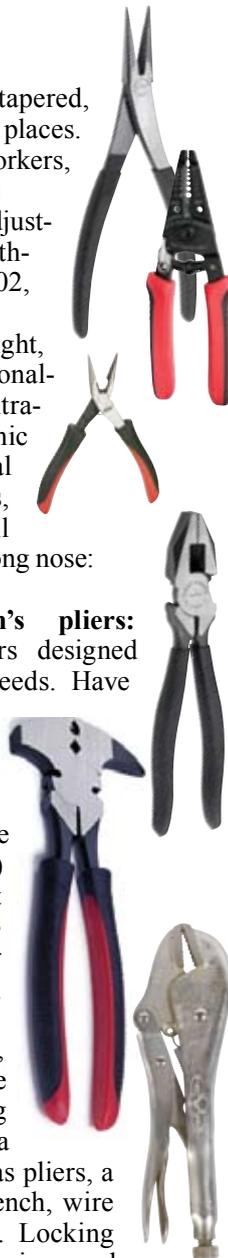
Wire strippers: Feature adjustable stops to cut insulation without damaging wire. (Sku 3250602, \$14.99)

Hobby pliers: Include straight, chain, round, end-cutting, diagonal-cutting, and flat-nose pliers in extra-small sizes. For use by electronic technicians, hobbyists, electrical workers, aviation mechanics, those who work with small objects or in confined areas. (Long nose: Sku 2004208, \$11.99)

Lineman's or electrician's pliers: Heavy-duty, side-cutting pliers designed for all regular wire-cutting needs. Have gripping jaws in addition to cutting edges. High-leverage lineman's pliers have rivet placed closer to the cutting edges to provide 50% more leverage. (Sku 2299253, \$26.99)

Fence tools: Pull and cut staples in fencing. Feature two wire cutters, heavy head for hammering. (Sku 2065720, \$16.99)

Locking Pliers: Adjustable, vise-type locking pliers can be locked on to a work piece, leaving both hands free for work. It is a versatile tool that can be used as pliers, a pipe wrench, an adjustable wrench, wire cutters, a ratchet, or a clamp. Locking pliers are available in various sizes and shapes: curved jaw with wire cutter, straight jaw, long nose with wire cutter, and bent nose with wire cutter. The locking principle also applies to locking clamps, which come in sizes generally ranging from 4" to 24". (10": Sku 21706, \$16.99)



Duck Tape® Duct Tape

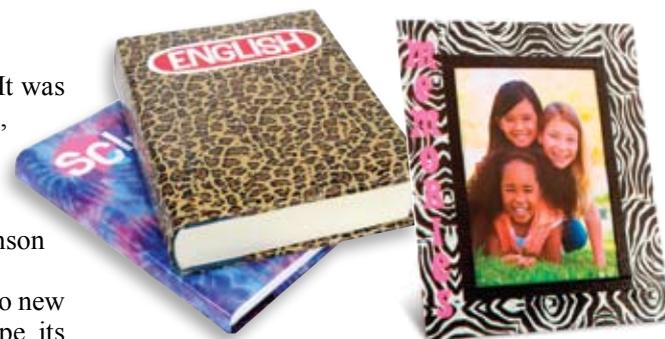
Duct tape—it's America's favorite fix-all. From industrial strength to general purpose, and classic gray to groovy tie-dye, Duck brand duct tape now comes in many strengths, patterns, and colors. Duct tape has adhered itself so well to American culture that it's become much more than a roll of tape. It's an enduring symbol of all in this world that is functional.



So how did this sticky wonder come about? It was World War II, and there was a need for a strong, flexible, durable, waterproof tape that could seal canisters, repair cracked windows, repair trucks, and help the war effort in general. Permacell, a division of the Johnson & Johnson Company, stepped up to this challenge.

Using medical tape as a base, they applied two new technologies. Polycoat adhesives gave the tape its unshakable stick, and polyethylene coating allowed the tape to be laminated to a cloth backing, making it extremely strong and flexible, while ripping easily into strips for fast, convenient use. The resulting tape was nicknamed "duck" tape for its ability to repel water. After the war, the tape was put to the more civilian use of holding air ducts together, so the product was changed from a nameless army green tape to the familiar gray duct tape.

You'll find a wide assortment of patterned Duck Tape at all COLE HARDWARE locations, including leopard, skulls, dragons, paint splatters, and many more! Assorted patterns and colors. \$5.99



Not just for repairing ducts!





ENVIRONMENTAL INFO

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

Preventing Lead Poisoning in Children

Many children under the age of six are exposed to lead, yet this exposure is 100% preventable. Lead poisoning causes devastating and irreversible damage to a child's health, including decreased intelligence, stunted growth, increased dental cavities, and hearing and behavioral problems. Recently the Centers for Disease Control (CDC) eliminated the "level of concern" for lead, in line with new research confirming that *all* levels of lead are of concern.



Good Nutrition Helps Prevent Lead Poisoning

Making sure children get enough iron, vitamin C, and calcium in their diets can help prevent lead poisoning. Iron is essential, as it helps move oxygen through our bodies and helps us feel energized. If children don't have enough iron in their diets, they can feel tired, have low energy, and can eventually develop anemia.

A child with very little iron in his or her diet will also absorb more lead than other children when exposed to lead dust. This is because lead mimics iron in the body and stores itself in the same places where iron is needed: our bones, teeth, bone marrow, liver, brain, and kidneys. When iron can't get to those sites, it prevents the body from functioning normally.

In contrast, children who have enough iron in their diets do not absorb as much lead because their bodies have all the iron they need and will let much of the lead pass through without being absorbed. When giving children iron and calcium, it is best paired with vitamin C; this helps the body absorb and use most of the iron and calcium. Your child's pediatrician or a public health nurse can advise you on these supplements.

Lead Hazards from Windows in San Francisco

Lead paint was used on millions of homes throughout the United States before it was banned for residential purposes by the Consumer Product Safety Commission in 1978. However, by then millions of window frames coated with lead paint were in place. Today, a very large percentage of the San Francisco housing stock still contains lead paint.

Lead-contaminated household dust is a primary cause of childhood lead poisoning in the United States today, and one of the sources of lead dust is the friction caused by opening and closing windows that have been painted with lead paint. Opening and closing these windows may cause the lead paint to chip and peel. Over a period of time, abrasive actions may turn paint chips into powdery dust, which becomes a hazard because the lead is no longer "locked" in the paint. The lead dust is especially hazardous to young children if they ingest it, either by sucking or licking their fingers after touching the exposed paint and dust from a window.



The San Francisco Department of Public Health (SFDPH) offers free home inspections to identify lead hazards in children's home environments. If lead hazards are found, the department can work to ensure that those hazards are eliminated.

Visit www.sfdph.org or phone 415/252-3956 for further information.

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

Our Water, Our World



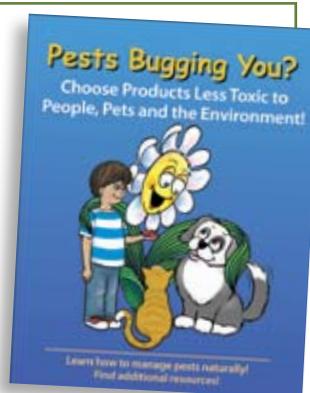
The purpose of the Our Water, Our World (OWOW) program is to raise awareness of the connection between pesticide use and water quality and to provide information to consumers at the point-of-purchase about integrated pest management (IPM) and less-toxic alternatives that are not causing water quality problems.

The OWOW program provides 30 fact sheets (in both English and Spanish) that offer less-toxic pest management tips for specific pests. OWOW places these fact sheets in retail nursery and hardware stores that sell pesticides to the public, and you can pick these up at all COLE HARDWARE locations. Shelf-talkers (shelf tags)



are also placed below selected products on store shelves to make it easier for you to identify safer alternatives to conventional pesticides. In addition, OWOW holds community outreach/educational events in the stores to promote the availability of less-toxic methods and products. The program also trains store personnel in the principles of IPM and successful application strategies for less-toxic products.

COLE HARDWARE'S IPM advocate, Suzanne Bonempo, will be on hand during our Bag Sale on Saturday, February 16, at our Polk Street location between 11:00 am and 2:00 pm to answer any questions you might have on earth-friendly gardening practices.



Stop By to Get Info on Less-Toxic Pest Control
February 16
Polk Street Store
11:00 am–2:00 pm

COMMUNITY NEWS

Thank You, Green Toys!

Every year COLE HARDWARE stores host a toy drive for Arriba Juntos so that each child attending their La Posada event can receive a toy.

Our customers and crew members generously donated several bins full of toys, and Green Toys always makes a large donation of their toys, too. This year, Arriba Juntos was stunned when the Green Toys delivery truck pulled up with 288 of their popular school buses. The shipment was so large that a truck and two people were needed to handle the delivery! We're proud to be working with a local company such as Green Toys, a kindred spirit in community involvement.

ARRIBA JUNTOS



COLE HARDWARE Rewards

How points are earned:

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

Rewards member benefits:

- Membership is free, and you'll receive the *Hardware Hotline*, our monthly newsletter full of valuable information and promotions.
- Free delivery in San Francisco with \$100 purchase.
- New members receive an instant 5% discount on their first purchase for joining and a \$5 coupon toward their subsequent purchase of \$25.
- Attach your Rewards key fob to your key ring—if you lose your keys, they can be dropped in the mail to be returned to us; we'll notify you if we receive them.
- Lifetime warranty on most products purchased at COLE HARDWARE.
- Receive a birthday discount equal to 50% of your age, up to a \$100 discount.
- We don't sell our customer list, and all information is kept confidential.



Terms and Conditions: 1. Rewards dollars are cleared after nine months. 2. Points accumulate for one year, with leftover points clearing at the end of the year. 3. Rewards points are not issued for charge accounts or any accounts that receive a discounted selling price under any other program.

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

COLE HARDWARE Travels the Globe

While we're here in San Francisco serving our community, our T-shirts and reusable shopping bags are out gallivanting around the globe. We love to see photos of our shirts and totes in exotic places. Send us a photo of yourself or a loved one sporting a COLE HARDWARE T-shirt or tote in Turkey or

on Turk Street, in San Ramon or in front of the Ramon Crater, and we'll send you a \$5 gift card and publish the photo. Our shirts are available in men's, women's, and children's sizes. (\$9.99)



Linda Ray shows off her "Istan-blue" shopping tote in Turkey.



Diana McDonnell shared this photo of her father, John, in front of the Ramon Crater in southern Israel during a family holiday.

Bag of the Month!

Pink Flamingo

25¢

with any \$10 purchase

(while supplies last)



Getting Married?

COLE HARDWARE offers a Gift Registry

Assists friends and family in choosing a thoughtful gift that you will love! Also great for housewarmings, birthdays, and first apartments or even for high school graduates heading off to college.

Send and e-mail to gift@colehardware.com for information.



Unique Unicycle

Artist, designer, and longtime COLE HARDWARE shopper Jeff Warnock shared this photo of the unicycle he handmade with many products he purchased at our Mission Street store: tools, hardware, tape, adhesive, brushes, and wood treatments. The unicycle took him eight months to build! But as you can see from the quality, it looks like something one would find in the Museum of Modern Art! Jeff appreciates the friendly, knowledgeable service he receives at COLE HARDWARE, and we appreciate seeing his stunning creation.



Jeffrey Warnock © 2012

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, 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.

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.

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.

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.

COLE HARDWARE
proud member of:

CVIA
COLE VALLEY IMPROVEMENT ASSOCIATION

YerhaBuena
ALLIANCE

Polk Street Merchants District

HANA
HAIGHT ASHBURY NEIGHBORHOOD ASSOCIATION

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.

BeScrappy

Tool Rental Reservations

Visit www.bescrappy.com/register.

Digital Hardware Hotline

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

Follow COLE HARDWARE!



CLARK+ KENSINGTON™

PAINT + PRIMER IN ONE



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

Try it. You'll love it!



The COLE HARDWARE Calendar - February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Flash Friday DEALS	2  Groundhog Day
	Hardware HOT DEALS February 1-18 see insert			7	8 Flash Friday DEALS	9
3  Super Bowl	4	5	10 CHINESE NEW YEAR!	11	12  Mardi Gras	13
			14  Valentine's Day	15 BAGSALE at Cole Fox Hardware Flash Friday DEALS	16 BAGSALE 20% Off STOREWIDE <i>see page 2 for details</i>	
17	18  Presidents' Day	19 COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% <i>see our website for more details</i>	20	21	22 Flash Friday DEALS	23  Chinese New Year Parade
24	25 Student Monday	26 COMMUNITY SAVINGS DAYS Teacher Tuesday	27 Senior Wednesday	28 Military Thursday	Flash Friday DEALS To sign up, send an e-mail to hotline@colehardware.com with "Flash" in the subject line.	



**Our founder Dave Karp,
Purveyor of Hardware Wisdom**

The COLE HARDWARE credo...

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

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

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

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

Four locations serving you every single day of the year!

2254 Polk Street

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

3312 Mission Street

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

956 Cole Street

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

70 4th Street

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

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

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



San Francisco's Favorite Hardware Stores!

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

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

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February 2013