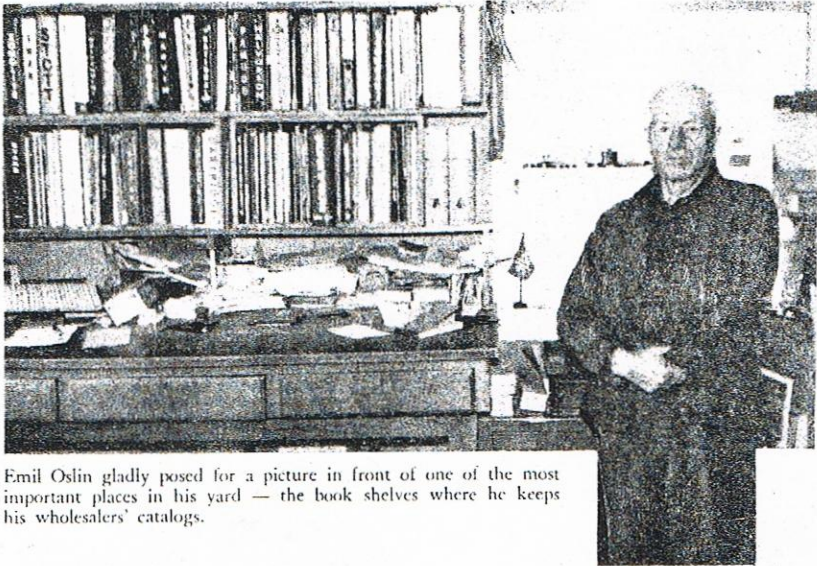


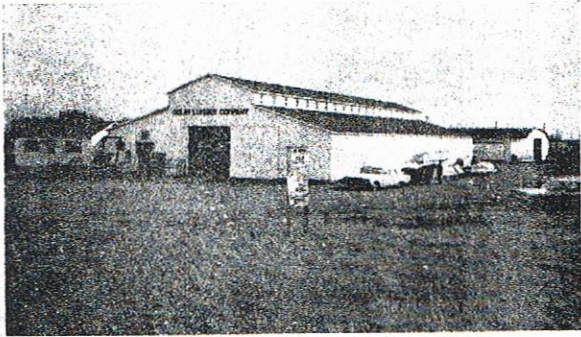
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**"We Couldn't
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Need
Without The
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WHOLESALER"**



Emil Oslin gladly posed for a picture in front of one of the most important places in his yard — the book shelves where he keeps his wholesalers' catalogs.

Says Emil Oslin, Oslin Lumber Company, Mora, Minn.



Yes, your wholesaler's catalog is a most important adjunct to a successful retail business. Opening its covers opens up a vast storehouse of profit making merchandise that is readily available for the needs of your customers, and it occupies only a scant two inches on your book shelf. Learn to make use of this valuable tool. Call your wholesaler today to get your copy!

PLANS FOR NEW YARD AT MORA, MINN.

The Rudd Lumber Co. of Quamba, Minn., has announced plans for the opening of a new lumberyard at Mora, Minn. Emil Oslin, head of the firm, said that the Mora yard would be opened for business as soon as construction could be completed. He will continue to operate at Quamba

BUSY AS A CAT

Busier than a cat in a feed store these days is Emil Oslin at Quamba, Minn. Not only is he running his thriving Rudd Lumber Co., but he's supervising construction of his new yard in the neighboring town of Mora. The Mora operation doesn't mean that Quamba will lose Emil. He'll manage both yards.