

San Francisco  
small  
**business**  
week

May 16–May 21  
See page 4 for list of events

**SIDEWALK  
SALE!**

Saturday, May 21  
Friday, May 20, at Cole Fox

**LADIES' NIGHT**

Wednesday, May 4  
5:00 pm–8:00 pm  
see page 4 for details

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May 2011

NEWS AND VIEWS FROM AROUND THE STORES

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GREEN  
BUSINESS**

## San Francisco Honors Its Small Businesses

May 16 kicks off San Francisco Small Business Week!



Every day we hear lots about the City's interactions with many large businesses in San Francisco. Will Twitter settle in the mid-Market area? Can we hang on to Zynga by giving them some tax breaks? What's up with Oracle and its sailing friends' attempt to own our waterfront for years to come? The stories are always ripe with politics and intrigue.

Did you know that below the radar of all this chatter, the foundation of San Francisco's economy rests on the shoulders of its thousands of small businesses? There are lots of us serving our neighborhoods, other small businesses, government agencies, the City's many institutions and more. We do it day in and day out, without making too much of a fuss, and without any special incentives coming our way. For one week each year, the City expresses its appreciation, focusing the spotlight on the many great small businesses in our City during Small Business Week.

The economy aside (remember flat is the new up!),  
*continued on page 4...*

## Our Garden Centers

Even on a gloomy, foggy San Francisco day, the garden centers at our Cole Street, Mission Street and Polk Street locations provide an irresistible assortment of color for the urban gardener. Whether you have a large backyard garden or a few windowsill planters, you will find everything needed to successfully grow flowers, vegetables, herbs, fruit trees and more.

We partner with local growers to provide plants that will thrive in our unique climate. Our knowledgeable staff offers expert advice

to plan out your garden for any season. In addition to flowers and plants, our garden centers stock a wide assortment of planters, soils and mulch, organic fertilizers, seeds, and gardening

*continued on page 2...*



Bill and Rick welcome you to the Cole Street nursery and garden center.

## Clipper<sup>SM</sup> Cards Available in May Downtown at Cole Fox!

Over the past few years, Bay Area transit agencies have been transitioning to the Clipper card for fare payments. Now that Muni is on board, City transit riders will need to purchase a Clipper card to load with their monthly Fast Passes. We are pleased to announce that our Cole Fox location will have Clipper cards available for purchase. Bay Area commuters who use multiple transit



*continued on page 2...*

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## Huge COLE HARDWARE SIDEWALK SALE

**Saturday, May 21**

(Friday, May 20, at Cole Fox, downtown)

**Savings of  
25% to 75%!**

In honor of Small Business Week we are throwing a sidewalk sale at all of our stores. We'll be selling the usual end-of-season closeouts, products with damaged packages, mistaken purchases and more. But the real treat will be our brazen attempt to empty our warehouses. Lots and lots of regular, everyday merchandise will be marked down by at least 25%. Cleaning supplies, housewares, garden products, tools—we're striving for a win-win: you get a bargain on great everyday products; we pick up some space and enhance our cash flow, too. What a deal!

## Clipper Cards Available in May Downtown at Cole Fox!

...continued from page 1

agencies to get to work can conveniently have multiple fares loaded onto just one card, since Clipper can now be used on Muni, BART, AC Transit, VTA, SamTrans, Caltrain and Golden Gate Transit and Ferry.

Clipper is an all-in-one transit card that keeps track of any passes, discount tickets, ride books and cash value that you load onto it, while applying all applicable fares, discounts and transfer rules. This lets you customize your card for your own transit needs. The Clipper card can hold multiple passes, ride books or tickets

(which are specific to the transit system being used), as well as up to \$300 in cash value at one time. Cash value on your Clipper card can be used to ride any participating transit system.

To get your Clipper card, just visit our downtown Cole Fox location and visit **www.clippercard.com** to set up auto reloads and for further information. May will be the last month for Muni's paper Senior and Youth Fast Passes, which will transition to the Clipper card starting in June.

## Our Garden Centers

...continued from page 1

tools. You'll even find beneficial creatures, such as worms, ladybugs and nematodes to rid your garden of pest insects. And don't forget our large selection of indoor plants to help improve your home's air quality and add some warmth.

Our Cole Street location also has a hidden

gem in its backyard nursery and greenhouse—you'll find two levels of plants and accessories if you just wander through the paint department! Gardening can be therapeutic and stress relieving, and spring is an excellent time to start an urban garden.

See you in the garden!

## SFLOMA PARTNER OFFERS



We invite you to join SFLOMA. Membership is just \$25 per year, you receive one free ad in the *Hardware Hotline*, and you are eligible to advertise with us very inexpensively. Visit **www.sfloma.org** for information on how to join.

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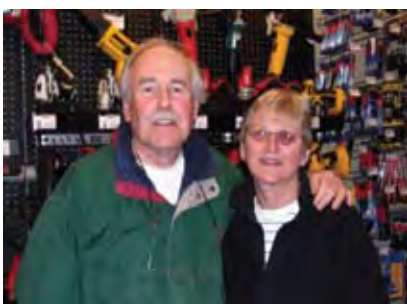
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# Scratch & Save Grand Prize Winners

In March we featured a weekend Scratch & Save event, where customers received a lottery ticket to scratch off to reveal their savings—anywhere from 10% to a free purchase. These lucky folks were the grand prize winners, each receiving a \$500 shopping spree! Congratulations!

**Cole Street:** The McConkies were the lucky winners at Cole Street.



Cole Street Winners,  
The McConkies



Mission Street Winner,  
Kristen and David Haviland



Cole Fox Winner, Sherry Wong



Polk Street Winner, Rick Hickman

**Mission Street:** Kristen Haviland and her husband, David, recently moved to the Mission neighborhood, and we hope that COLE HARDWARE will now be their favorite store.

**Cole Fox:** Cole Fox's winner was Ms. Sherry Wong—she had to make two trips to carry all of her purchases!

**Polk Street:** James Hickman came into the store for a ladder, but he walked out with so much other stuff that he forgot to buy the ladder.

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## San Francisco Honors Its Small Businesses

...continued from page 1

our local businesses are hanging in there—if not always prospering, certainly surviving. A few years ago this was borne out by a study commissioned by the San Francisco Locally Owned Merchants Alliance (the full report can be found at [www.sfloma.org](http://www.sfloma.org)). Small Business Week helps focus our attention on the study's conclusive request: if each of us could adjust our shopping habits a bit, to spend just 10% more within local small businesses, thousands of jobs would be created, and more dollars would be recycled into our local community. Think about it!

The box accompanying this article lists all of the activities during Small Business Week. Businesses will be honored, food and drink will flow at various venues, and the City's neighborhood businesses will be offering special promotions, sidewalk sales and more. Check them out, have fun, shop—and thanks in advance for thinking about “just 10% more.”

## Small Business Week Events

San Francisco Small Business Week (SF SBW) is a part of a national celebration of the contribution of small businesses and entrepreneurs. A series of educational and networking events that inspire, educate and connect the business community take place this week. For further information, visit [www.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.com).

### Monday, May 16, 2011

- **Flavors of San Francisco**—Start the week off with a bang at the gala kickoff to San Francisco Small Business Week 2011! At this fun-filled, free celebration, you'll meet and mingle with more than 1,000 small business owners and community leaders while you savor and sample food from San Francisco's local restaurateurs.

### Tuesday, May 17, 2011

- **San Francisco Board of Supervisors Small Business Award Ceremony**—The Small Business Commission will team up with the San Francisco Board of Supervisors to honor and recognize an exceptional small business from each of the 11 districts.
- **Make Mega Contact**—A match made in heaven, the Golden Gate Business Association and Merchants of Upper Market & Castro host this networking event celebrating the impact of the LGBT business movement! Mingle and meet members of the premier networking groups in the

San Francisco Bay Area while sampling some of the City's top food and wine.

### Wednesday, May 18, 2011

- **Small Business Conference**—At this free, daylong conference, you will choose from more than 30 workshops and seminars designed specifically for small business owners. Topics include finance, green business, marketing, technology, social media, manufacturing, procurement and more! This year we'll be hosting most of these sessions at San Francisco State University's downtown campus in Westfield Center. The most popular sessions will also be presented in neighborhoods throughout the city.

### Saturday, May 21, 2011

- **Shop Your Neighborhood**—Take to the streets! Find out what makes San Francisco a unique, vibrant community of commerce. All across town, merchant associations will create a once-a-year shopping experience that includes in-store demonstrations, discounts and sidewalk sales. Shop in your own hood or check out a new one.

### Ongoing Throughout May

- **Merchant Association Mixers**—Local merchant associations, in partnership with San Francisco Small Business Week, will connect small business owners and celebrate the uniqueness of their own neighborhood.

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## LADIES' NIGHT

Wednesday, May 4  
5:00 pm–8:00 pm

**20% off\***

Enjoy tasty treats, refreshing cocktails and a 20% storewide discount\* as you shop our stores.



- Tasty treats provided by local eateries
- See Soda Stream™ in action
- Find out more about our Urban Gift Registry
- Win valuable prizes in our raffles
- Home repair tips
- Gift with purchase of \$20 while supplies

\*Excludes gift cards, Muni passes, meter cards, special orders and sale merchandise. Not valid with coupons or other offers.



# FROM THE GARDEN CENTER

VISIT OUR GARDEN CENTERS AT COLE AND POLK STREET STORES AND EL JARDIN AT MISSION STREET



## In the Garden with Rick

### May Garden Tasks

Springtime is an excellent time to work in the garden. Most likely our rains are all behind us, and the extended daylight provides time to enjoy our gardens after a long day at work. Gardening can be therapeutic, provide physical activity and relieve stress, too! Work on your garden now to enjoy summer barbecues and outdoor entertaining to come.

✓ Rhododendrons, camellias, azaleas and evergreen-type plants can still be fertilized this month. Use an all-purpose fertilizer and make sure to work it in well with water. We offer the E.B. Stone brand for these purposes. (Sku 745032, \$7.99)



✓ To get your hydrangeas to produce pink flowers, work lime into the soil; for blue flowers, use aluminum sulphate.



✓ Summer bulbs, such as dahlias, gladiolus, begonias and lilies, should be planted right away if they haven't yet been planted.

✓ Plant snapdragons, impatiens, petunias, fuchsias and geraniums around mid-

May. At the end of the month, the warmer weather should allow for planting salvia, zinnias and marigolds.

✓ Roses should be checked for aphids and other pests and diseases, such as black spot. Spray them if needed.



✓ Unless you are harvesting seeds, remove spent flowers from all flowering plants. This will encourage further blooms.

✓ Seed peas, potatoes, lettuce, carrots and corn in your garden this month.

✓ Weed! Much of the first growth you see this month may be weeds. Stay on top of them! Compost weeds and leaves fallen from tree.

✓ Combat aphids with a strong hose spray or an organic insecticidal soap, like the Safer brand we stock. (Sku 74805, \$8.49)



✓ When purchasing annuals, choose those without flowers to enjoy the blooms for a longer time.

✓ Snails and slugs will probably pay your garden a visit this month. Control them before they reproduce, take over your garden and control you.



✓ Don't overwater. If you notice both new and old leaves falling at the same time, you might be overwatering. Moldy plants are also a sign of too much water.



✓ Rotate vegetable plants to keep your soil in tip-top shape. This will also help to control pests.

✓ Now is a good time to mulch your garden in preparation for the (hopefully) warm and dry months ahead. Mulch conserves water, keeps soil temperatures even and prevents weeds from germinating. It also improves the organic content and texture of soil.

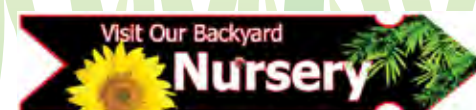
✓ Watering your roses with soaker hoses will help to reduce the spread of black spot disease. Soaker hoses prevent soil erosion, conserve water and are ideal for shrubs. (Sku 7194566, \$14.99)



✓ Annual vines work well in small vertical spaces and are ideal to cover up an eyesore of a wall or fence. Morning glories and nasturtium are two varieties that will work, also creating privacy and shade.

Attract ladybugs to your garden by planting morning glories, goldenrod and yarrow. Marigolds, fennel and lemon balm will attract lacewings and hoverflies.

See you in the garden!



## The Noodlehead® Garden Sprinkler

First of all, how could anyone not love a product called Noodlehead? The word just brings a smile to your face. The Noodlehead is a flexible lawn and garden sprinkler that waters exactly where you want it to. Noodlehead's 12 flexible PVC tubes, with three orifices each, direct the water exactly where you want it. No more overspraying, flooding or wasting water! The fully annealed stainless steel wire within each tube bends and rebends easily, keeping the "noodles" correctly pointed under water pressure.

The Noodlehead connects to any standard garden hose or in-ground system and comes complete with a ground stake to securely

hold it in place. The three topside mounting holes also allow this amazing sprinkler to be positioned on a fence or even under an overhang.

(Sku 759001, \$14.99)

**Noodlehead**



*Just bend the tubes to point the streams of water where you want them to go.*



# Rooms Down Under: Renovate a Lower Level Space

There are so many advantages to living in San Francisco that homeowners are usually willing to endure one of the main drawbacks—the lack of space. The ubiquitous 100 x 25 foot lot size, quirky architecture of your purchased home and the desire to maximize any existing open space are all good reasons to look *down* when considering adding habitable room to your home. The official term for this expansion (per San Francisco Building Department) is “Rooms Down.”

The benefits of Rooms Down are virtually limitless:

• **Has your child decided to**

**take up the trumpet?** Encourage practice time downstairs in your new music studio!

• **Are you a budding painter, sculptor or photographer?** Allow your talent to flourish in your new art space!



• **Bored with the same old**

**gym scene?** Get fit in your private exercise room or relax in your new spa!

• **Want to do more telecommuting?** Manage your career from a home office!

Expanding downward gives you the advantage of more living space and increases the value of your home without increasing the building's footprint. Our contractor Kevin has completed a Room Down family room with bath for his client Mary. Her active family includes three teenagers. According to Mary, “Now the kids can have friends over and hang out downstairs while I enjoy the rest of the house in peace and quiet!”

Another client, Holly, is thrilled that Kevin was able to transform her dark and dingy basement into an urban retreat with a garden view. Holly thinks it is now the most beautiful room in the house—a little oasis in the city.

There are many considerations for obtaining a building permit for a Rooms Down project, primarily ceiling height and a means of emergency exit. Kevin is very familiar with building codes and procedures, and he is a member of San Francisco's Code Advisory Committee. Kevin can provide you with a variety of structural solutions to any preexisting cramped conditions. Once your plans have been completed, he can often obtain a building permit within a day. There is no need for you to endure the tedious neighbor notification process—he can take care of that for you, too!

If a Room Down idea sounds intriguing to you, turn to Kevin for all the answers! He has over 35 years of experience as one of San Francisco's most respected remodelers, employs an in-house architect and offers a full spectrum of design/build services. He also has the expertise to advise you about creative options for obtaining financing for your home improvements.

To get in touch with Kevin, our Rooms Down expert, and find out how your buried treasure can come to light, call **415/753-2653 ext. 3** or **e-mail homerepair@colehardware.com**.

## Repair Referral Service

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

We provide referrals for:

Air Conditioning  
Alarms/Security Systems/Access Control  
Antique Restoration  
**Appliance Repair and Installation**  
Arborist  
Architectural Planning  
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Bath Resurface  
Brick and Stone Masonry  
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**Carpentry**  
Carpet and Linoleum Installation  
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COLE HARDWARE is a licensed California General Contractor, license number 708403.



## A Paint Primer: Evaluating Paint Quality

With spring upon us and our rainy season behind us, many homeowners will undergo painting projects to spruce up their homes. Our quality housepainter Yefim shared this article for evaluating paint.

Where house painting is concerned, one of the prime objectives is to ensure that the paint remains bonded to its substrate and that it retains its essential properties for as long as possible. Selection of the right paint materials is absolutely crucial in achieving this objective.



*For your painting jobs, we recommend Yefim, one of the quality painters in our service.*

The primary function of architectural paint is to protect metals, wood, and other materials against corrosion and decay. To be able to better differentiate between grades of paint, it is necessary to have at least some understanding of what raw materials go into every can of paint. Hopefully, after reading this, you will learn how to make a better decision as to what paint materials should be used to protect what is perhaps the biggest investment you will ever own.

All paints consist of four basic components—pigments, binders, liquids and additives. Each of these ingredients has a specific effect on the paint's performance.

- Pigments are finely ground materials that give the paint its color and hiding capacity. The most common white pigment in paint today is titanium oxide.
- The binder holds pigment particles together. As the paint dries, the binder binds pigment particles into a continuous film as well as binding them to the painted surface. The type and the amount of binder also have a big effect on the paint's durability, stain resistance and color retention. Alkyd (a chemical compound made with vegetable oils) is the binder used in most solvent-based

paints made today. The two most common binders in water-based paints are acrylic and vinyl acrylic. The 100% acrylics provide better overall performance than vinyl acrylics.

- Liquids' main role is to keep pigments in an easy-to-paint fluid state. The liquids evaporate, and what remains is a continuous film of pigment and binder. In oil-based paints, the most frequently used liquid is mineral spirits. In latex paints, the main liquid is water.
- Additives are ingredients used to improve the performance of paint in some way. For example, preservatives keep the paint from spoiling in storage; mildewcides keep mildew from growing on the surface of the paint.

By varying the amounts and types of pigments, binders, liquids and additives, paint manufacturers can create a large variety of paints and, as they substitute the lower quality/cost ingredient for higher ones, they can manipulate their costs and profits. For example, the term "pigment" is also used to refer to extenders, which are materials such as clay, mica and silica that, among their other properties, add bulk to the paint without significantly adding to its cost.

The two main indicators of the paint's quality are its volume of solids and the titanium oxide content. This information can generally be found on a product's technical data sheet (TDS) and material

safety data sheet (MSDS), which are available to anyone right where the paint is sold.

Volume of solids is also sometimes referred to as solids by volume. Higher-quality paint will have a higher percentage of binders and pigments—collectively called solids—and a smaller percentage of liquids than lower-quality paint. A higher percentage of solids by volume will translate into a thicker and stronger paint film, greater hiding ability and better protection of the painted surface. Lower-grade latex paints will typically contain about 20% to 30% solids by volume and 70% to 80% water, while higher-quality latex paints will generally be 35% to 50% solids.

Titanium dioxide is the ingredient that gives white or light-colored paint its ability to cover darker-colored surfaces in fewer coats. Quality white latex paint will usually contain 20% to 25% titanium-dioxide. Lower-quality paints contain more extenders than higher-grade paints. Because of this, they will have less hiding power, even though their solid content may be high.

Higher-quality paint will typically cost more. On the other hand, lower-cost, lower-quality paint may not be a bargain at all—particularly if its service life is much less than that of a higher-quality paint and requires more for better coverage.

If you're considering hiring a professional painter and wish to have Yefim and his crew assess your painting project, contact our Repair Referral Service at **415/753-2653, ext. 3**, or e-mail **homerepair@colehardware.com**.



*A few examples of Yefim's work around the City*



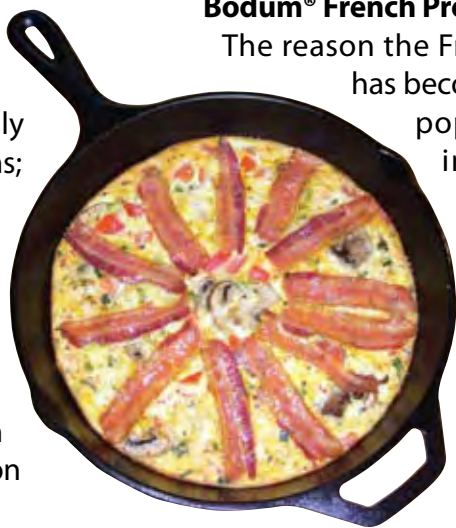
# MOTHER'S DAY—MAY 8

## Breakfast in Bed

Pamper Mom with breakfast in bed. A decadent gift that she can involve the kids, breakfast is one of the simplest meals to make. Even cereal can look luxurious when served on a tray with a mimosa or pot of English Breakfast tea. Just add the Sunday newspaper to the mix, and Mom might not get out of bed all day!

### Fabulous Frittata

This frittata makes an easy brunch for a lazy Sunday morning. Simply sauté some onions and mushrooms; combine with whisked eggs, tomatoes, and shredded cheese. Pour ingredients into an oiled cast iron pan and arrange some bacon strips on top. Bake at 350 degrees for 20–30 minutes. Voilà! Sunday brunch! And any ingredients in the fridge will work. (10¼" Cast Iron Skillet: Sku 6102974, \$19.99)



### Laerke Teapot

Reminiscent of an Amish barn star, this 26-ounce porcelain teapot is perfect for 2 cups of relaxing tea. (Sku 628219, \$12.99)



### Bodum® French Press

The reason the French press coffeemaker has become one of the most popular coffeemakers in the world is pure and simple—taste. The materials (glass and stainless steel) are completely taste-free so nothing comes between Mom and her ground coffee beans. Choose black, red or green. (Sku 633007, \$11.99)



### Mimosa & Bellini Champagne Cocktails

Serve up a champagne cocktail. Just add 2 ounces of a fruit juice to 4 ounces of champagne; orange juice for a mimosa and peach juice for a bellini. Garnish with a strawberry or an orange slice. Almost any fruit juice can be added to champagne for a sparkling beverage. (Set of 4 Champagne Flutes: Sku 6196596, \$19.99)



Our marketing coordinator Julia's mom, Helen (2nd from right), with her mom and sisters in the 1950s



Mission Street's Noel with his mom



Cole Fox Manager Renato and his mom, Terese



Training manager, Irma, with Jack Ryan and husband, Ryan



Rick with his parents, Dave and Marge



# WHAT'S UNIQUE?



## LunchBots™ Children's Stainless Steel Dish Set

The Children's Stainless Steel Dish Set from LunchBots is the perfect solution for a healthy and safe mealtime. Made from the highest quality 18/8 stainless steel, the dish set is healthier than plastic and more durable—and safer—than glass. The set includes an 8" plate, 5" kid-sized bowl, and an 8 oz. mug. Great for meals and snacks at home and also for picnics, camping, and other outings. (Sku 630115, \$19.99)



**Aura**  
*Waterborne  
Interior Paint*



## Aura® Satin Finish

Aura Satin Finish is part of an innovative paint and colorant system integrating the best technologies to deliver superior durability for any color, along with the promise of long-lasting beauty. In addition to using 100% acrylic latex, proprietary resins have been incorporated to give this interior paint its extraordinary performance properties.

### Features:

- Extreme hide, never more than two coats in any color
- Color Lock® Technology, no color rub-off
- Easy cleanup
- Excellent touch-up
- Provides a mildew-resistant coating
- Stains wash off easily
- Self-priming
- Easy application

## Think Pink!

A member of the red family, pink is no longer just bubblegum and Barbie. Pink carries energy and excitement. A standard fashion color for years, pinks range from pale baby pink to rich, deep fuchsia tones, and the color can convey love and passion. Make Mom feel special and loved with pink!

### Marilyn Pink Apron

Flirty and fun and not just for cleaning the house—host a brunch or dinner party in style. Assorted colors of sugar and spice available including mint, pink chocolate and cherry blossom ranging from \$21.99–\$27.99. (Pink Marilyn Apron: Sku 698502, \$21.99)



### Princess Parking

Everyone wants to feel like a princess now and then! Park your pink Prius perfectly parallel here with a magnet or sign. (Magnet: Sku 653213, \$4.99; Sign: Sku 533099, \$22.99)



### Pink Planter

Let your love grow with a plant in this dainty Geneve 7" planter. (Sku 730071, \$11.99) Plant sold separately.



### Matchbook Nail Files

Purse perfect for a glamour girl on the run, this book of nail files will come in handy. (Sku 999011, \$1.99)



### Pink Flamingo

Park this flamingo in a garden to add some fun and kitsch. Set of two. (Sku 7204928, \$14.49)



### Pink Screwdriver

This mini 4-in-1 screwdriver is perfect for smaller hands for a do-it-yourself mom. Available in assorted pastel shades. (Sku 220042, \$5.99)



### Pink Carhartt® Hoodie

Pretty in pink, but tough as nails, these Carhartt hoodies are perfect for the layered City look. Available in sizes small to XL. (Skus 928530–3, \$39.99)



## Occupancy Sensor Switch

Save energy with the occupancy sensor and switch, which features a 180-degree, 600-square-foot detection range and manual on/auto-off setting. With a load capability of 0 to 600 watts, these sensors will also work with CFLs. Set the time delay between 1 and 30 minutes. These sensors are Title 24 compliant as required for all new kitchen and bath construction and remodeling. (Sku 325050, \$24.99)







# ENVIRONMENTAL INFO

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

## Seventh Generation® 4X Liquid Laundry Concentrates

Wash 66 loads of laundry with Seventh Generation's new 4X liquid laundry concentrates. Save money and energy with these detergents that perform excellent in cold water—formulated with additional enzymes to fight a broader set of stains. The new Ecologic bottle is a molded fiber shell from 100% post-consumer recycled material and is 100% compostable, using 70% less plastic than comparable plastic jugs. No

dyes, synthetic fragrances or optical brighteners are included in the formulation. Choose from Geranium Blossom & Vanilla or Free Clear in a 50-ounce size. (Skus 113022,5, \$19.99)



## Recycle Your Unused Paint!

For many years, COLE HARDWARE has been an unused latex paint recycling location in partnership with Recology and San Francisco's Department of Environment. City residents are able to drop off unused latex paint at any COLE HARDWARE location—up to 10 gallons per visit. Most of the recycled latex paint that is sent to the San Francisco Household Hazardous Waste Collection Facility is recycled on site and given away for free. If you would like some of their free paint, just stop by the facility at 501 Tunnel Avenue during regular business hours, 8:00 am to 4:00 pm, Thursday through Saturday.

**Please keep these guidelines in mind when recycling your unused latex paint:**

- WE DO NOT TAKE EMPTY PAINT CANS. Paint cans with dried paint in them or empty paint cans go into the blue recycling cart at your home or apartment building.
- We do take cans with useable latex paint in them that seal well enough to keep the paint in. Up to 10 gallons per visit.
- Is the paint LATEX? We do not take oil-based or alkyd paint. That has to go to hazardous waste. Call **415/355-3777** to arrange a home pickup or visit [www.sunsetscavenger.com](http://www.sunsetscavenger.com) for drop-off information.
- Is the paint useable? We do not take paint scum or sludge in the bottom of the can. It is the paint that is recycled, not the can. So, to make a long story short, the paint has to SLOSH to be liquid enough to be used.
- A little rust on the can is okay, or a not exactly perfect seal. But basically, the can has to SEAL for us



to safely get it into recycling without having pools of paint all over our store. We cannot take leaking cans.

### How Latex Paint is Recycled

- Each day Recology receives the equivalent of several drums of latex paint from residents and processes them daily.
- Each can is opened to see if it is in good enough condition to remix and distribute to the public. They do not remix paint that is full of rust or mold or too thick from drying out over the years. (They empty the rusty or moldy paint into drums that eventually get shipped to a cement factory in Southern California. Latex is an important ingredient in the manufacturing of cement.)
- Next, paint is sorted into warm colors and cool colors and poured into separate mixing drums that are equipped with mixing paddles and special motors. The warm colors are in the yellow, red, orange and brown range. The cool colors are in the blue, green, and gray range.
- The paint is mixed for about 30 minutes. Each 50-gallon batch results in a different shade.
- When the paint is mixed to an even color, it is poured into new 5-gallon buckets, the batch is numbered, buckets labeled and a thumbprint of paint is put on the lid, so you can see what color is inside.

### What Colors are Available?

They call the warm colors Sandpiper (beige), Fawn (tan), and Fort Funston (brown). The cool colors are Sage (green-gray) San Francisco Fog (blue-gray), and Granite (gray).

## Recycle at COLE HARDWARE!



Bring to any of our four stores:

### CELL PHONES:

Personal cell phones—batteries and chargers not required. PLEASE, no cordless home phones, car phones, walkie-talkies, pagers or two-way radios.

### BATTERIES:

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



### OLD LATEX PAINT:

- Recycle dry, clean, empty metal paint cans through your regular trash pickup. The latex paint containers you bring us should have paint in them!
- The ORIGINAL label on each can must CLEARLY state "latex," "acrylic," or "water-based" paint. No handwritten labels will be accepted.
- Be sure that lids are SEALED ON TIGHT and containers are rust-free and don't leak.
- You must not be a commercial paint user.
- Please limit your drop-offs to no more than 10 gallon-size containers (or 40 quart-size containers or a combination of both) at a time. Containers are counted by size, not by the volume of paint they contain.
- Take paint to the customer service desk.
- PLEASE, no brushes or rags!



### PROPANE TANKS:

Small (14 or 16.9 oz.), empty, nonrefillable propane cylinders only. Household only. Limit 5 per visit.



### SPENT FLUORESCENT BULBS:

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



### SCRAP METAL:

Copper and brass.

### EXPIRED PRINTER CARTRIDGES:

Must be in plastic bags to avoid leakage.

### SOFT PLASTIC RECYCLING:

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

For Bay Area recycling resources, visit [www.colehardware.com/recycle.htm](http://www.colehardware.com/recycle.htm)



# WHAT'S IN SEASON

## The Chicago International Housewares Show

Besides relying on our fabulous sales representatives, we also visit a few national, or in this case, international trade shows when we can to see what is new in the marketplace so that we have the newest and greatest offerings for our loyal shoppers. This past March we visited the International Home & Housewares Show in Chicago. With over 1,900 vendors and just three days to get through the entire show, needless to say it was a bit daunting—even for a housewares veteran.

On our first morning, we visited a few of our favorite vendors together. Then realizing that our time was too precious, we decided to divide and conquer. With our running shoes on, we managed to visit each and every vendor, and here are some of the highlights to share with you, and what you can look forward to in our fashionable housewares departments over the next few months:

**Azure:** Last year's Pantone color of the year was turquoise, and since home colorations are generally six months to one year behind runway fashion colors, this makes sense. Azure evokes a tropical island escape. It was a striking combination paired with the apple green we saw all over.

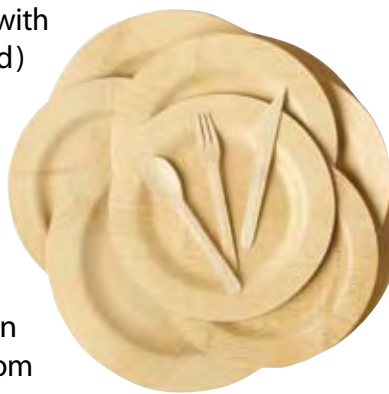
**Apple Green:** The green movement has given this shade new life and continues to do so. Look around; green is everywhere and an everyday color.

**Purple:** Maybe it is the color for next season, but we seemed to see a lot of it—in everything from deep purple frying pans to gentler lavender shades of chenille bath rugs.

**Peace Signs and Polka Dots:** Not sure if this means we're nostalgic for the old days, but these seemed to be popular and popping up everywhere.



**Bamboo:** Out with the old (wood) and in with the new—that is, bamboo! Just about anything that used to be made from wood can now be made from bamboo. It is a more renewable resource and gaining popularity among suppliers.



**Soda Stream:** Their new model, available this fall, will feature a gauge that tells you how much CO<sub>2</sub> is left in your cartridge.

Other highlights from our trip:

**Rahm Emanuel:** He was the guest speaker at the annual industry breakfast, so we decided to check it out! We were impressed with his warmth and openness to all questions asked of him. He kept it all "G" rated.



**Leatrice Eiseman:** We went to two presentations that she gave. She is the premier expert on color—for real! She is the director of the Pantone Color Institute. What a fun job!



**Phil Brandl:** We had a nice conversation with Phil, the head of the International Housewares Association.

**Emeril:** Irma enjoyed a front-row cooking demonstration and samples from Emeril Lagasse.



—Julia and Irma



## 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 with \$25.00 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'll come to us in the mail, and we will notify you.
- ➔ 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.

For more information, visit  
[www.colehardware.com/rewards](http://www.colehardware.com/rewards)  
 or e-mail [service@colehardware.com](mailto:service@colehardware.com).

### How points are earned:

- ➔ For every \$1 spent, one point is earned.
- ➔ Points are converted to dollar value in increments of 100 points, converting to \$5 posted to your Rewards card quarterly. Leftover points remain in place.
- ➔ Points are calculated daily and shown on receipts.
- ➔ Dividends for 5% of purchases made in 2010 will be transferred to your new Rewards gift card when you come in to redeem after February 1, 2011.
- ➔ For us to track your Rewards points, please identify yourself as a Rewards member each time you shop.



# COMMUNITY NEWS

## Attention Artists, Vendors, Musicians, & Owners of Unique Cars

The Cole Valley Improvement Association (CVIA) is pleased to announce that the Cole Valley Fair will be back again for its ninth year on Sunday, September 25, 2011.

The Cole Valley Fair continues to be a charming and well-attended event sponsored by local merchants and organizations with outstanding records of community support. The fair features local art and fine crafts, food from neighborhood restaurants, live music, a display of historical Cole Valley photographs, a full block of vintage automobiles owned by neighborhood residents, events for children, and more!



*Cole Street's Beverly and Tessa enjoying last year's Cole Valley Fair*

If you're an artist with unique handcrafted work or a food vendor with tasty morsels, we hope you'll apply for a booth space. The deadline is July 1. Priority will be given to Cole Valley residents, returning vendors, and to promising new applicants. (Imported merchandise will not be considered).

We're also seeking musicians from all genres and styles for one-hour performance slots. Please note that limited amplification will be allowed—see the application form for details. The Cole Valley Fair is a small and intimate street fair where the right sound will attract a lot of attention.

And, yes, Cars on Cole will be back again this year. Never been to the event? We look for interesting neighborhood vehicles—whatever that may mean. It need not be a "show queen" or vintage or rare. Application forms for vendors, musicians, and cars are available online at [www.cviasf.org](http://www.cviasf.org) and on paper at Postal Chase, 912 Cole Street. Send your questions or comments to [colevalleyfair@gmail.com](mailto:colevalleyfair@gmail.com).

We look forward to seeing you at the fair!

## Helping Small Businesses Save Costs While Going Green

We all understand the value of a dollar these days. Additionally, we all understand the need to lessen our impact on the environment. Simple changes like using CFL lightbulbs and lowering your thermostat reflect both of these priorities. Imagine what changes like this could mean to keeping your favorite neighborhood businesses open.

Urban Solutions is a nonprofit social enterprise that helps small businesses find solutions that are practical, cost-effective and good for business. Experienced consultants help businesses secure loans to support their operations, purchase equipment, and buy their own building. Businesses throughout the Bay Area are making changes to become more environmentally sustainable based on recommendations from the organization's consultants.

Anthony Tsai, Green Business Program Manager at Urban Solutions, is constantly finding new ways for businesses to save money while they also make environmental changes. He starts with the basics of reducing their waste and use of water and energy. He also helps them examine their use of chemicals, guides them to

make smart purchasing decisions, and works to solve their biggest challenges—whether that's identifying the most cost-effective way to bring organic foods onto a menu or determining a solar energy system that's best for their property.

One of his clients, a small restaurant in a low-income neighborhood, is saving \$17,000 each year. Urban Solutions evaluated everything from refrigerators to, quite literally, the kitchen sink, where the restaurant eventually installed high-velocity spray nozzles and sink aerators to save water. Small temperature adjustments to the refrigerator and freezer greatly reduced the electricity bill. Educating the restaurant staff on composting and recycling practices not only diverted waste from going to landfills but also significantly lowered garbage collection costs. Savings like these can keep business doors open while conserving the environment.

What can consumers do to support small businesses and preserve the environment? By shopping local, you are already making an important contribution. Your neighborhood business is more likely to make local purchases that require less transportation, which equals less pollution and a smaller carbon footprint.

Find out more about Urban Solutions at [www.urbansolutionsSF.org](http://www.urbansolutionsSF.org) or by contacting them at [info@urbansolutionsSF.org](mailto:info@urbansolutionsSF.org).



## Ahoy Seadogs, Landlubbers, Lasses and Lads!

George Peabody Elementary School is hosting their annual Spring Carnival! Past favorites like the Rock Wall, Jumpy House, and Dunk Tank will be there, plus this year they are adding a huge slide! They will also have a hands-on science booth presented by Edventure More!



Their usual yummy grilled lunch items of hotdogs, hamburgers, veggie burgers and corn on the cob will share grill

space with salmon burgers! Additional favorites comin' out of the galley include nachos, pirate punch, Thai iced tea, coffee, and water. Seaworthy eats, indeed! Raffles and prizes, too!

### Peabody Pirate Palooza

**Saturday, May 14**

**12:00 until 4:00 pm!**

**251 6th Avenue**

**(Enter through gate on 7th Avenue)**





# CUSTOMER SERVICES

THE EVER-GROWING LIST OF EVERYTHING WE DO FOR YOU

**ACE® Hardware:** Our affiliation with ACE allows us to get quality products quickly and opens doors of the world's manufacturers, so we can get you what you need. ACE's buying power enables us to sell to you at the right price, too!

**ATM and Credit Cards:** We'll accept your ATM cards for payment. You can get cash back, too. We also accept VISA, MasterCard, Discover and American Express credit cards.

**Balloons:** We have free COLE HARDWARE helium balloons for the kids. Helium is available to inflate your party balloons for fifty cents per balloon.

**Bridal and Gift Registry:** We'll load your name and list of everything you wish to register in our computer. Your friends and family can then call us to place gift orders. Recipients receive a gift card equal to 10% of the total value of all gifts purchased. E-mail [Julia@colehardware.com](mailto:Julia@colehardware.com).

**Business-2-Business:** Members of the program receive free delivery, special pricing and personal service. Call our Cole Fox location at 415/777-4400.

**Carry-Out Service:** We'll be happy to load your purchases into your car. Just let the cashier know, and we'll take care of you.

**Charge Accounts:** For your convenience, we have in-house charge accounts for businesses. Stop by and fill out the simple application, and we'll open one for you.

**Chauffeur Service for Senior Citizens:** If you need help getting to our stores and you live in San Francisco, call us to arrange a mutually convenient time to pick you up.

**Color Matching:** We have terrific paint matching computers. Bring in a swatch of fabric or quarter-size paint chip and the staff can match just about any color.

**Commercial Supply:** We have an entire division devoted to servicing the needs of commercial and industrial customers throughout the Bay Area and beyond. We offer charge accounts, on-site account specialists, free delivery and the personal services of Joe, Damion, Melinda, and Rodney. Give them a call at 415/647-1800 or e-mail [colesupply@colehardware.com](mailto:colesupply@colehardware.com)

**Community Savings Days:** One day a month, we offer a 20% discount to students, seniors, school district employees and active members of the military or veterans. The promotion cannot be applied to Rewards accounts and is not valid on gift cards, Muni or special orders.

**Coupons:** We honor all manufacturers' coupons. If we carry the product, we'll honor any other store's coupons as well.

**Delivery in San Francisco:** Free delivery for Rewards members with purchase of \$25 or more. See store at the time of purchase for scheduling deliveries.

**Digital Camera:** Have a problem that you can't describe? We'll lend you a digital camera to take a photo of the problem so that we can better help you. (Note: Credit card required for camera loan.)

## Discounts:

**Birthday Discount:** Come in on your birthday, show your I.D. and we'll give you a percent discount amounting to half your age. Must be a Rewards member. Discount is available only on your actual birthday and cannot be applied to sale/promotional merchandise, power tools, household appliances, water heaters, special orders or Muni. Discount applies to purchase for the personal use of recipient only. Maximum discount \$100.

**Disabled Customer Discount:** Sign up for our Rewards program, show your Medi-Cal card or other proof of disability, and

get 10% off all discountable merchandise in our stores.

**Senior Citizen Discount (age 65 or older):** 10% off all purchases of nonsale merchandise.

**Student Discount:** Show us your student I.D. and receive a 5% immediate discount, plus 5% annual rebate, custom key tag, use of our fax machines and more!

**Electrician:** Call our Repair Referral Service at 415/753-2653 ext. 3 Monday through Friday 8:00 am–5:00 pm and after store hours for emergency referrals 24/7. On weekends and during store hours, dial 415/753-2653 and press 3 for a direct referral.

**eLine:** The COLE HARDWARE eLine is delivered free, direct to your desktop. The eLine contains information on new products, practical tips and more (or less!). Sign up at [www.colehardware.com](http://www.colehardware.com).

**e-mail:** Write us at [service@colehardware.com](mailto:service@colehardware.com)—any time!

**Fax Service:** Our fax machines are for your personal use. We do charge for our fax service—please ask for rates. Fax numbers: Cole Street: 415/753-0957, Mission Street: 415/647-6554, Cole Fox: 415/777-4453, Polk Street: 415/674-8917.

**Gift Cards:** We offer COLE HARDWARE gift cards and ACE Hardware gift cards in almost any denomination.

**Glass Cut to Size:** Plexi, single and double-strength glass cut while you wait. We can also special order curved, tempered, laminate and obscure glass, as well as mirrors and tabletops.

**Hardware Hotline:** We publish our newsletter every month of the year. See the online version at [www.colehardware.com](http://www.colehardware.com). It's homegrown and filled with interesting articles about hardware, our community and, of course, COLE HARDWARE.

**Hours of Operation:** We're open every single day of the year including every holiday.

Cole Street: weekdays 7 am–7:30 pm, weekends 8 am–7 pm

Cole Fox: weekdays 8 am–7:30 pm, weekends 9 am–5:30 pm

Mission Street: weekdays 7 am–7:30 pm, weekends 8 am–7 pm

Polk Street: weekdays 8 am–8 pm, weekends 9 am–7 pm

**Lamps Rewired:** We offer rewiring services for table and floor lamps. Contact our stores for information and pricing.

**Lifetime Warranty:** Your "complete satisfaction" dictates that we offer a lifetime warranty on just about everything we sell.

**Locksmith Service and Key Cutting:** We cut keys at all our stores including hard-to-find computer chip keys for automobiles. We have an expert locksmith on duty Monday to Friday at our Cole Fox store downtown (415/777-4400). We can also send a locksmith to your home or business 24/7. Call 415/753-2653 ext. 3 Monday to Friday 8:00 am to 5:00 pm, or after store hours, dial 415/753-2653 and press 3 for a direct referral.

**Low Price Guarantee:** Just bring in another store's ad and we will honor the lower price.

**Muni:** We sell monthly Adult, Youth and Senior Fast Passes, monthly Disabled Stickers, 1-Day, 3-Day and 7-Day Passports and Parking Meter Cards in \$20 and \$50 denominations.

**Pipe:** We cut and thread galvanized and black pipe, your pipe or ours. (Note: Cole Fox can't thread.)

**Plumbing Service:** Call our Repair Referral Service at 415/753-2653 ext. 3 Monday through Friday 8:00 am to 5:00 pm and after store hours for emergency referrals 24/7. On weekends and during store hours, dial 415/753-2653 and press 3 for a direct referral.

**Recycling:** Bring your old latex paint (S.F. residents only; liquid paint only—put dried paint cans into your own recycle

bin, lids off!), used rechargeable batteries (nickel-cadmium), used household batteries (alkaline and regular), copper and brass scrap metal (such as keys, bathroom and plumbing fixtures), cell phones, expired printer cartridges and spent fluorescent bulbs into any of our four stores, and we will send them off to be recycled into new products. See page 10 for details.

**Repair Referral Service:** Our alliances with competent, honest, quality tradespeople assure you excellent work on your home, property or office. We are a licensed contractor (#708403). Call 415/753-2653 ext. 3 or go to [www.colehardware.com/homerepair](http://www.colehardware.com/homerepair).

**Repotting Service:** Pick out the plant and the pot, and our Cole, Mission or Polk Street Nursery staff will repot your plant for free.

**Return Policy:** We accept returns on just about anything. (Power tools, appliances, etc., may only be returned subject to manufacturer's warranty. Hand tools exchanged for defective replacement only.)

**Rewards Program:** Earn an annual 5% dividend on purchases and much more. Membership is quick and free. Sign up today!

**Room Painting Software:** All of our paint departments are equipped with room painting software. Simply bring in your camera's memory chip, upload your image and choose paint colors to review.

**Rug Cleaners Rented:** We have steam carpet and upholstery cleaners available for rent at each store.

**School and Community Assistance Partnership Program:** Nonprofit organizations whose mission is to improve the lives of those around us, either directly or through cultural enrichment, can join a special program of discounts and donations. COLE HARDWARE donates 10% of all purchases made by your organization's community. Go to our COLE HARDWARE Community Partners page for information and a list of partners (page 15). Also, be sure to check out [www.colehardware.com/partners](http://www.colehardware.com/partners).

**Sharpening Service:** Knives and scissors sharpened while you wait or same day service at our Cole, Mission and Fox stores (Note: Fox doesn't sharpen scissors, just knives).

**Speakers Bureau:** Topics range from home repair, to gardening, to security, to small business, marketing and more. If you need a speaker for your organization, call 415/753-2653 ext. 5.

**Special Orders:** If we don't have what you need in stock, we'll do our best to obtain it as quickly as possible.

**Tool Rental:** We rent floor sanders, many hand and power tools, and garden tools, too. Contact our stores for availability. (Note: Floor sanders not available at Cole Fox or Polk Street stores.)

**UPS Shipping Service:** We ship packages all over the country for our Rewards members via United Parcel Service.

**Website:** Visit [www.colehardware.com](http://www.colehardware.com).

**Windows, Doors and Window Screens:** Window and screen repairs are available at our Cole Street and Mission Street stores. Contact these stores for information and pricing.

**By the way, we sell hardware, too.**





# COMMUNITY CONNECTIONS

BAY AREA BUSINESSES

**Attorney:** Practicing 25 years in San Francisco and offering personalized, attentive service, reasonable fees. Advice and representation in residential and commercial tenancy matters—leases, notices, eviction, Rent Board petitions and hearings; drafting/enforcing contracts; formations of business entities—partnerships, limited liability companies, corporations. Free consultation. John R. Weinstein, Attorney-at-Law. Telephone 415/863-5896.

**Bed and Breakfast Hosting:** If you have an extra bedroom, with or without a private bath, that you would like to rent out on a nightly basis, let us know. Additional income—meet guests from all over the world. Phone: 415/899-0060, e-mail: [reservations@bbsf.com](mailto:reservations@bbsf.com), website: [www.bbsf.com](http://www.bbsf.com). Bed & Breakfast San Francisco—since 1977.

**Caregiver:** I am a licensed LVN who does caregiving for seniors, and I'm available during weekdays. I am dependable, experienced and can provide references. Hours and rates are negotiable. Please call Josephine at 415/330-0425.

**Driver:** I CAN DRIVE YOU! Retired businessman can drive you to doctor appointments, grocery shopping or on other local errands. 10+ years experience with outstanding references. Friendly and dependable service. \$20 per hour with a 2-hr. minimum. (Out-of-San Francisco trips are negotiable.) Call Bill: 415/826-3613 or e-mail to: [bill311@att.net](mailto:bill311@att.net).

**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.thelawcounselor.com](http://www.thelawcounselor.com) for info.

**Music Lessons:** David Manley Music Studio offers piano lessons, guitar lessons, and vocal coaching for beginners & intermediate students—at the studio or in your home. Located in the Cole Valley area. Free introductory session. For more information please visit my website at [www.speakeasy.org/~dmanley](http://www.speakeasy.org/~dmanley). Phone: 415/759-8324, e-mail: [dmanley@speakeasy.net](mailto:dmanley@speakeasy.net).

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**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.

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A. P. Giannini Middle School (\*76)  
After-School Pursuits (\*504)  
Aim High School (21360)  
Alamo School (\*266)  
Alice Fong Yu Alternative School (\*1541)  
Alvarado After-School (\*503)  
Alvarado Elementary School (\*825)  
Amer. College of Trad. Chinese Medicine (451)  
Aptos Middle School (10594)  
Archbishop Riordan School (21432)  
Argonne Elementary School (21299)  
ASI Early Childhood Education Center (1660)  
Before/After-School Immersion Care (\*505)  
Benchmark Institute (21216)  
Brandeis Hillel Day School (\*655)  
Bret Harte Elementary (21344)  
Buen Diam Nursery School (\*88)  
Buena Vista Alternative School (\*24)  
CS Children's School (455)  
Cathedral School for Boys (\*1275)  
Cntr. for Learning in Retirement U.C. Ext. (425)  
Chibi Chan Preschool (21325)  
Children's Day School (\*334)  
Chinese American International School (150)  
Chinese Immersion School at DeVAlta PTA (21352)  
City College John Adams Campus (\*1860)  
City College Mission Campus (\*67)  
City College of S.F. Downtown Campus (21312)  
Claire Lilienthal Elementary School (\*33)  
Clarendon Elementary School (\*80)  
Clarendon JBPP Auction (5008)  
Clarendon 2nd Community Program (\*5007)

Cleveland Elementary School (2455)  
Commodore Sloat School PCO (51)  
Cong. Sherith Israel Religious School (2266)  
Convent & Stuart Hall (21249)  
Creative Arts Charter School (\*1515)  
Daniel Webster Elementary (21383)  
Dianne Feinstein School (21211)  
Dr. Charles Drew School (\*47)  
Dr. Geo. Washington Carver Elementary (658)  
Dr. William L. Cobb School (21263)  
E. R. Taylor Elementary School (\*423)  
Ecole Notre Dame des Victoires (5669)  
Edison Elementary School (\*3531)  
Enterprise for High School Students (21202)  
Everett Middle School (21317)  
Everyday Magic Child Devel. Center (2002)  
Fairmount Elementary School (365)  
Families of Sunset PTA (19204)  
Francis Scott Key (21320)  
Francisco Middle School (21242)  
Frank McCoppin Child Devel. Center (\*651)  
French-American International School (\*44)  
Friends of Potrero Nursery Hill School (21240)  
Friends of Saint Francis Childcare Center (500)  
Galileo Academy PTSA (1110)  
Gates and Bridges Preschool (282)  
Gateway High School (2931)  
George Peabody Elementary School (2516)  
German School of San Francisco (2913)  
Glenridge Coop. Nursery School (1113)  
Grattan Child Development Center (21332)  
Grattan Elementary School (\*35)

Growth & Learning Opportunity (\*500)  
Haight Ashbury Psychological Services (21384)  
Haight-Ashbury Coop Nursery School (\*22)  
Hamlin School Parents Association (212)  
Harvey Milk Civil Rights Academy (523)  
Healthy Environments Daycare (\*95)  
Herbert Hoover Middle School (2290)  
Horace Mann Middle School (\*56)  
Infant Development Center (\*46)  
Institute of Classical Homoeopathy (21306)  
International Christian School (\*42)  
International Studies Academy (\*693)  
Iyengar Yoga Institute (\*108)  
James Denman Middle School (\*75)  
James Lick Middle School (\*34)  
Jewish Community H.S. of the Bay (1835)  
John A. O'Connell H.S. of Technology (\*1920)  
Jose Ortega Elementary School (21347)  
July Jordan School for Equity (21323)  
The Junior League of San Francisco, Inc. (21314)  
Junipero Serra Elementary (21431)  
Lafetherne Michiels School (1335)  
The Kid's Co-op Inc. (21264)  
KIPP Bayview Academy (888)  
KIPP San Francisco Bay Academy (902)  
Kittredge Parents Association (21441)  
Lafayette School (2545)  
Lakeshore Elementary School (424)  
Lakeside Presbyterian Cntr. for Children (201)  
Laurel Hill Nursery School (\*40)  
The Laurel School (\*350)  
Lawton Alternative School (\*57)

Leadership High School (21255)  
Leonard R. Flynn Elementary School (3128)  
Lick Wilmerding Library (\*755)  
Little People's Workshop (\*4166)  
Live Oak School (\*99)  
Longfellow Elementary School (\*7555)  
Lowell High School (21278)  
Lowell High School German Club (\*92)  
Lycee Français La Pérouse (1330)  
Malcolm X Academy (21410)  
Marilyn Reed Lucia Child Center (\*610)  
Marshall Elementary School (3575)  
McKinley Elementary School (\*1025)  
Miraloma Elementary School PTA (2175)  
Miraloma Nursery School (\*85)  
Mission Dolores School (21239)  
Mission Graduates (\*1661)  
Mission High School (\*3750)  
Mission Learning Center (21343)  
Mission Kids Co-op (21201)  
Monroe Elementary School (\*216)  
Montessori Children's House (21204)  
New Traditions Alternative School (\*2049)  
Nihonmachi Little Friends (\*2031)  
Noe Valley Nursery School (\*55)  
Oakes Children's Center (\*1348)  
One Fifty Parker Avenue School (91165)  
Out of Site Center for Arts Education (302)  
Pacific Presbytery Cntr. for Children (\*1500)  
Parents for Public Schools (906)  
Paul Revere Elementary School (\*555)  
Phoebe A. Hearst Preschool (\*1315)

Playmates Coop. Nursery School (\*2340)  
Presidio Hill School (\*77)  
Presidio Middle School (21259)  
Raoul Wallenberg High School (\*43)  
Redding Elementary School (21215)  
Rocky Mountain Nursery School (\*58)  
Rooftop Alternative School (\*68)  
Roosevelt Middle School (\*460)  
Rosa Parks Elementary School (21213)  
Sacred Heart Cathedral Preparatory (1055)  
Saint Anne's School (21251)  
Saint Anthony Immaculate Conception (399)  
Saint Brendan School (21253)  
Saint Brigid School (3256)  
Saint Cecilia School (\*660)  
Saint Dominic School (\*2445)  
Saint Elizabeth School (21266)  
Saint Finn Barr School (415)  
Saint Gabriel School (355)  
St. Ignatius College Preparatory (21241)  
Saint James' Preschool (21261)  
Saint James School (521)  
Saint John Elementary School (9259)  
St. Mary's Chinese Day School (21238)  
St. Monica School (21322)  
Saint Paul's Elementary School (\*180)  
Saint Paul's Littlest Angel Pre-School (\*221)  
Saint Philip School (6665)  
Saint Thomas More School Parents' Club (900)  
San Francisco Community School (325)  
San Francisco Day School (3509)  
San Francisco Educational Services (\*66)

San Francisco Friends School (8503)  
San Francisco Jr. Adventist Academy (\*48)  
San Francisco Montessori School (21433)  
San Francisco School (\*300)  
San Francisco School of Circus Arts (\*55)  
School for Integrated Academics and Technologies SIATECH-- (21313)  
School of the Arts High School (\*45)  
2nd Community Prog. at Clarendon ("8500)  
Sherman Elementary School (1654)  
South San Francisco High School (40094)  
Star of the Sea School (21319)  
Starr King Elementary (21438)  
Stepping Stones Preschool (329)  
Sterne School (2690)  
Stuart Hall High School (\*1715)  
Sunnyside ES School (6550)  
Sunset Cooperative Nursery School (\*4245)  
Sunset Elementary (21395)  
Sutro Elementary School (1235)  
Synergy School (\*91)  
Tamalpais-Strawberry Preschools, Inc. (1009)  
Telegraph Hill Coop Nursery School (21442)  
Thurgood Marshall Academic High School (21316)  
Tule Elk Park Child Development (21315)  
Urban School (\*1563)  
Village Nursery Co-op (21434)  
Wah Mei School (889)  
Waldorf School (\*999)  
Washington High School (2291)  
West Portal Parents Club (\*5941)  
Yick Wo School PTO (\*2245)

## COMMUNITY GROUPS

7th Avenue Senior Center (21289)  
30th Street Senior Center (21296)  
Accion Latina (21304)  
AcroSports (\*639)  
ADDIS Light (21386)  
AIDS Benefits Counselors (\*470)  
AIDS Emergency Fund (\*1540)  
AIDS Housing Alliance of S.F. (\*427)  
AIDS Legal Referral Panel (\*114)  
AIDS Memorial Grove (\*8560)  
AIDS Walk San Francisco (1939)  
Alexander Hamilton Post 448 (411)  
Altered Barbie (21425)  
American Cancer Society (21237)  
American Youth Hostels (\*426)  
AORN (21409)  
Arab Cultural & Community Center (21350)  
The Arc San Francisco (3535)  
Arriba Juntos (21367)  
Art of the Matter (3288)  
Arts Expression Society (21267)  
ArtSpan (934)  
Asian Neighborhood Design (21212)  
Asian/Pacific Islander Am. Health Forum (450)  
Asian/Pacific Islander Legal Outreach (21287)  
Asian/Pacific Islander Wellness Center (\*786)  
Asian Women's Shelter (21393)  
Big Brothers Big Sisters of the Bay Area (887)  
The Big Rumble (21394)  
Black Rock Arts Foundation (1900)  
Blind Babies Foundation (5016)  
Booker T. Washington Community Center (21398)  
Boys and Girls Club of S.F. (21430)  
Breast Cancer Emergency Fund (21331)  
Breast Cancer Fund (21405)  
Buddhist Church of San Francisco (21346)  
California Jug Band Association (21293)  
California Native Plant Society (\*1424)  
California Reinvestment Coalition (21329)  
California Revels (\*337)  
CAL-PEP (510)  
Cameron House (21208)  
Castro Lions Club (\*2584)  
Central American Resource Center (21362)  
Centro Latino de San Francisco (\*1656)  
Child Care Health Project (21439)  
Children of Lesbians/Gays Everywhere (400)  
Children's Book Project (\*455)  
Children's Brain Disease (21219)  
Children's Council of San Francisco (\*123)

Chinatown Community Development Center (21257)  
Chinese Historical Society of America (21291)  
Circulo de Vida (21399)  
City Car Share (21284)  
Clinic By the Bay (21402)  
Cole Valley Improvement Association (21369)  
Coleman Advocates for Children/Youth (\*2602)  
Community Board Program (\*1542)  
Community Educational Services (21223)  
Community Housing Partnership (935)  
Community Living Campaign (21404)  
Community Sherith Israel (2266)  
Company Chaddick (656)  
Compass Community Services (9995)  
Conard House (\*149)  
Congregation Beth Israel Judea (21400)  
Congregation Beth Shalom (\*130)  
Congregation Sha'ar Zahav (\*1290)  
Conservatory of Flowers (21401)  
Crohn's & Colitis Foundation of America (21233)  
CUESA (21418)  
Cultural Integration Fellowship (8502)  
Curry Senior Center [formerly North of Market Senior Services -- acct 333] (21235)  
Daily Acts (21224)  
Department of Environment (21365)  
Discovery Community, Inc. (21229)  
Dolores Street Community Services (\*938)  
Dream House (\*1601)  
Embarcadero YMCA (2169)  
Energy Service Corp (21423)  
Family House (502)  
Family Link (\*317)  
Family Service Agency of San Francisco (331)  
First S California (21270)  
First Unitarian Universalist Society of SF (21256)  
Florence Crittenton Services of S.F. (\*291)  
Flowers Heritage Foundation (21375)  
Fort Mason Community Garden (21279)  
Foster City Flyers (21435)  
Friends of Camp Mather (21368)  
Friends of San Francisco City Planning (21205)  
Friends of Sharon Art Studio (\*1033)  
Friends of the S.F. Public Library (\*14)  
Boys and Girls Club of S.F. (21430)  
Breast Cancer Emergency Fund (21331)  
Breast Cancer Fund (21405)  
Buddhist Church of San Francisco (21346)  
California Jug Band Association (21293)  
California Native Plant Society (\*1424)  
California Reinvestment Coalition (21329)  
California Revels (\*337)  
CAL-PEP (510)  
Cameron House (21208)  
Castro Lions Club (\*2584)  
Central American Resource Center (21362)  
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Child Care Health Project (21439)  
Children of Lesbians/Gays Everywhere (400)  
Children's Book Project (\*455)  
Children's Brain Disease (21219)  
Children's Council of San Francisco (\*123)

Haight Ashbury Food Program (\*1525)  
Haight Ashbury Free Medical Clinic (\*333)  
Haight Ashbury Improvement Assn. (890)  
HANC Recycling Center (\*780)  
Hands on Bay Area (661)  
Health Champions (7999)  
Hearing and Speech Center of No. Cal. (21200)  
HIV Care (\*9000)  
Holy Family Day Home (299)  
Home Away from Homelessness (903)  
Homeless Prenatal Program (995)  
H.O.M.E.Y. (21286)  
Horses in California, Inc. (21228)  
Huck Cancer Ultimate Frisbee Tournament (21373)  
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Independent Living Resource Cntr. of S.F. (649)  
Insight Meditation Community of S.F. (4755)  
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Jack and Jill of America, Inc., San Francisco (21349)  
Janet Pomeroy Center (21225)  
Japanese Community Youth Council (21406)  
J.B. Foundation for Children (21436)  
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Jon Sims Center (1519)  
Jones Memorial United Methodist Church (21280)  
Josie's Place for Bereaved Youth and Families (21308)  
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Leap (21218)  
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Legal Services for Prisoners with Children (21303)  
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Liberty Numismatic Society (\*813)  
Lincoln Child Center (\*4368)  
LINES Dance Center (21424)  
Literacy for Environmental Justice (21269)  
Little Brothers - Friends of the Elderly (909)  
Loco Bloco (21445)  
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Lyon Martin Women's Health Services (1748)  
Lyrical-Lavender Youth Rec.& Info. Center (\*127)  
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Make-A-Wish Foundation (\*785)  
Mama Hope (21410)  
Manilatown Heritage Foundation (21262)  
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Mental Health Association of S.F. (871)

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New Door Ventures (\*1387)  
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New Music Bay Area (21380)  
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Nort California Supplier Development Council (21260)  
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Pacific Asian American Women Bay Area Coalition (PAAWBAC) (21391)  
Pacific Rowing Club (21408)  
PACT—Plan of Action for Challenging Times (21330)  
Page Street Center (21277)  
Paradigm Programs (\*14061)  
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PAWS (539)  
Peninsula Temple Beth El (21225)  
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People with AIDS Coalition of S.F. (\*2341)  
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Precita Valley Center (21294)  
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Project Homeless Connect (21335)  
Project Inform (\*1965)  
Project Night Night (21412)  
Project Open Hand (730)

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Public Interest Clearinghouse (21222)  
Purple Moon Dance Project (\*3543)  
Quan Yin Healing Arts Center (\*1748)  
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Rebuilding Together San Francisco (328)  
Richmond District Neighborhood Center (21268)  
Richmond District YMCA (21396)  
Rockwood Leadership Program (2649)  
Ronald McDonald House of S.F. (1640)  
Rose Resnick Lighthouse for the Blind (\*214)  
Rotary Club of Fisherman's Wharf (21382)  
RSVP San Francisco (21328)  
Russian Hill Neighbors (1822)  
Sacred Heart Cathedral Preparatory (21295)  
SAGE Project (901)  
Saint Anthony Foundation (8500)  
Saint Francis Foundation (21342)  
Saint Francis Living Room Project Foundation, Inc. (21414)  
Saint Luke's Hospital Foundation (\*3555)  
Saint Vincent De Paul Society (28050)  
Sts. Peter & Paul Church and School (6609)  
San Francisco Animal Care and Control (1201)  
San Francisco Architectural Heritage (21265)  
San Francisco Arts Education Project (136)  
San Francisco Bay Area Book Council (\*125)  
San Francisco Beautiful (141)  
San Francisco Bicycle Coalition (21220)  
San Francisco CASA (833)  
San Francisco Children's Art Center (\*1231)  
San Francisco Circus Center (21340)  
San Francisco Conservation Corps (\*102)  
S.F. Depressive/Manic Depressive Assn. (\*900)  
San Francisco Dyke March (21288)  
San Francisco Education Fund (21378)  
San Francisco Experience Corps (3930)  
San Francisco Food Bank (\*901)  
San Francisco Frontrunners (891)  
San Francisco Generations, Inc (21341)  
S.F. General Hospital Foundation (\*89)  
San Francisco Hep B Free (21419)  
S.F. Lesbian/Gay Freedom Band (585)  
San Francisco Little League (\*2521)  
San Francisco Lyric Chorus (21321)  
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San Francisco Museum of Craft & Design (21210)  
San Francisco Organizing Project (21250)  
San Francisco Parks Trust (5011)  
S.F. Planning & Urban Research (21301)  
San Francisco Prime Timers (42674)  
S.F. Recreation and Park Department (21248)  
San Francisco Senior Center (21207)  
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San Francisco SPCA (2503)  
San Francisco Suicide Prevention (\*1913)  
S.F. Urban (21397)  
San Francisco Urban Service Project (\*1406)  
San Francisco Vikings Soccer Club, Inc. (2521)  
San Francisco Women Against Rape (3543)  
S.F. Women's Rehabilitation Found, Inc. (21232)

San Francisco's Promise (501)  
Save Japan Dolphins (21388)  
SaveNature.org (21203)  
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ShadowLight Productions (\*223)  
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Shanti (\*1546)  
Shih Yu-Lang Central YMCA (234)  
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Southern Exposure (21274)  
SPARK Program (21426)  
Spinners of San Francisco (21363)  
Starr King Openspace (21385)  
The Stepping Stone (21387)  
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Sunrise Community Pantry (21324)  
Sunset Neighborhood Beacon Center (21275)  
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Swords to Plowshares (16569)  
Talkline (\*1757)  
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Tenderloin Housing Clinic (21283)  
Tenderloin Neighborhood Development (21389)  
Tesoro (21221)  
TFW Children's Fund (21348)  
Twin Peaks Improvement Assn. (\*31002)  
UCSF Medical Center Auxiliary (21361)  
UN Women (21437)  
Under One Roof (21243)  
UNIFEM (21381)  
United Cerebral Palsy of San Francisco (\*627)  
United Irish Cultural Center, Inc. (21379)  
Up On Top After School Program (1187)  
Upwardly Global (21372)  
Urban Services YMCA of San Francisco (21273)  
Urban Solutions (21258)  
Victory Outreach San Francisco (21345)  
Vietnamese Youth Development Center (21407)  
Villa Sinfonia Foundation (21247)  
Visitation Valley Community Center (\*50)  
Visual Aid, Artists for AIDS Relief (\*720)  
Walden House (520)  
Wallenberg Community Found (21245)  
Woman, Inc. (\*1537)  
Women's Cancer Resource Center (3023)  
Women's Community Clinic (21252)  
World Bridges (1205)  
Wu Yee Children's Services (21277)  
Young Audiences Arts for Learning (21440)  
Youth Life San Francisco (5222)  
Zeum (\*111)  
Zoo II (21276)



# The COLE HARDWARE Calendar - May

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 <b>LADIES' NIGHT</b> see page 4 for details	5 Cinco de Mayo	6	7
8 Mother's Day	9	10	11	12	13	14
15 Bay to Breakers	16	17	18	19	20 <b>SIDEWALK SALE!</b> Cole Fox	21 <b>SIDEWALK SALE!</b> All Stores except Cole Fox see page 2 for details
22	23 <b>COMMUNITY SAVINGS DAYS</b> Special Community Members <b>SAVE 20%</b> see page 13 for more details	24	25 Senior Wednesday <b>— COMMUNITY SAVINGS DAYS —</b>	26 Military Thursday	27 <b>Sale</b>	28 <b>Sale</b>
29 <b>Sale</b>	30 <b>Sale</b> Memorial Day Student Monday	31 Teacher Tuesday <b>— COMMUNITY SAVINGS DAYS —</b>			<b>Memorial Day Sale</b> May 27-30	



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

The COLE HARDWARE credo...

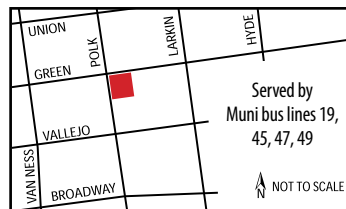
**Commitment to savings:**  
Rewards program members receive a 5% annual dividend on purchases.

**Commitment to the community:**  
We donate 10% of what you spend to local charities (you get to designate one of our school or community partner beneficiaries; see page 15).

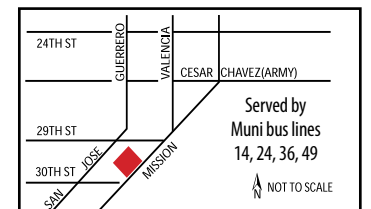
**Commitment to you:** Over 80 years of guaranteed customer satisfaction.

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

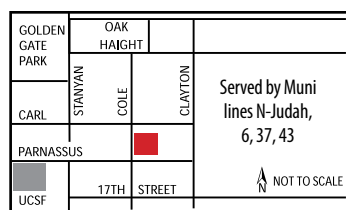
**Four locations serving you every single day of the year!**



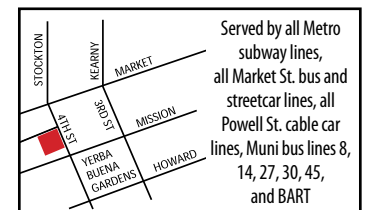
**COLE HARDWARE**  
2254 Polk Street  
San Francisco, CA 94109-1820  
(at Green Street on Russian Hill)  
415/674-8913 Fax: 674-8917  
Weekdays 8:00 am–8:00 pm  
Weekends 9:00 am–7:00 pm



**COLE HARDWARE**  
3312 Mission Street  
San Francisco, CA 94110-5009  
(at 29th Street—near Safeway)  
415/647-8700 Fax: 647-6554  
Everyday 8:00 am–8:00 pm



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



**COLE FOX HARDWARE**  
70 4th Street  
San Francisco, CA 94103-3124  
(downtown bet. Market and Mission)  
415/777-4400 Fax: 777-4453  
Weekdays 8:00 am–7:30 pm  
Weekends 9:00 am–5:30 pm

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

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



**ACE**  
The helpful place.



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