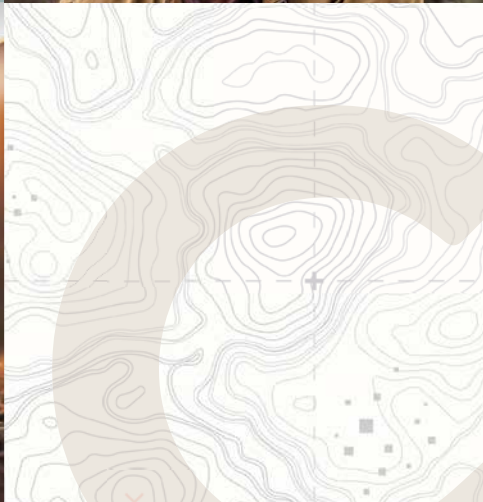




COLE WHEELER®

THE TRUE MEASURE

FALL 2024



COLE WHEELER®: LEGEND OR MYTH?

THE MEANING OF TRUE MEASURE

Cole Wheeler was established to help men live life on their terms. Committed to quality, craftsmanship and style, we offer distinctive products and uncommon goods with purpose. We draw inspiration from the outdoors, the pastimes we enjoy and the people we admire. We are guided by previous generations of craftsmen and hard workers, renegades and restless spirits.

From road trips to exploring the backcountry to simply hanging out with some buddies, Cole Wheeler is here to help men make the most of it. We handcraft timeless items that every dad, brother and son will cherish and pass down to the next generation.

COLE WHEELER®

THE TRUE MEASURE

Cole Wheeler® is a global brand built on the spirit of rugged individualism. Our goal is to help you spend your free time how you want—doing real things with real people. We offer a broad range of accessories, gear, gifts and tools to help you do just that. So pull up a stool, gather ‘round the fire and join us in raising a toast to the Cole Wheeler way of life.



SIMPLE TRUTH #4:

IF YOU ENJOY WANDERING THROUGH
THE WILDERNESS IN SEARCH OF FREEDOM,
YOU MAY JUST FIND YOURSELF.

SAY HELLO.



COLE WHEELER®

LEATHER WEEKENDER

Embark on your next adventure in style with our rugged Leather Weekender bag, lined with high-grade cotton and exceptional detail. Designed with spacious compartments, it's the ideal companion for up to three-day trips, ensuring you have ample space for all your essentials.



24" L x 12" W x 13" H

Made from 100% genuine leather.

Wipe clean with soft, damp cloth. Use leather cleaner annually.

P7502 \$280.00



CIGAR TRAVEL CARRY CASE

Experience cigar indulgence on the go with our genuine leather Cigar Travel Carry Case. Meticulously crafted for panache and protection, it's the must-have accessory for discerning aficionados who refuse to compromise.



8.3" L x 1.2" W x 5.5" H

Made from 100% genuine leather.

Wipe clean with soft, damp cloth. Use leather cleaner annually.

P7516 \$110.00



CANVAS AND LEATHER VINTAGE DUFFLE

Created for the modern nomad, this high-quality vintage duffle bag blends rugged durability with classic good looks. From urban escapades to the open road, elevate your travel experience with this robust yet sophisticated duffle.

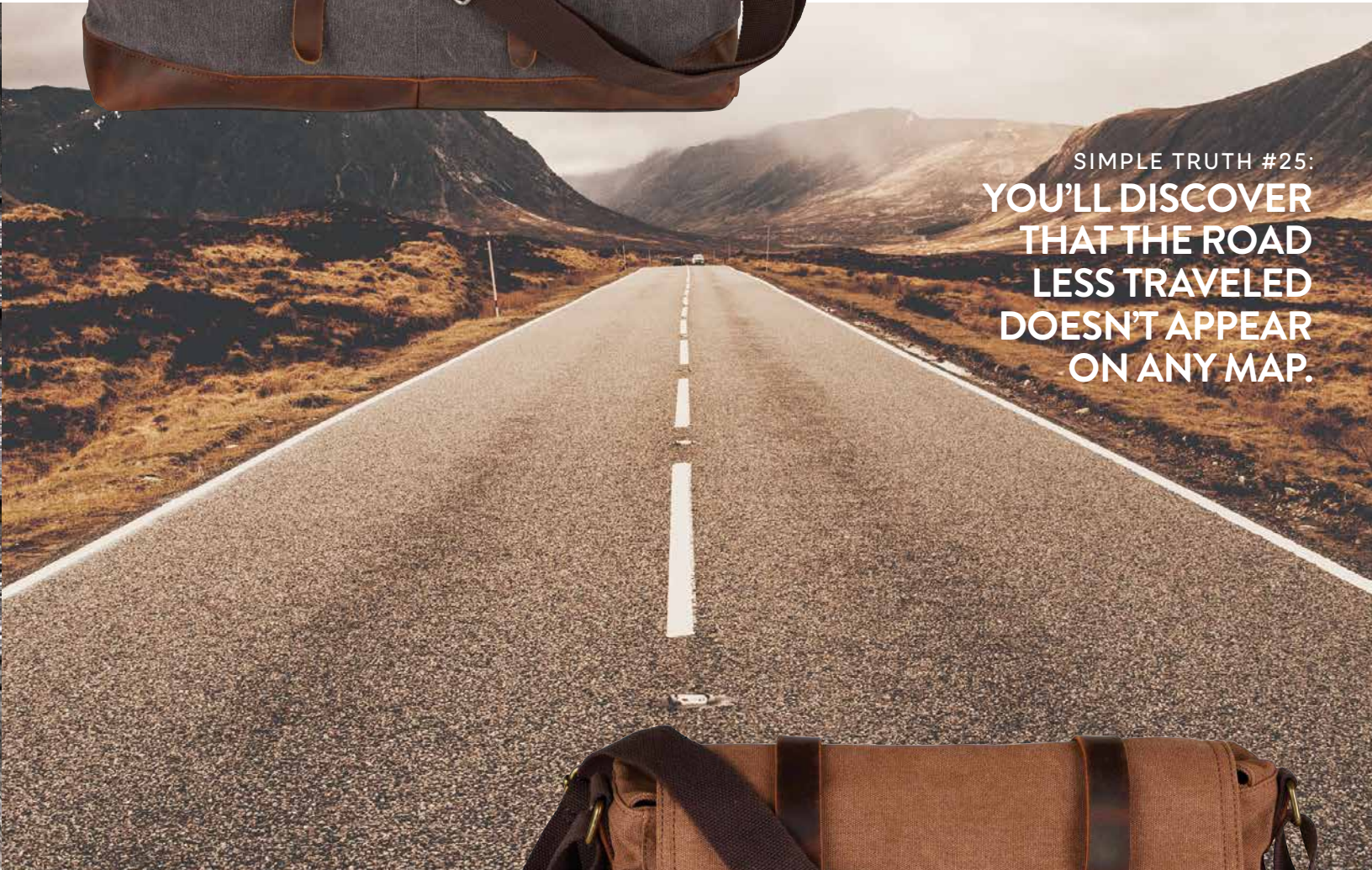


21" L x 9" W x 13" H

Constructed from 90% canvas,
10% genuine leather.

Wipe clean with soft, damp cloth.

P7503 \$150.00



SIMPLE TRUTH #25:
**YOU'LL DISCOVER
THAT THE ROAD
LESS TRAVELED
DOESN'T APPEAR
ON ANY MAP.**

CANVAS MESSENGER BAG

Meet your new favorite travel partner—our Canvas Messenger Bag. With its timeless design and durable canvas construction, this bag offers both swagger and functionality for everyday commutes and weekend exploring.



15.3" L x 4.33" W x 12.2" H

Constructed from 90% canvas,
10% genuine leather.

Wipe clean with soft, damp cloth.

P7507 \$120.00





TIMBERBLADE POCKETKNIFE

The TimberBlade seamlessly combines timeless design with rugged utility, featuring a sleek wood handle and a sharp stainless-steel blade. Ready for the trail or the open road, the TimberBlade is a reliable tool for everyday carry.



Total length: 4.92"
Blade length: 3.7"
Stainless-steel blade, titanium coating and shadow wood handle.
Hand wash only.

P7496 \$35.00



TRAILBLADE KNIFE

You can rely on the TrailBlade Knife for a variety of outdoor pursuits. Engineered for durability and precision, this knife is an essential for hunting, camping, overlanding and more, ensuring you're prepared for any adventure that comes your way.



Blade: 3.77" L
Handle: 4.5" H
Features 3CR13 steel and a 60HRC aluminum handle.
Hand wash only.

P7515 \$50.00



SENTINEL POCKETKNIFE

Compact yet versatile, the Sentinel stands ready to tackle any task with its stainless-steel blade and multifunctional pry bar that functions as a key ring, bottle opener, screwdriver, and pry tool. With a convenient design, this pocketknife is always at hand when you need it.



4.33" L x 0.66" W x 0.27" H
8CR13 stainless-steel and titanium coating.
Hand wash only.

P7498 \$40.00



TALONEDGE POCKETKNIFE

With its rugged design and versatile functionality, the TalonEdge is built to withstand tough daily use, making it an essential tool for off-the-grid exploring and everyday tasks. A titanium coating protects against corrosion.



Total length: 8.85"

Blade length: 3.7"

3CR13 stainless-steel construction and 58HRC blade. Hand wash only.

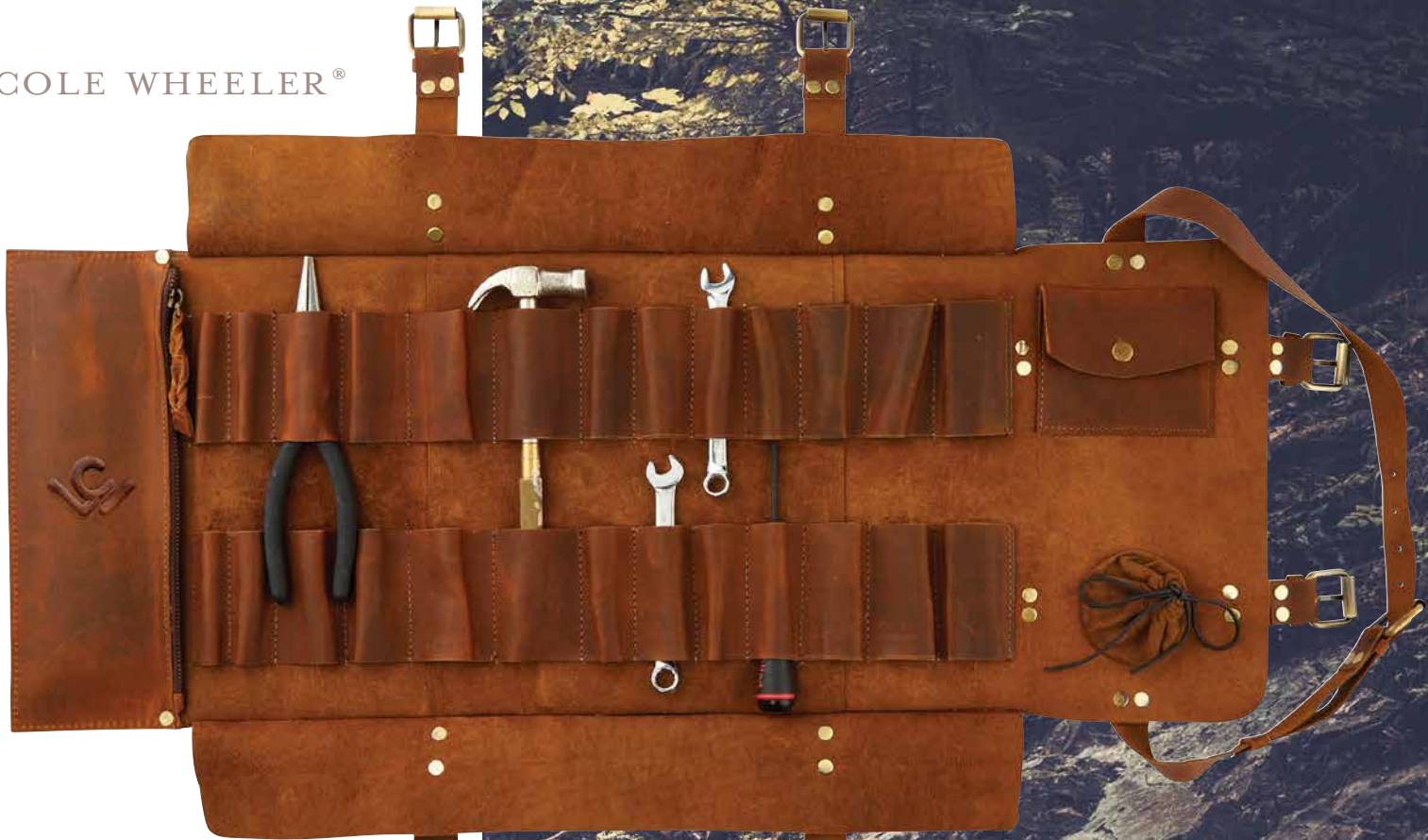
P7497 \$28.00



SIMPLE TRUTH #67:

**YOU CAN LEAD A
HORSE TO WATER
BUT YOU CAN'T
MAKE HIM PICK UP
THE TAB.**





BUFFALO LEATHER TOOL ROLL

Gear up for your next adventure with our Buffalo Leather Tool Roll, designed to keep your essentials organized and secure when you're hitting the open road. With its durable construction and convenient roll-up format, set out on your journey with confidence and style.



11" L x 6.3" W x 6.0" H when rolled closed.
29.1" L x 11" W x 2" H when fully opened.

100% genuine leather construction with solid brass hardware.
Wipe clean with soft, damp cloth.
Use leather cleaner annually.
*Tools not included.

P7511 \$149.00

SIMPLE TRUTH #68:

IF YOUR HAMMER THINKS EVERYTHING IS A NAIL, PREPARED TO BE SCREWED.



TARPAULIN WATERPROOF MOTORCYCLE SADDLEBAG

The Tarpaulin Waterproof Motorcycle Saddle Bag is engineered to withstand the elements and keep your belongings dry during every ride. It's the ultimate accessory for any on-road (and off-road) adventure.



17.7" L x 12.5" W x 19.5" H (unrolled)
Made from 500D PVC tarpaulin.
Spot clean only.

P7522 \$85.00





MULTI-TOOL EDC PEN

The Multi-Tool EDC Pen is a versatile tool for outdoor adventures and everyday use. A three-mode LED light, cutting tool, glass breaker and ink cartridge make this tactical pen a trusted partner.



6.3" L
Rugged aluminum construction. Black ink. Includes two replacement batteries.

P7487 \$25.00

LEATHER KEYCHAIN

Our genuine leather keychain is designed for everyday durability and style. It's the perfect accessory to keep your keys secure while adding a touch of rugged sophistication to your everyday carry.



6.5" L x 1" W
Crafted from 100% harness leather.

Wipe clean with soft, damp cloth.

P7509 \$25.00



FLEECE BLANKET WITH LEATHER TOTE STRAP

Stay warm and comfortable with our Fleece Blanket with Leather Tote Strap. Designed for road trips, camping and other outdoor activities, its durable fleece material ensures warmth and comfort when the mercury dips.



59" W x 69" H
Made from acrylic/PEVA/PU.
Spot clean only.

P7528 \$45.00



COLE WHEELER®



SIMPLE TRUTH #33:

**WISDOM STATES
YOU SHOULD BE
CAREFUL TRYING
TO REVIVE AN OLD
FLAME. YOU MIGHT
GET BURNED.**

**RECHARGEABLE
WATERPROOF LIGHTER**

Your ultimate companion for outdoor adventures and travel. With its durable waterproof design and rechargeable capability, this lighter ensures reliability in any weather condition, making it an essential tool for camping, hiking, road trips and more.



2.8" L x 1.87" W x 0.76" H
Rugged metal and
synthetic construction.

P7495 \$25.00



CRAZY HORSE LEATHER BACKPACK

Discover the epitome of rugged sophistication with our genuine Crazy Horse Leather Backpack for men. Built to withstand the rigors of daily life while exuding timeless style, it's the ultimate accessory for the modern gentleman on the go.



11.8" L x 6.3" W x 16.1" H

100% genuine Crazy Horse leather construction.

Wipe clean with soft, damp cloth. Use leather cleaner annually.

P7531 \$250.00



3 FINGER LEATHER CIGAR CASE & CUTTER

Our sleek 3 Finger Leather Cigar Case & Cutter is designed for aficionados who appreciate both style and precision. Crafted for effortless cuts and portability, this duo ensures your cigar enjoyment is always smoothly executed.



3" L x 1.5" W x 6.6" H
Genuine leather.
Stainless-steel cutter.

Spot clean only. Use leather cleaner annually.

P7488 \$45.00



CAMPING COOKWARE SET

Our Camping Cookware Set brings the sizzle to backcountry adventures. With portable cooking pots and versatile multifunctional tools, this set is your ticket to flavorful meals and memorable experiences wherever you set up camp.



1 liter / 33 fl oz capacity
Large pot: 4.2" L x 4.9" W
Small pot: 2.4" L x 4.6" W

Handle: 3.7" L
Aluminum oxide construction.
Hand wash only.

P7514 \$40.00



CAMPFIRE POPCORN POPPER

Create unforgettable outdoor memories with our Campfire Popcorn Popper, perfect for sharing stories and enjoying fire-roasted popcorn under the stars.



25.6" L
Basket: 10" L x 8" W x 3" H
Removable handle: 17" L

Carbon steel construction.
Beechwood handle.
Hand wash only.

P7489 \$35.00





EXPEDITION EYE MONOCULAR—10 X 60

Zero in on the ultimate hiking and camping experience with the Expedition Eye Monocular. Thanks to its 10 x 60 magnification and waterproof construction, this powerful monocular ensures you never lose sight of what matters most.



7.8" L x 3" W. Lens diameter: 2.9"
Rugged ABS plastic body construction
with BK7 prism glass.
Spot clean only.

Includes tripod and cellphone adapter.

P7523 \$95.00



WAXED CANVAS FORAGING BAG

Our Waxed Canvas Foraging Bag is engineered for durability and reliability in any weather. Ideal for mushroom hunting, berry foraging or trips to the farmer's market, this bag—with its removable, waterproof liner—is an outdoorsman's best friend.



17" L x 16" W x 3" H
Made from 100%
waxed canvas.
Spot clean only.

P7520 \$95.00



TERRABLADE HORI HORI KNIFE

Originally designed for tackling mountain vegetation, the TerraBlade Hori Hori Knife is a versatile tool ideal for camping, digging and more. The serrated edge effortlessly cuts through woody stems and roots, making this knife indispensable for tasks such as extracting root vegetables and foraging in the wild. Keep one in your vehicle for just in case.



12.4" L x 2.4" W
Features 3CR13 steel construction.
Hand wash only.
Includes sheath.

P7519 \$55.00



EXPLORER'S LEGACY: VINTAGE BRASS COMPASS & TELESCOPE SET

Inspired by Kelvin & Hughes, this Vintage Brass Compass & Telescope Set captures the essence of maritime history. Crafted with precision and elegance, it serves as a nostalgic reminder of seafaring adventures, making it a cherished addition to any collection.



Compass: 4" diameter
Telescope: 4.5" standard,
8.5" when extended

Box: 7.25" L x 5.4" W x 2.4" H
Brass compass, brass and leather telescope,
with beechwood and glass box.
Wipe clean with soft, damp cloth.

P7513 \$95.00



LEATHER HIKING JOURNAL

Capture your adventures in style with our Leather Hiking Journal, created for chronicling favorite journeys and other memorable experiences. With its rugged design, this journal is a trusted companion for recording and reflection.



7" L x 5" W when closed.
Features 100% genuine
leather cover.

Wipe clean with soft, damp cloth. Use leather cleaner annually.

P7510 \$25.00



RUMORS SUGGEST THE AGE OF MASCULINITY IS OVER. WE WOULD

D BEG TO DIFFER, BUT WE WILL BE DAMNED IF WE'D BEG.





WAXED CANVAS APRON

Meet our versatile waxed canvas apron, meticulously tailored for grilling, tackling woodworking projects and more. With its durable construction and ample pocket space, it's the ultimate accessory to keep you covered and organized.



29" L x 28" W
Made from 90%
canvas, 10%
genuine leather.

Machine wash cold. Hang to dry.
Low iron as needed. Do Not Bleach.
Periodically apply leather conditioner
to straps.

P7499 \$95.00

FORGED BUTCHER KNIFE

Our Forged Butcher Knife is equally at home in the kitchen or by the campfire. Engineered for durability and precision, this knife is designed for culinary adventures and outdoor cooking.

11.8" L x 3.2" W

Made from 4CR13
stainless steel and
solid wood.



Hand wash only.

Includes sheath and sharpening stone.

P7518 \$40.00





RUSTIC WOOD CHOP BLOCK/SERVING TRAY

Add a touch of ruggedness to your next meal with our Rustic Wood Chop Block/Serving Tray. Crafted from natural acacia wood, the intricate ring patterns of this multipurpose piece add rustic charm to food prep and serving.



17" L x 8" W x 0.78" H
 Made from natural acacia wood.
 Hand wash only.

P7527 \$30.00

CAST IRON BURGER PRESS KIT

Become the ultimate grill master with our Cast Iron Burger Press Kit. Create perfectly shaped burgers every time with tough cast iron construction, ensuring your grill game is on point.



Spherical press: 7" diameter
 Rectangular press: 4" x 8"
 Cast iron construction. Beechwood handle.
 Hand wash only.

P7490 \$28.00



VINTAGE WAXED CANVAS AND LEATHER ROLLTOP BACKPACK

Elevate your everyday carry with our Vintage Waxed Canvas and Leather Rolltop Backpack, which combines timeless style with unmatched durability. Rugged charm and sturdy construction make this backpack a must-have for any journey.



12.5" L x 4.7" W x 16" H
Built from 90% canvas, 10% genuine leather.
Wipe clean with soft, damp cloth. Use leather cleaner annually.

P7505 \$150.00

HANDCRAFTED LEATHER LAPTOP CASE

Protect your computer in style with our Handcrafted Leather Laptop Case. With its handsome leather construction, this laptop case makes a timeless statement piece.



15" L x 10" H
Handmade from 100% genuine leather.
Wipe clean with soft, damp cloth. Use leather cleaner as needed.

P7512 \$95.00



DOUBLE BLADE CIGAR CUTTER

Our Double Blade Cigar Cutter is precision-made for aficionados who seek a flawless cut every time. With its dual blades and sleek design, it's the essential tool for enjoying your favorite cigars with ease.



5" L x 2" W
Features corrosion-resistant, stainless-steel construction.

Wipe clean with soft, damp cloth.

P7517 \$40.00

8OZ LEATHER HIP FLASK

Boost your spirits with our 8oz Leather Hip Flask, expertly crafted for style and convenience. With its sleek design and durable leather construction, this flask is ready for any journey.



5.4" L x 3.6" W

100% genuine leather and stainless-steel construction.

Wipe clean with soft, damp cloth. Use leather cleaner annually.

P7508 \$60.00



SIMPLE TRUTH #7:

**TRUE FREEDOM
IS KNOWING
WHERE NOWHERE
ACTUALLY EXISTS.**



G.O.A.T. VINTAGE LEATHER FOOTBALL

An ode to the Greatest Of All Time, our G.O.A.T. Vintage Leather Football is made from premium vegan leather. This vintage-inspired football pays homage to the legends of the game while adding a touch of gridiron grit to your collection.



Football is standard size.
Made from 100% vegan leather.
Inflation required.

P7529 \$50.00



COLE WHEELER®



SIMPLE TRUTH #53:
**A GLASS
HALF-EMPTY
REQUIRES A
FULL-THROTTLED
WHISKEY.**

COLE'S COCKTAIL SMOKER KIT

Cole's Cocktail Smoker Kit is crafted for the modern mixologist. Enhance your cocktail experience with this premium kit, designed to infuse drinks with irresistible smoky flavor.



9.4" L x 8.3" W x 3.5" H
Made from
beechwood,
304 stainless steel, metal and stone.
Hand wash only.

P7491 \$75.00

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EVEREST WHISKEY GLASS SET FROM LIITON

The LIITON Everest Whiskey Glasses are inspired by the iconic Mt. Everest, offering a 1:1 scale replica. Crafted from 100% lead-free crystalline glass, this set of four glasses offers an inspirational whiskey-drinking experience. LIITON's patented chill-charge system allows your glass to be chilled in only 18 seconds.



Includes four glasses.
3.3" H and 3.2" diameter
10 oz capacity

Lead-free crystalline glass construction.
Hand wash only.

P7501 \$50.00



DOF CIGAR HOLDER WHISKEY GLASS

The ultimate duo for aficionados: our DOF Cigar Holder Whiskey Glass combines sophistication with carefree convenience. This double old fashioned glass features a unique notch designed to accommodate various cigar sizes. Elevate your indulgence with this perfect pairing.



3.5" H
Diameter: 3.5"
Double old fashioned size glass.
Hand wash only.

P7526 \$20.00



THE PEAKS WHISKEY SET FROM LIITON

The LIITON Peaks Whiskey Set includes one of each of the four iconic peaks: Denali, Mont Blanc, K2, and Mt. Fuji—plus an award-winning Everest crystal glass decanter. Crafted from 100% lead-free crystalline glass, this set of four glasses will elevate your whiskey collection. The patented chill-charge system from LIITON enables your glass to easily be chilled in just 18 seconds.



Includes four glasses and decanter.
10 oz glasses: 3.3" H and 3.2" diameter
Decanter: 9.25" H x 4.7" W

Lead-free crystalline glass construction.
Hand wash only.

P7500 \$130.00

COLE WHEELER®

SIMPLE TRUTH #48:

**REMEMBER,
FOLLOWING A
RIVER IS A HELLUVA
LOT BETTER THAN
WATCHING A LIVE
STREAM.**



WAXED CANVAS DOPP KIT

Enhance your grooming routine on the go with our Waxed Canvas Dopp Kit. Blending durable materials with rugged style, this essential travel accessory will keep your toiletries organized and accessible wherever you roam.



9" L x 3.3" W x 5" H
Features 90% canvas and 10% genuine leather construction.
Wipe clean with soft, damp cloth.

P7506 \$75.00



HIGH BAR SOAP CO. FACE + BEARD OIL—SMOKED BOURBON

Quench your parched face and beard with an intoxicating blend that hydrates your facial foliage while enveloping you in the rugged charm of smoky bourbon and the wilderness.



Chamomile Extract, Calendula Extract, Rosemary Extract, Assorted Natural, Phthalate-free Oils.

1 oz dropper bottle / artisanally crafted in the US

P7484 \$26.00



HIGH BAR SOAP CO. FACE + BEARD OIL—LEATHER & SAGE

Enhance your grooming routine with a captivating blend of rugged masculinity and earthy sophistication, designed to soften, nourish, and invigorate your face and beard while imparting a distinguished scent reminiscent of your most memorable hiking excursion.




Chamomile Extract, Calendula Extract, Rosemary Extract, Assorted Natural, Phthalate-free Oils.

1 oz dropper bottle / artisanally crafted in the US

P7485 \$26.00

HIGH BAR SOAP CO. BODY BAR—SMOKED BOURBON

Embrace adventure with this robust blend of spiced tobacco, rich leather, smooth mountain bourbon and the subtle allure of smoky wood that could rival a campfire under the stars.

 Assorted Natural, Phthalate-free Oils, Shea Butter, Water, Sodium Dioxide, Mica Coloring.


5 oz bar / artisanally crafted in the US

P7480 \$11.00



NATURAL HORN SOAP DISH

Carved from genuine buffalo horn, our Natural Horn Soap Dish holds your soap in style. With its unique design, this soap dish adds a touch of class to your bathroom, while keeping your counter or shower mess-free.


 5.5" L x 3.7" W x 0.75" H
Made from natural buffalo horn.
Hand wash only.

P7524 \$30.00



HIGH BAR SOAP CO. BODY BAR—LEATHER & SAGE BAR SOAP

Elevate your cleansing ritual with our Leather & Sage Bar Soap, inspired by the great outdoors, crafted for those who set the bar high and ascend even higher.

 Assorted Natural, Phthalate-free Oils, Shea Butter, Water, Sodium Dioxide, Mica Coloring.


5 oz bar / artisanally crafted in the US

P7481 \$11.00



HIGH BAR SOAP CO. BODY & BEARD BUTTER—SMOKED BOURBON


Elevate your grooming game with a bold fusion of spicy tobacco, luxurious leather, smooth mountain bourbon, and captivating smoky wood notes.

 Assorted Natural, Phthalate-free Oils, Cocoa Seed Butter, Green Tea Leaf Extract, Vitamin E, and other vegan, gluten, and cruelty free ingredients.

4 oz jar / artisanally crafted in the US
P7482 \$25.00

HIGH BAR SOAP CO. BODY & BEARD BUTTER—LEATHER & SAGE

Indulge in the robust essence of a fusion of rugged masculinity and earthy allure, crafted to nourish and tame both skin and beard with uncompromising quality.

 Assorted Natural, Phthalate-free Oils, Cocoa Seed Butter, Green Tea Leaf Extract, Vitamin E, and other vegan, gluten, and cruelty free ingredients.

4 oz jar / artisanally crafted in the US

P7483 \$25.00



COLE WHEELER®

SIMPLE TRUTH #94:
**YOU CAN FOOL
SOME OF THE
PEOPLE ALL OF
THE TIME AND ALL
OF THE PEOPLE
SOME OF THE
TIME, BUT YOU
CAN'T FAKE COOL.**



DEAL, PLACE & ROLL GAME BOX SET

Discover the trifecta of gaming with Deal, Place & Roll—where cards, dominoes and dice converge to create an unbeatable game night experience. Embrace the blend of strategy and chance with this standout set, ensuring hours of friendly competition.



9" L x 5.5" W x 2" H
Mango wood and brass
construction.
Wipe clean.

P7492 \$50.00





DEAD RINGER HORSESHOE SET

The Dead Ringer Horseshoe Set is an ode to the great American pastime. Lean into the classic game with this premium set, complete with storage box, which is designed for hours of outdoor fun with family and friends.



26" L x 9" W x 8" H
Made from pine wood and cast iron.
Wipe clean.

P7494 \$195.00



CARPENTER FOLDING WOOD RULER

Measure twice. Cut once. Spit like you mean it. Whether you're a seasoned carpenter or tackling a weekend project, the Carpenter Folding Wood Ruler embodies timeless woodworking wisdom.



Extended length: 78"
Birchwood construction.

P7521 \$12.00



CRAFTSMAN CARVING SET

Our Craftsman Carving Set features wood carving knives in a sturdy canvas tool roll with canvas carrying bag—the ideal companion for the campsite or workshop. Designed for precision and reliability, these knives are essential tools for bringing your woodworking to life.



Tool size: 6.7" (including blade)
Constructed from durable wood and metal.
Canvas drawstring bag.
Hand wash only.

Includes three carving knives, leather strop and polish compound for blades.

P7493 \$45.00



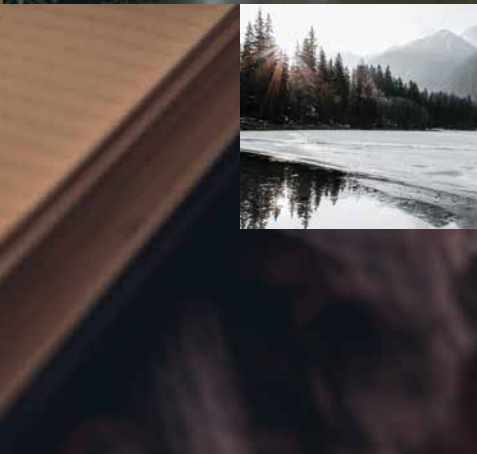
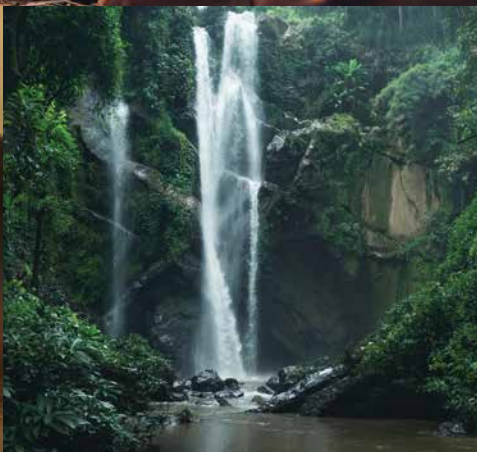
COLE WHEELER®

THE TRUE MEASURE. IT'S NOT AN EMPTY MALE ANTHEM OR A CATCHY SLOGAN





ON A COFFEE MUG AT A ROADSIDE DINER.
IT'S A CALLING.



ESCAPE NOTES™

Never deny your soul the ability to roam free.

We created Escape Notes™ at **ColeWheeler.com** for guys like you who want to enjoy freedom to the fullest. Escape Notes is a hard-earned collection of knowledge and advice from experts who have been there, done it, got the stories to tell—and the scars to show for it.

In recent dispatches, we detail the essential tools you'll need to embark on a cross-country road trip with a vintage car, truck or motorcycle. We provide tips that will elevate your grilling techniques to expert level, and show you how to cook delicious camp meals (deer steaks and gravy, anyone?) over an open fire. We explain why camping always beats glamping, and take you salmon fishing on Kodiak Island. And that's just for starters.

You'll find a growing collection of stories and how-to guides that will feature expert tips on a variety of topics, including:

- Road Trips
- Camping
- Motorcycle Adventures
- Fishing
- Backyard Grilling
- Travel
- Mixing Drinks
- Gear Guides
- Hiking and Climbing
- Garage Tips
- Campfire Cooking
- Paddling

Find Escape Notes and more at **ColeWheeler.com**.

Discover the Latest Cole Wheeler News and Updates: @colewheelerofficial





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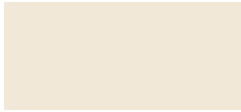
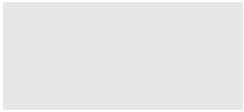
THE TRUE MEASURE

A Creative Brands Company
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Lewisburg, TN 37091
Catalog J2
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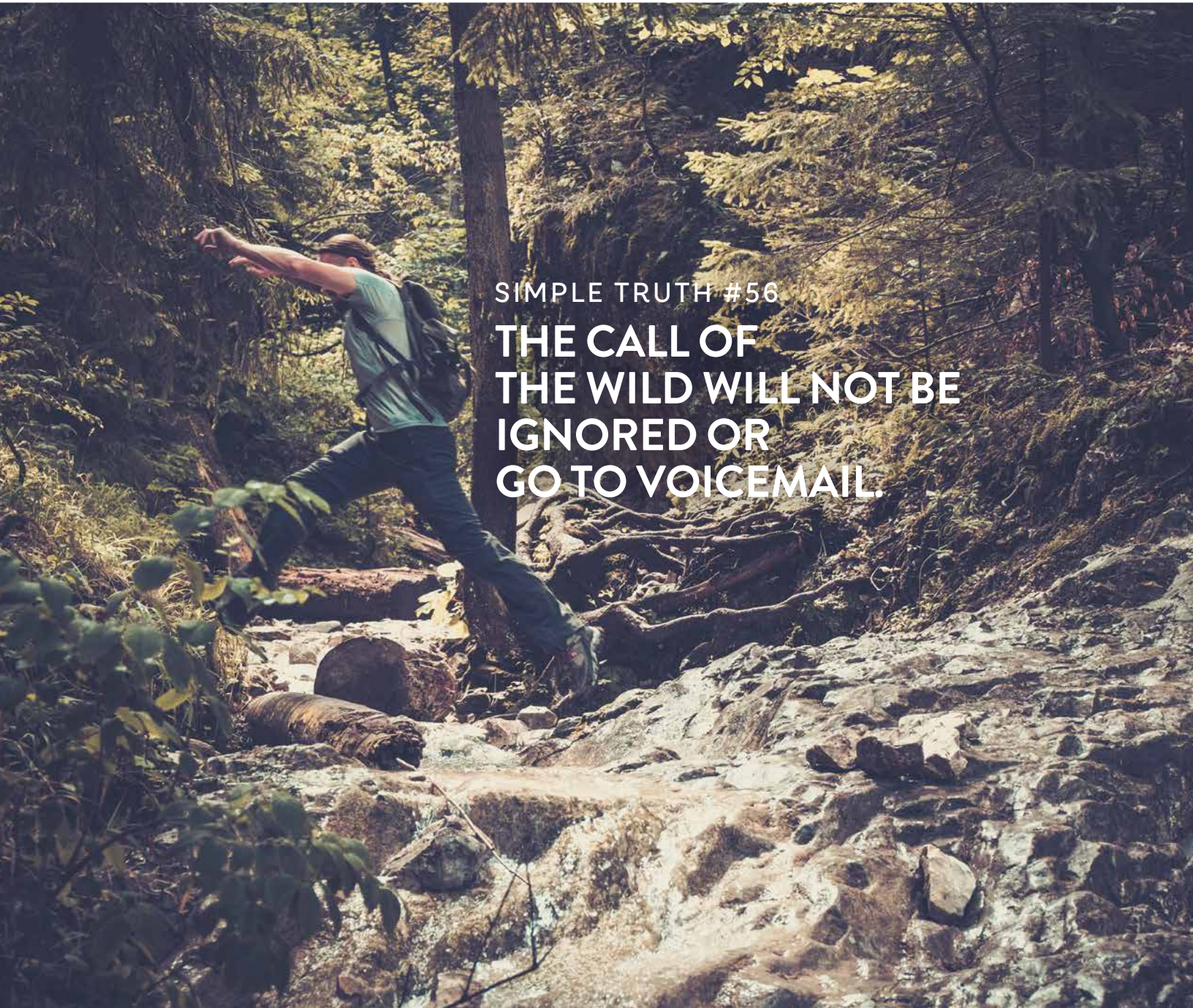


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Key Code



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SIMPLE TRUTH #56
**THE CALL OF
THE WILD WILL NOT BE
IGNORED OR
GO TO VOICEMAIL.**

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colewheeler.com