



*Your floor.  
Lon's legacy.*



## LON'S STORY

Surviving the Great Depression in rural Minnesota taught Lon Musolf that survival meant creating your own destiny. So in 1953, Lon with the support of his wife Dona, mustered up his courage, gathered up the \$300 they'd been saving from his earnings as an apprentice installer/finisher, and they began doing business as Lon Musolf Floor Surfacing - their very own installation business. Over the next 30 years they built up their company's reputation one floor at a time - all the while weathering the storms that life and an ever-changing economy inevitably bring. Then in 1986, determined to grow with the changing times and provide well for their family, they sold the installation business and started a new venture Lon Musolf Distributing. Today Lon's is run by their daughter Lynn and her two best friends John and Tammy Rasett. Together they have a combined experience of over 75 years at Lon's. Lon's is also proud of its dedicated CREW including Lynn's sons TJ and Max. Today, Lon Musolf Distributing is the leading hardwood flooring distributor in the upper Midwest. And now, 60 years later, there's a product worthy of bearing this very reputable name.



## CONSIDER THE ENVIRONMENT

The timber industry and its affect on the environment is an important issue in the United States and throughout the world. The common belief for the last several decades has been that the industry is depleting the world's forests, but that is simply not true.

Our suppliers are largely committed to sustain-yield management. The dominant principle of sustain-yield management is to harvest no more wood than the forest can re-grow. In short, this means we are living on the "wood interest" from our forests, not the "wood capital."

Domestically, replanting far exceeds harvesting. In fact, we have 82 percent more timbers in the US today than we had in 1952. In addition, science and agricultural advances have taught us how to harvest and manage forests in such a way that the forest and its new growth are actually stimulated.

When it comes to exotic species, Lon's Own only imports from reputable, standards-practicing manufacturers. Over the years we've developed strong, reliable relationships with manufacturers with very high standards—and only from nations with governed restrictions and harvesting laws. We're proud to help support a sustainable industry here, and around the world—an industry that provides employment for millions of families.

Finally, there's virtually no bi-product from manufacturing wood flooring, other than the scraps and sawdust that are then used to make other useful materials. All things considered, wood could be described as today's smartest and most responsible resource available for building our homes and offices. Wood is strong, beautiful, abundant and renewable: nature's continually offered gift.





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#### FROM THE MIDWEST'S MOST TRUSTED NAME IN WOOD FLOORING.

- Superior milling for a flawless board-to-board installation
- Micro bevel on four sides
- Up to 8 ft. lengths
- Aluminum oxide finish for wear resistance and gloss retention
- UV cured, urethane finish for added protection against daily wear
- Unique flexible finish composition resists cracking or peeling due to common floor dings and dents
- 25 year wear-through finish warranty
- 3/4" solid prefinished

Lon's Own is carefully milled in smaller, more manageable batches than typical mass-produced wood flooring products. The result is a reliable and superior installation, a beautiful finish and a floor of the highest quality.

From species selection to construction and finish, Lon's Own brings you the "grade A" wood-flooring product you'll feel good about putting into your home—Lon will stake his reputation on it.

# DOMESTIC STAIN COLORS

Our domestics offer a wide variety of color, species and stain options. Various species are available in: our distinctive Premium or Woodland Grade; standard widths of 2-1/4", 3-1/4", 4" and 5"; and random lengths ranging from 1 to 8 feet.

Lon's Own introduces our Woodland Grade. This grade will not only guarantee a low affordable price, it will get you the look and quality that you desire. It utilizes natural characteristics of wood with knots, mineral streaks and color variation.

## THE ADVANTAGES OF WOODLAND GRADE

There are numerous advantages to this grade of wood:

- Lon's Own uses the same superior milling for Woodland Grade as well as Lon's Own Premium Grade which are environment friendly.
- Lon's Own is a product that is reliable and familiar to many consumers.

## LOCAL WOODS

Our domestic woods are manufactured locally. They come from well-managed forests, native to the Midwest, and travel less, reaching our customers quicker. This in turn presents opportunities to the local community, supporting its economy.

## THE ADVANTAGES OF LOCAL WOODS

- Support the local economy
- Made in the Midwest
- Woods are native to our area
- Local woods cost less in energy and transportation costs

## Stained Red Oak

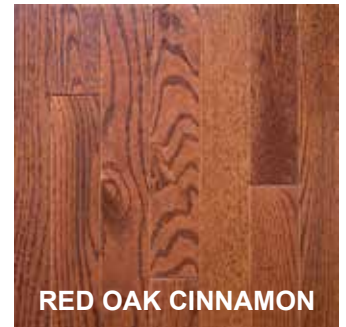
**DESCRIPTION:** STAINED RED OAK ENHANCES THE NATURAL BEAUTY OF THE GRAIN.

**ORIGIN:** NORTH AMERICA

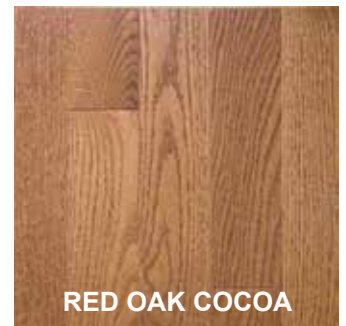
**GRADE:** AVAILABLE IN A PREMIUM OR WOODLAND GRADE

**SIZE:** 2-1/4", 3-1/4", 4" AND 5"

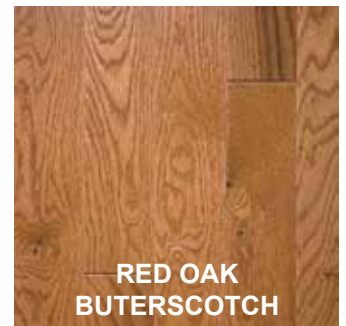
**HARDNESS:** JANKA HARDNESS IS 1290



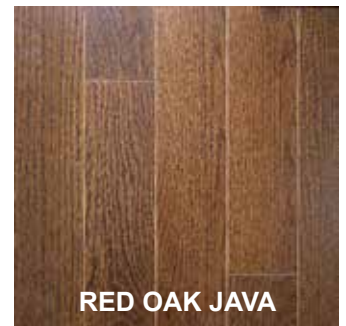
RED OAK CINNAMON



RED OAK COCOA



RED OAK BUTTERSCOTCH



RED OAK JAVA

## Stained Maple

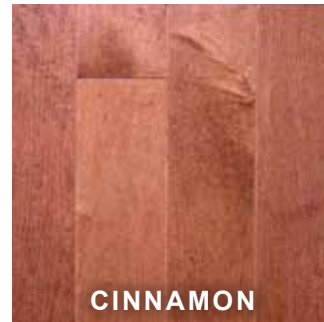
**DESCRIPTION:** STAINED MAPLE PROVIDES A NICE WARM LOOK WITH A SUBTLE GRAIN STRUCTURE.

**ORIGIN:** NORTH AMERICA

**GRADE:** AVAILABLE IN A PREMIUM OR WOODLAND GRADE

**SIZE:** 2-1/4" 3-1/4" 4" AND 5"

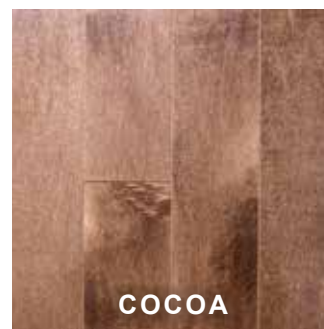
**HARDNESS:** JANKA HARDNESS IS 1450



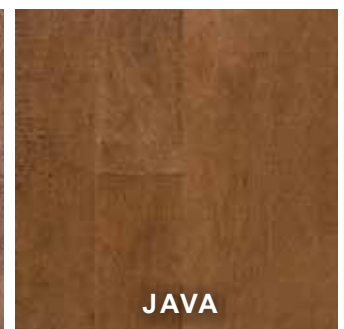
CINNAMON



BUTTERSCOTCH



COCOA



JAVA

## Stained Hickory

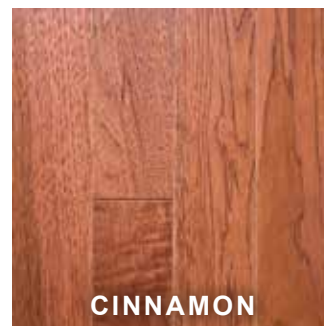
**DESCRIPTION:** ENJOY THE HARDNESS OF HICKORY BUT WITH A MORE CONSISTENT COLOR THAN NATURAL HICKORY.

**ORIGIN:** NORTH AMERICA

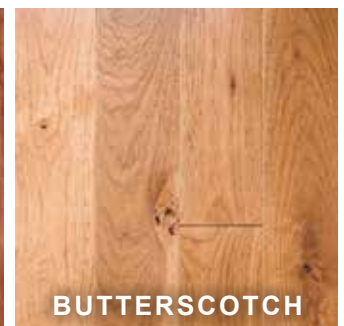
**GRADE:** AVAILABLE IN A PREMIUM OR WOODLAND GRADE

**SIZE:** 2-1/4" 3-1/4" 4" AND 5"

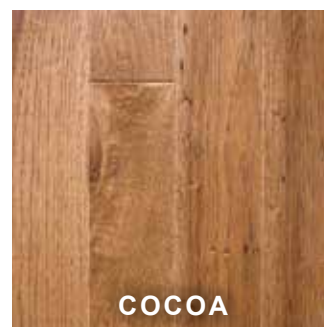
**HARDNESS:** JANKA HARDNESS IS 1820



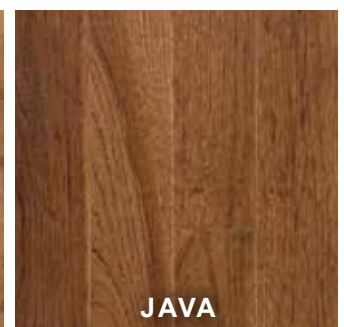
CINNAMON



BUTTERSCOTCH



COCOA



JAVA

# DOMESTIC WOODS

Our domestics offer a wide variety of color, species and stain options. Various species are available in: our distinctive Premium or Woodland Grade; standard widths of 2-1/4, 3-1/4, 4" and 5"; and random lengths ranging from 1 to 8 feet.

PREMIUM

WOODLAND

## Red Oak

**DESCRIPTION:** HEARTWOOD AND SAPWOOD ARE SIMILAR, WITH SAPWOOD LIGHTER IN COLOR; MOST PIECES HAVE A REDDISH TONE.

**ORIGIN:** NORTH AMERICA  
**GRADE:** PREMIUM OR WOODLAND  
**SIZE:** 2-1/4", 3-1/4", 4" AND 5"  
**HARDNESS:** JANKA HARDNESS IS 1290



## White Oak

**DESCRIPTION:** HEARTWOOD IS LIGHT BROWN; SOME BOARDS MAY HAVE A GREENISH TINT OR A SLIGHT GRAYISH CAST. SAPWOOD IS WHITE TO CREAM.

**ORIGIN:** NORTH AMERICA  
**GRADE:** PREMIUM OR WOODLAND  
**SIZE:** 2-1/4", 3-1/4", 4" AND 5"  
**HARDNESS:** JANKA HARDNESS IS 1360



## White Oak Quartered and Rift

**DESCRIPTION:** HEARTWOOD IS LIGHT BROWN; SOME BOARDS MAY HAVE A GREENISH TINT OR A SLIGHT GRAYISH CAST. SAPWOOD IS WHITE TO CREAM.

**ORIGIN:** NORTH AMERICA  
**GRADE:** QUARTERED AND RIFT  
**SIZE:** 2-1/4", 3-1/4", 4" AND 5"  
**HARDNESS:** JANKA HARDNESS IS 1360



## Maple

**DESCRIPTION:** HEARTWOOD IS CREAMY WHITE TO LIGHT REDDISH BROWN; SAPWOOD IS PALE TO CREAMY WHITE. CLOSED, SUBDUED GRAIN WITH MEDIUM FIGURING AND UNIFORM TEXTURE.

**ORIGIN:** NORTH AMERICA  
**GRADE:** PREMIUM OR WOODLAND  
**SIZE:** 2-1/4", 3-1/4", 4" AND 5"  
**HARDNESS:** JANKA HARDNESS IS 1450



## Hickory

**DESCRIPTION:** HEARTWOOD IS TAN OR REDDISH; SAPWOOD IS WHITE TO CREAM, WITH FINE BROWN LINES. EITHER PREMIUM OR RUSTIC GRADE WILL OFFER SOME NOTABLE COLOR VARIATION.

**ORIGIN:** NORTH AMERICA  
**GRADE:** PREMIUM OR WOODLAND  
**SIZE:** 2-1/4", 3-1/4", 4" AND 5"  
**HARDNESS:** JANKA HARDNESS IS 1820



**GRADES:** **Premium:** This grade will provide the cleanest and most consistent appearance.

## Walnut

**DESCRIPTION:** RICH CHOCOLATE BROWN TO DEEP PURPLISH BROWN. SAP IS LIGHT CREAM. STRAIGHT TO INTERLOCKED OR CURLY, WAVY GRAIN.

**ORIGIN:** NORTH AMERICA  
**GRADE:** PREMIUM OR WOODLAND  
**SIZE:** 2-1/4", 3-1/4", 4" AND 5"  
**HARDNESS:** JANKA HARDNESS IS 1010

## Cherry

**DESCRIPTION:** HEARTWOOD IS LIGHT TO DARK REDDISH BROWN, LUSTROUS; SAPWOOD IS LIGHT BROWN TO PALE WITH A LIGHT PINKISH TONE. GRAIN IS FREQUENTLY WAVY AND UNIFORM TEXTURE. SUNLIGHT WILL DARKEN WOOD WITH TIME.

**ORIGIN:** NORTH AMERICA  
**GRADE:** PREMIUM OR WOODLAND  
**SIZE:** 2-1/4", 3-1/4", 4" AND 5"  
**HARDNESS:** JANKA HARDNESS IS 950

## Red Birch

**DESCRIPTION:** HEARTWOOD OF THE YELLOW BIRCH TREE. HEARTWOOD COLOR IS LIGHT BROWN TINGED WITH RED.

**ORIGIN:** NORTH AMERICA  
**GRADE:** PREMIUM OR WOODLAND  
**SIZE:** 2-1/4", 3-1/4", 4" AND 5"  
**HARDNESS:** JANKA HARDNESS IS 1260

## Yellow Birch

**DESCRIPTION:** WHITE SAPWOOD; HEARTWOOD IS CREAM OR LIGHT BROWN TINGED WITH RED.

**ORIGIN:** USA AND CANADA  
**SIZE:** 2 1/4", 3 1/4", 4" AND 5".  
**HARDNESS:** JAKA HARDNESS IS 1260.

## White Ash

**DESCRIPTION:** THE HEARTWOOD IS TAN TO BROWN IN COLOR, WHILE THE SAPWOOD IS A CREAMY WHITE COLOR. WHITE ASH HAS A VERY OPEN AND PRONOUNCED GRAIN.

**ORIGIN:** USA AND CANADA  
**SIZE:** 2 1/4" AND 3 1/4".  
**HARDNESS:** JAKA HARDNESS IS 1320.

PREMIUM



WOODLAND



**Woodland:** This more casual grade will contain more color variation, knots, character marks and mineral streaks.

# EXOTIC WOODS

Lon's Own exotics offer a unique selection of species from other nations that also practice sustain-yield forest management. All are available in: our Clear Grade; standard width of 3-1/4"; and random lengths ranging from 1 to 7 feet. With any exotic wood, expect some color variation and color change over time.

## Brazilian Cherry

**DESCRIPTION:** HEARTWOOD IS SALMON RED TO ORANGE BROWN, MARKED WITH DARK BROWN TO RUSSET BROWN STREAKS WITH AN INTERLOCKED GRAIN.

**ORIGIN:** CENTRAL AND SOUTH AMERICA  
**GRADE:** CLEAR  
**SIZE:** 3-1/4"  
**HARDNESS:** JANKA HARDNESS IS 2820

## Brazilian Walnut

**DESCRIPTION:** COLOR VARIES FROM LIGHT CREAM TO BROWN TO ALMOST BLACK.

**ORIGIN:** SOUTH AMERICA  
**GRADE:** CLEAR  
**SIZE:** 3-1/4"  
**HARDNESS:** JANKA HARDNESS IS 3680

## Cumaru

**DESCRIPTION:** COLORING RANGES FROM A MEDIUM GOLDEN BROWN TO A DARKER BROWN. YIELDS A VERY DISTINGUISHED LOOK LENDING ITSELF TO ANY SETTING REQUIRING A RICH YET UNDERSTATED FORMAL LOOK.

**ORIGIN:** SOUTH AMERICA  
**GRADE:** CLEAR  
**SIZE:** 3-1/4"  
**HARDNESS:** JANKA HARDNESS IS 3540

## Santos Mahogany

**DESCRIPTION:** HAS A DARK REDDISH COLOR. THE GRAIN IS OFTEN QUARTER SAWN AND VERY STRAIGHT WHICH GIVES THE WOOD A STRIPED APPEARANCE. THE TEXTURE IS VERY EVEN AND FINE.

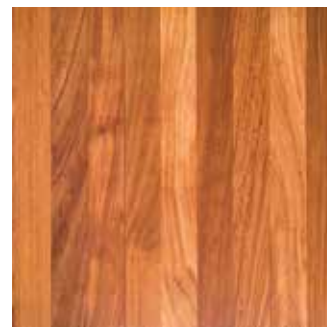
**ORIGIN:** CENTRAL AND SOUTH AMERICA  
**GRADE:** CLEAR  
**SIZE:** 3-1/4"  
**HARDNESS:** JANKA HARDNESS IS 2200

## Tigerwood

**DESCRIPTION:** HEARTWOOD REDDISH-BROWN WITH DARK BROWN STREAKS. IRREGULAR GRAIN; MEDIUM TEXTURE.

**ORIGIN:** PARAGUAY/BOLIVIA  
**GRADE:** CLEAR  
**SIZE:** 3-1/4"  
**HARDNESS:** JANKA HARDNESS IS 2160

CLEAR



**GRADES** **Clear:** Mostly free of knots and mineral streaks, but may have smaller character marks and color variation.

# SPECIFICATIONS



## MILLING

Standard thickness is 3/4" solid. Tongue-and-groove, end matched and micro beveled.

## STANDARD WIDTHS

Standard widths are 2-1/4", 3-1/4", 4" or 5" for domestics, and 3-1/4" for exotics. Standards lengths are 1' to 8' for domestics, and 1' to 7' for exotics.

## BOX SIZES

Domestic 2-1/4" comes 23 sq. ft. per box.

Domestic 3-1/4" comes 20.75 sq. ft. per box.

Domestic 4" comes 20.5 sq. ft. per box.

Domestic 5" comes 25.5 sq. ft. per box.

Exotic 3" comes 20 sq. ft. per box.

## GRILLS

Wood grills can be made from any species of wood. These grills can be manufactured in standard and customized sizes.



# HIGH QUALITY LOCAL CRAFTSMANSHIP



Max and TJ

## LON'S OWN CUSTOM WOOD FLOORS - THE 3RD GENERATION

Lon Musolf started his installation business back in 1953 and the reputation of quality products, inspired innovation and loyal customer service were built one floor at a time. Lon's has weathered the storms of the changing economy; and today Lon's grandsons TJ and Max are carrying on the legacy by mastering the custom wood flooring possibilities that we offer our customers today.

### The Endless Custom Selection

With Lon's Own Custom Wood Flooring we offer an endless variety of options for that one-of-kind floor you desire. We have many wood species, distressed styles, as well as many stains, colors and finishes available. You can create you own custom look and feel unique to your designed environment.

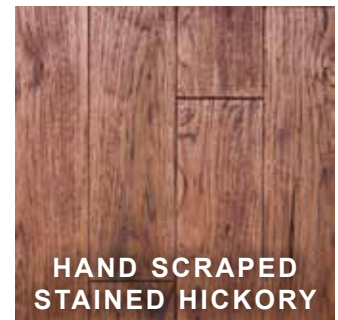
Most homeowners looking for custom flooring know what they want. They want to get involved and be part of the process. We listen to your needs, sit down with you and present many samples, and in many cases we develop a prototype right there. By listening directly to you we get your valuable input. We will design the floor to your specifications and liking.

TJ is proud of one of the blades he uses to hand scrape the custom wood floors - it is from his Grandpa's original scraper. This blade is just one of the tools that keep the memories and traditions going strong at Lon's. When TJ was a young kid he remembers hanging around the showroom and warehouse, he would also go with his dad to watch and help him install and finish wood floors. It is these experiences that have allowed him to learn the craft and continue the local service of managing the custom wood floors here at Lon's.

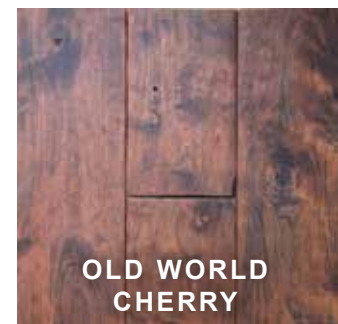
TJ and Max are proud to be the 3rd generation to carry on Lon's lifelong journey to supply the highest quality custom wood flooring to the beautiful homes of the Midwest.

#### **TJ and Max**

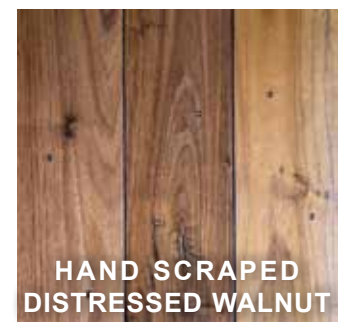
*Custom Wood Floor Specialists*



**HAND SCRAPED  
STAINED HICKORY**



**OLD WORLD  
CHERRY**



**HAND SCRAPED  
DISTRESSED WALNUT**

# A TREE IS BORN WITH EVERY LON'S OWN WOOD FLOOR INSTALLED.



*You buy a floor.  
Lon plants a tree.*

Help save the planet by purchasing Lon's Own Prefinished Wood Flooring. Lon's Own domestic woods are all forested, manufactured, and sold locally in the Midwest! For every Lon's Own wood floor installed, Lon will plant a tree.

Trees planted on behalf of your flooring purchase will contribute to the National Arbor Day Foundation Reforestation Project.

Did you know?  
Over the course of 50 years, a single tree can generate \$31,250 of oxygen, provide \$62,000 worth of air pollution control, recycle \$37,500 worth of water, and control \$31,500 worth of soil erosion.

*Get a good thing growing  
with Lon's Own wood flooring.  
Visit [www.lonmusolf.com](http://www.lonmusolf.com)*



PREFINISHED WOOD FLOORING

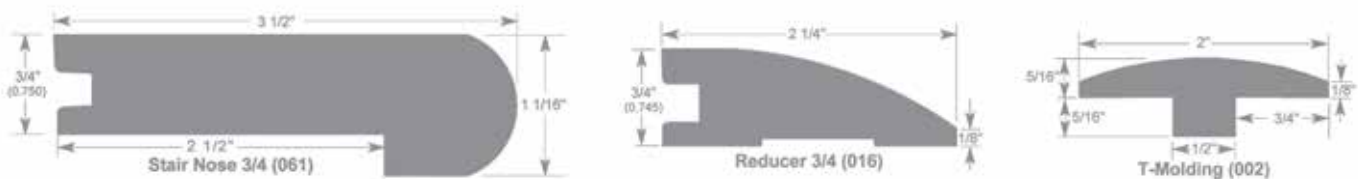
- 25 year warranty
- superior milling
- aluminum oxide finish
- micro bevel on 4 sides
- wear resistance
- resists dings and dents

## JANKA HARDNESS RATING

Cherry	950
Walnut	1010
Yellow Birch	1260
Red Birch	1260
Red Oak	1290
White Ash	1320
White Oak	1360
Maple	1450
Hickory	1820
Tigerwood	2160
Santos Mahogany	2200
Brazilian Cherry	2820
Cumaru	3540
Brazilian Walnut	3680

The Janka hardness test measures the force required to embed a .444-inch steel ball to half its diameter in wood. It is one of the best measures of the ability of a wood species to withstand denting and wear. The higher the rating number the harder the wood.

## AVAILABLE MOULDINGS



### HEADQUARTERS SHOWROOM/WAREHOUSE

985 East Berwood Avenue  
Vadnais Heights, MN 55110  
PH: 651-484-3020  
TF: 800-537-1966

### SHOWROOM/WAREHOUSE

7452 Washington Avenue  
Eden Prairie, MN 55344  
PH: 952-946-1332  
TF: 800-345-6290

**WWW.LONMUSOLF.COM**