

## Household Items and E-Waste Collection

Saturday, Oct. 12  
Cole St. Store  
see page 9 for details



## Dress for Success Collection

Donate professional clothing and accessories!

Wednesday, Oct. 9  
see page 10 for details



Visit us at



Sunday, Oct. 20 10:00 am–6:00 pm

COLE HARDWARE'S

# Hardware Hotline

October 2013

NEWS AND VIEWS FROM AROUND THE STORES

## LADIES' NIGHT RETURNS!

Wednesday, Oct. 9  
4:00 pm–Closing

With any \$5 purchase, you'll receive:

- A special-edition pink 5-gallon bucket
- A COLE HARDWARE reusable bag
- An additional entry blank for our raffle grand prize



Ladies' Night returns to all COLE HARDWARE locations on October 9. We've put together a fun evening of activities for all to enjoy. The great news is that you don't even need to be a "lady" to attend—all are welcome: men, women, the young, and the young at heart! Please join us for the exciting evening and bring the family!

See page 2 for event details!

### BONUS LADIES' NIGHT COUPON



**\$10 OFF**

ANY \$20+ PURCHASE DURING LADIES' NIGHT



FDEAL

Valid Wednesday, October 9, 4:00 pm–closing.

Offer does not apply to gift cards, Muni passes, Clipper cards, meter cards, special orders, or sale merchandise.

Not valid with other coupons or offers. One redemption per person.

## Spare Change Collection Tops \$15,000!

Our spare change collection reached a milestone as our grand total reached \$15,128 since we began our program in August 2011. This past August we collected \$375 for Rebuilding Together San Francisco, which provides free repair and renovation programs for low-income, elderly, and disabled San Franciscans as well as for nonprofit and community facilities. Our September collection is earmarked for Meals on Wheels San Francisco, whose goal is to nourish and enrich their clients' lives through the services they provide. We'll report on those numbers next month.

For October, which is Breast Cancer Awareness Month, we have selected Bay Area Young Survivors (BAYS) as the recipient of our spare change collection. They offer monthly support group meetings with free childcare, an active online

network, and community-building events for young women with breast cancer in the San Francisco Bay Area. Longtime *Hardware Hotline* readers might recall that our Polk Street store manager, Tina, was diagnosed with breast cancer a few years back. We're happy to report that Tina has been cancer-free for several years now and continues to be active with BAYS, where she serves on the board of directors and facilitates support meetings.

Of course, our successful collection program would not be possible without the generosity of our loyal shoppers! It's easy to donate to our spare change collection. Simply drop your spare change into the collection jars when you're checking out at any of our stores. Or bring in that old jar of pennies that's collecting dust on your dresser!



Project Night Night board member Liz Branham and her children accept a check for \$475, along with blankets, books, and stuffed animals.



## Follow COLE HARDWARE on Pinterest!



For those who aren't familiar, Pinterest is a free online service that allows you to catalog links, articles, and ideas you find on the web into "boards" that are organized by topic. Popular board categories are Recipes, DIY Projects (for children or the home), Home Décor, and Holidays and Events. Ideas for each category are "pinned" to the board and displayed as an artful online collage. This creates an easy way to keep track of and come back to find that great idea you want to try when you finally have time. We at COLE

HARDWARE have been having an especially fun time pinning to our Halloween board! Check it out for ideas on jack-o'-lanterns and other pumpkin designs, recipes, and decorating tips we hope to try out ourselves. Make sure to "follow" us to stay in the loop as we collect more fun ideas to try together!



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# LADIES' NIGHT ACTIVITIES!



## LADIES' NIGHT

Wednesday, Oct. 9  
4:00 pm—Closing

Please join us for this exciting evening and bring the family!

## Donate!

### Dress for Success: Donate!

Our Ladies' Night will also serve as a donation drop-off for professional attire for Dress for Success, whose mission is to promote the economic independence of disadvantaged women to help them thrive in work and in life. See page 10 for details.



## Meet and Greet!

### NERT Volunteers

Meet the active Neighborhood Emergency Response Team (NERT) member in your neighborhood and learn how you can become NERT certified.



### Repair Referral

All stores will have representatives from our Repair Referral Service on hand to answer home improvement questions, including the ladies featured on page 6.

## Enjoy!

- Appetizers from local restaurants
- COLE HARDWARE Cutting Edge wine
- COLE HARDWARE gourmet chocolates



## Hands On! We will be conducting these demonstrations during Ladies' Night:

### Rust-Oleum® NeverWet™

A revolutionary super-hydrophobic system, this product creates a barrier that dramatically repels water, mud, ice, and more. NeverWet can be used on virtually any surface and guards the surface against corrosion and wear caused by exposure to moisture. See products treated with NeverWet and their water-repelling properties. (Sku 1514181, \$21.99)



### Benjamin Moore® Studio Finishes®: Molten Metallics™

Molten Metallics paint lets you create a beautiful hammered-metal effect without any special application techniques. We will demonstrate how simple it is to apply! (Quart: Sku 161228, \$22.99; Pint: Sku 161239, \$15.99) See page 4 for more details on this unique paint.



### Christophe Pourny Furniture Tonic

Come see how this tonic restores the luster and shine to wood that time and sun can diminish. (Sku 102103, \$15.99)



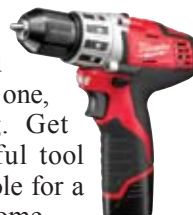
Bring in a small wooden item that needs some love, and we'll treat it with the tonic free!



See page 9 for more product details.

### Drill, Baby, Drill

A handheld drill is one of the most useful tools to have around the house, but if you've never used one, it can be a little intimidating. Get comfortable holding this powerful tool and learn how to drill a simple hole for a million and one projects in your home.



### Planter from Salvaged Items

Almost any old item can be transformed into a fun planter! Bring in a small salvaged item, suitable to hold dirt, and we'll help you create a fun planter. We'll supply the soil and succulents—you just need to bring your treasured vessel. See page 5 for more details.



Bring in a small salvaged item. We'll supply the soil and succulents to transform it into a planter.

### SodaStream™

This revolutionary appliance has changed the soda game. Make sparkling beverages in a matter of seconds. See how easy it really is to make soda and sparkling water.



Buy any SodaStream starter kit and receive a free flavor—a \$4.99 value.



### Lékué Steamers

See how easy it is to cook a healthy meal in minutes with these clever steamers. (Skus 640460-2, \$29.99; Skus 640463-4, \$39.99)



Buy any Lékué steam case during Ladies' Night and receive the free cookbook while supplies last—a \$9.99 value. (Sku 699001)

## At Your Neighborhood COLE HARDWARE Stores:

### AT COLE STREET

**Terrariums:** Learn how to create a beautiful terrarium. Buy one of our kits (Sku 799010, \$28.99) or any terrarium of \$29.99 or less, and our garden team will provide the soil and succulents to create your terrarium on the spot. (Up to five free plants.)



**Faith Winthrop:** Local jazz singer Faith Winthrop, a longtime Cole Street shopper, will serenade the crowd with classic songs your parents or grandparents might have hummed during your childhood. As the house singer at the legendary hungry i, she performed alongside other young luminaries, including Woody Allen, Barbara Streisand, and Mort Sahl. She also shared that stage with both the Count Basie band and Mel Tormé. Not to be missed!

### AT COLE FOX

**Milwaukee Tools®:** Our dynamic sales rep Katie Titus will be on hand to demonstrate this premium line of quality handheld power tools. She'll be offering special promotional pricing on a few tools, too. This lady knows her stuff!



### AT MISSION STREET

**Mauricia, Specialty Painter:** Our fabulous muralist and faux finisher Mauricia will be on hand to demonstrate some specialty painting techniques. See more about Mauricia and her talents on page 6.



### AT POLK STREET

**Modern Homebodies:** This San Francisco-based digital magazine was launched in August 2013 and is devoted to back-to-basics living for the 21st century. The staff believes that the traditional arts and skills of the home are a welcome antidote and essential complement to our hectic lives, and they're dedicated to presenting smart, inspiring stories about people who make, grow, decorate, renovate, and more. You'll find easy-to-follow projects, tantalizing recipes, and essential tips for making the most of your time and resources. (You can visit Modern Homebodies at [www.modernhomebodies.com](http://www.modernhomebodies.com).)



Join Terri Hunter-Davis from Modern Homebodies to learn how to make a luxurious herbal foot scrub—a perfect do-it-yourself gift for the upcoming holiday season. You'll get a scrub to take home, along with the simple recipe.



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

## Design + Build: Tips from Shanta

There are many benefits to a design + build relationship between a homeowner and a contractor. We asked our contractor Shanta to come up with some points of consideration for homeowners to take into account. Although the following is just the tip of the iceberg, it is crucial information for a homeowner to consider.



Whether a relatively small job, such as a custom-built bookcase, or a full house remodel with multiple additions, clients always want to be comfortable with their contractor and want to know the people “invading” their home.

Besides being respectful and honest, you want to make sure that your contractor also possesses these skills and characteristics:

- The appropriate skills to get the job done well, on time, and on budget
- A relationship with subcontractors and material suppliers who reflect the same core values as the contractor
- Sensitivity to protecting, at all times, not just clients and their belongings, but their kids, pets, neighbors, and neighborhood



Many architects can produce fantastic transformative designs that thrill clients about their home project. But when the project is put out to bid, many homeowners are shocked at the costs associated with that beautiful design. All too often, architects might be unaware of the actual costs of implementing their designs.

Having a qualified builder involved in the process from the beginning to assist with the design and construction costs will offer the best path to getting the architectural vision realized. In a design + build relationship, the contractor meets with the architect and owner at agreed upon critical points throughout the design process to help the process run smoothly and stay on track. Along the way, the contractor can also advise on certain design components and offer alternate ideas that may accomplish the architect’s vision at a much lower cost.

During this process, the homeowner and architect are developing a firsthand relationship with their chosen contractor. For all parties involved, it is much better to find out if the builder and owner are a fit during the design process than to find out the relationship is problematic when the job is already under way.

A qualified contractor who assists with the design and cost component may not necessarily be the best builder for the client, but at least the client has been led down the proper budgeting path. Regardless of how the initial owner-builder relationship works out in the design and cost phase, the owner can still put the project



out to bid when the plans are completed. Paying a builder in the design phase is well worth the preventative measures up front, rather than paying much more down the road.

A benefit to having early builder feedback is getting a sense of how a qualified builder thinks about a wide range of topics:

- How does the builder respond to problems and emergencies?
- How does the builder treat his or her associates and employees?
- How does the builder deal with extra and unforeseen work?

For any design + build projects you may wish to discuss with Shanta, contact [homerepair@colehardware.com](mailto:homerepair@colehardware.com) or call 415/753-2653 ext. 3.



## Repair Referral Service

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

We provide referrals for:

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

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

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

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

## Re-COLE-mend...

### COLE HARDWARE REPAIR REFERRAL SERVICE

Independent contractors and tradespeople for:

- Home, business, and property repairs
- Maintenance
- Remodeling/room additions

Contact us at 415/753-2653 ext. 3  
or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com)



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

Pest and Termite Control  
Plastering  
**Plumbing 24/7**  
Power Washing, Commercial and Residential Cleaning  
**Remodeling / Major Remodeling**  
Roofs New/Repair  
Room Additions  
Security Evaluation/ Consultation  
Seismic Upgrading  
Sheet Metal Work  
Shutter Installation

Skylights  
Solar Energy Installation  
Stained Glass Creation and Repair  
Stair Lift Installation  
Stucco Work  
Telephone System Installation  
Tile Installation  
Wallpaper Application  
Water Heater Installation  
Welding  
Window Cleaning/Repair  
Windows and Doors

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

Contact us at [www.colehardware.com/homerepair](http://www.colehardware.com/homerepair)



# WHAT'S UNIQUE?

## Chinook Book® Deals—Inspiration — Community

Chinook Book assembles offers from local merchants who do good things for our environment and community, helping you save money with hundreds of businesses offering valuable deals. COLE HARDWARE is pleased to be featured in the first-ever San Francisco edition with three compelling offers. Also included are dining, entertainment, recreation, and wellness offers, in addition to gift, garden, and grocery deals.

Chinook Book can be purchased as a book (Sku 910001, \$20.00) or as a mobile coupon pack (Sku 940002, \$14.00), with each offering the same great deals. Offers do not expire until December 2014, allowing plenty of time to recoup your small investment many times over.



## Blingsting™ Pepper Spray

Although San Francisco is a relatively safe city, nearly half of all robberies now are of cell phones, which most of us own.

We hope you *never* have to actually use any type of pepper spray, but if you do, Blingsting is a useful item to have on hand. Having pepper spray inside your purse will be of no use if you can't actually get to it. The bedazzled Blingsting case includes a key chain and clip so that you can attach it to the outside of your purse for easy access.

Of course, even with your Blingsting, you need to always be aware of your surroundings. And remember that pepper spray is no joke and should be used only for self-defense. The use of pepper spray for any purpose other than self-defense is a criminal offense. And when traveling by air, leave your Blingsting at home, or it might be confiscated by airport security. Blingsting is available in four dazzling colors: pink, silver, black, and red. (Skus 515550-3, \$23.99)



## Benjamin Moore Studio Finishes: Molten Metallics

Molten Metallics paint creates a beautiful hammered-metal effect without any special application techniques. Just apply like regular paint, and the metallic pattern will form as the paint sets. Use Molten Metallics to create dramatic finishes for accent walls, furniture, decorative pieces, trim, or ceilings. This rich, high-gloss finish can be brushed, rolled, or sprayed on. The hard, durable finish inhibits rust on exterior surfaces. Apply two thin coats for complete coverage. Available at our Cole Street and Cole Fox stores in quart and pint sizes. Six luxurious, ready-mixed colors to choose from: gold, copper, bronze, gun smoke, silver, and charcoal. (Quart: Sku 161228, \$22.99; Pint: Sku 161239, \$15.99)

Ladies' Night Demo



## Finders Key Purse®

Anyone who carries a purse knows that throwing your keys into your purse is sometimes the equivalent of throwing them into a black hole! We have a solution: Finders Key Purse. The unique and patented design keeps keys handy with a clip that hooks over the outside of your purse. The fun design of the clip features a charm to suit your "pursonality," while your keys hang safely inside your bag. Choose from assorted styles. (Skus 511214-9, \$6.99)

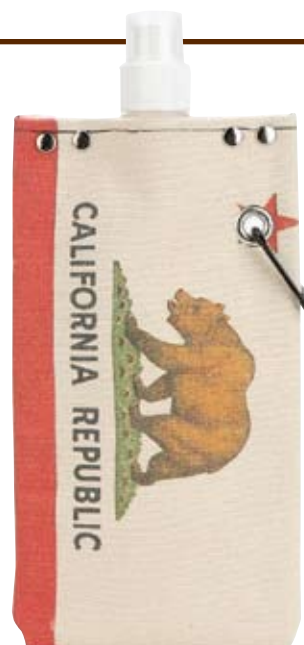
## Method® Cleaning Products

Biodegradable home cleaning solutions, hand washes, and laundry detergents are now available at COLE HARDWARE. Method cleaning products work for you and for our planet!



## Beverage Totes

These heavyweight canvas beverage totes are a rugged, reusable, and stylish way to transport your favorite drink for outings, hiking, camping, biking, or concerts in the park. Each tote has a BPA-free liner, screw top, and drink spout. The canvas exterior is riveted and grommeted and includes a sturdy carabiner to attach to belts, totes, or purses. Empty, it is foldable; full, it is convenient and unbreakable. Our 750-milliliter COLE HARDWARE wine tote holds the contents of a full bottle of wine. (Sku 871684, \$19.99) Or choose from four styles of the 500-milliliter size: Haight-Ashbury, San Francisco neighborhoods, Golden Gate Bridge, and California flag. (Skus 871685-8, \$19.99)





# FROM THE GARDEN CENTER

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



## In the Garden September Garden Tasks

Tips from Dennis and Bill



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

Although many people first think to plant perennials in spring when they see blooms, October is a great time to plant almost everything! From perennials to annual seeds to shrubs and trees: if plants are able to set their roots and drink up the winter rains through the cooler months, they will be stronger and require less overall watering later. Come spring, your hard work and patience will be rewarded with healthy and beautiful plants.



✓ **Fall and winter bloomers:** Viola, pansy, primrose, cyclamen, Iceland poppy, chrysanthemum, calendula, ornamental cabbage, nemesias, stock, and sweet William can be set outside now. Most of these flowers will live and bloom periodically through spring.

✓ **Bulbs:** Purchase your spring flowering bulbs and plant daffodil, narcissus, Dutch iris, and crocus. Tulip and hyacinth bulbs are also good to buy now, but they should be refrigerated for about six weeks in a paper or mesh bag before planting to ensure the biggest possible blooms. (Onions, apples, and bananas release ethylene gas, which stops the bulbs' blooming process—so don't keep them in the fridge with your bulbs.) Tulip and hyacinth bulbs can be planted in November or



December after refrigeration. Plant your bulbs in an area that is well-drained and gets full sun.

✓ **Fertilize:** Established azaleas, camellias, and rhododendrons will benefit from fertilization with a bud- and bloom-promoting formula, such as E.B. Stone™ Organics Ultra Bloom™ plant food. (Sku 745024, \$7.99)



✓ **Vegetables:** Cool-season crops can be planted or sown from seed. Try lettuce, kale, green onions, carrots, broccoli, cauliflower, radishes, turnips, cabbage, brussels sprouts, and cover crops such as fava beans. These plants should be ready to eat beginning in January and continuing into spring.

✓ **Cleanup:** Practice sanitation to keep away pests and prevent the spread of disease. Rake fallen leaves, pick up old fruit and vegetables, and pull up dying annuals to add to your compost. Prune off dead and diseased portions of summer vegetables and flowers. A warm Indian summer may bring more production from healthy portions of these plants.



✓ **Defense:** Discourage snails and slugs by placing crushed eggshells, saucers of beer, coffee grounds, or macadamia nutshells around plants. Sluggo® (Sku 7117120, \$10.49) works well, too.

✓ **Native plants:** October is a great time for seeding California native plants, as they are well adapted to our long dry season and climate. Try shrubs such as California redbud, Cleveland sage, and coffeeberry, and COLE HARDWARE sells California poppies in both small and large seed packets. Also try California Color Seeds, a great mix from Botanical Interests. Their beautiful description reads as follows: "John Muir, the famous explorer and naturalist wrote, 'When California was wild, it was the floweriest part of the continent.' Capture the rich beauty and color of California's native wild flowers in your own garden with this special mix of flowers that bloom in shades of yellow, orange, pink, blue, and violet, often combined with white. The spectacular spring bloom extends into summer when the delicious fragrance of Palmer penstemon scents the garden. Plants often self-sow to bloom again in following seasons. Perfect for a small flowerbed or creating a meadow garden." (Sku 701284, \$4.99)



See you in the garden!



## Salvage Planters

These boots are made for walking! Well, they were until they were destined for the trash. But, not to worry! We salvaged them and made them into cool planters that could welcome any weary traveler on the front porch of your home next to a fun coir doormat.

Use your creativity and bring a small, fun, salvaged item to our Ladies' Night on October 9, and we'll help you reinvent your vessel into a planter that will add a unique flair to your garden, patio, or porch. We'll supply the soil, charcoal, gravel, moss, and succulent plants.

### Ladies' Night Project

Bring a small salvaged item to our **Ladies' Night** **October 9** and we'll provide the supplies for your project.

Before



After



### Can't make it to Ladies' Night? Here's all you need to do.

For planters *with* drainage:

- Add a layer of moss.
- Add a layer of gravel.
- Add a layer of charcoal.
- Add soil.
- Add some fertilizer—we recommend Sure Start. (Sku 745001, \$7.99)
- Create a hole with a pencil and insert the plant.



For planters *without*

drainage, skip the layer of moss on the bottom. Our friendly garden center team is always on hand to answer any questions, too!

Visit our Cole Street location to see our new assortment of terrariums.



NEW

## Sterlite® Latching Can



Ideal for storing birdseed, potting soil, or just about anything, this 24-quart can features a secure latch to keep contents securely inside—rodent-0 and pest-free. The generous 24-quart size is ample to double as a trash, recycling, diaper disposal, or compost bin. (Sku 7293335, \$8.49)



# HONORING THE WOMEN OF THE TRADE

## Ladies of Our Repair Referral Service

COLE HARDWARE's Repair Referral Service offers our customers an easy and dependable connection to the finest contractors and tradespeople we know. In honor of Ladies' Night, happening in all of our stores on October 9, we'd like to introduce you to a few of the women we've partnered with in our Repair Referral Service. Many will be joining the fun on Ladies' Night to give further information about their respective services, share tips, and perform some demos over a glass of wine or two!



### Get Organized— Reclaim Time, Space, Money, Resources, and Control

*Meet Debra:* Debra is a life organizer who collaborates with clients to edit, transform, and reclaim their

home and work spaces while providing them the support and skills needed to maintain them. She believes becoming organized is about finding and putting into practice the best ways to support and empower you in all your endeavors, while giving you the ability to live more fully and sustainably. Clients have praised Debra for being nonjudgmental, fun to work with, and refreshingly efficient in helping them get and stay organized. Debra has been a certified San Francisco Green Business since 2008.



### See Your Design + Build Dreams Come True

*Meet Gina:* Gina's team collaborates with clients to design and build environments in San Francisco that improve the functionality and value of their homes.

Gina can provide design and direction that includes the latest in building technology and code compliances, while maintaining a property's original design and craftsmanship. She has over 20 years of design, management, and delivery expertise, frequently across complex projects and customer requirements. She takes pride in delivering excellent customer service in ensuring projects are completed



on time and on budget. Come check out Gina's work in action as she oversees the redesign of our Cole Street location's facade!



*A few samples of Gina's elegant work*



### Enjoy Quality Results on Your Next Painting Project

*Meet Mauricia:* Mauricia is a professional painter working in San Francisco and throughout the Bay Area. She provides interior

and decorative painting, murals, faux finishing, restoration, antiquing, color matching, distressing, wood graining, marbleizing, floor painting, glazing, stenciling, and more! She has worked to upgrade and enhance spaces in private residences, restaurants, and offices. COLE HARDWARE customers have raved about her great attention to detail, communication skills, and professionalism in projects ranging from faux finishing a fireplace to match an antique cherry wood desk to cleaning, scraping, and staining a redwood fence "with great love and care."



*Before*  
Faux wood  
on doors



*After*



*Exterior mural*



### Get Top-Notch Green Residential and Commercial Cleaning Services

*Meet Suzanne:* Suzanne is the assistant director of a residential and commercial cleaning service. They are a nonprofit dedicated to

providing a living wage and benefits for their highly trained and reliable cleaning staff. What sets their service apart from other cleaning services is that the welfare of their cleaners is just as important as satisfied customers. They use completely green products. One COLE HARDWARE customer marveled at how her old double-hung, picture, and swivel windows on the eighth floor were transformed from "ocean-air encrusted" to "sparkly clean" after working with Suzanne's organization.

### Eradicate Air Contaminants in Your Home or Office

*Meet Michelle:* Michelle works for a family company of indoor air quality consultants. They have been working throughout the Bay Area since 2001. They test for water leaks using infrared technology, and they also test for asbestos, bacteria, mold, lead-based paint, and VOCs. All of these harmful substances can create health issues, many of which can become serious after prolonged exposure. Independence from any construction, remediation, or abatement companies means Michelle does not have any financial interest in finding or not finding

contamination in your space. If detected, she will help find the source of pollutants and develop a plan for you or your contractors to clean up your air and create a healthier environment to live or work in.



### Make Over a Space by Hanging New Wallpaper

*Meet Susan:* Susan is a San Francisco native who has been serving the greater Bay Area's wallpaper installation needs for over 30 years! She offers only the

very best and latest in installation techniques. Susan is experienced with all major types of wall coverings: anaglypta, inlaid wood veneer, glass beads, metallic, natural fiber, hand-printed, murals, and nonwovens. She provides full-service, quality preparation, removal, repairs, and installation for today's more challenging wall coverings. Thrilled customers have been delighted with results from small jobs, such as papering the inside of a book case, to more complicated projects like one that involved scaffolding around a spiral staircase. Rest easy knowing your small or large job is in the hands of a dedicated professional.



*Before*



*After*

*Susan's amazing bathroom transformation*



*Susan's wallpaper made this bedroom luxurious.*

### Freshen Up Your Floors with New Carpeting

*Meet Liz:* Liz grew up in San Francisco and has worked for small, independently owned companies around the Bay Area all her life. For the last 15 years, she has been wowing customers in her career as a carpet and flooring professional. Liz will come on-site to consult on a vision for your space, taking into account style, activity in the area, soundproofing concerns, budget, and a number of other factors that the average consumer might never think to consider without her expert advice! She will bring samples and oversee installation to ensure that it is completed in a timely and high-quality manner.



# WHAT'S IN SEASON?

## Halloween

Make COLE HARDWARE your 2013 Halloween-project headquarters! For off-the-beaten-path pumpkin carving tools, fun foodie creations, and decorating supplies for a silly or spooky party—look no further!



## Pumpkin Carving Tips

Try something a little different and experiment with some of these creative designer pumpkin ideas in addition to or instead of your traditional jack-o'-lanterns this year! Painted pumpkins, polka-dot pumpkins, and hardware-adorned pumpkins create the opportunities for playful, interesting, and even elegant Halloween displays.



**Boring Bit Set:** A clean, perfect circle, once the most difficult shape to carve, is effortless using a boring bit attached to your drill. Press the tip of the bit into the pumpkin and drill gradually. Easy does it on



the drill trigger; otherwise, you'll rip the skin right off your pumpkin. (Sku 27542, \$14.99)



**X-ACTO® Knife:** For detail work on your jack-o'-lantern, an X-ACTO knife works like magic to create any face you like. X-ACTO knives are useful to shave off bits of pumpkin skin, enabling you to create spooky layered effects, too. X-ACTO knives are available in a variety of blade sizes. (Sku 23977, \$5.99)

**Preservation Tip:** Mix a little bleach with some water in a spray bottle and mist the inside of your carved pumpkins to prolong their freshness and prevent mold from growing. Try Seventh Generation nonchlorine bleach. (Sku 113014, \$5.99)



## October Glows

It glows! Tonic water, the popular mixer for traditional cocktails such as the gin and tonic, can be added to almost anything and will glow under a black light! Tonic water contains an ingredient called quinine. This chemical compound was originally used as a remedy for malaria, and it phosphoresces (glows) under a black light due to its chemical composition. Tonic water on its own is an acquired taste. However, when mixed with liquors or other mixers and chilled, most everyone can enjoy it. The beauty of this drink is that it is remarkably radiant and will glow even when mixed with other liquids. Take your Halloween party up a notch by using



black light bulbs and serving a signature cocktail that includes tonic water. To eliminate the stress of preparing individual drinks for each guest, mix up a classic party punch ahead of time and pour the fizzy tonic water into your punch bowl at the last minute. Float a creepy severed hand (or inflated latex glove) among the ice cubes for optional added effect.



SodaStream offers both tonic and diet tonic syrups (Skus 606067, 632047, \$6.99),

allowing you to make your own tonic water at home!

We love our SodaStream home carbonating systems at COLE HARDWARE. These handy countertop contraptions allow you to turn regular old tap water into a sparkling beverage in seconds. We have flavored syrups available for purchase, and we also

love creating our own homemade syrups. SodaStream does not use high-fructose corn syrup or aspartame in their regular or diet syrups, making them a healthier alternative to mainstream sodas on the market. Using SodaStream instead of purchasing



bottled water or soda is also a green practice because it means less packaging waste from cans and bottles and less pollution caused by transport of bottled beverages. If you've been thinking of finally getting a SodaStream for yourself, now is the perfect time. Inaugurate it into your home by making tonic water for eerie, glowing Halloween cocktails!

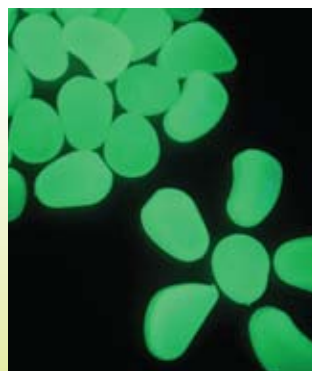


Genesis (Sku 606000, \$99.99)

Source (Sku 606665, \$99.99)

Revolution (Sku 606664, \$129.99)

Pick up any of these goodies to add some glow to your Halloween décor!



Lazy Lightening Glow Stones (Sku 700001, \$6.99)



Glow-in-the-Dark Duck Tape (Sku 4509725, \$8.99)



Glow-in-the-Dark Spray Paint (Sku 1204890, \$8.49)



Luminous Latex Paint (Sku 1262831, \$11.99)



Molded Skeleton (Sku 9165614, \$15.99)

Also available:  
Glow-in-the-Dark Stars (Sku 914028, \$4.99)  
Black Light (Sku 364053, \$13.99)



## Home Insurance and Earthquake Safety Resource

Many people mistakenly believe that if they do not live along the West Coast—or more precisely, on a fault along the West Coast—they are immune to earthquakes and related disasters like tsunamis, fires, and mudslides. However, the majority of Americans live in an area with significant risk of a magnitude 4 or higher earthquake every 50 years.

There are two basic types of earthquake damage: direct and indirect. Direct damage is pretty easy to understand: the ground under a structure shakes, and the building and its contents are damaged or destroyed as a result. Indirect damage can occur to buildings that are miles from an earthquake's epicenter or, in the case of a tsunami, hundreds or thousands of miles away. This indirect damage also counts fires or chemical and nuclear disasters.

Understanding the risks is the first line of defense when it comes to earthquakes. This guide will help you better understand how to mitigate your actual risks and make sure your home insurance has you covered.

### Who's at Risk

The greatest risk of large earthquakes in the United States is found in states that border the “Ring of Fire” that circles the Pacific Ocean and includes coastal California, Oregon, and Washington, plus all of Alaska and the Hawaiian Islands. On the East Coast there is a very high risk region in coastal Georgia in and around Savannah. The last and most surprising high-risk region is located in southeastern Missouri near the town of New Madrid.



The risk of both direct and indirect damage extends well beyond where the actual quake occurs. For example, the magnitude 6.8 quake of 1895 that struck New Madrid, Missouri, caused damage in nearly two dozen states, affecting people as far away as New York and Pennsylvania. In many parts of the country, the danger of earthquakes appears to be increasing. While the cause for this sudden boost in seismic activity remains unknown, early indications are that the number of small to moderate size earthquakes is increasing in areas where hydraulic fracturing, commonly called *fracking*, is taking place.

### Direct and Indirect Damage

Living in a high-risk earthquake zone places your home at the greatest risk from direct damage. Earthquakes occur when the earth's crust shifts abruptly; the speed and scope of the movement contribute to the strength of the earthquake, which then causes the surface of the earth to shake violently. Damage is caused by the back-and-forth motion of the earth's crust, causing vibrations to ripple through the ground.

Indirect damage affects conveniences we take for granted, such as water for drinking and natural gas for cooking, which are carried to our homes by underground pipelines that can be ruptured in a quake. These occurrences may result in floods,

sinkholes, or fires—each of which can cause damage that quickly spreads beyond the immediate quake zone. Indirect damage can be far more devastating and long-lasting than the damage from the actual quake. The magnitude 9.0 quake that struck Japan in 2011 illustrates the impact of indirect damage; more than 18,000 people perished in the disaster, but according to *U.S. News & World Report*, nearly 90% were killed by the powerful tsunami that resulted from the quake.

### Covered or Uncovered: Earthquake Insurance and Your Home

Homeowners and business owners should read and review their insurance policies on a regular basis and have a good understanding of what is and isn't covered. Most standard packages will not cover most of the damage done by earthquakes. This especially holds true for people who incorrectly assume living in lower risk areas means there is no risk to their property or their safety.

According to a report from the United Services Automobile Association (USAA), earthquake insurance premium rates are determined by a number of factors, including the home's geographical location, construction style, and market value. “Wood-framed houses tend to withstand earthquakes better than brick homes,” says Janice Gonzalez, assistant vice president of Underwriting at USAA. “And many newer homes in earthquake hazard areas use updated construction methods to make them more quake-resistant. Those factors impact your premiums.”

The report also notes the deductible is another important earthquake insurance consideration for homeowners. Generally speaking, this amount is calculated as a percentage of the home's overall value. Let's say your house is worth \$300,000, and your earthquake insurance policy mandates a 10% deductible; in the event of a massive quake, your policy will only cover damages if the total amount surpasses \$30,000. \$29,500 in damages? You're footing the whole bill, with or without quake coverage.

Additionally, most earthquake insurance policies will not cover most types of indirect damage, such as flooding, fires, or other disasters resulting from the initial tremors. For this reason, property owners should take precautions to mitigate the extent of quake damage (of both the direct and indirect varieties) to their home or business.



### Shake, Rattle, and Roll: What You Should Do Beyond Home Insurance

The first rule of reducing damage to your home from earthquakes is regular maintenance. For people living in areas prone to small tremors, this means regularly inspecting your home's foundation and structural integrity, as well as the stability of your surrounding property. The cumulative effect of several instances of minor shaking might result in cracks that go unnoticed until a slightly larger quake turns them into a major problem.

Pipe joints are particularly susceptible to damage from repeated exposure to vibration and shaking. Checking water and gas lines that come into your home for signs of damage can mean the difference

between a basement full of water and a basement that remains dry after a quake strikes.

Gas, whether it's propane stored in a tank outside your home or natural gas originating from a pipe, can cause catastrophic damage in the event of an earthquake. For most homeowners, gas powers the hot water heater, furnace, and stove; damage to these pipes can mean a serious fire or explosion in your house. Regular inspections will always be the best kind of prevention. USAA also recommends property owners equip gas lines with emergency shut-off valves.



More people are injured during quakes from falling objects inside their home than they are from collapsed walls and ceilings. Securing everything at risk of collapsing, such as bookcases or entertainment centers, can prevent injuries, or even save lives. Placing heavier items on lower shelves and securing anything with wheels will prevent them from become projectiles when the ground begins to shake.

In addition, the Federal Emergency Management Agency (FEMA) urges homeowners to take the following precautions:

- Compile an emergency response kit (food, water, and medical supplies that will sustain everyone in your family for 72 hours).
- Store all large, breakable items (such as glassware and china), as well as toxic substances like pesticides and weed-killers, on low shelves with locking mechanisms.
- Hang pictures, mirrors, and other large wall objects away from areas where people sit or sleep.
- Brace the water heater, refrigerator, furnace, and other appliances using wall studs and floor bolts.
- Stage routine earthquake drills with your family, particularly if you have young children.

### The Funny Thing About Statistics

Earthquakes tend to be cyclical; for example, the San Andreas and New Madrid fault lines (in California and Missouri, respectively) are statistically likely to produce a major quake every hundred or so years, but neither one has caused a major quake within the last century. Experts argue that the odds of the next big quake striking either of these fault lines tomorrow is just as likely as another hundred years passing without incident.

The point is that dismissing a risk because on average your location is not due for an event for a hundred years is risky bordering on foolish. Decisions about home insurance should not be made based on the chances of damage occurring, but rather on your ability to absorb the cost of the damage when something disastrous happens.

*By Frank Addessi, an insurance industry veteran since 1982. Today he is an agent with Metropolitan Life, while also owning his own business: CPA Insurance, an independent insurance agency. Reprinted with permission from [www.thesimpledollar.com](http://www.thesimpledollar.com).*



# ENVIRONMENTAL INFO



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

## Moso Natural Air Deodorizer

Made of 100% bamboo charcoal, this air-purifying bag is nontoxic, eco-friendly, and fragrance-free. The Moso Bag naturally and effectively absorbs odors, bacteria, harmful pollutants, and allergens. Available in three convenient sizes, the Moso Bag

dehumidifies to help prevent mold, mildew, and excess moisture. The Moso Bag is great for both residential and commercial use. For optimal results, position the Moso Bag in an open area; it is safe to place on any surface. A Moso Bag typically lasts for two years as an air purifier; just place it in the sun once a month to rejuvenate. After the charcoal is exhausted as an air purifier, it is a wonderful addition to the garden. Cut open the bag and put the charcoal into your soil, where it promotes plant growth due to its mineral-rich nature and ability to retain moisture. Assorted sizes. (Skus 106000, 01, 05, \$9.99–\$24.99)



## Cole Street E-Waste and Donation Drop-Off

Saturday, October 12  
10:00 am–2:00 pm  
956 Cole Street

With our friends at Goodwill, our Cole Street location will sponsor a donation drop-off day on Saturday, October 12, from 10:00 am to 2:00 pm. Besides consumer electronics (working or not), we will accept clothing and accessories, home accessories, kitchenware and small appliances, and bicycles. (Sorry, but we cannot accept large appliances, sofas, mattresses, snow skis, auto parts, or furniture.)

Goodwill will take almost anything in good, clean, working condition. As a guideline, if you would give



it to a friend or hand it down to a relative, it is perfect for Goodwill. This is a great opportunity to properly recycle outdated phones, computers, stereos, and televisions to keep them out of the landfill.

## Christophe Pourny Furniture Tonic

Christophe Pourny Furniture Tonic nurtures wood as it restores the luster and shine that time and sun can diminish. The tonic is made from natural, nontoxic ingredients that are friendly to the environment and sourced in North America. Organic linseed and walnut oils are natural cures for wood worn by time. Essential oils and beeswax are added to every bottle, as well as a natural cleanser and

drying agent. The tonic is mixed by hand in small batches. Available in a 200-milliliter bottle (about 6.7 ounces). (Sku 102103, \$15.99)



Ladies' Night Demo

## Polk Corridor Cleanups

Help keep our neighborhoods postcard-perfect! Polk Gulch is fortunate to have two neighborhood groups sponsoring monthly volunteer street cleanups. All of the equipment is provided by the Department of Public Works, and they just need some muscle to get the work done.

### Russian Hill Neighbors

Second Saturday of each month  
(October 12)  
9:30 am–12:00 pm  
Meet at FLIPP  
1400 Green Street @ Polk  
Info: [improvement2009@rhn.org](mailto:improvement2009@rhn.org)

### Middle Polk Neighborhood Association

Third Saturday of each month  
(October 19)  
9:45 am–12:00 pm  
Meet at It's a Grind  
1800 Polk Street @ Washington  
Info: [frank@middlepolk.org](mailto:frank@middlepolk.org)



## 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)



# COMMUNITY NEWS

## Matter of Trust: Expert's Workbench

Matter of Trust, a local San Francisco nonprofit located in the heart of the Mission, has opened an Eco-Center. The building offers a new hub of innovation where the community works together to shift views on surplus, sorting waste into useful resources and championing practical solutions for naturally abundant renewable resources.

One of the many programs is the Expert's Workbench, where visitors can observe local artists and craftspeople up close and in action, and ask them questions. For example, Jeff Salas is an artisan who came in to work and to show how he makes mosaics. Just recently, Lucille Glessner, a sustainable designer, showed how she designs homes with less impact on the environment and minimal chemical exposure, following the LEED resource guide to green building. Sal Steiner, another local expert, draws with ink and paints using dyes created from pressed fruit and vegetable juice pulp, coffee grounds, and tea.

If you, colleagues, or family members have an expertise and would like to volunteer two hours to work on a project as a living exhibit or to give a workshop, please contact the Matter of Trust Eco-

Center to schedule at [events@matteroftrust.org](mailto:events@matteroftrust.org) or 415/252-1177, or check out [www.matteroftrust.org](http://www.matteroftrust.org) for more information. Matter of Trust Eco-Center is located at 3338 17th Street between Valencia and Mission Streets and is open daily. (Matter of Trust is Community Partner #21548. You can donate 10% of your transaction to Matter of Trust by mentioning them at checkout.)



### INTERACTIVE HALLOWEEN APP MAKES PUMPKIN FACE STENCILS SIMPLE

**PumpkinFACE™ Jack-o'-lantern PATTERNS**  
It doesn't get much easier than this, access to pumpkin face stencils on the run. Whether out at the local pumpkin patch or grocery store, PumpkinFACE™, a NEW Halloween app, is designed to bring pumpkins to life!

#### PumpkinFACE™ KEY FEATURES

- 50 professionally designed (25 scary) TRICK & (25 happy) TREAT pumpkin face stencils
- Take a new photo, or use an existing pumpkin image
- Scan pumpkin to overlay stencil/resizes/saves image
- Emails 1) B&W stencil 2) Overlay image 3) Original face and 4) allows you to share picture on FACEBOOK!



[www.PumpkinFACE.biz](http://www.PumpkinFACE.biz)  
DOWNLOAD PumpkinFACE™  
from iTunes for ONLY 99¢

<https://itunes.apple.com/us/app/pumpkinface/id681792929?mt=8>

## Dress for Success Collection

Our Ladies' Night will also serve as a donation drop-off for Dress for Success, whose mission is to promote the economic independence of disadvantaged women by providing professional attire, a network of support, and the career development tools to help women thrive in work and in life. Dress for Success offers services designed to help their clients find jobs and remain employed. Each Dress for Success client receives one suit when she has a job interview and can return for a second suit or separates when she finds work. Our lifestyles and even work attire have become so casual over the last few years, many of us have professional clothing that we no longer need. This is your chance to help someone

in your community who can use this clothing. A tax donation form will be provided at the time of your donation.

The following is a list of appropriate clothing and other items acceptable to donate:

- Matching suit (jacket and pant/skirt)
- Interview-appropriate blouses, skirts, slacks, and dresses  
*Above clothing must be on hangers—no bags, please.*
- Work-appropriate shoes
- Jewelry and scarves
- Handbags (briefcases, portfolios, or work-appropriate purses)



Ladies' Night Event

Donate \$10 to Dress for Success during our Ladies' Night event and receive a \$5 COLE HARDWARE gift card good on your next visit.

**DRESS FOR SUCCESS**  
SAN FRANCISCO

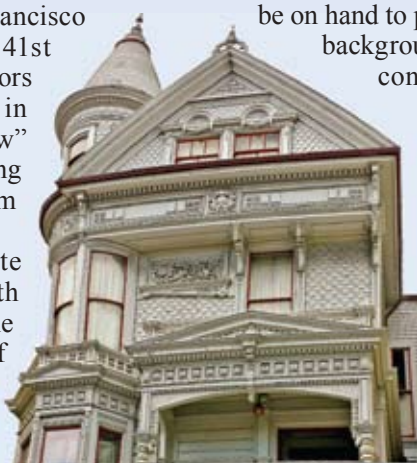
## The Victorian Alliance Fall House Tour

Mission District "Mansion Row"

Sunday, October 20, 1:00 am–5:00 pm

The Victorian Alliance of San Francisco is pleased to announce its 41st Anniversary Fall House Tour. Interiors of seven beautiful Victorian homes in the Mission District "Mansion Row" will be open to the public for touring on Sunday, October 20, from 1:00 pm to 5:00 pm.

These exceptional 1890s private residences have retained their 19th century elegance, highlighted by the whimsical ornamentation of renowned architects. Docents will



be on hand to provide an extensive historical background on each house's architect, contractor, craftsmen, and the families who settled there.

Prices for the tour range from \$35 to \$50. Discounts are available for Victorian Alliance members, groups, and purchases made before October 11. For more information visit [www.VictorianAlliance.org](http://www.VictorianAlliance.org), or call 415/824-2666.

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FRIDAY  
SATURDAY  
8PM

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# COMMUNITY CONNECTIONS

## BAY AREA BUSINESSES

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

**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, e-mail [john@johnweinsteinlaw.com](mailto:john@johnweinsteinlaw.com).

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

**Computer Help: Honest Dave's Affordable PC Housecalls:** Travels to your home or office to fix your computer. Viruses removed, computers speeded up to work like new, hardware and software installed, upgrades, training, TiVo, printers, and full support. 10 years full-time experience. Check my Angie's List reviews (see Honest Dave). Call 415/271-0369.

**Driver:** I can drive you! Retired gentleman with 10+ years experience can drive you to the doctor, grocery shopping, or on other local errands. Dependable, punctual, personable with a great reference list upon request. I do what taxis can't: stay in waiting rooms for all medical appointments, help you shop (if needed), carry groceries and packages, etc. \$25 an hour (2 hr. minimum). Out of town trips are negotiable. Please call Bill: 415/826-3613 or e-mail to [bill311@att.net](mailto:bill311@att.net).

**Interior Redesign and Feng Shui:** Imagine living in a home that you love—a space that supports, nourishes, and inspires you. SpaceTransform creatively reenvisions and rearranges your rooms to be beautiful, functional, and comfortable. To learn more, contact Gwen at 415/656-7289 or visit [www.spacetransform.com](http://www.spacetransform.com).

**Legal Services:** Established San Francisco attorney emphasizing Wills and Trusts (including LIVING TRUSTS and irrevocable trusts) and representation of small businesses (formation of corporations and limited liability companies; drafting of confidentiality and trade secret agreements, buy-sell agreements; and copyright matters). Reasonable rates (set fees for trusts). Call 415/221-3000 for appointment. See [www.franklawoffice.com](http://www.franklawoffice.com) for info.

**Orange Dog Manor:** Cole Valley Vacation Rental is perfect for housing visiting grandparents or out-of-town friends. Fully furnished studio apartment includes kitchen and private bath. Special discount for weeklong rentals. Visit our website at [www.orangedogmanor.com](http://www.orangedogmanor.com) or call 415/753-6886.

**Organizer/Personal Assistant:** Organize your home or business (new or in existence for several years) so that it runs smoothly and efficiently. Assist you in home/business operations (clearing clutter, setting up files, paying bills, running errands, etc.). Packing/unpacking. Conscientious attention to detail, both materially and ideologically. Aesthetic Solutions. 415/517-5043.

**Printing:** We print business cards, office stationery, and company brochures using the latest technology. Free consultations, easy e-mail prices, and friendly service. Delivery right to you. Call or e-mail On The Mark for graphics, print, and mailing services. References available. Call or e-mail: 415/621-2312 or [Sam@printotm.com](mailto:Sam@printotm.com).

**Proofreading:** Lurilla has an English degree, a journalism background and was a member of the International Typographical Union for 40 years. She is an excellent proofreader (editing service also). Reasonable rates—unreasonable pickiness! First page free, then hourly rates apply. References available. Call 415/648-1868.

**Stereo Repair/Home Theater Installation:** Gene's Sound Service offers expert component-level repair of home audio systems as well as audio, video, and home theater installation and system troubleshooting. Specializing in on-site service at your home, office, or shop. Convenient day, evening, or Saturday appointments available. Many local references. Advice on maintaining your system gladly given. "Thanks for making the mayor's house sound so much better."—Art Agnos. Call Gene at 415/377-1258. More info at [genessoundservice.com](http://genessoundservice.com).

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

## Follow COLE HARDWARE!



## Getting Married?

COLE HARDWARE offers a Gift Registry!



For information, e-mail to [gift@colehardware.com](mailto:gift@colehardware.com).



## Tool Rental Reservations

Visit [www.bescrappy.com/register](http://www.bescrappy.com/register).



## Digital Hardware Hotline

To sign up for a digital version of our monthly *Hardware Hotline*, visit [www.colehardware.com/eline.htm](http://www.colehardware.com/eline.htm).

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**COLE HARDWARE** supports organizations working to enhance our great City. If you'd like us to be part of your membership, please contact [julia@colehardware.com](mailto:julia@colehardware.com).



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- Superior coverage
- Ultra-smooth professional finish
- Environmentally smart, low VOC
- Lifetime guarantee



## The COLE HARDWARE Calendar - October

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			2	3	4	5
Hardware HOT DEALS October 1-15 see insert					<b>Flash Friday</b> DEALS	<b>HARDLY STREETLY</b> <b>BLUEGRASS</b> Golden Gate Park October 4-6
6	7		9	10	11	12
 Bridge to Bridge Run			<b>LADIES' NIGHT</b> see page 2 for details	 Fleet Week October 7-13	<b>Flash Friday</b> DEALS	<b>Household Items &amp; E-Waste Donation</b> see page 9 for details <b>Street Sweep</b> Russian Hill
13	14	15	16	17	18	19
 Castro Street Fair October 6					<b>Flash Friday</b> DEALS	<b>Street Sweep</b> Middle Polk
20	21	22	23	24	25	26
 Fiesta on the Hill Bernal Heights			 <b>COMMUNITY SAVINGS DAYS</b> Special Community Members <b>SAVE 20%</b> see our website for more details		<b>Flash Friday</b> DEALS	
27	28	29	30	31		
 <b>SUNDAY STREETS</b> San Francisco Richmond	Student Monday	Teacher Tuesday	Senior Wednesday	Military Thursday	<b>Flash Friday</b> DEALS To sign up, send an e-mail to <b>hotline@colehardware.com</b> with "Flash" in the subject line.	



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

The COLE HARDWARE credo...

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

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

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

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

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

### 2254 Polk Street

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

### 3312 Mission Street

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

### 956 Cole Street

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

### 70 4th Street

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

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