

Hat Manual



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We have prepared this hat manual to help you get the most out of your hat. A quality hat does not need coddling, but proper fit and care will ensure your hat gives you years of pleasurable use.

Please check the fit when you first receive your hat. If you have any questions about the fit not answered in this manual, please give us a call at 800-324-4934 (Monday through Friday, 9 am to 5 pm Pacific Time.) We have more than 55 years' experience helping customers measure their heads and fit their hats.

As well as this hat manual, we offer several videos covering hat care and customization. Please visit our YouTube channel, **David Morgan LLC**, for this wealth of visual information.

We carry a range of quality hats including Akubra's fur felt hats from Australia and our own Panama hats, blocked and trimmed in the USA. Other brands we carry include Mayser, Stefano, Conner and Tilley hats in a variety of materials and styles. To purchase or learn more about the styles we offer, please visit our website at davidmorgan.com, request our print catalog or visit our retail store in Bothell, Washington.

Enjoy your hat!



Hat Anatomy

Although there is great variation in hat shapes and the materials used, basic hat terms apply to most hats.



Crown — The vertical portion of the hat.

Open Crown — A hat crown that has not yet been shaped.

Pre-Creased Crown — A crown that has been shaped into a specific style by the manufacturer. Common crown shapes include fedora, pinched telescope and center crease.

Brim — The horizontal portion of the hat.

Bound Edge Brim — A brim with the edge bound with ribbon or a similar material.

Raw Edge Brim — A brim with an unfinished edge, usually found with quality fur felt hats.

Welted Brim — A brim with the edge folded back and stitched, often found with wool felt hats and Panama hats.

Snap Brim — A brim that can be snapped down in front and back, or worn turned up.

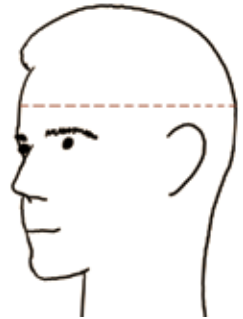
Hat Band — A decorative band or ribbon around the bottom of the crown.

Lining — Usually a satin or silk cloth inside the crown to protect the hat from sweat and other stains.

Sweatband — The band inside the hat which rests on the head, usually made of leather in fur felt hats. The sweatband is the only part of the hat that touches the head and hence is key to a comfortable hat. A small ribbon bow or manufacturer's label is often attached to the sweatband, indicating the back of the hat.

Hat Size

To determine your hat size, measure the circumference around your head, keeping the tape level and firm. Hold the tape across the temples and above the eyebrow ridges. We recommend that you have someone else measure your head so they can be certain that the tape is fitted properly. Check the size chart given below. For in-between measurements use the next size up. For hats offered in S-M-L increments, determine your hat size first, and then check to see which increment covers your hat size, as this often varies from one manufacturer to another. For lightweight canvas hats used for hot weather you may prefer a hat a little larger than your normal size.



Circumference of head where hat brim sits:

Inches	21 ¹ / ₈	21 ¹ / ₂	21 ⁷ / ₈	22 ¹ / ₄	22 ⁵ / ₈	23	23 ¹ / ₂	23 ⁷ / ₈	24 ¹ / ₄	24 ⁵ / ₈	25	25 ¹ / ₂
US Hat Size	6 ³ / ₄	6 ⁷ / ₈	7	7 ¹ / ₈	7 ¹ / ₄	7 ³ / ₈	7 ¹ / ₂	7 ⁵ / ₈	7 ³ / ₄	7 ⁷ / ₈	8	8 ¹ / ₈
Metric Size	54	55	56	57	58	59	60	61	62	63	64	65

Hat Materials

Fur Felt The prime factors in the quality of felt hats are the quality of the fur used and how tightly it is worked together in the felting process. Fur felt is one of the strongest natural fabrics produced, with every fiber in it interlocked in every direction. This interlocking creates a very strong, smooth, lightweight fabric. Felt made from animal fibers is more impervious to water than any other fabric because of the closely interlocked fibers and the natural resiliency of the fibers.

Akubra manufactures the fur felt for their hats from a mixture of rabbit and hare furs, selected and used to suit the specific hat. The fur used is the downy-under-fur of these animals, not the long, coarse hair commonly called fur. This under-fur has tiny barb-like projections on the surface of each fiber and these barbs lock the fibers to make strong felt. Akubra has more than 140 years' experience in creating the best fur felts available for their hats.

Wool Felt Wool fibers, coarser than fur fibers, also have tiny barbs and can be felted, although not as tightly as fur felt.

Fur Felt or Wool Felt? We offer both! Felt, created by using heat, agitation and moisture to tightly interlock fibers in all directions, is one of the lightest fabrics known in relation to its tensile strength. Fur felt hats, such as our Akubras and the Lizard Head hat, are generally longer lasting, lighter weight, thinner, smoother and more durable than wool felt hats. Quality wool felt hats are markedly cheaper to produce than fur felt hats, and can be a great choice for a casual hat.

Toquilla Fiber The toquilla palm, *Carludovica palmata*, grows on the coastal lands of Ecuador, where conditions are ideal for its growth and regeneration. In spite of its name, the toquilla palm is not a true palm, lacking a central woody trunk. Leaves emerge directly from the ground growing to about 15 feet. The leaf stems are harvested, the outer green covering is stripped leaving the toquilla fiber — a strong, natural fiber suitable for weaving.

Genuine Panama hats are, and have always been, handwoven in Ecuador from toquilla fiber. Straw hats hand woven in Ecuador from the toquilla fiber were exported to Panama in the mid 1800's and purchased by fortune seekers crossing the Panama isthmus on their way to the California gold rush. During the Spanish American War, the US government bought 50,000 of these hats for the troops from merchants in Panama. During the early twentieth century, these same hats became very popular at the Panama Canal construction site, where the hats were very well suited to the hot and humid weather conditions. As word spread around the world of this construction marvel, so too did word of the straw hats hand woven in Ecuador. Since then, these practical and stylish hats, handwoven in Ecuador, have been known as Panama hats.

Reeded Leather Sweatbands Good leather sweatbands are breathable, soft and absorbent. In the best hats the leathers are "reeded" in order to conform better to the head. A reed, once a thin piece of rattan, but now commonly a plastic fiber, is encased in an impervious ribbon of oiled silk or synthetic material, and attached to the bottom of the leather. The ribbon helps to keep perspiration from staining the body of the hat. The reeded leather sweatbands used by Akubra are made of the finest roan sheepskin, specially tanned to ensure comfort. Roan leather is also used in Akubra's Hemp Hats, a luxurious feature not usually found in straw hats.

Check the Fit

You will get the most service and pleasure from your hat with a proper fit. When your hat arrives, check the fit before wearing to make sure you have ordered and received the correct size for your head.

1. The sweatband inside the hat should fit securely on the head without binding. The sweatband should be the only part of the hat that actually touches the head.
2. If the hat is far too big or small, recheck your hat size. Please see page 2 for hat sizing information.
3. For some head shapes and in-between sizes where the hat is a little loose, you may attain greater comfort by placing felt pads inside the sweatband. Felt pads are enclosed with most of the hats we sell. The pads can easily be cut to the desired size.
4. Heads come in all sizes and a variety of shapes. Although fur felt has — such as the Akubra hats — are adaptable and will usually conform to differences in shape with a little wearing, some head shapes require a little more attention. Please see our instructions for customizing the fit to high head and long oval head shapes on pages 6 and 7.



Exchanges and Returns

If you do find that the size is not right, before sending the hat back, please give us a call. We have over 55 years of experience helping customers measure their heads and fit their hats. Our number is (800) 324-4934. We are open from 9 am to 5 pm Pacific Time, Monday through Friday, Saturdays November 1 through December 24.

Please take care to keep the hat free from grease or dirt. Do not remove labels or ribbons. Do not crease the crown or otherwise alter the hat before you are sure you are satisfied. In most cases returning the hat in the original packaging is best.

The cost to return the hat to us is the customer's responsibility. Our \$9 handling paid at the time of purchase covers standard delivery on your first exchange (if needed.)

If you live in the Greater Seattle area, exchanges and returns can be completed in our Bothell, Washington store.

Large Hats with High Shipping Costs Unfortunately, some of our larger hats, including the Territory, Adventurer, Riverina, Lizard Head and Rancher's Panama, are now facing astronomical shipping costs.

All domestic shippers now charge dimensional weights for ground delivery. Any package over one cubic foot is subject to a greater charge than the actual weight. For these hats which require a box greater than one cubic foot, the cost to send back to David Morgan has jumped to upwards of \$50. Please give us a call to check on the most economical shipping method before you return your hat.

GUARANTEE OF SATISFACTION: We stand behind our goods. Any item found unsatisfactory on inspection should be returned in unused condition within 90 days with all tags for replacement or full refund of product price. Special orders and books may be returned only if defective or not as specified.

Repacking Your Hat for Storage or Return/Exchange

Follow these instructions when storing your structured hat such as our Akubras and Panamas in our packaging, or before sending back to us for exchange or refund.



1. Place the hat on a clean table and replace the thin foam crown protector.



2. Replace the round corrugated sleeve over the crown, gently easing it over the hat band or puggaree so as not to crush or tear the band. Flip over so the hat is upside down.



3. Center the hat upside down in the box. Replace the tissue on top of the hat.



4. Replace the rectangular corrugated support with the four tabs pushed down inside the hat.



5. Fill any space above the cardboard support with the foam ring or crushed paper. (Flat brimmed hats will not need this filler.)

6. Fill out and enclose the original packing slip and reorder form sent with your hat, or use our online Returns/Reorder Form. Close the box and tape it shut. Ship either by United Parcel Service or US Mail to:

Using Steam to Customize or Shape Your Hat

Back when hat stores were common most fur felt hats were sold with open crowns. The crease, or bash, would be put in for the customer by the salesman at the time of purchase, as would any adjustments needed for a perfect fit. These days, hat stores are hard to find and almost all hats sold have pre-creased crowns. For those of you who still want an individualized bash, we offer a number of open crown hats from Akubra, allowing you to put your own personal bash or crease in the crown. For those needing a customized fit, we give basic instructions here.

A hat maker would use steam to make the shape permanent. The steam softens the stiffeners in the fur felt. The hat will retain the new shape when the steam dries. Care must be taken — too much steam will shrink the felt and can ruin the leather sweatband.

If you are comfortable using steam, we recommend a tea kettle. Bring water to a boil, then simmer so as to maintain a narrow stream of steam through the tea kettle spout. Hold the area of the hat to be shaped over the steam for a few seconds at a time before shaping. Never apply steam to the leather sweatband or hat band. Apply a few seconds of steam at each step while customizing the fit or bashing your hat.



An alternative way for those who are not hat makers and not comfortable using steam is to use the cowboy method. Put in a preliminary shape, then when the hat is damp from the rain (or a shower!) adjust it to the desired final shape and let it dry. This not only avoids shrinkage problems, but also lets you try out the preliminary shape and change it if needed.

Customize the Fit

High Heads: The top of the crown should not be so low that it touches the top of your head. This can prevent the hat from coming down far enough to seat properly. If this happens with a leather or cloth hat you may need a smaller size, or a different style. With a fur felt hat the top can be adjusted.

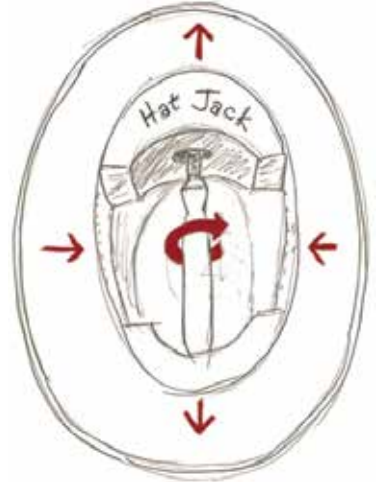
1. Steam the top of the crown for several seconds to soften the fur felt.
2. From inside the crown, use your fingers to press up on the center of the crown, gently applying pressure.
3. Push the crown up bit by bit, testing the fit after each iteration. Once the crown has been raised sufficiently for a good fit, allow the hat to cool and dry completely.

Long Ovals: Hats are made to a standard oval shape that fits most heads well. However, some heads have rounder ovals and some, more commonly, have long ovals with the ratio of head length to head width greater than the standard oval shape.

If you have a long oval, the hat will be tight on the front of the head and loose at the sides. Check for the correct hat size by holding the brim firmly on each side and pushing the sides in while the hat is on your head. If the hat then sits at the proper level, and does not feel tight anywhere, the size is right and the hat just needs adjusting to a long oval.

To adjust your hat to a long oval, you'll need a small sized hat stretcher such as our #1181 Hat Stretcher. The hat stretcher size is determined by the curvature of the wooden blocks. Select a Hat Stretcher one size smaller than indicated by hat size so the tighter curvature will encourage the long oval shape.

1. Center the hat stretcher in the hat against the sweatband. Turn the turnbuckle until there is adequate pressure for the stretcher to stay in place on its own.
2. Turn the turnbuckle a little more, about one and one-half rotations, so the hat begins to stretch into the long oval shape. If comfortable using steam, steam the front and back of the brim so that the felt softens.
3. Leave the stretcher in the hat for several minutes (or longer) until the felt is dry.
4. Test the fit. Sometimes it takes just a very slight adjustment so proceed gently until you have attained the appropriate long oval shape. Repeat steps 1 through 4 as needed, turning the turnbuckle just a half rotation in subsequent adjustments.



The more you wear your hat, the more it conforms to your head. Using a hat stretcher one size smaller than for regular ovals when storing the hat can help keep the long oval shape.



Snap Brims: A snap brim is a brim that can be snapped down in front and back, or worn turned up. Simply grasp the front (or back) of the brim and snap it down or up. When storing a hat with a snap brim like the Stylemaster, shown below, snap the brim up all around and rest it on a shelf upside down.



Brim snapped down,
front and back.
davidmorgan.com



Brim snapped down in
front, up in back.



Brim snapped up, front
and back.

Hat Care

A quality hat does not need coddling, but good care will ensure your hat gives you years of pleasurable use. The type of material from which your hat is made will determine the specific hat care needed.

Fur Felt Hats will offer many satisfying years of service. There is no need to baby your Akubra or quality fur felt hat; if you treat it with understanding, it will look better and last longer.

- Do not pick up your hat by pinching the crown, either at the top or front. Pinching will flex the felt and cause a hole or crack to develop. Pick up the hat either by the front and back or by the sides of the brim.
- Sun and rain do not harm a pure fur felt hat. There is no need for plastic rain covers—these merely keep the felt from breathing properly and will make your head uncomfortable.
- Do not heat a wet hat. Heat will shrink the felt and the leather sweatband. Stand the hat upside down on its crown, or hang it on a hook, and let it dry naturally in a cool place. Wet felt retains the shape in which it dries, so make sure the brim and crown are shaped as you want them before drying.
- Do not leave a hat with a curved brim flat on its brim as this will distort the brim shape.
- Never put your hat on the back ledge of your car or truck in the sun as the heat may shrink and damage the leather sweatband. If your hat must be dried or stored under warm conditions, we recommend using a hat stretcher.
- Dust can be removed from a fur felt hat by brushing with a soft brush. Always brush with the nap in a counterclockwise direction. Dust can also be removed by wiping the hat with a damp (not wet) towel. Keep your leather sweatband clean by periodically wiping it with a damp cloth.
- A very light coat of Pecard Leather Dressing applied once or twice a year will also help keep the sweatband supple.

Panama Hats and Akubra Hemp Hats will last for several years with reasonable care. The firmer weaves we offer should not be crushed.

- Pick hats up by the brim and not by the crown or the peak even though the peak is reinforced.
- These hats are designed for protection from the sun. Do not wear them as a rain hat. If you are caught in a shower and your straw hat gets wet, let it dry naturally without heat. Make sure the crown and brim are in the proper shape before drying.
- When you put your hat down, temporarily place it on its crown to prevent distorting the brim. Store the hat on a hat rack or in a hat box.
- Use a soft brush to remove dust. If your straw hat has a leather sweatband, keep it clean by periodically wiping it with a damp cloth and applying a very light coat of Pecard Leather Dressing once or twice a year.

Cloth Hats and Caps Please see each individual hat for care instructions, as care varies with the material used. Many hemp and cotton woven hats are washable. Machine wash, air dry. For any waxed cotton hats, we recommend only using cold water and a brush.

Leather Hats and Caps are durable and long lasting. Leather will shrink if heated so never dry a wet hat with heat. As with any hat, we suggest storing it on a hat stretcher to best maintain the size. A light coating of Pecard Leather Dressing every six months will help maintain the fine appearance of your leather hat.

Wool Felt Hats should be brushed to remove any surface dirt. For deeper cleaning, use cold water and a mild detergent on the dirty spots. Rinse well then air dry.

Hat Storage

Generally, in storing a felt hat you want to keep it away from sources of heat like a window or a heater because heating and cooling hats, especially a wet hat, can over time lead to shrinking the hat. Keeping a hat in a garage or car with large humidity and temperature swings will certainly damage a hat over time. Keep hats away from moths and other critters as the leather and felt is edible to some.

Store the hat in such a way that the brim and hat crown are resting symmetrically. Rest the hat on a shelf upside down. Setting it upside down will encourage you to pick it up by the brim instead of pinching the crown which can damage the hat. If you can resist picking your hat up by the crown, a hat with a brim that comes down in front and back can be set onto a cardboard box on a shelf where the box is small enough to let the brim hang down naturally over the edge.



If you have a lot of hats, classic hat racks or pegs on a wall ideally with angled ovals on the pegs to even out the pressure, or rounded hooks as found on antique hat racks can work well.

Stacking hats can be problematic because doing so might transfer grease or salt from the sweatband of one hat to the outside of another. Ribbons or feathers might be creased in nesting. Cones made of cardboard might be used to separate stacked hats, or foam rings, or flexible sheets of plastic.

Use of a Hat Stretcher

We recommend using a hat stretcher when storing your hat, especially if your hat must of necessity be dried or stored under warm conditions. Our #1181 Hat Stretcher has tapered blocks of fir on a turnbuckle. Center the Hat Stretcher along the sweatband inside the hat. Tighten the turnbuckle until the hat stretcher is snug and secure. The tapered blocks of fir will absorb moisture and maintain the hat's proper shape and size when stored.



Open Crown Hats

Back when hat stores were common most hats were sold with open crowns. The crease, or bash, would be put in for the customer by the salesman at the time of purchase. These days, hat stores are hard to find and almost all hats sold have pre-creased crowns. For those of you who still want an individualized bash, we offer a number of open crown hats from Akubra, allowing you to put your own personal bash or crease in the crown.

Please review our instructions for using steam on page 4 before bashing your hat. Our YouTube channel, David Morgan LLC, has several videos about hat bashing and care that are helpful.

Adding an Indy Bash Our most popular open crown hat from Akubra is the Adventurer. This hat is the same general shape, style and color as the fedora worn by Indiana Jones in the "Indiana Jones" movies. Follow these instructions to add an Indy Bash ready for your own adventures.



1. Start with the open crown Adventurer.



2. Create the crown's center dent front to back, keeping the front slightly higher than the back.



3. Simultaneously (for symmetry) add two side dents to the crown, pinched closely together and tapering down to the ribbon. Place both thumbs to form the back of the dents, then move your thumbs forward to form the pinch.



4. Add a slight upward curl to the sides of the brim.



The finished Indy bash on the Adventurer.

Adding a Fedora Bash The Fedora bash is the classic style for city hats, popularized in the 1888 play *Fedora* by V. Sardou, and worn by such well known real and fictional characters as Humphry Bogart's character in *Casa Blanca* and *The Maltese Falcon*, Al Capone and Dick Tracy.



1. Start with the open crown hat such as the Adventurer or Campdraft.
2. Create the crown's center dent front to back, keeping the front slightly higher than the back. Form into a long diamond shape.
3. Add two side dents towards the front, leaving about an inch between the dents at the center front. Snap down the front brim, if desired.

Adding a Pinched Telescope Bash The Pinched Telescope Bash is popular for both city and country hats.



1. Start with the open crown Campdraft (or any open crown hat).
2. Push in the top to form a teardrop shape pointed towards the front with the section towards the back in a semicircle.
3. The pinch is added to the front by putting two small dents right and left of center.
4. From the inside of the pushed-in crown, raise the center of the crown into a dome so that it does not touch the head, leaving a valley/crease between the dome and the outside edges of the crown. The top of the dome should normally be about level with the top of the sides, a little above the top of the back.

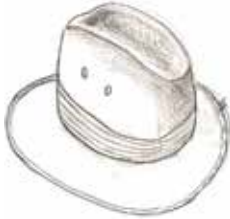
Adding a Military Bash The Aussie Slouch by Akubra is the standard issue hat of the Australian army. It is usually bashed with a center crease.



1. Start with the open crown Aussie Slouch.



2. Create the crown's center dent front to back, keeping the center dent uniform.



3. Square off the center dent at the front and back, creating a rectangular trough.



4. Add long side dents near the top on each side.

5. The brim may be worn flat for maximum protection from the rain or sun, or snapped up on the side.



Adding a Cattleman's Crease The Cattleman's Crease is popular in the American West. The bash is reminiscent of hats worn by Lyndon B. Johnson, Dwight Eisenhower and Harry Truman. The steps to create a Cattleman's Crease are identical to the Military Bash but starting with an open crown hat such as the Campdraft.



Adding an Open Telescope Bash The Campdraft by Akubra, one of the traditional hats of the Australian Outback is most commonly worn with an open telescope bash.



1. Start with the open crown Campdraft (or any open crown hat).



2. Push in the top of the crown evenly all around to the height you prefer. The front, sides and back of the crown should all be the same height.



3. From the inside of the pushed-in crown, raise the center of the crown into a uniform dome so that it does not touch the head, leaving a valley/crease between the dome and the outside edges of the crown. It is usually preferred to have the top of the dome about the same level as the top of the sides. The front of the brim is usually snapped down with this style of bash.

Attaching a Chin Strap The Aussie Slouch and some Akubras manufactured prior to 2018 have chin strap hooks. Locate the general position of the chin strap hooks from the grommet on either side of the crown.



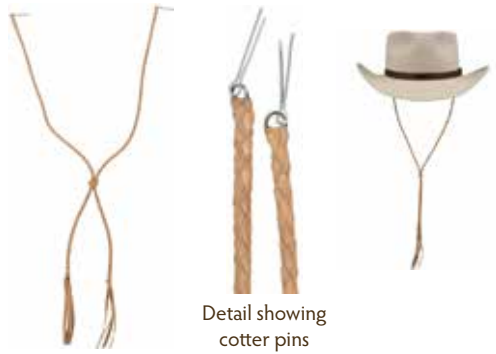
1. Locate the small opening between the crown and sweatband and slip the flat end of the chin strap through the opening.



2. Slip the slit end of the chin strap over the hook. Make sure the chin strap is flat against the crown and give the chin strap a light tug.

Hold on to your hat! Chin straps, known in cattle country as stampede strings, ensure against loss of your hat in wind, water or brush.

Attaching a Stampede String Our stampede strings have cotter pins for easy attachment to a hat with a sweatband such as our Akubras and Panamas where the cotter pins can be slid between the sweatband stitching.



1. Hold the cotter pins tightly together and push them through the stitching where the sweatband meets the body. Pliers may be helpful working with the pins.



2. Pull the pins completely through the base of the sweatband until the braid is firmly against the sweatband.



3. Spread the pins outward, as close to horizontal as possible.



4. Check that the stampede string is secure by tugging on the braid.



5. The sliding knot can be easily repositioned to hold your hat securely. If the sliding knot is initially difficult to slide, pull the braided cords apart until the knot moves.

Attaching a Breakaway Chin Strap

Akubra's clever chin strap is designed to break away if your hat is snagged while riding or hiking. The plastic releases pull apart with any excessive tension. The Breakaway Chin Strap can be attached to any of the Akubra hats we offer.



Detail showing wire ends

1. While wearing the hat, put toothpicks in the place where you want the chinstrap to attach. Use these as markers.

Separate the chin strap by the breakaway plastic connectors.

2. Remove the cord attached to the wire end as if you were removing a luggage tag.

3. Turn the wire so that the flat end with the kink is curving outward from the sweatband. Note that the kink is angled. You want the kink to face away from the crown and towards the edge of the brim, following the crown to brim transition.

4. Remove the toothpicks and slide the wire between the sweatband and the felt. Make sure the wire is behind the folded sweatband leather. The wire must be directly between the felt and the sweatband.

5. Re-attach the short cord. Run the cord through the wire loop as if you're attaching a luggage tag.

Reconnect the longer end to the breakaway connectors and you're done!



Please check the fit when you first receive your hat, retaining the packing materials in case you need to return the hat for refund or exchange. Our goal is to sell our customers hats that fit!

Hat Frequently Asked Questions

My hat doesn't fit. What can I do?

Call us at 800-324-4934! We have more than 55 years experience helping customers. More information on hat sizing and fit can be found on pages 2 and 4.

How do I return a hat to you for refund or exchange?

Hats in unused condition with all tags can be returned within 90 days for full refund of product price or exchange. Instructions are given on page 5, including how to repackage our structured hats such as Akubras and Panamas.



How do I determine my hat size?

Your hat size is the circumference around your head where the hat brim sits. Please see page 2 for more information.

Are fur felt hats such as the Akubras waterproof?

Akubra fur felt hats such as the Cattleman are not damaged by water. Though a light shower will not penetrate the felt, during the course of a good long walk in a rainstorm the felt will absorb water. This is not a problem, you will still be kept warm and dry beneath the hat, as the hat will not leak water. Just make sure to dry the hat at room temperature setting it on a hat hook, cardboard box or shelf in such a way that the shape will not be affected.

Are Akubra hats comfortable in hot weather?

Quality fur felt hats such as the Akubras we offer are surprisingly comfortable in hot weather. The shade provided by the hat, with only the sweatband actually touching your head, and the breathability of the fur felt contribute to the comfort. Generations of Australians have worn these hats in the extreme heat of the Outback, and we think you'll be pleased with your Akubra in heat or cold, sunshine or rain. If you prefer a much lighter weight hat for summer we suggest Akubra's Hemp Hats, our Panamas or Conner Hats as alternatives to the fur felt hats.

Can I wear my Panama hat in the rain?

No. Panama hats are designed for protection from the sun, not the rain. Do not wear them in the rain. If you are caught in a rain shower, shake off the hat and leave to dry at room temperature to minimize shrinkage and damage.



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