Fourth Street Football Fever Happy Hour

Thursday, February 4
5:00 pm–8:00 pm
see page 2 for details

We're Hiring!

Visit **ColeHardware.com/careers** for current employment opportunities.

Professional Knife Sharpening

Available at All Locations
see calendar on page 12 for dates and times

COLE HARDWARE'S

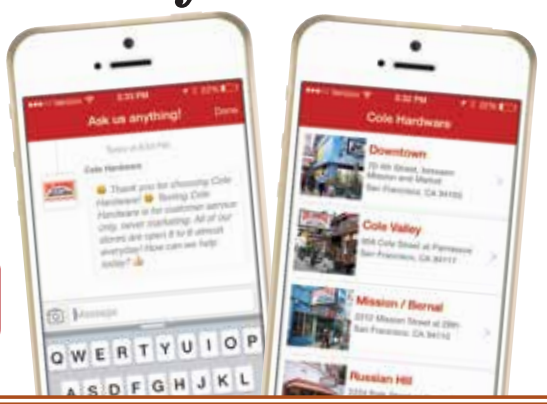
Hardware Hotline

February 2016

NEWS AND VIEWS FROM AROUND THE STORES

Download Our New App and Keep Cole Hardware Handy Wherever You Go!

Download the brand-new Cole Hardware app to your iPhone or Android smartphone. You'll have quick and easy access to our hours and locations. But more important, you can "Ask us anything" right from the app. Press the



dialogue bubble, text us your question, and we'll get right back to you! Check out the screenshots and see for yourself how simple it is. It's free, of course, and just one more small way we are working to fulfill our simple mission: "Our commitment to you: Your satisfaction guaranteed. Period."

20% Off* Bag Sale!

Saturday, February 20

Join us on Saturday, February 20, for our 20% off storewide bag sale! This is a great time to stock up on cleaning supplies and essentials. Don't let those New Year's home improvement resolutions slip away—stock up on everything you need for a do-it-yourself project in your home! Paint a room, plant a garden, or hang some shelves. Whatever your project, let our knowledgeable crew get you started—and save money at the same time. Receive a complimentary Cole Hardware shopping tote with any purchase as our gift to you.

**Discount off regular retail price. Offer does not apply to gift cards, postage stamps, Muni passes, Clipper cards, meter cards, special orders, or sale merchandise. Not valid with coupons or other offers. Rewards points do not accumulate.*

Amazon: Before You Click, Think About the Impact

As I write this in mid-December, San Francisco is enduring Amazon's latest experiment. There are billboards surrounding the City advertising one-hour delivery. Gone are the many big green trucks of last year's attempt to deliver fresh groceries. Now we see many little white vans with the Amazon "frown" on the side. They are busy trying to live up to Amazon's latest delivery promise. And I have to admit, they seem to be doing a pretty good job. But before you click, think about the impact on local businesses and our local economy. Your choice matters. Thanks to the research done by our friends at the Institute for Local Self-Reliance (**www.ilsr.org**) I can present the following information to you:

- **Jobs.** Amazon creates less than half as many jobs as local businesses do. For every $10 million in sales, Amazon employs just 19 people. In contrast, independent retailers create 47 jobs for that same $10 million.
- **Taxes.** Yes, Amazon is finally collecting sales tax in California. But in addition to sales taxes, local businesses pay property taxes and other local fees for storefront locations, which is money that recirculates in our local economy and contributes to our collective well-being.
- **Local Economy.** Remember, every dime you spend with Amazon benefits their shareholders and Seattle where they are headquartered. That's cool perhaps if you have relatives or friends who live there. Otherwise, remember that local businesses feed and support your local

continued on page 2...

"Our commitment to you: Your satisfaction guaranteed. Period." **Shop online 24/7 at ColeHardware.com.**

3312 Mission Street
San Francisco, CA 94110-5009

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PERMIT #3137

TIME-SENSITIVE MATERIAL

Scan to view our website.

Fourth Street Football Fever Happy Hour

Thursday, February 4
5:00 pm–8:00 pm

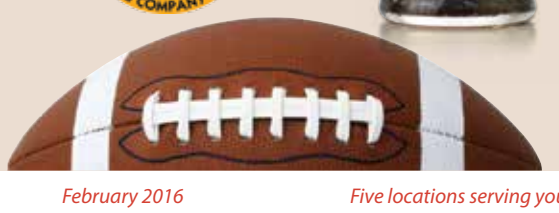
HAPPY HOUR COUPON

$5 OFF
ANY $20+ PURCHASE DURING HAPPY HOUR

Valid at Fourth Street store only, Thursday, February 4, 5:00 pm–8:00 pm. Offer does not apply to gift cards, postage stamps, 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.

FDEAL

Join us at our downtown Fourth Street store on Thursday, February 4, for our Football Fever Happy Hour with a hometown Thirsty Bear brew or our Cutting Edge wine! Enjoy the football-inspired favorites that we've gathered for you as you celebrate your own hometown (or someone else's) team! Although we won't be cheering on the 49ers or the Raiders this year, we all can celebrate—or at least watch—the big game!



Ask Our Organizer—In Person

If decluttering and getting more organized are on your 2016 to-do list, wait no more! You can get the ball rolling by asking Debra, our professional organizer, all of your burning questions on February 20 from 11:00 am to 3:00 pm at our Rockridge store.

Over the years, our customers have worked with Debra to transform unruly files, offices, kitchens, closets, and more, resulting in greater control, productivity, and ease in their lives.

Meet Debra
Saturday, February 20
11:00 am–3:00 pm
Rockridge Store

As Larry of our Repair Referral Service has written, "We get nothing but rave reviews from our customers on Debra's organizational talent. She has a keen understanding of the dilemma her clients face as they try to simplify their lives by becoming organized. She understands what to do with the piles of papers that one accumulates over a lifetime. She will sit down with you and learn who you are as a person before diving into your space. Debra brings a lot of passion to her work. And she is a delightful person!"

Debra has been an active member of the National Association of Professional Organizers (NAPO) since 2007 and has been designated a San Francisco Green Business since 2008. Let her help you get unstuck and move toward your goals for the new year.

If your home is in need of some organization and you can't make our Rockridge event, contact our Repair Referral Service at **415/200-3430** or e-mail **homerepair@colehardware.com**, and we'll put you in touch with Debra.

Mobile Locksmith Services

24/7 Emergency Services

Master Locksmith with Over 20 Years of Experience

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

Automotive Services
- **Lock Outs**
- **Lock Repairs**

Amazon: Before You Click, Think About the Impact

...continued from page 1

community. We hire locally and have local supply chains where we purchase goods and services. Frankly, about half of every dollar we reap in sales is plowed back into the local community one way or another.

• **Community.** Amazon contributes nothing to our local nonprofit organizations and schools. Studies show that locally owned businesses give almost twice as much to the local community as big businesses in general. I know the depth of Cole Hardware's support and involvement in our local communities. And I know of many other local businesses that are equally involved.

Your local retailers know you are going to shop Amazon. But think about the impact before you click. If San Francisco consumer spending shifted just 10%, San Francisco retailers would create nearly 1,300 jobs and pump more than $190 million into our community, and imagine those numbers applied to Oakland and the greater Bay Area. (Don't take my word for it. Check out the study at **http://sfloma.org/Studies**). So, what's the message? If you click 10% less and move those purchases to your favorite locally owned stores, our community will benefit immensely: you'll help create jobs and keep our neighborhoods vibrant. Resist the urge to shop Amazon. Think about it before you click.

—Rick

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
- 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
- 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
- Plastering
- Plumbing 24/7*
- Power Washing, Commercial and Residential Cleaning
- Remodeling / Major Remodeling
- 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 services available in San Francisco only at this time. Call 415/753-2653 ext. 3 for after-hours service.

Contact us at **www.colehardware.com/homerepair**

Meet Carla, Our Color Expert

Many of you may recognize Carla as a crew member at our Cole Street store. She might even have helped you choose paint colors. What you probably don't know is that she has her own interior/exterior color consulting business. She can help you select colors in your own home with the actual lighting, fixed elements, and room flow that play an integral part of a well-designed color scheme and are impossible to bring along with you to a paint store.

For paint, context is everything. The setting is critical to whether a particular color will be just okay or will truly shine. And it's not just about painting a room—it's about creating a collection of spaces that mesh together to create a mood that wasn't there before, one that reflects who you are. You may even be surprised by a side of your personality that suddenly blossoms in your newly painted space.

If you've ever walked into Cole Hardware and been overwhelmed by the sheer number of colors available, you are not alone. Add to that the fact that there are nine different undertones in neutrals, some of which do not pair well together, and the task of choosing paint colors can be daunting. Choosing the right colors for your home is important, and this is where Carla can help. She will take the time to understand your personal aesthetic. She will help you select colors to enhance each interior space and create flow throughout the entire home.

Carla can help you choose exterior colors that work with your home's architecture, fixed materials, and setting to create a beautiful result. She can also consult with you when you are choosing materials for a remodel or a new build, such as a granite countertop or floor tile. She will show you the wall color options that will coordinate with your choice of materials. This can be eye-opening and a tremendously important step in the process because you may not like the paint colors that will work best with your chosen materials.

Carla has the knowledge to explain to you why a particular color is right for a given space. She can quickly narrow down the multitude of possibilities to a few excellent options. Carla has a great eye for color, a background in design, and she has studied color extensively. She loves the "hands-on" nature of her consulting work—seeing new spaces, touching materials, and experiencing different color combinations in the real world rather than on a computer screen. She has been specifying color in a professional capacity for a number of years. Carla finds real joy in helping clients find colors that make their homes a place they love to spend time in. One of Carla's favorite client comments was that the color selection process was fun rather than being stressful. And, of course, the client raved about the finished result.

A problem-solver at heart, Carla has discovered while working at Cole Hardware how much she enjoys engaging with customers and helping them solve their paint- and hardware-related problems. When color consulting with clients in their homes, not only does Carla get to solve her clients' color-related problems, but she gets to let her creative juices flow, resulting in beautiful solutions. She helps create dramatic change, and she finds this to be extremely rewarding. If your home is in need of a color makeover, contact our Repair Referral Service at **415/200-3430** or e-mail **homerepair@colehardware.com**, and we'll put you in touch with our color expert.

— Rick Karp, President, aka Keeper of the Karma

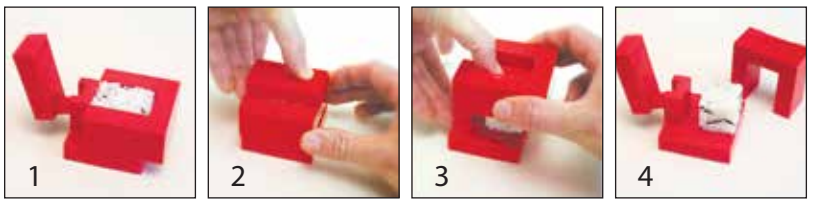
What's Unique

rice cube™

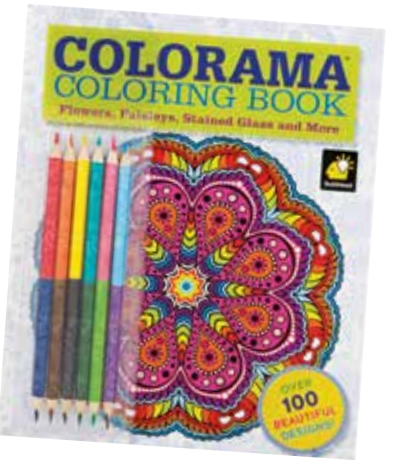
let's make rice cool.

Take food presentation up a few notches with this nifty device! Rice Cube can make sushi from plain rice in just seconds. You can even make sushi without the nori seaweed. Rice Cube also works with polenta, cheese, meat, potatoes, falafel, lentils, brownies, fudge, dried fruit, and so much more.

Our stores all feature a video display showing just how easy it is to use the Rice Cube in your own kitchen. Your friends will think that you went to culinary school in your spare time when you serve dishes using this gadget. (Sku 645820, $19.99)



Trend Watch: Adult Coloring Books



We probably all enjoyed coloring as children. Did you stay between the lines, or did you venture outside the lines? Either way, adult coloring books are now the craze. These new coloring books do not have childish cartoon images, but instead they contain detailed, intricate patterns. Many adults are finding this activity therapeutic and stress relieving, which we can all use in our hectic lives these days. Release your inner child with our Colorama™ coloring book, complete with colored pencils. (Sku 6298475, $14.99)

Crew Review

Ceiling Hoist
(Sku 5557921, $35.99)

The art of storage! Pulley mechanism helps with lifting, hanging, and lowering heavy items like bikes, kayaks, and ladders.

—Gertie

First Alert® Onelink® Wi-Fi Smoke and Carbon Monoxide Alarm

Know that your home is safer with First Alert's Onelink smoke and carbon monoxide alarm. This combination alarm will detect and alert you in the event of a smoke or CO emergency. You can simply test or silence false alarms directly from your iPhone®, iPad®, or iPod touch®. The 10-year sealed battery means no battery replacements for the life of the alarm and no low-battery chirps in the middle of the night.

More Peace of Mind.
Always Connected.
Always Protected.

Onelink alarms work together, and when one Onelink alarm goes off, all connected alarms will sound as one. The Onelink alarm will also talk to you, letting you know what and where the danger is. You will be notified when something is not right, and the alarm will monitor your home 24/7, sending you notifications in case of an emergency. (Sku 5666417, $109.99)

Made for iPhone iPad

Beaming Beanie Headlamp

Keep your head warm and light up your path at the same time with these cool ski caps that feature five extra-bright LED bulbs. Perfect for a late-night walk around the neighborhood, grilling after sundown, camping, glamping, or a romantic midnight stroll on the beach. Your hands are free, so the beanie is ideal for any project outdoors at night or in a poorly lit nook or cranny in your home. Keep one in the car for roadside emergencies such as changing a flat tire. Wear one if you bike at night for extra visibility. (Sku 928176, $14.99)

From the Garden Center

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

In the Garden

February Garden Tasks

Tips from Our Garden Guy

Stop by our Cole Street garden center for all your gardening needs. The advice is free from Bill, our Garden Guy. E-mail him with any questions: **blitz@colehardware.com**.

Depending on how rainy this month is, the sunny breaks we have between storms should provide ample opportunity to get out in the garden. Not only is gardening therapeutic, it is also good exercise. So if those well-intentioned New Year's resolutions about exercising are becoming a distant memory, get some activity by planting fresh herbs, such as parsley, basil, and thyme, which can help fight disease by building up your immune system.

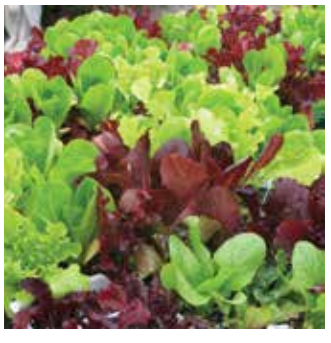
✔ **Roses and fruit trees**: Continue planting bare-root roses and fruit trees this month.

✔ **Irrigation:** To conserve water after the rainy season, install a drip irrigation system and group plants with similar water needs together.

✔ **Earth-friendly gardening:** Begin less-toxic disease management. If a certain plant has repeatedly been susceptible to disease, instead of spraying, consider crop rotation by choosing a different plant or crop in that area.

✔ **Prune:** Finish pruning trees and vines. Prune flowering trees and shrubs such as flowering cherries, quince, and forsythia and use the pruned branches for arrangements in your home.

✔ **Vegetables:** This is a good time to plant certain vegetables, such as lettuces and other leafy greens. These seeds can be simply sprinkled into the ground. Peas are best grown in these cooler months, and broccoli can handle a touch of frost. Others to consider planting in your garden now are asparagus, artichoke, rhubarb, and potatoes.



✔ **Indoor vegetables:** For a successful summer harvest, start tomato, eggplant, and pepper seeds indoors in seed trays near a sunny window toward the end of the month. Choose varieties that will do well in a cool summer climate.

✔ **Weed:** Continue to pull winter weeds as they emerge. Weeds, including their roots, are easiest to pull right after a rain.

✔ **Mulch:** Apply a thick layer of mulch between plants to slow weed germination and growth between weedings. Also consider sheet mulching as an alternative to herbicides. (Sku 75958, $6.99)

✔ **Frost:** We often experience frost in February and March. Watch the weather forecasts and protect susceptible plants with a cloth covering if needed.

✔ **Lawns:** Help keep your lawn healthy by applying a thin layer of organic matter such as steer manure or compost. (Steer Manure: Sku 7204084, $2.99; Compost: Sku 746014, $18.99)

✔ **California natives:** Sow seeds for native flowers like California poppies, tidytips, and lupine. Plant native grasses and shrubs such as California lilac (Ceanothus) and California fescue grass.

✔ **Pests:** Keep after snails and slugs with Sluggo®, which is safe to use around pets and wildlife. Available in assorted sizes, including 1 pound (Sku 7117120, $10.49) and 2½ pounds (Sku 7096258, $19.99).

✔ **Houseplants:** Your houseplants may notice the longer days and begin growing. You can begin feeding them again, but dilute your fertilizer mix by 50% until growth is robust. If we get rainy days, treat your houseplants to a day outside to drink up their water that way.

See you in the garden!

Keep Your Garden Tools in Shape!

It's winter and the plants are resting, so now is a perfect time to take care of those tools you've been using all year. Good garden tools will give you many years of service, given proper care. Here's what to do to make them last:

- Clean tools off after using them. This does not have to take long—simply hose down and quickly brush off soil with a stiff brush. Periodically give metal parts a "once over" with a wire brush and wipe with oil to fend off rust.
- Treat aging wooden handles with boiled linseed oil or varnish (as many coats as the wood can take).
- Sharpen edges of hoes and shovels with a file (file in one direction only, toward the outside of the edge, following the original angle). An abrasive disk attached to an electric drill is useful for more thorough sharpening (be sure to wear eye protection).
- Protect tools from the elements when not in use. If you arrange a place for each tool to hang, you'll be more likely to return it to its "home" when the job is done.

— Rick Karp, President, aka Keeper of the Karma

Tessa's Tasty Temptations

Our Rockridge store manager, Tessa, is also our resident baker, and many of you have probably tasted some of the incredible birthday cakes she's baked for Dave's birthday celebrations over the years. Tessa will now be sharing some of her recipes with us for all to enjoy!

Want to make a Valentine's Day treat that will impress, but don't have a lot of time or aren't an experienced baker? Look no further than this flourless chocolate cake recipe! It takes less than an hour to prepare and bake, and it will pair well with champagne or red wine.

Flourless Chocolate Cake

Ingredients

- 4 ounces bittersweet chocolate (chips or bar)
- 1 stick (½ cup) unsalted butter
- ¾ cup sugar
- 3 large eggs
- ½ cup unsweetened cocoa powder
- Additional cocoa powder or powdered sugar to dust top

Preparation

- Preheat oven to 375°F and butter an 8-inch round baking pan. To make it extra special, you can use a heart-shaped pan. (Sku 641000, $13.99)
- If using a bar of chocolate, chop into small pieces. In a double boiler over barely simmering water (or in the microwave on low), melt chocolate with butter, stirring until smooth. Remove from heat and whisk sugar into chocolate mixture. Add eggs and whisk well. Sift ½ cup cocoa powder over chocolate mixture and whisk until just combined. Pour batter into pan and bake in the middle of the oven for 25 minutes, or until top has formed a thin crust. Cool cake in pan on a rack for 5 minutes and invert onto a serving plate.
- Dust cake with additional cocoa powder for a stronger chocolate flavor or with sifted powdered sugar for a sweeter taste.

Gung Hay Fat Choy!

The Year of the Monkey

This Chinese New Year ushers in the year of the monkey on February 8. If you were born in the year of the monkey, you are probably curious, witty, clever, fun, and perhaps a tad mischievous! In the Bay Area, we're fortunate to have a vibrant Chinese community to celebrate the lunar New Year in style. The San Francisco Chinese New Year Parade takes place this year on Saturday, February 20.

> San Francisco's Chinese New Year parade will take place on Saturday, February 20.

Take advantage of the many traditional fruits and flowers you'll find this time of year to freshen up the house and wish good luck in the new year.

Narcissus: Represents prosperity and good fortune.
Mandarin orange and pomelo: Represent an abundance of prosperity and happiness.
Bamboo: Represents humility.
Pussy willow: Represents prosperity and growth.
Peach blossoms: Ward off evil.

Riedel

The Wine Glass Company

Producers of fine Austrian crystal in the heart of Europe for over 250 years and through 11 generations, Riedel has perfected the design of crystal glassware to enhance the aroma and flavor of wine. This varietal-specific crystal features finely tuned glass bowls consisting of three variables (shape, size, and rim diameter) that affect the flavor and taste of wine on your palate. Wine-friendly stemware translates the bouquet, taste, balance, and finish of a wine to your senses.

Recognized worldwide for designing and producing the highest quality glasses and decanters for wine and spirit enjoyment, Riedel has become the wine glass of choice for wine connoisseurs, hospitality professionals, and those who just appreciate a fine wine.

Riedel is also the inventor of the popular stemless wine tumbler, and all of its glasses are dishwasher safe. At Cole Hardware, you will find the "O" and Ouverture collections of stemware and decanters. ($14.99–$59.99)

With a nice bottle of wine and a gourmet home-cooked meal, Riedel wine glasses make a perfect Valentine's Day gift! Take advantage of these promotions:

Ouverture Magnum Glasses, Set of 6 + Bonus Apple Decanter (Sku 628049, **HOT DEAL $59.99** Regular price $69.99)

Vinum XL Cabernet, Set of 2 + Bonus "O" Viognier Glasses, Set of 2 (Sku 628183 **HOT DEAL $44.99** Regular price $49.99)

Pantone® Colors of 2016

For the first time, the color experts at Pantone chose two colors of the year: Rose Quartz and Serenity.

"As consumers seek mindfulness and well-being as an antidote to modern-day stresses, welcoming colors that psychologically fulfill our yearning for reassurance and security are becoming more prominent. Joined together, Rose Quartz and Serenity demonstrate an inherent balance between a warmer embracing rose tone and the cooler tranquil blue, reflecting connection and wellness as well as a soothing sense of order and peace," according to Leatrice Eiseman, executive director of the Pantone Color Institute. Look for these colors to pop up in both fashion and home furnishings.

Crew member and color consultant, Carla, poses with Pantone's Leatrice at the SF Market.

Add a splash of color!
Benjamin Moore's Baby's Mittens #1368 and Nova Scotia Blue #796 are great matches to this year's colors.

Summer Flower Bulbs

Plant your summer bulbs now!
Our garden centers have a variety of summer bulbs in stock to add some color to your garden.

Don't get caught on the mountain pass without

Snow Cable Chains!

Available at all of our stores.

Steam Clean Your Carpets

Deep-clean carpets and upholstery with professional-quality results—it's easy with our Rug Doctor® rentals!

The EPA states that indoor air quality improves when carpets are thoroughly cleaned. Regular deep cleaning not only removes allergens, dirt, and grime, but can add years of life to a carpet by removing the abrasive grit that harms its fibers.

Having your carpet professionally cleaned can be costly, but you can get a top-quality cleaning job at a do-it-yourself price: rent an easy-to-operate Rug Doctor steam cleaning machine from us—you will love the results!

Pick up your Rug Doctor rental at Cole Hardware. We have a number of rental machines at each of our stores. You can generally come in to pick one up whenever you need it, but when demand is heavy (weekends and the beginning or end of the month), you may want to call first to check on availability. The new Rug Doctors are compact and lightweight—they fit easily in the back seat or trunk of most cars.

Move furniture and vacuum. Clearing the area of furniture will make the job much easier. It will also insure that your carpet is evenly clean in case you choose to rearrange your furniture. Thoroughly vacuum the area with your household vacuum cleaner before steam cleaning.

Put the Rug Doctor to work. The machines are easy to operate and maneuver. With every rental, an easy-to-read user's guide (in English and Spanish) is included.

Let dry. Allow two to four hours (typically) for your carpet to dry. To reduce drying time, ventilate the room or turn up the heat. To take up excess moisture left in the carpet from the steam cleaning process, go over it again using only the machine's vacuum function.

The Mighty Pro vacuum path width is 10.4 inches, and the Wide Track vacuum path width is 12.4 inches. An upholstery brush is also available to rent.

We'll need your driver's license and a major credit card to secure the rental. We have a wide variety of cleaning solutions for you to choose from for use with the machine. Solutions are sold separately.

Our rental units are well maintained to deliver top performance. We've been doing business with Rug Doctor for several years and are very pleased with their customer service. Between the Rug Doctor and Cole Hardware, your carpet-cleaning experience will be satisfaction guaranteed!

— Rick Karp, President, aka Keeper of the Karma

Environmental Info

COLE HARDWARE GREEN CERTIFIED

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

Weathering the Storm

The cities of Oakland and San Francisco are encouraging residents and business owners to expect above-average rainfall and strong winds this winter. Public works crews are making advance preparations to help mitigate storm-related impacts. During big storm events, crews and emergency personnel will be working around the clock, but they, along with other crews around the region, may be overwhelmed, so you should plan ahead to have the supplies you would need in any emergency. Simple preparation steps taken now can go a long way toward lessening the impact of weather emergencies. Review emergency plans and prepare your family, home, and vehicle.

In Oakland, more information and resources for winter storm preparedness are available at **www.oaklandnet.com/ElNino**. (For those without Internet access, preparation tips are available by calling **510/444-CITY**.) While on the website, subscribe to receive Oakland's emergency e-mail and text alerts, so you can stay informed. You can help minimize flooding in your neighborhood by participating in the Adopt a Drain program. Join the volunteer program to keep a storm drain near your home or business free of debris. By keeping storm drains clean, you help prevent flooding of streets and sidewalks, allowing crews to focus on critical storm-response activities. The City of Oakland will provide supplies and debris bags. To sign up now, please visit **www.adoptadrainoakland.com** or call **510/238-7630**. To report storm-related emergency issues on public property and in the public right-of-way (such as flooding, mudslides, and landslides onto streets or sidewalks), please contact the Public Works Call Center directly at **510/615-5566**. For other nonemergency requests for services on public property and in the public right-of-way, please contact the Call Center by e-mail (**opwcallcenter@oaklandnet.com**) or online (**www.oaklandpw.com**).

In San Francisco, resources are also available before and during the upcoming storms. To help prepare and minimize the risk of flooding, San Francisco officials recommend that you be proactive by inspecting your property for any leaks and other issues, developing your emergency plans, and assembling an emergency preparedness kit. People livng in low-lying areas are especially encouraged to use the resources below.

Working to keep your street litter-free will help reduce debris entering and clogging storm drains. Merchants associations and neighborhood groups in San Francisco are encouraged to join the Adopt-A-Street Program. You can receive supplies such as brooms, rakes, and trash bags from the Public Works department to aid in your efforts. For more information on this program, please visit **http://sfdpw.org/index.aspx?page=1229**.

Water Barriers

In addition to sand bags and sand, Cole Hardware also stocks the following convenient water barriers as alternatives.

HydraBarrier®

If you are concerned about the potential of water flooding under doors or into your basement this winter, keep the unique HydraBarrier in mind. The HydraBarrier water tube is an eco-friendly, reusable sandbag alternative that diverts and contains water to prevent damage in your home. It is very durable, made of industrial-strength 22-mil vinyl. When needed, the HydraBarrier is easily filled with water to create a barrier that will divert up to 4 inches of water, providing protection equal to four sandbags! Each HydraBarrier tube is 6-feet long and can be molded to fit around corners or in doorways.

Perhaps the most appealing features of the HydraBarrier are its ability to be folded flat for storage and its low cost compared to sandbags. (Sku 5466321, $16.99)

Quick Dam®

Flood Bags

These flood bags and barriers work similarly to sand bags in diverting water, but they are much more convenient—no heavy sand to lug around for one thing! Compact and lightweight, these reusable barriers activate and swell when wet and evaporate when dry. They'll reactivate when wet again and degrade naturally after several months of ongoing use, so they should last well through the El Niño rains. Available in a 6-pack of bags (Sku 5681689, $39.99) or a 10-foot barrier (Sku 5681622, $24.99).

Flood Barrier

Recycle at Cole Hardware!

Bring to any of our five stores:

BRITA PRODUCTS:
Includes filters, pitchers, bottles, and dispensers.

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 oz. or 16.9 oz.), empty, nonrefillable propane cylinders only. Households only. Limit 5 per visit.
(San Francisco stores only; cannot be recycled at our Rockridge location.)

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**.

If I Had a Hammer . . .

Probably the oldest tool known to humankind, dating back over 2 million years, the venerable hammer has proven that it has staying power. It is arguably the most important and basic tool used on a daily basis. Although the materials used in the construction of a hammer have evolved over time, the basic design has not changed a whole heck of a lot. Function, durability, and ease of use are the main qualities to consider when choosing a hammer.

Anatomy of a Hammer

Head: Hammer heads are commonly made of forged, heat-treated, high-grade steel. Mallets (technically part of the hammer family) have wooden, rubber, or plastic heads.

Striking Face: These range from the smooth face most often found in multipurpose claw hammers, to the milled/checkered face of a framing hammer, which grips the nail head and reduces glancing blows. The double-faced dead blow (one face steel, the other rubber) and the massive hit-the-side-of-a-barn face of an engineer hammer or sledgehammer are other face variations.

Claw: Claw hammers are named after the two narrowing "claws" of steel opposite the striking face. The slot between these two claws looks like a thin "V" and is used to grip and pull nails. The two common types of nail hammers both have claws, but in different configurations. Curved claw hammers allow you to pull nails using an easy rocking motion, as the curve acts as a fulcrum. Straight claw hammers, commonly called rip hammers, are designed to rip apart nailed structures.

Handle: The stiffer the handle material, the more the force of your blow will be delivered directly to its target. However, more flexible materials absorb shock and thus reduce stress on the user's hand, wrist, and arm. Most folks who hammer a lot prefer wooden (usually select hickory) handles for their superior shock absorption. Stiffer handles such as fiberglass, steel, or graphite are commonly jacketed with a cushion to absorb some of the shock.

Hammer Types

Hammers come in many different shapes and forms. Cole Hardware offers a variety of all of these styles of hammers, and if you require a specialty hammer that isn't in stock, we can special order it for you.

Nail Hammer: Used for general carpentry, household chores, and nail pulling; should be used only with nonhardened, common, or finishing nails. A curved claw offers leverage in removing nails and can also cradle a two-by-four.

Rip Hammer: Used mainly by professionals for ripping apart wooden components and demolition work. These are available with milled or waffled faces to grip the nail head and reduce the effect of glancing blows and flying nails.

Finishing Hammer: Used for general carpentry, finishing, and cabinetmaking; smooth striking face so errant strikes don't leave marks on wood.

Tack Hammer: Used for furniture upholstery and to drive small nails and tacks. The round face is designed to pick up nails and tacks, while the narrow square head is used to drive them. These often come with a magnetized head.

Ball-Peen Hammer: Used with cold chisels for riveting, center punching, and forming unhardened metal work. They are designed with a regular striking face on one end and rounded or half-ball on the opposite end instead of a claw.

Sledgehammer: Used for jobs where great force is required such as breaking up concrete or driving heavy spikes. Double-face sledgehammers feature two identical faces; single-face sledgehammers have one flat face for striking and one wedge-shaped face for splitting wood.

Hand Drilling Hammer: Has short handles and is used for pounding hardened nails into concrete or for using with tools that drive nails and pins into concrete or brick.

Mallet: Has rubber, plastic, wooden, or rawhide head and is used to drive chisels or hammer joints together. These are used where a metal hammer might damage a surface and are available in a variety of shapes and sizes for specific tasks.

Specialty Hammers

Soft-Face Hammer: Used for assembling furniture, setting dowels, and wood projects that require nonmarring blows. Most feature a soft and hard replaceable head.

Bricklayer's Hammer: Used for setting or splitting bricks and for chipping mortar from bricks. They feature a curved, chisel-like pick and a small, square striking surface.

Shingler's Hammer: Drives roofing nails, assures proper shingle spacing, and trims composition and fiberglass shingles.

Drywall Hammer: Used to score, sheet, and set nails for drywall work. Features a scored head and a notched blade instead of a claw; the notch in the blade removes exposed nails.

Basic Hammer Wielding

- Hold the hammer firmly, as far away from the head as you can hold it and still have a good grip.
- For full driving power and to protect your wrists from injury, swing the hammer from your elbow.
- Keep your eye on the target while swinging and strike the target squarely.
- For safety, wear eye protection and avoid glancing blows.

When selecting a hammer, first decide what kind of hammer your job requires and the handle type. Consider if the hammer is the right weight for you, how it is balanced between the handle and the head, and how the handle itself feels in your hand. These factors are not just about the pleasure of using a well-designed hammer—if you plan to use it for hours at a time, good design will reduce fatigue and minimize strain.

— Rick Karp, President, aka Keeper of the Karma

Coins for the Community

What a difference a dime or a dollar makes! We're happy to report that in December, our spare change collection netted an impressive $7,570.91 for W.O.M.A.N., Inc. to support the many programs it offers to families escaping abusive relationships. This brings our grand total to $44,161.50 raised since we started our collection program. Our January collection is earmarked to benefit SaveNature.org in its quest to inspire the next generation of environmental stewards. Its Insect Discovery Lab is a hands-on traveling lab that visits schools and other events with a variety of arthropods, including darkling beetles and giant walking sticks. Kids get a kick out of holding these giant bugs while at the same time learning about nature. We'll report those numbers next month.

Our February spare change collection will go directly to A Home Away from Homelessness, a group that believes every child deserves the opportunity to experience safe and supportive spaces that respect and foster his or her strengths, creativity, and abilities. By joining with homeless and formerly homeless families, they help build confidence, skills, and community through educational, social, and recreational opportunities.

It's easy to donate to Coins for the Community! Simply drop your spare change in any of our collection jars or choose the "donate" option when you're checking out at any of our registers. Or bring in that old jar of pennies that's collecting dust on your dresser.

Adrianna presents a check to Caroline Bolton of Pantry for Hope.

Adrianna with Sammi Weeks of Coaching Corps accepting our donation.

Former crew member, Tom Beaver, now director of Groceries for Seniors, accepts our donation check.

Irma and the crew from Dress for Success at its December shopping event

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**.

Community Partners Assistance Program

Local schools and nonprofit groups enjoy the following benefits. To find out if your group or school is a partner, e-mail **service@colehardware.com**. Visit our website **www.colehardware.com/partners** for more information and additional benefits.

Gift Cards Rebates: Once a year we send a gift card to partner schools and groups for 10% of all purchases posted to that account the previous year. Customers only need mention that they are part of a group's circle of friends when checking out, and the transaction is posted to that group's account.

Clearly Cole Hardware Bottled Water: Serve our bottled water at your fund-raising event or volunteer work project.

Silent Auctions and Raffles: We're happy to donate a $25 Cole Hardware gift card for silent auctions or raffles for fund-raising events.

Cutting Edge Wine Donation: We will donate one case of our signature Cutting Edge wine to our partners to serve at their fund-raising events.

Community Connections

BAY AREA BUSINESSES

Caroline Concierge Services for Seniors and Disabled: I'm available weekdays and weekends with flexible hours. I can take you to and from appointments and other local errands. Reasonable rates (1-hour minimum). References upon request. Please call Caroline **415/846-9714** or e-mail **jahangoodman@gmail.com**.

Cat Sitters Wanted: Ideal for retirees and seniors in San Francisco. Provide loving, safe care in your home for one or two cats while owner is away. Must have *no* other pets. Perfect for kitty lovers with feline experience. Jobs vary from one day to four months. Must be reliable, honest, and trustworthy! References required. Please call **415/333-1123**.

Custom Websites and Apps: Need a website or an app? Lost track of your old webmaster and have a site in desperate need of an update? Contact us at **info@Bayrocketmedia.com**. Local in the Rockridge area of Oakland. In business since 1998.

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!

Flower Outings: Join your host, Karen, for a round-trip pleasure outing to the San Francisco Flower Mart. A long-time Mart member, explore flowers, plants, and her warmth, wit, and expertise with seniors. A wonderful outing or gift. Two hour minimum $90. Phone **415/260-7540** or e-mail **krmkrm2@aol.com**.

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**.

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**.

Tax Prep and Planning: Tax services for individuals and self-employed persons. Over 20 years experience, especially in dealing with issues of artists, consultants, and nonfilers. Free initial phone consultation. Please contact Alan Steger, Enrolled Agent, at **415/387-3057** or visit **www.StegerTax.com**.

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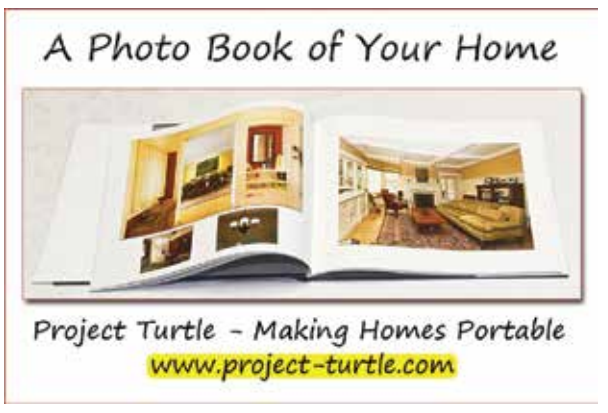
Call **415/753-2653 ext. 3** to be connected to a service person.

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 **415/200-3430** or **homerepair@colehardware.com**.

Cole Hardware
proud member of:
Bernal Heights Neighborhood Center
rockridge district association
CVIA
Cole Valley Improvement Association
San Francisco Beautiful
YerbaBuena Alliance
Mission Merchants Association
Polk Street Merchants District
shop here and your money stays here SFLOMA SHOP LOCAL FIRST
Russian Hill Neighbors
HAIA Haight Ashbury Improvement Association
HANC Haight Ashbury Neighborhood Council
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**.



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Cole. Hardware for the soul.
COUPON
FREE
with any $10 purchase
Reusable Shopping Tote
Reduces your consumption of wasteful disposable bags.
Limit 1 per household. Must present coupon to receive offer. Valid through February 29, 2016.
COLEBAG

— Rick Karp, President, aka Keeper of the Karma

Benjamin Moore® Paint Available at Cole Hardware!

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

Choose from over 3,300 Benjamin Moore colors.

The Cole Hardware Calendar - February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 Groundhog Day **Knife Sharpening** *Rockridge, 4 pm–6 pm*	3 **Knife Sharpening** *Fourth Street, 8 am–9 am* *Mission Street, 4 pm–6 pm*	4 **Fourth Street Football Fever Happy Hour** 5:00 pm–8:00 pm *see page 2 for details*	5 *Flash Friday* DEALS **Knife Sharpening** *Polk Street, 4 pm–6 pm*	6 **Knife Sharpening** *Cole Street, 3 pm–5 pm*
7 Super Bowl	8	9 Mardi Gras	10 Hardware HOT DEALS February 1–15 see insert	11	12 *Flash Friday* DEALS	13 Chinese New Year Parade *February 20*
14 Valentine's Day	15 Presidents' Day	16 **Knife Sharpening** *Rockridge, 4 pm–6 pm*	17 **Knife Sharpening** *Fourth Street, 8 am–9 am* *Mission Street, 4 pm–6 pm*		19 *Flash Friday* DEALS **Knife Sharpening** *Polk Street, 4 pm–6 pm*	20 20% off STOREWIDE *see page 1 for details* **Knife Sharpening** *Cole Street, 3 pm–5 pm*
21	22	23 **COMMUNITY SAVINGS DAYS** Teacher Tuesday	24 Senior Wednesday	25 Military Thursday	26 *Flash Friday* DEALS	27
28	29 **LEAP DAY!** Student Monday					

COMMUNITY SAVINGS DAYS
Special Community Members
SAVE 20%
see our website for more details

***Flash Friday* DEALS**
To sign up, send an e-mail to **hotline@colehardware.com** with "Flash" in the subject line.

Our founder, Dave Karp
Purveyor of Hardware Wisdom

The Cole Hardware credo…

Commitment to savings: Rewards program members receive a 5% 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 Partners as beneficiary).

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
(at Green Street on Russian Hill)
415/200-3370

3312 Mission Street
San Francisco, CA 94110
(at 29th Street—near Safeway)
415/200-3344

956 Cole Street
San Francisco, CA 94117
(at Parnassus—near U.C. Medical Center)
415/319-6705

70 Fourth Street
San Francisco, CA 94103
(downtown between Market and Mission)
415/200-3444

5533 College Avenue
Rockridge District, Oakland, CA 94618
(a few steps from Rockridge BART)
510/230-0145

All stores open every day 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 **415/674-8913 ext. 4** or e-mail **hotline@colehardware.com**.

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