



Hardware Happy Hour Create a Salvaged Planter

Wednesday, March 18

5:00 pm–8:00 pm

see page 2 for details



Shop 24/7 at
ColeHardware.com



COLE HARDWARE'S Hardware Hotline

March 2015

NEWS AND VIEWS FROM AROUND THE STORES

COLE HARDWARE at Your Fingertips!

We're bringing customer service to your fingertips with Instaply. Our smartphones have become a necessity in our everyday lives. Ever leave home without your wallet? Many of us feel lost without our phones, too—especially since we've cut the cord on landlines.

Instaply is a mobile messaging app for sending your questions to stores by text—instead of calling or e-mailing. It's available for iPhone, Androids, and soon for Windows phones. Checking stock? Text us on Instaply! Need to know about our next sale or Happy Hour? Looking for product information and more? Text us on Instaply! It's a great new way for us to be helpful and give you excellent service while you're on the go. Instaply is similar to texting, but you don't need our phone number. Just launch the app on your smartphone, select a store or our Repair Referral Service, type your message, and send it. It's that simple.

No text messaging charges, and the app is free,



too! During business hours, we'll get right back to you with an answer to your question. After business hours, we'll respond first thing in the morning.

Download Instaply from the Apple App Store or Google Play and give it a try. Your messages will come directly to one of our store managers. Please inundate us with your queries—or just say hello. You can also text us via our website. Just type in your questions or comments, and we'll be alerted instantly and get back to you with an answer.

And yes, we want other local businesses active on Instaply, too. The more, the merrier! If you have a business, feel free to e-mail rick@colehardware.com, or download Instaply and send us a message—we'll help you get registered.

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

—Rick



COLE HARDWARE'S Mobile Coupon Club

You are cordially invited to become a member of COLE HARDWARE'S Mobile Coupon Club! Joining couldn't be easier—just text the word "COLE" to the number 55155 from your smartphone, and you will be instantly rewarded with exclusive and valuable savings. These days, many people find SMS text messaging to be the most efficient and convenient method for quick communicating—especially here in the tech-savvy Bay Area. So we're offering mobile coupons via text to meet you on your level and deliver savings in a way that's more convenient than ever.

Now, we love our customers and hope you love us, too, but don't worry—just because you're giving us your digits, we're not going to get all clingy on you! And we will never share or sell your phone number. When you opt in to the club by texting "COLE," you will typically receive two texts a month from us. The first text will be your link to a welcoming single-use \$5-off coupon that you redeem directly from your phone. To cash in on the deals, just show our cashier your phone displaying the coupon you wish to redeem.

We'll send you occasional offers throughout the month, and you'll receive a reminder before the offer expires so that you don't miss out. Of course, if at any time you want to stop receiving texts, text us the word "STOP," and we'll take the hint immediately. Go on and text "COLE" to 55155 right now to find out what exclusive deals we are offering our Mobile Coupon Club members this month! You've got nothing to lose.



SIGN UP FOR OUR
EXCLUSIVE MONTHLY DEALS!

Spare Change Collection Tops \$25,000!

In August 2011, we decided to put spare change collection jars at each of our registers as another way to help out our nonprofit Community Partners, in addition to our assistance program. Pennies, nickels, dollars—anything our generous shoppers were willing to donate—came steadily pouring in. We're excited to announce our January collection in our San Francisco stores netted \$371.03 for The Family Link, a nonprofit guesthouse that hosts



families of loved ones suffering life-threatening illnesses or injuries. Our grand total now stands at a whopping \$25,209!

All of this thanks to you! Our February collection jars were earmarked for Project Open Hand, which operates in both San Francisco and Oakland. We'll report those numbers next month. For the month of March, our collection will benefit Muttville, whose mission is to change the way the world thinks about and treats older dogs and to create better lives for them through rescue, foster, adoption, and hospice.

It's easy to donate! Just drop your change in the collection jars at each of our cash registers—or bring in that jar of coins that is collecting dust on your dresser!

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

Shop online 24/7 at ColeHardware.com.

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our website.



MEET THE CREW:



Baby Joaquin pauses for a photo with his father, Juan, while reppin' COLE HARDWARE at home.

Longtime customers of COLE HARDWARE know that a huge component of what makes our stores great is our staff. Throughout our business, there are thousands of details required to keep the stores running smoothly. Whether a crew member is carrying out an obvious task, such as coaching you through a project, or performing a more “behind the scenes” function, such as organizing merchandise in our backstock areas, we all work with the same goal in mind: customer satisfaction. In proud recognition of all the vibrantly unique folks who make up the COLE HARDWARE family, we would like to offer you the chance to “Meet the Crew” as we introduce the especially dedicated individuals who work hard each day to make sure that your shopping experience at COLE HARDWARE is a great one.

For our inaugural Meet the Crew article, we introduce Juan: the awesome warehouse supervisor at our Rockridge store. Juan has worked at COLE HARDWARE for about 13 years, starting as a cashier at our Cole Street store. Coworkers immediately took note of his strong work ethic, patience, and intelligence, and he has since worked in various

capacities throughout the business before landing in his current position. Juan is a relatively new resident of Oakland, where he lives with his wife and new baby, adorable little Joaquin. Luckily for all concerned, the Rockridge location offered a convenient opportunity for Juan to shorten his commute by taking the warehouse supervisor position there. In doing so, he has played an integral part in getting the new store off the ground and keeping the COLE HARDWARE culture alive for new crew members to learn from. Ever the modest but agreeable guy, we got Juan to answer a few questions for his Meet the Crew feature.

HH: “Just like COLE HARDWARE, you are living outside San Francisco for the first time in your life. What do you miss most about living in San Francisco?”

Juan: “I really like living in the East Bay, but I was born and raised in the City, so there are a lot of things I miss. In the East Bay, I feel like I do a lot more driving—I feel like I need to go a lot farther to

find everything I need. And I still haven’t found a new favorite Chinese restaurant.

HH: “You’ve worked at COLE HARDWARE for the better part of your adult life. Was it your first job, or did you do any other work before that?”

Juan: “Actually, I did have one other job before COLE HARDWARE, selling popcorn at the San Francisco Zoo.”

HH: “When you’re not at the store, how do you usually spend your time?”

Juan: “I try to spend as much time as I can with my family. I also have a hobby of fixing up old cars. I’ve been working on fixing up my wife’s ’66 Mustang for a while—it’s still a work in progress.”

HH: What is your favorite part about working at COLE HARDWARE?”

Juan: “Probably just the variety of items in the stores—we have so much stuff. Even after all the years I’ve worked here, there is always something new to learn about.”

HH: “What kinds of items do you find yourself purchasing from COLE HARDWARE most often? Doesn’t have to be anything fancy or special, just your own personal go-tos.”

Juan: “I bring stuff home for automotive projects. Other than that, probably CFL light bulbs as bright as I can get them. Also, chocolates.”

Hardware Happy Hour and Create a Salvaged Planter

Wednesday, March 18

5:00 pm–8:00 pm

HAPPY HOUR COUPON

\$10 OFF
ANY \$20+ PURCHASE

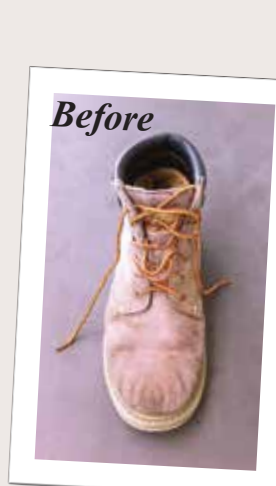
Valid Wednesday, March 18, 5:00 pm–8:00 pm. Offer does not apply to gift cards, Muni passes, Clipper cards, meter cards, special orders, or sale merchandise. Not valid with other coupons or offers. Must be a member or join our Rewards program. One redemption per household.



Kick off spring with COLE HARDWARE at our Hardware Happy Hour, held at each of our five locations. Not only can you enjoy a glass of our Cutting Edge wine and save \$10 on a \$20+ purchase, but you can also create a fun planter with a salvaged item that you find around the house! Almost any old item can be transformed into a planter with personality: an old boot, a teakettle, a rustic watering can—you name it.

Just bring your salvaged treasure to Happy Hour, and we’ll supply the soil and up to five succulents to help reinvent your vessel. You’ll leave with a cool planter that will add a unique flair to your garden, patio, or porch.

Bring a small salvaged item
to our
Hardware Happy Hour
Wednesday, March 18,
and we’ll provide the supplies for your project.



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SUPPLIES

- Competitive pricing
- Incomparable service
- Specializing in hard-to-find items
- Free Bay Area delivery on most items

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

Repair Referral Service

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

We provide referrals for:

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

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

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

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

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

*24/7 available in San Francisco only at this time

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

Contact us at www.colehardware.com/homerepair

Gina's Guide to Windows

The benefits of replacing your old windows and doors with new are many—from the visual aspect of creating a new interior and exterior look or recreating your home's historical charm, to the savings on your heating or cooling bill each month. New windows and doors can also offer resistance to noise and provide safety for homes with children.



Our Repair Referral Service contractor, Gina, is an expert who can help you to choose the right windows and doors for your home, as well as manage the installation. There are many choices to meet your goals and objectives, from standard to custom; Gina can manage them all. She shared

the following guide to introduce you to the pros and cons of the many options—and, of course, Gina would be pleased to provide you with a free personal consultation.



New windows add many benefits to your home.

—Rick Karp, President, aka Keeper of the Karma

Vinyl Windows

Vinyl windows are made primarily of polyvinyl chloride (PVC), a product that offers many advantages. This type of window typically looks heavier than a wood or metal window because vinyl is not strong enough to be made into ultrathin parts, and the texture is unmistakably plastic. Except for washing the glass, vinyl windows are typically free from recurring maintenance, such as painting. The benefits are many.

Here are some of the significant qualities of vinyl windows:

- Affordable—available in wide range of prices
- Easy installation
- Exceptionally energy efficient
- Extremely durable
- Available in a variety of colors
- Resist corrosion
- Available in a number of original designs, styles, and shapes

Wood/Clad Windows

Wood/clad windows feature a sash and frame that are made from more than one kind of material. This allows the manufacturer to make the material fit the task. For example, the inside surfaces of the window might be made from wood, to allow for painting or staining. The outside surface, however, could be made from a more weather-resistant material like vinyl or aluminum—a typical example is a wood window with vinyl or aluminum cladding. A newer type of clad window has an exterior that is made from fiberglass. The fiberglass can be painted and is impervious to rot if the paint fails.

Wood/clad windows cost more than vinyl windows but are a higher quality window all around. There are many benefits to installing wood/clad windows in your home. Here are just a few:

- Excellent long-term durability
- Very energy efficient
- Paint/stain interior and exterior
- Watertight and airtight



- Materials resist warping, denting, and fading
- High-impact resistance
- Available in many styles, sizes, and colors
- Low maintenance
- Frames are easily recyclable

Custom Wood Windows and Sashes

Gina specializes in the true San Francisco historical style wood sash window, be it a double hung, casement, picture window, dean window, awning, or transom. Custom wood windows can be made to match the exact look of your existing historical wood window, with all the benefits of modern safety, noise resistance, and energy

continued on page 9...

WHAT'S NEW AT COLE HARDWARE

Joe Jacket® Drink Sleeves

Let's face it! We are a time-strapped society desperately in need of our coffee on the go. The cardboard sleeves that we use with our coffee unfortunately get tossed in the landfill trash out of convenience if a recycling bin is not handy. Joe Jacket to rescue! Introduced to us by a Rockridge customer, Joe Jacket is an insulating reusable neoprene sleeve that takes the place of cardboard sleeves.



For the fashion savvy or pet-loving coffee drinker, Joe Jacket provides a stylish, earth-friendly alternative. The makers of

Joe Jacket are passionate about giving back to the animal community, too, and donate a portion of sales to animal charities and also donate Joe Jacket sleeves to aid small-scale animal shelters with their fund-raising efforts.

Small enough to carry in your purse or backpack, Joe Jackets also make an ideal gift—just slip in a gift card to a favorite coffee shop, tie a ribbon around it, and your gift is ready for giving. Assorted patterns. (Skus 871805,6,13–23, \$7.99)



Foodie Gardens!

Foodie Gardens are growing kits for kids, food lovers, chefs, and gardeners alike. The kits feature a stylish rectangular tin planter, nicely packaged with instructions and illustrations. Three kits are available: “Basil-oholic” with sweet, lemon, and Siam basil; “Triple XXX Pepper” with pepperoncini, habanero, and cayenne chile peppers; and “Tomato Takeover” with black krim, green zebra, and roma tomatoes. The kits are complete with coco-fiber wafers, seeds, and instructions. Once started, all the plants can be transplanted to patio containers or the garden to fully mature. (Skus 799500–2, \$19.99)



Chukar Cherries

Chukar Cherries come to us from a family company located in Washington's Yakima Valley. Made in the heart of cherry country, this line of dried cherry and nut snack mixes and chocolate-covered treats celebrates the delicious flavors of the Pacific Northwest. They're made in small production batches, so when Chukar Cherries arrive on our shelves, the treats are guaranteed to have been produced in the few weeks beforehand. You can taste that difference in freshness and quality after just one bite. An assortment of delicious, no-sugar-added Chukar Cherries snack mixes are available at COLE HARDWARE, containing various combinations of dried bing and Rainier cherries, dried cranberries, pistachios, almonds, cashews, and for those with a sweet tooth, chocolate, of course! We have them in small grab-and-go single-size portions (Skus 972073, 9: \$2.99) and larger 6-ounce bags to stash in your glove box or purse (Skus 927019, 65, 72: \$9.99). For when you are craving something sweet but wholesome—these snacks have no preservatives or additives—you simply must try the cabernet chocolate-covered cherries (the Yakima Valley is not only cherry country, but wine country, too!) and chocolate-covered honey pecans as well. (Skus 927091, 097: \$4.99)



The Selfie Stick—Love It or Hate It

Here's the deal with the Selfie Stick. When it first landed on one of our desks as a potential item to bring in for our shelves, some folks' reaction was a decidedly disgusted exclamation: “Oh my gosh—this is a horrible idea!” After a couple months, however, others among us began lobbying for the Selfie Stick's good graces. We started seeing them being used around town, and we started receiving customer requests, and we slowly came around to the idea. In case you haven't yet seen one yourself, a Selfie Stick is an extendable pole with a secure mount on the end for holding your camera phone. Anyone who's ever tried to capture a landscape in the background of their selfie knows that the length of your arm can pose a serious hindrance to getting the shot you envisioned. Never fear! Think of the Selfie Stick as your Go-Go-Gadget arm attachment for capturing a wider scene or more friends in your selfies.

Do you yourself have any particular feeling about selfies? Maybe you post a selfie to social media to show off your outfit every night before hitting the club. Ever the pragmatist, perhaps you enlist the use of a selfie only on remotely rugged hikes with your dog, when no one else is around



Everybody's doing it!

to capture the beautiful moment for you two. Or maybe you shake your head with amusement when your cousin/roommate/friend posts a daily pouty-faced and ultra-filtered selfie. Odds are, whatever your feelings are toward selfies, your feelings toward the Selfie Stick will be identical. However, whether you are an unabashed selfie-taking fiend, need an addition to your collection of cultural relics, or want a great gag gift, you'll be surprised that you can find a reason to buy a Selfie Stick more quickly than you may have thought. (Sku 999700, \$12.99)

FROM THE GARDEN CENTER

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



In the Garden March 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.

Forget “out like a lion, in like a lamb” to describe March’s traditional rainy start and tranquil finish. If March comes in like a lion, the optimists among us will hope that lionlike conditions continue well into May or June, as we continue facing our serious drought in California. Meanwhile, rain or no rain, we will creep toward more springlike conditions as the days grow longer (Daylight Saving Time kicks in on March 8), and gardeners can rejoice as they return to their yards to prepare for the months ahead.

✓ **Vegetables:** Hardy seeds such as radishes, potatoes, spinach, and turnips can be planted outdoors.

✓ **Indoor seeds:** To get a jump start on plants’ hardiness come slightly warmer weather, you can start seeds indoors now to transfer outside later. If you use a cardboard egg carton with a small amount of soil in the cups, no transplanting will be necessary. Just cut apart the cups once the seedlings sprout and plant as is!

✓ **Window and container gardens:** If you don’t have a yard, or your outdoor space is limited, a container garden is a great way for you to enjoy the pleasures of gardening. We stock a large number of pots that are perfect for a windowsill garden—the perfect spot for herbs and flowers. If you have a deck or small patio, you can even choose a larger container with plenty of space to grow your favorite vegetables.

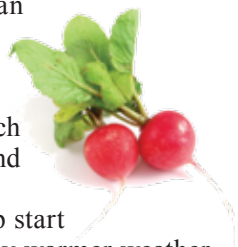
✓ **Bare-root plants:** Bare-root plants such as rhododendrons and citrus trees should be planted now.

✓ **Drought-conscious planting:** Buy and plant water-conserving plants such as California poppies, succulents, aloe, rosemary, blue fescue grass, and trailing lantana.

✓ **Fertilizing:** When temperatures begin to warm up,

start fertilizing blooming and fruit plants with an all-purpose fertilizer. Roses can be fertilized when they begin to leaf out. Feed citrus trees with a high-nitrogen fertilizer containing iron, such as Citrus Tone. (Sku 7208671, \$9.49) An acid fertilizer should be used on camellias, rhododendrons, and azaleas.

✓ **Composting:** Spread compost over soil and turn before planting new flowers, herbs, and vegetables for spring.



Starting Tomatoes and Peppers from Seed *Information Compliments of Renee’s Garden*

When to Sow Seeds Indoors

Tomatoes and peppers need a long, warm growing period to set and ripen a good crop. Give plants a critical headstart by germinating and growing seedlings in the warm indoors in early spring. Plan on setting out sturdy seedlings in the garden when temperatures stay in the mid-50°F range both day and night. Sow seeds six to eight weeks before that date normally arrives.

Getting Started

Your planting containers should be at least 3 inches deep, with small drainage holes. Use a good-quality seed-starting mix. Seed-starting mixes are sterile and blended to be light and porous, so your fragile seedlings get both the moisture and oxygen they need to thrive.

In a big bucket, add water slowly to the seed-starting mix and mix to the consistency of a wrung-out sponge. Fill each container to an inch below the top and tap on the tabletop to settle the mix. Make a seed furrow about 1/4-inch deep and drop in individual seeds about an inch apart. Sift more starting mix to fill the furrows and firm gently. Use a spray bottle to water the seeds with a fine mist.

Germinating and Growing

Both peppers and tomatoes need 80°F to 85°F conditions to start germinating. Put the containers in a warm place where they’ll get bottom heat, like on top of the water heater or refrigerator. Keep the container moist, but not soggy. Cover loosely with plastic to conserve moisture, and check daily to be sure they aren’t drying out. Water with a very gentle spray of water. Expect germination in 5 to 10 days for tomatoes and 5 to 14 days for peppers.

As soon as any baby seedlings begin to emerge, remove any covering and provide a strong light source—grow lights, a fluorescent shop light or a south-facing window. If you use a sunny windowsill, rotate the plants every few days, so they don’t have to reach for the light.

Once germinated, seedlings will grow happily at 70°F to 80°F.

Their first two oval “baby” leaves will soon be succeeded by sets of true leaves. Check soil moisture by putting your index finger into the soil—if it’s dry below your first joint, it’s time to water carefully with a gentle trickle from faucet or watering can.

Potting Up

When seedlings are 2 to 3 inches tall and have several sets of true leaves, move them to deeper containers or individual pots. Fill containers with premoistened mix. With the help of a fork thrust to the bottom, lift the seedlings gently, disturbing them as little as possible. If your plants are spindly, bury the stems right up to the topmost cluster of leaves, and new roots will grow along the buried stems. Gently press the mix around transplant, and water to settle the soil.

Begin feeding your plants once a week using a good liquid fertilizer or fish emulsion diluted to half-strength. Give your seedlings as much light as possible and rotate regularly so they grow evenly.

Planting Seedlings in the Garden

In three or four weeks, or when the weather outdoors has warmed into the 50°F range at night, it’s time to “harden off” your seedlings to outdoor conditions. Put them outside in a protected, shady spot for half a day at first, then for two or three full days, and then gradually move them into full sun, starting with mornings and then all day long. Plan to transplant into the garden in the late afternoon or on a cloudy day to minimize stress. Set them about 3 feet apart in the garden into rich, well-amended soil in full sun.

Tomato plants can be buried several inches deeper than they were planted in their containers. Firm the soil around the plants and water well. Set in stakes or cages for tall-growing tomatoes at planting time. Keep your young plants moist but not soggy. Mulch them with a good thick layer of compost, well-aged manure, straw, or other organic material. This will provide the even moisture balance needed for healthy, disease-free growth and early, big fruit sets and will also discourage weeds.



continued on page 8...

WHAT'S IN SEASON

Time to Plant Bare-Root Plants, Citrus, and Rhododendrons

Bare-root plants, including roses and non-citrus fruit trees (apple, plum, and cherry) are dug up while dormant and sold without any soil clinging to their roots. They adjust more quickly once planted, compared to a plant sold in a container. If you need time to prepare your garden before planting, you may cover the bare roots with damp soil for up to three weeks.

When you are ready to plant:

- First, soak the bare-root plant in a bucket of water for a few hours, while you dig a hole a little deeper than the roots. Let the roots spread out and avoid cramping them.
- Next, within the hole, pack some of the dirt into a cone shape, reaching almost to the top of the hole.
- Place the plant over the cone so that the bud union is just above the soil level and the roots are draping over the cone.
- Fill in the hole, carefully pushing the dirt around and under the roots, leaving no air pockets.
- Fill the hole with water when it's three-quarters full of dirt. When the water drains, finish filling with soil, and water again.



Rhododendrons

Rhododendrons are dormant while blooming, so February, when they are budded, and March, when they are in full bloom, are excellent months to plant them. They prefer filtered shade at their roots and full sun on top. They love to be under a spreading tree and like well-drained, moist, acidic soil. Feed them with an acidic fertilizer from the blooming period through the end of autumn if your plants need a boost. Espoma® Holly-tone® is specially formulated to create the proper soil chemistry needed for spectacular, richly colored flowers; lush, deep-green leaves; and vigorous health to resist disease. (Sku 7122773, \$9.99)



Pinch off the flower heads after they have bloomed—you will be rewarded next year with a more beautiful plant. After they have bloomed, prune back as much as one-third of

the whole plant. Water the plant well in midsummer to promote buds for next year.



Citrus

You see citrus trees everywhere in California; they are a hardy and aromatic addition to any yard. Citrus need moist but not soggy soil. Make sure to water older plants thoroughly, as the roots can extend out twice as far as the distance from the trunk to the end of the branches. Fertilize citrus plants through September with a high-nitrogen citrus fertilizer that includes iron. We recommend Espoma® Citrus-tone® for monthly feedings. (Sku 7208671, \$9.99) Supplement with Ferti-lome® liquid iron as needed for yellow leaves. (Sku 7299647, \$5.99)



If you see an overburdened branch, cut it back between one-third to one-half and then pinch the new growth back several times during the summer growing season.

COLOR OF THE YEAR: Marsala

Pantone, the global color authority, announced Marsala, a naturally robust and earthy wine red, as the Color of the Year for 2015. "Marsala enriches our mind, body, and soul, exuding confidence and stability," said Leatrice Eiseman, executive director of the Pantone Color Institute®.

"Much like the fortified wine that gives Marsala its name, this tasteful hue embodies the satisfying richness of a fulfilling meal, while its grounding red-brown roots emanate a sophisticated, natural earthiness. This hearty, yet stylish tone is universally appealing and translates easily to fashion, beauty, industrial design, home furnishings, and interiors."

Marsala for Interiors

Complex and full-bodied without overpowering, Marsala provides a unifying element for interior spaces. Add elegance to any room by incorporating this rich and welcoming hue in accent pieces, accessories, and paint. Marsala's plush characteristics are enhanced



when the color is applied to textured surfaces, making it an ideal choice for rugs and upholstered living room furniture.

Nurturing and fulfilling, Marsala is a natural fit for the kitchen and dining room—making it ideal for tabletop, small appliances, and linens throughout the home. The hue will be especially prominent in striping and floral patterns found in printed placemats, dinnerware, bedding, and throws.

Marsala in Our Stores

In a hardware store, where glamour can sometimes



be elusive, our housewares and garden departments are the most fashion forward of any other areas in our stores. Here are a few of the products in this rich Marsala hue that you will find on our shelves.



And just for fun, we found several true hardware items that embody Marsala!

WHAT'S IN SEASON

Dutch Bulbs

When it comes to flowering bulbs, no one can hold a candle to the Dutch, who produce about 93% of all bulbs in the world. This month is a great time to plant summer-blooming bulbs for a brilliant display of color in your garden. If you are a fan of fresh flowers in your home, you can also plant beautiful blooms for a cutting garden. We offer an assortment of Dutch flower bulbs, including dahlias, ranunculus, hostas, freesias, and gladiolas. (Sku 727200, \$2.99) Our Cole Street location also offers a variety of vegetable bulbs, including potatoes, onions, asparagus, horseradish, garlic, and shallots. (Sku 727270, \$3.99)



Screenmend

The simplest way to repair a hole in a screen now requires just scissors and a hair dryer! Featured on the popular television show *Shark Tank*, Screenmend is now available at your local COLE HARDWARE. Just cut the 5" x 7" fiberglass patch to size and adhere with a hair dryer.

FEATURED ON
SHARK TANK

So easy that you don't even need to remove the screen. Available in both black and silver; one package contains two patches. (Skus 9302597, 9302605, \$9.99)



Linesman Pliers
(Sku 2299253, \$29.99)

You can do almost anything electrical with a good pair of linesman pliers.

—Chris

WELLNESSmats®

A healthy way of life.

Take a stand on WellnessMats and say good-bye to back, knee, and foot pain that is often associated with standing for any period of time. These revolutionary antifatigue mats are ergonomically engineered and medically proven to provide maximum comfort, safety, and well-being while you stand. Easy to clean and lightweight, the one-piece construction of these mats features a nonskid top and bottom and a nontrip beveled edge that is ADA compliant.

Unsurpassed comfort, relief, and support while you stand are just a few of the benefits of the WellnessMat.

Check out the new colors and patterns we now stock, including Antique Linen, Black Linen, Copper Granite, and Granite Steel. (Skus 682001, 042, 043, 625, \$119.99–\$129.99)



Big Green Egg®

Our mild climate in the Bay Area allows us to cook outdoors year-round. Enjoy that extra hour of daylight by cooking dinner on your very own Big Green Egg! More than just a barbecue, the Big Green Egg is a complete cooking system that allows you to grill, slow cook, bake, smoke, and roast. Versatility is the name of the game with a Big Green Egg. Perfectly prepare anything from a steakhouse-style grilled porterhouse to a tender brisket, turkey, or pork tenderloin. Vegetables,

stews, stir-frys, casseroles—even pies and desserts—are superbly cooked with an EGG. Pizza on an EGG is in a class of its own. You can literally cook an entire meal with an EGG!

Big Green Egg
The Ultimate Cooking Experience



SHRIMP & CHEDDAR TOSTADAS WITH CILANTRO MAYONNAISE

Directions

- In small bowl, combine cream cheese, mayonnaise, and milk; whisk until smooth. Stir in cilantro and 1 tablespoon lime juice. Cover and refrigerate until serving time.
- Thread 5 shrimp onto each of 6 flexible skewers. In small bowl, combine barbecue rub and salt. Brush shrimp with remaining 1 tablespoon lime juice and dredge in rub mixture. Place kabobs in shallow dish; cover and refrigerate for 15 minutes.
- Set EGG for indirect cooking at 350°F.
- Place kabobs on grill coated with cooking spray and cook for 3 minutes on each side, or until done. Set aside.
- Place tortillas directly on grill and cook for 3 minutes. Top each tortilla with some cheese and bake until cheese is melted, about 3 minutes longer.
- Place 1 tortilla on each of 6 individual serving plates. Top each with 5 grilled shrimp and 2 tablespoons cilantro mayonnaise. Sprinkle with tomato and serve.

Makes 6 servings

Recipe adapted from Cabot Cheese. For more information, visit cabotcheese.coop.

Ingredients

- ¼ cup fat-free cream cheese, softened
- ¼ cup reduced-fat mayonnaise
- 2 tablespoons skim milk
- ¼ cup finely chopped fresh cilantro
- 2 tablespoons fresh lime juice, divided
- 30 medium-size shrimp, peeled and deveined (about 1 pound)
- 2 tablespoons barbecue rub or seasoning
- ½ teaspoon salt
- Cooking spray
- 6 (6-inch) corn tortillas
- 4 ounces jalapeno light cheddar or sharp light cheddar cheese, grated (about 1 cup)
- 6 tablespoons finely chopped fresh tomato

ENVIRONMENTAL INFO

COLE HARDWARE
GREEN CERTIFIED

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

Urban Gardens

Garden for the Environment (GFE) maintains a nationally acclaimed 1-acre urban demonstration garden and offers environmental education programs about organic gardening, urban compost systems, and sustainable food systems. Since its founding in 1990, the garden has operated as a demonstration site for small-scale urban ecological food production, organic gardening, and low-water-use landscaping.

Today, GFE's programs include four central educational elements: (1) a three-month intensive Gardening and Composting Educator Training program; (2) monthly compost education workshops conducted at the garden and community gardens throughout San Francisco; (3) the Resource Efficient Landscape Education series; and (4) the School Education program, offered in partnership with San Francisco Unified School District and San Francisco's Department of the Environment. The garden is located in San Francisco on 7th Avenue at Lawton Street.

Visit www.gardenfortheenvironment.org for a list of classes offered.



Oakland Parks and Recreation (OPR) Community Gardening Program is gardening with a purpose, with 16 locations that bring people of all ages and diverse backgrounds together to grow organic vegetables, herbs, fruits, and flowers. Check out their free volunteer days and workshops at The Gardens at Lake Merritt, or join them at one of their 10 rental plot community gardens, where participants pay an annual fee of \$30 for a garden space. These spaces are assigned on a rolling basis, as plots become available, and preference is always given to Oakland residents if a garden is full and has a waiting list. Volunteers are encouraged to join monthly work parties at each garden!

Additionally, OPR now offers six garden locations run in partnership with schools and nonprofits. These beautiful gardens engage children and community members to help grow food for themselves and their families, at no cost to participate.

Visit www.oaklandnet.com for information on garden availability and more.



Bring Your Spent Fluorescent Bulbs to COLE HARDWARE for Recycling!

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



March Garden Tasks

...continued from page 5

✓ **Divide and conquer:** Day lilies, hostas, daisies, chrysanthemums, and lupines can be divided now.



✓ **Mulching:** Covering garden beds with mulch will keep soil from drying out and conserve water. (Cedar Mulch, Sku 75958, \$6.99; Micro Bark: Sku 746001, \$9.99)

✓ **Irrigation:** As activity in your garden will likely be ramping up summertime, this is a great time to switch to a more drought-sensitive watering system if you haven't already. Consider drip hoses, soaker hoses,



or an efficient sprinkler setup to water effectively. Remember, watering your garden in a manner that causes runoff to sidewalks and streets is officially restricted by the state of California and may be subject to a fine. The same goes for the use of a hose without a shutoff nozzle.



✓ **Pruning:** Azaleas, camellias, rhododendrons, and other early bloomers can be pruned back as soon as they are finished blooming.

✓ **Weeding:** Pull weeds before they have a chance to set deep roots. If weeds get the opportunity to seed, they will spread and be more difficult to eliminate. If we are lucky enough to see some rain, after rainfall is the best time for weeding.

See you in the garden!



Recycle at COLE HARDWARE!

Bring to any of our five stores:

BRITA PRODUCTS:

Includes filters, pitchers, bottles, and dispensers.



SMALL CONSUMER ELECTRONICS:

Items up to the size of a desktop computer.



CELL PHONES:

Personal cell phones—batteries and chargers not required.

BATTERIES:

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



OLD PAINT:

- Recycle dry, clean, empty metal paint cans through your regular trash pickup. The paint containers you bring to us should have paint in them!
- No handwritten labels can be accepted.
- Be sure that lids are SEALED ON TIGHT and containers are rust-free and don't leak.
- Please limit your drop-offs to no more than five 1-gallon-size containers (or 20 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.



SCRAP METAL:

Copper and brass.

SPENT FLUORESCENT BULBS:

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



EXPIRED PRINTER CARTRIDGES:

Must be in plastic bags to avoid leakage.

SOFT PLASTIC:

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



For Bay Area recycling resources, visit www.colehardware.com/recycle.htm

Saw Blades: Pick the Right One for Your Project

Saw blades are designed with specific features to get the job done. Here are some characteristics to look for when you shop for a saw blade:

Heat vents and expansion slots. Heat buildup can distort a blade or cause it to lose its tempering. Heat vents are cut into the blade's body to help the blade cool as it cuts. Expansion slots are cut into the perimeter of the blade, allowing it to expand without distorting.

Roundness. Blade roundness impacts cutting accuracy and product life. The hole used for mounting the blade to the saw—called the “arbor”—must be perfectly round and exactly on center to prevent wobble and uneven cutting.

Kerf. Kerf is the saw blade's thickness. Thinner kerf wastes less material—and is designed to cut with minimal friction and without binding. Thick kerf has more cutting power.

Carbide vs. steel. A carbide blade will cut

better and last longer than a steel blade. C4-grade carbide is the hardest material—saw blades designed for professionals are normally made of C4 carbide. C3- and C2-grade carbide blades are designed for the do-it-yourselfer.

Coatings. A black silicone coating is added to the best C4 carbide blades, resulting in smoother cutting and no pitch or resin buildup. (The silicone also reduces friction and heat buildup, thus extending the life of the blade.) Saw blades may also be treated with silicone or lacquer to reduce oxidation (rust).

Blade types. Generally speaking, the more teeth, the smoother and more accurate the cut. A typical 7 1/4" ripping blade might have 12 to 24 teeth, a general-purpose crosscut blade might have 40 teeth, and a trim and finishing blade might have up to 60 teeth. The “grind” is also important. Look for precision grinding on the top, sides, and face of each tooth—this ensures safe and accurate cutting without chipping the material.



Gina's Guide to Windows

...continued from page 3

efficiency. Custom wood windows and sashes have a variety of glass options for you to choose from. For example, custom windows can be made with single layer glass replacement, insulated (dual pane), noise reduction, safety glass, tempered glass, patterned glass, low-E glass, and tints. In addition, wood windows can be made from a variety of woods, from ponderosa pine and vertical grain Douglas fir to red mahogany or an exotic hardwood of your choice.

There are many benefits to installing custom wood sash windows in your home:

- Maintain the original historical look to comply with local planning department requirements
- Endless options of glass and wood frame types
- Made to any size—including hard-to-fit irregular openings
- Paint/stain interior and exterior
- Custom configure glass shapes or patterns
- More energy efficient than aluminum or steel
- Unsurpassed beauty that real wood brings to a home

Fiberglass Windows

Fiberglass windows are relatively new; however, the material itself has been available for a long time and has an excellent durability record. Fiberglass is strong, so hollow parts can be made without stiffeners, such as those required for vinyl replacement windows. This allows manufacturers to

produce higher efficiency windows by filling voids with insulation. In fact, fiberglass windows are even more energy efficient than those made from solid wood. You can paint fiberglass windows, but they will not deteriorate if the paint wears away. Fiberglass windows, however, are typically more expensive than similar windows made from vinyl.

There are several benefits to choosing fiberglass windows:

- Provide maximum durability and strength
- High energy efficiency
- Maintenance-free materials
- Very little expansion and contraction with temperature changes
- Environmentally friendly
- Resist deterioration
- Impermeable to moisture
- Available in a variety of colors
- Frames hold large expanses of glass
- Paintable

To contact Gina for a consultation, e-mail homerepair@colehardware.com or call 415/753-2653 ext. 3.



Sandpaper 101

For many home projects, sandpaper is often needed to complete preparation of a surface that will be painted, especially wood or glossy surfaces. The coarseness of sandpaper is graded on a scale from 12 (extra coarse) to 1500 (ultra-fine). The smaller the number, the coarser the grit.

Sandpaper comes in two styles: open coat and closed coat. Coat refers to how densely the grain is adhered to the surface. Closed coat means 100% of the surface is covered with grain; open-coat sandpaper has greater spacing between the grains, which prevents it from clogging up as quickly with sanding residue. Closed-coat sandpaper, however, fills more rapidly with the substance being sanded and must be discarded sooner.

The back of each sheet of sandpaper contains important labeling information including abrasive type, grit size, and whether it is open or closed coat. Backing materials can vary from paper to cloth to fiber.

Here are some of the most common types of sandpaper:

Garnet

- A reddish-brown natural abrasive
- Tougher, sturdier grain produced by a special heat treatment
- Used exclusively for woodworking
- Not suitable for metal

Aluminum Oxide

- The most common general abrasive
- A synthetic brown material
- Hard and long wearing
- Used on wood, metal, and painted surfaces
- Well suited to finishing high-tensile materials such as steel, bronze, and some hardwoods

Emery

- A black natural abrasive
- Used to polish metal surfaces
- Typically used with an oil lubricant

Silicon Carbide

- Hard and sharp
- Effective in sanding low-tensile materials such as cast iron, aluminum, copper, and plastic
- Useful between coats of finish

Alumina Zirconia

- Harder than silicon carbide and tougher than aluminum oxide
- Used for grinding and shaping metal and wood
- Not used for polishing

Sanding-related products, such as rubber or wood sanding blocks, are also available and can produce more evenhanded sanding. Sanding sponges coated with or made of an abrasive agent are effective for some projects, as they can take the form of the item being sanded. Whatever your sandpaper needs, our crew members can assist you in finding the proper grade of sandpaper for your project.





COMMUNITY News

Positive Dinnertime Conversation: Laurie at Mission Street

We of course love feedback from our customers. While we certainly appreciate any kind of constructive feedback, we love when our shoppers have what we call “positive dinnertime conversation,” meaning the service was so great that they want to talk about it around the dinner table. And what do we love even more? Photos to accompany the feedback showing before and after images of a project our staff assisted with. Here’s an e-mail that we received from Rewards member Michael Alaniz about the service Laurie at our Mission Street store provided.



Most of my life if I wanted something I would just go buy it. If I saw something that needed to be repaired, I would replace it. Neglected items were always taken to Goodwill, etc.

Well times do change and this past week your team, specifically Laurie, have been extremely patient with me. While cleaning out my garage I found four former lamps that should have been thrown out. My roommate saw them differently. So I decided to take a closer look, and next thing you, Laurie is explaining to me how to solve the problems I had encountered.

Well about 6 trips later—they are complete and I have taken some before and after photos for you and the team. Keep in mind, the before pictures were taken after I cleaned them, so imagine about an inch of dust, grime, and crud.

My next project? Two carpet remnants that need borders put on and framed. I also have a lifetime of prints that have never seen the light of day and need frames.

—Michael Alaniz



Community Connections: Advertise with Us!

The Hardware Hotline offers small businesses and independently employed entrepreneurs the opportunity to advertise on our Community Connections page. For just \$25 per month and a six-month commitment, we will advertise your business with a listing up to 50 words. You can also run a 2-inch x 3-inch display ad for \$35 per month. Submit your ad, or request more information, by e-mailing service@colehardware.com. (See page 11 for current ads.)

**Shop 24/7 at
ColeHardware.com**



Community Partners: Claim Your Dividends Today!

This year marks the 21st anniversary of our Community Partners Assistance Program, established to aid the fund-raising efforts of local schools and community-based nonprofit organizations that work hard to make the Bay Area the unique place that it is. We’re thrilled that we now have more than 600 organizations and schools participating in our program. COLE HARDWARE is sympathetic to the inadequacy of government funding available to schools and worthwhile social causes, and at the same time, we realize the importance of social

responsibility of businesses of all sizes.

Each year we give away thousands of dollars in gift cards and Cutting Edge wine for fund-raising events. The more participants, the merrier! To see if your group or school is a member and to see all of the benefits available to members, visit www.colehardware.com/comm.htm or e-mail service@colehardware.com. We’re happy to make a presentation at PTA or nonprofit meetings to share the program with your members, and we’re happy to work with you to make the program as beneficial to

your group as possible.

One of the biggest benefits from our program is our 10% dividend. When your community members shop at our stores, we earmark 10% of each transaction for your school or group. Shoppers just need to mention at checkout that they would like their purchase to go toward your group. At the end of the year, we give that dividend to you in the form of a COLE HARDWARE gift card. To see if your group has earned a dividend from 2014, e-mail hotline@colehardware.com.



A VENETIAN MASQUERADE BALL!

**Piedmont East Bay Children's Choir
2015 Gala**

SATURDAY, MARCH 14, 2015, 6PM - 10PM
THE BELLEVUE CLUB
525 BELLEVUE AVENUE, OAKLAND

For more information, please call
510.547.4441 or visit piedmontchoirs.org

Recycle Brita at COLE HARDWARE!

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ACCEPTED
WASTE



1. Brita pitchers
2. Brita faucet filtration systems
3. Brita filter packaging
4. All types of Brita filters
5. Brita bottles
6. Brita dispensers



COMMUNITY CONNECTIONS

BAY AREA BUSINESSES

Accounting/Bookkeeping: We are an accounting firm specializing in accounting systems for small and medium sized businesses with a focus on QuickBooks and online solutions. Services include setup, training, troubleshooting, cleanup, and ongoing bookkeeping for businesses that want to outsource the accounting. Deborah Lardie is a CPA and Certified QuickBooks Consultant. **415/864-0770, www.lardiecompany.com, deborah@lardiecompany.com**

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.

Driver: Retired gentleman can drive you (in my car) to medical appointments, grocery shopping or on other local errands. I am dependable, very punctual, friendly with a good sense of humor plus a fantastic reference list! I do what taxi drivers don't: wait for you in doctor's waiting room, help you shop (if needed), carry groceries/packages etc. All this for only \$25 an hour (2-hr. minimum). Please call Bill **415/826-3613** or e-mail **bill311@att.net**. Thanks for reading my ad!

Framing: Custom frames and mats. Personalized design consultation. Have your art framed by a local trusted artist. 30+ years in the design business and competitive pricing. Kingmond Young, 416 Cortland Avenue, **415/206-1680**.

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**.

Kitty Bed & Breakfast: A very personal pet service (since 1998). Offering loving, safe care in a private home with no other pets—your pet exclusively. No cages/kennels, a vacation home away from home. For business trips, vacations, weekend getaways, Kitty B & B is the ideal alternative pet-sitting service. Call Marti at **415/333-1123**.

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.

Personal Driver/Assistant: Will drive and assist on various errands: shopping, medical appointments, walks, museums, theater, films, restaurant outings. Minimum: Two-hour shift. About Me: Excellent driving record, educated, responsible, reliable. Integrity matters! Writer/published cookbook author, former San Francisco restaurant reviewer. Love to take you to your favorite destinations. Please call Marti Elizabeth at **415/333-1123**.

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**.



Muddy at Pt. Isabel
Yosemite camping
Walking the lake
Fetch at Estuary
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Local caregivers who want
to help make great memories.

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Real Estate: \$2,100 REBATE WHEN BUYING OR SELLING YOUR HOME, CONDO, OR INCOME PROPERTY. Representing all neighborhoods of San Francisco and the Peninsula since 1990. I provide a complete service package for both buyers and sellers through Century 21. Why not compare your Realtor services with mine? Call Mike at **415/742-1199** or e-mail **Mike.Torres@Century21.com**. License #01071794. Rebate given at close of escrow.

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**.

Wallpaper Installation: Over 30 years experience with all types of wall coverings: anaglypta, inlaid wood veneer, glass beads, metallic, natural fiber, hand-printed, murals, and nonwovens. The latest techniques in full-service, quality preparation, removal, repairs, and installation. For projects large or small, contact Susan through COLE HARDWARE's Repair Referral Service at **415/753-2653 ext. 3** or **homerepair@colehardware.com**.

COLE HARDWARE
proud member of:












somba South of Market Business Association

COLE HARDWARE supports organizations working to enhance our great neighborhoods. If you'd like us to be part of your membership, please contact **julia@colehardware.com**.

COLE HARDWARE Rewards

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 and Rockridge neighborhood 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 when we receive them.
- Lifetime warranty on most products purchased at COLE HARDWARE.
- Receive a birthday discount equal to 50% of your age, up to a \$100 discount.
- We don't sell our customer list, and all information is kept confidential.

How points are earned:

- Rewards points are calculated daily and shown on your receipt.
- For every dollar spent, one point is earned.
- Points are converted to dollar value on your Rewards card on the last day of each calendar quarter.
- Points are converted in \$5 increments for every 100 points earned. Points balance is then reduced, and leftover points remain in place with no expiration.
- Rewards dollars are valid for three months once converted from points.
- For us to accurately track all of your purchases, you must identify yourself as a Rewards member each time you shop.

Terms and Conditions: 1. Rewards dollars are cleared after three months if they are not used. 2. Points never expire. 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**.





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

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The COLE HARDWARE Calendar - March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Our founder, Dave Karp
Purveyor of Hardware Wisdom

The COLE HARDWARE credo...

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

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

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

Commitment to the environment:
We're reducing our footprint by implementing environmentally sound practices in our stores.

Five 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
Every day 8:00 am-8:00 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
Every day 8:00 am-8:00 pm

70 4th Street
San Francisco, CA 94103-3124
(downtown between Market and Mission)
415/777-4400 Fax: 777-4453
Every day 8:00 am-8:00 pm

5533 College Avenue
Rockridge District, Oakland, CA 94618
(1/2 block south of Rockridge BART station)
510/463-2653 Fax: 510/852-8216
Weekdays 7:00 am-8:00 pm
Weekends 8:00 am-8:00 pm

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

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



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