

**A good hat  
will never  
let you  
down...**



**...but it helps if you return the loyalty.**

With proper care, a fine, pure beaver felt fedora will be around for a very long time. Here are some tips on taking care of your hat.

### **Routine Care**

Brush your hat frequently with a horsehair hat brush (a small shoe buffing brush will work) to remove loose dirt and dust. Make sure the brush is never used for anything else but your hat. Always brush the crown and top of the brim in a more-or-less counter-clockwise direction, clockwise for the underbrim (the finished felt has a very discreet knap in this direction). To remove more stubborn dust and dirt, try using steam combined with brushing. Even if not dirty, a light steaming (just a few seconds over a kettle) followed by brushing will freshen up the hat. However, never steam the inside of the hat as the vegetable-tanned sweatband does not take kindly to such treatment.

### **Stains**

Small greasy stains may require a solvent such as lighter fuel (naphtha), dry cleaning fluid, or some other form of spot remover. Always test the fluid first on some inconspicuous

part of the hat and follow the directions and cautions listed on the package. Generally, the solvent is gently rubbed into the stain and then patted with a dry, clean cloth or sponge. Of course, if a friend accidentally dumps a load of road tar on your hat, get a new hat ... and a new friend.

### **General Handling**

The conventional advice about hats says you should never handle a hat by its crown, only the brim. This is certainly crucial with straw hats, the polite way to hold other people's hats, and probably a safer bet with cheap hats. However, pure beaver felt is exceptionally durable. If you want the crown to remain pristine, then only handle your hat by the brim. But if, like some, you value the personalized patina, softness and slight irregularities of shape that will evolve over time, then by all means handle your hat by the crown. This will of course eventually result in a more casual look, which is often desirable. It's up to you.

### **Precipitation**

One of the joys of wearing pure beaver felt is the protection it provides against rain and snow. Although no substitute for an umbrella in a heavy downpour, it can withstand a considerable amount of rain before any water soaks through. However, when your hat gets wet, the felt will become more malleable. And when it dries, it will retain the shape memory of when it was wet. So when your hat gets seriously damp, be sure it is not disfigured when you set it down to dry. Put the brim in its fully upright position, then gently rest the hat upside-down on a soft surface.

### **Storage**

If you want to store your hat for an extended period of time in a protected environment, the hat box it came in is the perfect place. Place the hat in the box as it arrived, gently nestled in its tissue paper nest with the brim suspended above the internal platform. (Put the foam band back on the hat for support if necessary.) Like other animal fibers, beaver felt is susceptible to moth damage. If this is a problem in your home, take the same precautions as you would with other garments. A cedar sachet in the box will provide added protection.