

## CAREFUL NOW!

This “**Brag Tag**” could get you into a bit of trouble – of the most enjoyable kind! You’ll see what I mean when you open it up and read it!

### But before you do, may I suggest:

Print your name, e-mail address or phone number in the Hat. *It’ll give you a fighting chance...*

## THIS PLASTIC BAG

Some might find it useful for stowing a fishing license or a spare \$10 bill or a 5-euro note in the crown. *(In your case, perhaps, a twenty.)*

## THE JOY OF COST-FREE GIVING

Envious people, from time to time, may ask you how they too can acquire a Tilley Hat. If you choose to tell them, the insert you’re now reading will make it easy to do so. It’s divided into perforated segments, each bearing the required information.

Additional Brag Tags will be sent to you at no charge. Simply ask. **Alex Tilley**

## HAT-EATING ELEPHANT!

An elephant trainer from Canada had his Tilley Hat snatched from his head and eaten by an elephant. Three times.

He later would pick up his Hat, wash it thoroughly, and wear it. He has declined to accept a new one in order that we may have his well-travelled ‘Tilley’ for our museum.

We are secretly pleased.



The Hat has been hammered to hell! It’s been soaked through whilst standing at the end of a race track pit lane, baked in the sun on a hot, hot holiday, dunked in the sea, driven over while biking with my local club (took me 5 minutes to dig it out of the mud). It has been peed on by a cat, washed who knows how many times, frozen solid in the snow, chased down the road and caught by a truck, washed yet again, soaked in beer at a particularly fun party, danced on (we couldn’t find a sombrero!) and used as a Frisbee. The list is still being added to and the Hat looks (almost!) like new!”

**Simon Howe**  
Brinkworth, Wiltshire, UK

## THE ENTRÉE

Some years ago in a store in Carmel, a female friend of mine saw a good-looking man gazing at my photo on a display. She walked over and said, ‘I know him’. That led to a conversation, and later, to their marriage!”

**Alex Tilley**

Chairman & Founder  
of Tilley Endurables



I bought one of the new broad brimmed ladies hat at the Queen’s Quay store two days before my husband and I left for 18 days in Europe thinking it would keep me cool and shaded. Well, I was cool and shaded, but also so inundated with compliments on the hat from men on the street, staff on the ship, tour guides in the Cathedrals that we visited. I was even asked by a shop clerk in Katakolon, Greece if she could buy my hat.

“I enjoyed wearing the hat, both for its comfort and the rave reviews I got.”

**B. Jane Hooley**  
Toronto, Ontario

“I purchased my Tilley Hat at a fishing dock just south of the Everglades in Florida, and thought the ‘hat’ was rather expensive. Little did I know what I was buying would outlast the boat I was fishing in, the shoes on my feet, and now that I think of it, my marriage at that time. So I can safely say this ‘is’ the best hat in the world. It loves to fish, doesn’t complain about the hot sun or the cold rain, and when I get home, it doesn’t care if I lay it down and ignore it the rest of the day. Yes sir, I’ve learned that you can count on a Tilley.”

**David Halcomb**  
Somerset, Kentucky

## HIGH...

“It’s a terrific hat!”  
Sir Edmund Hillary –  
Auckland, New Zealand

## AND DRY

“I crossed the Sahara in an  
unsinkable hat!”  
Dr. K. Gryzowski  
Royal Ontario Museum, Toronto

“The Tilley Hat is the best thing that’s ever been  
invented (after Old Vienna beer).”

**Lorne Ash – Thunder Bay, Ontario**

To order a Tilley Hat, or to receive  
a colourful, free catalogue of (ahem) the  
finest Hats and travel clothing in the world:

**1-800-ENDURES**

**www.Tilley.com tilley@tilley.com**

**Privileged Information - Pass it on!**

Most Tilley Hat wearers, and the person beside you is a prime example, are interesting people of sterling character. It is well worth cultivating their acquaintance! To that end, you'll be pleased to learn, it is customary to provide the giver of Tilley Hat procurement information with **A WARM HUG, OR STAND HIM OR HER TO A DRINK.**

To order a Tilley Hat, or to receive a colourful, free catalogue of (*ahem*) the finest Hats and travel clothing in the world:

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Elsewhere: 416-444-4465

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