

Star-Spangled Sale
Wednesday, July 3–Monday, July 8
see insert for details

FREE
Tree Seedling
with \$10 purchase
and coupon
see page 2 for coupon

July
13 & 14

The Forest Foundation

**Project
Night Night
Collection**
New blanket, book, and
stuffed animal collection
see page 10 for details


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

Made in the U.S.A.

There was a time, not that long ago, when the United States dominated the manufacturing sector. Unfortunately, over the years a large portion of manufacturing migrated overseas for a variety of reasons, with cheaper labor being one of them. At COLE HARDWARE, we try to carry as many domestically made products as possible. As much as we'd like to, the reality is that we cannot fully stock all of the items that our customers expect to find on our shelves with only American-made products.

We all realize that it is important to buy American-made products when possible. When jobs leave the United States, American leadership in technology leaves with them. Each manufacturing job in the United States creates between five and eight "support" jobs, meaning those jobs needed to make the product: clerical, accounting, suppliers, transportation, and so on. Just as shopping with locally owned businesses is important to keep dollars in the community, buying American-made products keeps our dollars in the United States.

While the United States may never again be the dominant force in manufacturing, or at least not for a long time, there are still a lot of great products made here. We've assembled a selection of just a few of the items that you will find in our stores that we're proud to say are, indeed, made in America. See page 6 for these highlighted products.



America's Cup®

This first weekend in July marks the start of the "Summer of Racing" in San Francisco. An opening ceremony is planned for July 4 and will be followed on July 5 by a special fleet race for all teams. Racing in the Louis Vuitton Cup, the America's Cup Challenger Series, officially begins July 7.

The oldest trophy in international sport, the America's Cup was first contested in 1851 and predates the modern Olympics by 45 years. The 34th America's Cup is an umbrella term that covers several events: the 2013 America's Cup Finals, the Louis Vuitton Cup, the America's Cup Challenger Series, the America's Cup World Series, and the Red Bull Youth America's Cup.

The 2013 America's Cup Final is scheduled for September 7–21, 2013, in San Francisco. The final, also known as the Match, will feature the defender, Oracle Team USA, against a challenger that will have won the Louis Vuitton Cup: Emirates Team New Zealand, Italy's Luna Rossa, or Sweden's Artemis Racing.

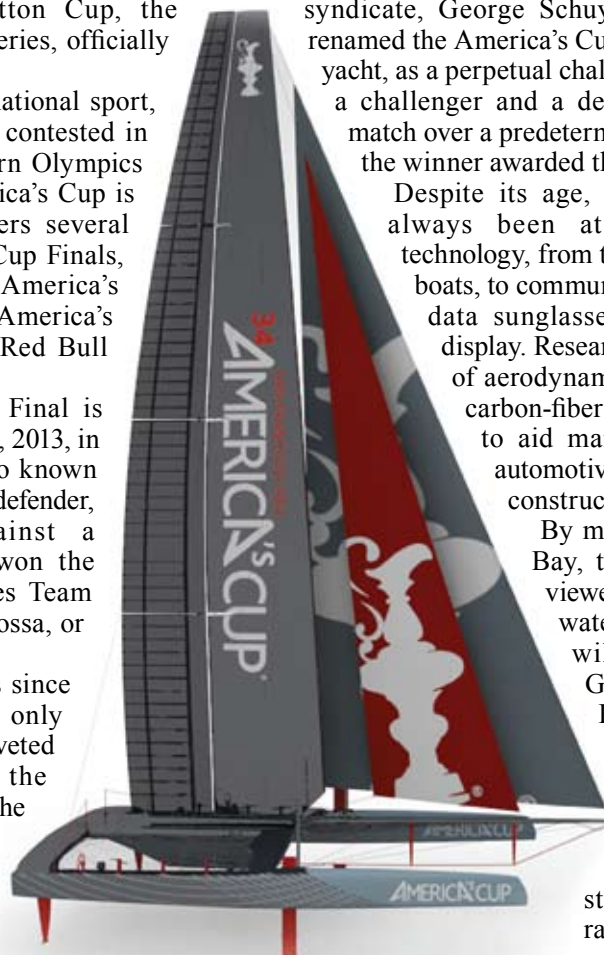
In the more than 150 years since that first race off England, only four nations have won the coveted trophy. The history of the America's Cup dates back to the Victorian era when a syndicate of businessmen from New York sailed the schooner *America* across the Atlantic Ocean to represent the United States at the World's Fair in England. Before the fair, the schooner won a race around the

Isle of Wight and with it a trophy called the £100 Cup (it was subsequently inscribed, incorrectly, as the 100 Guineas Cup).

Some years later, the last surviving member of the syndicate, George Schuyler, deeded the trophy, renamed the America's Cup in honor of the winning yacht, as a perpetual challenge trophy—two crews, a challenger and a defender, in a one-on-one match over a predetermined series of races, with the winner awarded the America's Cup.

Despite its age, the America's Cup has always been at the cutting-edge of technology, from the design and build of the boats, to communications, to performance-data sunglasses featuring a heads-up display. Research conducted in the fields of aerodynamics, hydrodynamics, and carbon-fiber construction has gone on to aid many industries, including automotive and airplane design and construction.

By moving the racing into the Bay, the action will be easily viewed along the San Francisco waterfront, as the racecourse will stretch from Marina Green around to Pier 27. Pick up everything you need at COLE HARDWARE to watch the races, including beach chairs, coolers, and sun hats. And if you decide to stay home to watch the races, our "Anchors Away" assortment on page 6 will help you host a home viewing party in maritime style! Visit www.americascup.com for race dates and times.



A new class of boat has been designed specifically for the 34th America's Cup. The catamaran measures 72 feet in length and is powered by a 131-foot-tall wing sail. Dubbed the AC72, it's capable of sailing at speeds in excess of 45 knots (51 mph).

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Dave's Birthday Celebration

Thank you to our loyal shoppers and crew for making Dave's 97th birthday party a great success! Dave visited each of our locations and was greeted with roaring renditions of "Happy Birthday." Cole Street assistant store manager Tessa, our resident baker, created cakes in the shape of a giant tape measure—97 feet, of course! Channel 5 KPIX even stopped by to interview Dave for their newscast.

Dave enjoyed visiting with our customers, handing out 97¢ gift cards, and charming the crowds with his famous card trick. From the bottom of our hearts, thank you!



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.



COUPON

Reusable Shopping Bag

FREE

with \$5 purchase
and coupon

(while supplies last)

Valid with coupon July 1–31, 2013.



COLEBAG



Pick up a
free
*Outdoor
Living*
catalog at
any of our
stores.

SMALL BUSINESS SPOTLIGHT:



CO-Spot enables you to have a physical presence in San Francisco without paying the high San Francisco costs. Located in the highly sought after tech-center SoMa neighborhood, CO-Spot provides an affordable, user-friendly platform that allows small businesses, freelancers, and entrepreneurs to take the first step in starting their businesses.

CO-Spot offers several different affordable virtual membership packages that include:

- San Francisco address:
Your Name
350 Townsend, Suite ###
San Francisco, CA 94107
- Online user-friendly platform that informs you of the mail you've received via e-mail
- Mail and package receiving and handling
- Mail forwarding
- Mail pick-up Monday through Friday, 12:30 pm–5:00 pm
- Fax to e-mail
- Discount on the \$20/hour conference room rental

For more information, call 415/800-6890, or check them out at www.co-spot.com.



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

Free Tree Seedlings!

At COLE HARDWARE, we all know how much Dave Karp enjoys Christmas trees! Thanks to our friends at The Forest Foundation, you can grow your own holiday tree. The weekend of July 13–14, we will give out a free native conifer tree seedling with the below coupon and a \$10 purchase. If you don't have a large space to plant a tree, it can be grown in a pot. Before you know it, you'll have a holiday tree large enough to decorate.

The Forest Foundation was founded in 1994 to inform Californians about the role forests play in the

environmental and economic health of our state. Their mission is to foster public understanding of forest ecosystems by providing balanced, science-based information on the uses of our forest resources for present and succeeding generations.

Teachers can order or download free educational materials and lesson plans and arrange free classroom presentations through their Talk About Trees program. Visit www.calforestfoundation.org for further information.



COUPON

July
13 & 14

FREE Tree Seedling

with \$10 purchase
and coupon

Valid with coupon through July 13–14, 2013.
While supplies last. Limit one per customer.



Meet Ivo: Our Tile Craftsman from Croatia

Adding new tile to your bathroom or kitchen backsplash can easily transform the room and add value to your home. Both tasteful, simple tile work and intricate, ornate designs can add texture to otherwise flat surfaces. COLE HARDWARE would like you to meet Ivo, one of our licensed and bonded tile contractors. Ivo is a professional in the fabrication and installation of tile and stone. Ivo began learning his craft as a boy, working for his father in the traditional mortar bed method in his home country of Croatia, part of the former Yugoslavia. His father's influence and high standards are evident in the artistic skills that Ivo applies to each project. For over 25 years, Ivo has been providing artistic, expertly executed tile setting services to residential and commercial property owners in San Francisco, the Peninsula, and the entire Bay Area.



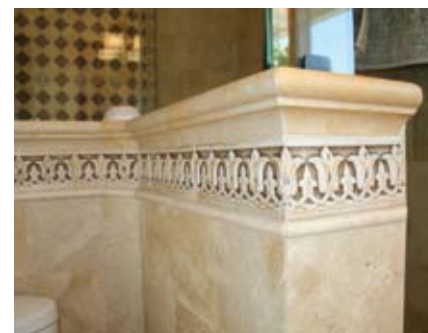
marble, limestone, porcelain tile, and ceramic tile for counters, floors, and walls. Limestone is a younger stone with softer coloration and is less costly to produce. Most of the granite and marble today comes from China, which is surprising since the Roman Empire is famous for its granite structures still standing to this day. Why doesn't the granite in the ruins of Rome look like the kind of granite we see in an updated kitchen? Ivo explains that the granite slabs go through a special polishing process at the factory using water, special machinery, and polishing brushes so that stains do not penetrate the granite. Ivo also believes that granite should be sealed once a year to retain its vibrancy.

Well-chosen tile can add continuity and style to your kitchen, and there are many shapes, designs, and colors to choose from. Tile options range from ceramic, glass, natural stone, and even metal since stainless appliances have gained in popularity. If you like to paint your kitchen frequently to change the look, you might consider a neutral tile that will allow you many future options.

Ivo has extensive experience in retiling showers, another important specialty of his craft. He says the proper mortar bed is very important to a shower. The mortar bed levels out the unevenness in the substrate, creates an ideal surface to which the tile can be bonded, and incorporates the correct slope in



Some samples of Ivo's quality tile work



the tile layer so that the water drains properly. Ivo is also an expert at replacing shower pans, which must be watertight so that mildew does not attack the area below the shower.

We asked Ivo about the many cracks in the old terrazzo stairs in San Francisco. He said cracks in these stairs usually cannot be repaired to their original beauty. One must improvise with cement and a little paint or completely replace them.

If you want to contact Ivo, contact our Repair Referral Service at 415/753-2653 ext. 3 or homerepair@colehardware.com. Ivo can show you his portfolio and help you design your dream kitchen or bath or work with you on any other tiling needs.

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 pre-screened 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

WHAT'S UNIQUE?

Miele Quickstep Upright Vacuum

From ceramic tiles to flagstone, cork to bamboo, Miele's Quickstep upright vacuum cleaner is ideal for light, quick cleaning tasks on a wide range of smooth floor surfaces as well as low- to medium-pile carpeting. Unlike many stick vacuum cleaners, this upright provides ample pickup power, capturing fine particulates and debris easily and efficiently.

The modular design lets you configure it several different ways with a simple press of a clip, and its compact, lightweight body allows for easy storage. Positioning the canister high on the suction tube makes it easy to reach under beds, coffee tables, and other low furniture. By removing the tube completely, it becomes a handheld that's ideal for cleaning stair crevices, upholstery, and sofa cushions. No matter how it's configured, this upright is extremely versatile and easy to transport from room to room.

Miele again ranks highest in customer satisfaction with both upright vacuums and canister vacuums in 2013 according to J.D. Power and Associates. (Sku 123305, \$229.99)

Miele



Invisiplug®

Invisiplug is the first power strip that blends in to the look your hardwood flooring. Available in three hardwood finishes: light natural, medium cherry, and dark oak, Invisiplug is constructed from plastic mold injected with wood grain printing and a matching 3-foot color cord. Give your floors a clean, uncluttered look with Invisiplug. Six outlets and surge protected, Invisiplug will work in any room of the house. (Skus 327002, 9, 10, \$16.99)



Lékué: Healthy Dishes in 10 Minutes!

Most of us use our microwaves for heating up a dish and never imagine cooking a healthy meal in one. With the new line of Lékué steam cases made of platinum silicone, you can now easily steam food in the oven or microwave. Food cooks in its own juices, preserving flavors and nutrients, and the cooking level can be easily controlled.

Platinum silicone is a type of silicone that only uses platinum (a noble metal) as a catalyst, thus making it odorless, antibacterial, and resistant to high and low temperatures. Since it does not alter flavors or leave any residues, it is ideal for products that come into contact with food.

The steam case with tray allows healthy steam

cooking that maintains nutrients. The removable interior tray guarantees that the liquids accumulated during cooking, preserving, or defrosting will drain away from the food. Cooking can be done with or without the tray, depending on the desired results. Available in red, green, and clear for meals to serve 1–2 people (Skus 640460–2, \$29.99) or in green and clear to serve 3–4 people (Skus 640463–4, \$39.99).

We also offer Lékué's *Beginner's Survival Cookbook*, a collection of healthy recipes and meal plans including frittatas, pastas, and dishes from every food group. Just put the uncooked ingredients into the steam case and voilà—dinner in ten minutes! (Sku 699001, \$9.99)



COUPON



FREE
Cookbook

with Lékué Steam Case
purchase and coupon



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\$9.99
value

Valid with coupon July 1–31, 2013.
While supplies last. Limit one book per customer.

FROM THE GARDEN CENTER

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



In the Garden July 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.

Our dry season should be in full swing now as we enter the first full month of summer. Don't let your garden dry out. Watering early in the morning is best. Evening watering is preferable to watering in the heat of the day, but it can promote disease. Weeds steal valuable water, so make sure to keep them under control. The long summer days provide an ideal opportunity to enjoy your garden.

✓ **Fertilize:** Annuals, perennials, and trees will enjoy a boost of nitrogen. Use an all-purpose fertilizer. After azaleas, camellias, and rhododendrons have finished blooming, use an acid-loving plant food on these.

✓ **Wisterias:** These should have finished blooming, and the long growth can be reduced by about half. This will stimulate the plants to form flower buds and reduce long, tangled growth—especially if it is growing onto eaves or windows.



✓ **Indoor plants:** For plants to be effective in cleaning indoor air, NASA suggests one potted plant per 100 square feet of indoor space. Some common indoor plants that are effective in removing formaldehyde, benzene, and carbon monoxide from the air include English ivy, gerbera daisies, peace lilies, and chrysanthemums.

✓ **Vegetables:** Plant a second crop of vegetables now: beets, bush beans, carrots, radishes, cabbage,

cauliflower, fava beans, and turnips. Harvesting your vegetables while they are young and on a regular basis will keep them productively fruiting. Harvest early in the day.

✓ **Bearded irises:** Cut irises back to about three or four inches after they have finished blooming. You can dig up and divide the rhizomes (root mass) by cutting them apart. Let them dry for a day or so inside a dark place. They can then be replanted.



✓ **Color:** Now is the time to plant summer flowering perennials, shrubs, and annuals. Marigolds, petunias, salvia, and begonias should all do the trick to make your garden bright and colorful.



✓ **Herbs:** Dry herbs by tying in bunches with raffia or ribbon. These make ideal hostess gifts when attending friends' backyard barbecues.

✓ **Aphids:** Combat aphids with a strong spray from the hose, with ladybugs, or with Safer® Insecticidal Soap. (Sku 74805, \$9.49) Release ladybugs in the evening at the base of the plant. If released during the day, the ladybugs will fly away. As they crawl up the plant, they will feast on the aphids.



✓ **Butterfly-loving plants:** To attract butterflies to your garden, it is essential to plant nectar-producing flowers for them to feed on. Consider these plants:

- **Flowers:** Goldenrod, milkweed, sunset, marigolds, cosmos, Mexican sunflowers, and phlox
- **Vegetables:** Broccoli, kale, and cabbage
- **Herbs:** Catnip, lavender, thyme, dill, sage, and parsley

See you in the garden!



RADIUS
Naturally Easier.



Radius® Garden Tools

Check out our new line of Radius gardening hand tools! The comfort design of the handle grip creates more leverage while minimizing hand and wrist stress. The aluminum blades are surprisingly light, yet remarkably strong. Available in assorted bright colors, choose from a trowel, transplanter, weeder, and cultivator (Skus 701750–3, \$12.99) and a generous scooper (Sku 701755, \$18.99).

DriWater™ The Inexpensive, Reliable Plant Sitter

Bringing water to hot, arid places the world over, DriWater is a time-release gel that easily and effectively delivers water to plants.

DriWater is a patented product that consists of 98% purified water and 2% food-grade ingredients. It is bound in the form of a gel-like solid that provides consistent subsurface irrigation to plants for up to three months. DriWater is not a polymer or a wetting agent; it is organic and completely nontoxic.

Widely used in agriculture, revegetation and mine reclamation projects, and to establish plants in erosion-prone areas, DriWater allows plants to flourish in places where they would otherwise not grow at all. (DriWater recently committed to planting over 17 million trees in a Cairo, Egypt, development. This will



allow the growth of many trees in over 35,000 acres in the middle of the Sahara Desert!)

DriWater is good for the health of both you and your plants—you enjoy worry-free watering, and your plants stay healthy with reliable, consistent moisture in the root zone. Use

DriWater to conserve water, increase survival rates, and facilitate difficult planting throughout your landscape.



The DriWater Tube and Insert can be used as a permanent source of water for container growing or to establish plants in hard-to-reach places (such as hanging or elevated plants and plants on decks). (Sku 707016, \$4.99)

The Gel Pac can be used alone on small potted plants or as refills for DriWater Tube. When used alone, the Gel Pac will water a plant for up to 30 days. (Sku 707020, \$2.99)

The DriWater Quart carton placed next to the root mass will provide consistent, subsurface drip irrigation to a plant or seedling over a three-month period, regardless of ambient temperature or humidity. Only the treated plant receives water and not the surrounding surface area, greatly reducing competition from undesirable plants and weeds. The window of transplant success is therefore extended through the summer months. (Sku 707015, \$3.99)



STARS AND STRIPES

Anchors Away!

In honor of Independence Day and America's Cup, we've assembled an assortment of nautical and patriotic housewares, guaranteed to show off your spirit for the stars and stripes! Assortment may vary by location.

Set Sail Apron
(Sku 681231,
\$21.99)

Anchor Apron
(Sku 681232,
\$16.99)

Anchor Mitt & Potholder
(Skus 681233-04, \$4.99-7.99)

**Catch of the Day
Dish Towel Set**
(Sku 681230,
\$11.99)

**Patriotic
Dish Towels**
(Skus 681119-22,
\$4.99-\$5.99)

Crab Serving Bowl
(Sku 681184, \$24.99)

Crab Bowl
(Sku 681183,
\$10.99)

**Bucket of 6 Regatta
Check Cloth Napkins**
(Sku 681261, \$24.99)

**Regatta Check Cotton
Tablecloth 54" x 72"**
(Sku 681261, \$34.99)

Made in America

Stop by any COLE HARDWARE location to see these great products—all made in America!

Mrs. **MEYER'S**
CLEAN DAY

green
toys



J.R. WATKINS
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Naturals



**Benjamin
Moore**
The Leader in Paint & Color™

LEATHERMAN®
TOOL GROUP INC.



**LODGE
LOGIC**



WELLNESSmats®
A healthy way of life.



PRODUCT KNOWLEDGE

Home Canning and Preserving

Home canning and preserving is a fun family activity year-round. Gardeners can enjoy their bountiful harvests for months to come. And if you don't have a garden, the farmers' markets so abundant in the Bay Area are full of freshly picked and locally grown fruits and vegetables.

Home canning is not complicated. It is a simple procedure that applies heat to food in a closed glass jar to interrupt the natural decaying that would take place otherwise. There are two types of canning methods: water bath (boiling water) canning and pressure canning. Water bath canning, boiling jars of food in a boiling water bath, is a quick and easy way to safely can high-acidity foods such as tomatoes and fruits.

Pressure canning is required for preserving low-acid foods such as carrots, green beans, and most



other vegetables. The pressure method takes a little longer but offers gardeners a way to can almost anything from their gardens.

Fruits and vegetables that are in season in July to preserve include tomatoes, peaches, nectarines, apricots, many berries, green beans, and cucumbers. Consider picking up a copy of the *Ball Blue Book® Guide to Preserving*, first published in 1909, for some of the same recipes that your grandmother may have used! (Sku 65798, \$8.49)



Visit any of our stores to see our selection of Ball® canning jars in a variety of sizes. Our Mission Street and Polk Street locations offer a 21-piece fresh preserving kit that includes everything you need to get started with water bath canning. (Sku 6187850, \$74.99)

A jar of canned fruit or preserves makes an ideal heartfelt gift for teachers and colleagues and perfect party favors for a holiday fiesta. You can get started now and make a dent in your holiday shopping!

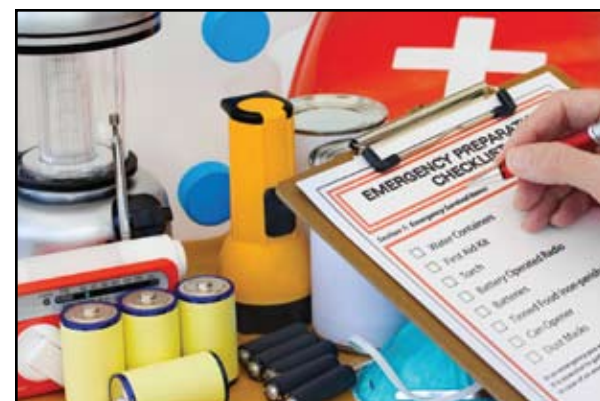


2013 marks the 100th anniversary of the first series of jars designed by the Ball brothers, each jar intended to be better than the one before. 1913 saw the launch of the first true "Perfect Mason" jar. These new limited edition blue Ball jars are a celebration of the heritage featuring period-correct blue color and embossed logos on the front and back. They maintain all of their modern standards for quality and reliability.

Features:

- New jar design!
- 6-pack Ball regular pints in period correct blue
- Modern standards for quality and reliability
- Perfect for all of your home canning needs or as a collector's item
- Vintage Ball embossed logo (front)
- 100 Year Anniversary embossed on glass (back)
- Vintage-style tray carton
- First in a new line of limited edition jars

Pint, 6-pack (Sku 6237663, \$11.99)



Medical Preparedness for a Disaster

("Are You Ready" Series, Part 8)

Take steps now to prepare for the next predicted major earthquake or other disaster. An important way to prepare for a disaster is to have your family's basic medical information and supplies available at all times. Take these steps to insure that you and your family are medically safe, even in an emergency.

Medical History

Compile a list of your family's medical conditions; names, addresses, and telephones of all doctors; and medications every family member takes (including dosages). Update this list every six months. Give a copy to your out-of-area emergency contact and to a neighbor you trust and see regularly. Keep a copy in every family member's wallet, as well as in your family's go-kit—a bag or backpack you can grab and take with you should you need to exit your home quickly. (COLE HARDWARE has 1-, 2- and 4-person emergency kits.)

Medical Resources

Be sure your go-kit includes prescription medication. Keep all prescription medications refilled, so your family members are less likely to run out during an emergency. Keep a seven-day dispensing box with all medications in it. Put a list inside the cover of the box that includes expiration dates and doctor's names and telephone numbers.

If you or other family members wear prescription glasses, keep a spare pair in your kit. Include a list of suppliers (with telephone numbers) of any special medical equipment (for example, wheelchair, walker, oxygen tank, pacemaker) your family requires.

Your kit should also contain the following:

- First-aid kit
- Hygiene supplies (feminine hygiene, etc.)
- Burn ointment
- Eye wash solution
- Laxative and antidiarrhea medication

Every spring and fall (use the time change as your cue), check your emergency supplies and replace any soon-to-expire medications with fresh ones. Make sure the lists of doctors, medications, and suppliers are current. Also check that spare batteries are still good and that emergency food and water are fresh.

Get Your NERT Training!

For information on Neighborhood Emergency Response Training (NERT) and to find out about the next class in your San Francisco neighborhood, see www.sfgov.org/site/sfnert.

Wet & Forget® Weekly Shower Spray

Wet & Forget no-scrub weekly shower spray takes the work out of cleaning your shower. Simply spray Wet & Forget once a week to clean and prevent the buildup of soap scum, grime, oils, mold, and mildew stains. No more scrubbing and no more having to spray every day as with other spray-on shower cleaners! Wet & Forget contains no bleach, ammonia, dyes, or irritating

fumes and leaves your shower or bathtub with a pleasant vanilla scent. The 64-ounce bottle lasts up to 12 weeks. (Sku 1501477, \$19.99)





ENVIRONMENTAL INFO

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

SodaStream® Home Soda Makers and Carbonator Exchanges

In five years, the average family uses over 10,657 bottles and cans! Globally, 206 billion liters of bottled water were consumed in 2008. The energy required to make water bottles in the United States is equivalent to 17 million barrels of oil. According to some estimates, more than 80% of bottles in the United States do not get recycled and end up in landfills. In 2005, an estimated 4.7 million tons of greenhouse gas emissions were produced in the process of replacing the 134 billion bottles and cans not recycled.

SodaStream is an “active green” product, meaning that consumers are actively reducing their CO₂ footprint every time they make soda or sparkling water at home instead of buying it from the store. The more the system is used, the more the reduction in the user’s CO₂ footprint. (This differs from “passive green” products, which use green-friendly production processes but do not inherently help consumers reduce their daily footprint.)

Because SodaStream uses water straight from the tap, the system makes traditional store-bought beverage bottles obsolete. That means less plastic is manufactured, less plastic waste is created, and fewer bottled beverages must be transported from

Carbonator Exchanges

FREE FLAVORING with 10 CO₂ Exchanges

Don’t forget—Rewards members can buy 10 carbonator refills and enjoy a free bottle of their favorite soda flavoring (a \$4.99–\$9.99 value)! No need to fumble through your wallet to find your punch card. Our system will track your exchanges and alert our cashiers when you have qualified for a free bottle.



manufacturers to distributors to stores to homes.

One SodaStream carbonator makes 60 or 110 liters, equivalent to 170 or 310 aluminum cans! When empty, just bring your carbonator to any COLE HARDWARE location to exchange it for a new one. (14.5 oz.: Sku 606004, \$16.99; 33 oz.: Sku 606012, \$29.99)

We carry several models of SodaStream systems, including the Genesis (Sku 606000, \$99.99) and the Crystal (Sku 606666, \$179.99).



sodastream
set the bubbles free

Mouse and Rat Repellent

Nature’s Defense Granular Mouse and Rat Repellent is a combination of the strongest, most effective animal repellent ingredients found in nature today. The organic formula is environmentally friendly, nontoxic, and safe to use around children and pets. Your mouse or rat problem will be solved quickly, effectively, and easily with no mess, cleanup, or killing. Great for home and garden use, the 22-ounce size covers approximately 3,500 square feet. (Sku 7338478, \$13.99)

Stop Critters the Natural Way

- ✓ **MADE WITH CERTIFIED ORGANIC ACTIVE INGREDIENTS**
- ✓ **NO HARMFUL CHEMICALS**
- ✓ **EASY TO USE**
- ✓ **100% GUARANTEED**



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

PAINT THE TOWN

Painting the Exterior of Your Home

Nothing improves a home's curb appeal more than a fresh coat or new color of paint. For your exterior home painting projects, COLE HARDWARE offers the Benjamin Moore® premium lines of exterior paints: Aura® and ben®. Both are superior quality, 100% latex house paints that deliver superior adhesion and excellent resistance to chalking, fading, cracking, peeling, blistering, and dirt pick up.

These paints are easy to apply with a brush, roller, or spray. They are mildew resistant and clean up easily with soap and water. Benjamin Moore paints provide a protective exterior coating that will remain fresh looking for years after the job is finished.

Visit the paint centers at any of our four locations for expert advice on your exterior painting projects and all the tools you need to get the job done. Keep these tips in mind when undertaking your painting project:

- If you want to be able to use a previous coat of exterior paint as a base for a new coat, the old paint should be no more than five years old. If you wait longer than that, you'll have a major job of scraping, sanding, and spackling.



- Don't apply paint in hot, direct sunlight, or it will blister. Paint your house's west side in the morning and its east side in the afternoon. Paint the south side when it's most shaded.
- Wait two days after it rains before painting outside.
- Latex is almost everyone's first choice for exterior paint because it is easy to apply, cleans up with water, and dries quickly. On top of that, it's long lasting. On stucco it can be applied without a primer and bonds when the surface is damp.
- For doors, windows, and other places where durability is a concern, pick a glossy paint. Glossy paint contains more of the resins that give a paint body and hardness.
- When painting, try to time your breaks to occur where siding and trim meet or at some other visual transition point. This prevents lap marks and disguises subtle color differences that may occur when you start again.
- When painting the outside of your house, fold newspaper over the tops of doors and then close them. You won't paint the doors shut.
- Bothered by mildew on your deck, fence, or roof? Scrub the affected areas with straight vinegar or a 50/50 solution of bleach and water. Then give them two coats of wood sealer.
- To make new cedar shakes (shingles) match the old, weathered ones when repairing a roof, "age" them in the following manner: Combine a 1-pound package of baking soda with a half-gallon of water. Then brush or spray this mixture on the new shakes (shingles). Over three or four hours, they'll assume a permanent gray color.
- Plant or prune shrubbery or tree branches so they don't touch painted exterior surfaces. The undersides of leaves hold moisture long after a rain, and prolonged moisture causes paint to blister and peel.



- Old sheets work great to cover plants and shrubs since they allow the plants to continue to breathe.
- Don't use a sander with a revolving disc to remove paint from wood siding, as it will gouge the surface.
- If paint is blistering on hollow porch posts or columns, trapped moisture could be the problem. Cure it by boring small ventilating holes at the top and bottom of each post or column.
- The quickest way to paint a wire or chain link fence is with a sponge. Protect your hands with rubber gloves.
- Before painting exterior stucco, wash it down thoroughly with a strong spray of water—allow this to dry for at least 48 hours.
- You can't repair a large hole or crack in a stucco wall unless the lath—the wire mesh that the stucco is applied to, is in good condition. If the lath isn't intact, it will need to be replaced, and you may want to leave the job to a professional. However,



a do-it-yourselfer can easily repair stucco that's slightly cracked:

- Enlarge the crack with a knife or a chisel. Undercut the crack so that the bottom is wider than the top. Wet the crack thoroughly with water.
- With a trowel or pointing tool, pack the crack with a ready mix mortar. Tap it down firmly.
- Over the next three days, periodically moisten the patch so that it will cure properly.

FrogTape® Makes Perfect Lines Possible!

As the trend toward DIY continues, manufacturers are striving to make their products more user friendly. When it comes to painting, no-VOC paints, easy-pour cans, and easy-to-clean supplies are some of the recent new products that give consumers better ways to take on this classic home improvement project. FrogTape brand painter's tape with PaintBlock® Technology is a painting tool breakthrough to give consumers not only the ability to easily complete their paint projects, but also the confidence to try more sophisticated patterns and designs.

FrogTape is the only painter's tape treated with PaintBlock Technology—a technology that allows users to achieve crisp, clean paint lines and save time and money by eliminating the need for touch-ups.



PaintBlock is a super-absorbent polymer that has the ability to absorb and trap liquid. When latex paint comes into contact with FrogTape, PaintBlock absorbs the

paint and creates a barrier, preventing the paint from bleeding under the tape, keeping paint lines neat and clean. Essentially, it is a polymer that can absorb and retain large amounts of a liquid relative to its own mass. Super-absorbent technology has been around for decades and is used in many everyday items, including baby diapers.

You do not have to use any special techniques when using FrogTape; however, it is recommended that the surface be clean, dust-free, and dry before applying the tape. FrogTape is available in assorted widths from 0.94" to 1.88" and in 60-yard rolls to accommodate any application. The tape comes in a reusable plastic canister designed to protect the tape edges from damage. (Skus 1392216, 224, 232, \$8.49–\$12.99)



COMMUNITY NEWS

Spare Change and Blanket/Book/Stuffed Animal Collection

We are proud to announce that through our spare change collections, we have collected \$13,729 in funds for many worthy charitable causes in the City—and our program continues on! In May we collected \$1,065 for Wonder Dog Rescue, which has a long history of rescuing dogs in need—all sizes, shapes, and breeds.



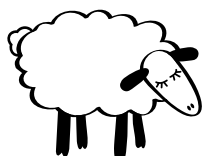
Wendy Williams, studio assistant and Friends of Sharon Art Studio board member, accepts a check for \$374 from our spare change collection in April.

Our June collection was earmarked for the Children's Miracle Network, which will benefit Children's Hospital & Research Center in Oakland. ACE dealers across the country will be raising funds this summer for their local hospitals in the network. We'll report on our totals next month and the collective totals later in the summer.



**Children's
Miracle Network
Hospitals**
Helping Local Kids

For July, our collection will benefit Project Night Night, which donates over 25,000 Night Night Packages each year, free of charge, to homeless children who need childhood essentials to feel secure, cozy, ready to learn, and significant. Each Night Night Package contains a security blanket, an age-appropriate children's book, and a stuffed animal—all nestled inside a new canvas tote bag.



Project Night Night

In addition to collecting spare change, our stores will host collection bins so that our shoppers may donate new blankets, books, and stuffed animals to

By providing objects of reliable comfort, Project Night Night reduces trauma and advances the emotional and cognitive well-being of the children they serve.

create the Night Night kits. Please keep these guidelines in mind when donating an item:

- Blankets should be new or newly handmade. Quilted, fleece, knit, crocheted, "no-sew," and store-bought blankets are appreciated.

The ideal size is 50" x 60" or smaller.

- Books should be appropriate for ages 0 to preteen. New books only, please.
- Stuffed animals should be smaller than 18 inches. Stuffed animals must be new.

It's easy to donate to our spare change collection! 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 collecting dust on your dresser!



Home-Delivered Grocery Program

In partnership with the San Francisco Food Bank and Self-Help for the Elderly, Meals on Wheels of San Francisco is able to deliver bags of groceries to some of their clients every Wednesday morning. They are looking for volunteers who can help this program grow by committing to take on a route! This program was piloted in 2010 serving 60 clients and has since grown to include 110 clients on their delivery routes. If interested, contact Danie Belfield at dbelfield@mowsf.org.



Volunteers Needed!

COLE HARDWARE T-Shirts Travel America!

Tommy Peterson's wife, Jane, shared this photo of the COLE HARDWARE T-shirt she bought him as a birthday present. Guess where he is? The Peach State of Georgia, of course!

Buy a COLE HARDWARE T-shirt on sale for \$6.99 during the month of July. (Reg. \$9.99) Then send us a photo of yourself donning your COLE HARDWARE T-shirt in the state of Georgia or the Republic of Georgia, and we'll send you a \$5 gift card. Available in assorted styles and sizes for men, women, and children.



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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.

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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**.

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.

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**.

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.

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The COLE HARDWARE Calendar - July

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Star-Spangled Sale July 3-8	2	3 Sale	4 Sale Independence Day	5 Sale Flash Friday DEALS	6 Sale Fillmore Jazz Festival July 6-7
7 Sale SUNDAY STREETS Great Highway	8 Sale	9 Hardware HOT DEALS July 1-15 see insert	10	11	12 Flash Friday DEALS	13 FREE Tree Seedling see page 2 for details
14 FREE Tree Seedling see page 2 for details	15	16	17	18	19 Flash Friday DEALS	20
21	22	23 COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% see our website for more details	24	25 Military Thursday	26 Flash Friday DEALS	27
28 SUNDAY STREETS Mission	29 — COMMUNITY SAVINGS DAYS — Student Monday	30 Teacher Tuesday	31 Senior Wednesday	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

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

Commitment to the community:
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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.



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