

Owner's Manual

For the Great Canadian Winter Hat

by Alex Tilley

Unless you're going to polar regions, your new Tilley Winter Hat may, all in all, be the best, most practical one available anywhere. I think you'll appreciate knowing a bit about it – why things are as they are. Therefore this manual.

First of all, the Hat is handcrafted in Toronto where Tilley Hats and virtually all our travel clothes are made – and where I can keep a watchful eye. Although the Hat may not shrink if you machine-wash it, don't take a chance: have it dry-cleaned because it's made mostly of wool.

Like all Tilley Hats, this Winter Hat is insured against loss. If you do lose it, or the family dog destroys it, we'll replace it within two years of the purchase date at half the current catalogue price, through our mail-order department or in our Toronto, Mississauga or Montreal stores.

It is also guaranteed for life (yours, mine or its) not to fall apart. To take full advantage of these substantial guarantees, put your name and phone number in the Hat so that a finder may return it to you.

Background

A long time ago, we realized that men and women needed a really good winter hat, one that would not only keep them warm, but would also help them look their best.

Over the years we had designed and built quite a number of different winter hats, but our results were only so-so. It wasn't until we adopted the style of the T5 model of the Tilley Hat that we had something that men and women really liked. That year we couldn't make enough Winter Hats!

About the styling of the Hat: the downward slope of the brim, both front and back, is intentional: the slope protects your forehead and the back of your neck from wind and snow. The slope makes it look rather dashing, don't you think?

For material, we selected the same time-proven fabric that you probably would have: a soft, warm virgin wool.

To make the Winter Hat rain and stain repellent, we coated the wool. To make the interior as comfy and durable as possible, we selected a strong, long-lasting, polyester. It's been 'peached' to make it soft, and to help it trap a bit of your body's heat.



Let me guess...
Someone offered you
cash for your
Tilley Endurables
again..

Background (Continued)

Inside the crown of the Hat is a thin layer of closed-cell insulating foam. Heat rises, and the foam holds on and stores some of it. This dense foam also softens accidental blows to the noggin.

The sweatband is made of soft, durable Hydrofil,[®] which absorbs sweat and wicks it away from your forehead so it can evaporate quickly.

The Tilley Winter Hat

Guaranteed for Life Not to Wear Out • Insured Against Loss

Tuckaway Forehead Warmer & Ear Warmers

Wool Exterior • Secret Pocket • Dry-cleanable

Coated for Stain & Water Repellency

Hydrofil[®] Anti-sweat Band with a Tilley Size Equalization Device

How to Keep Your 'Perfect'* Size Perfect

Every Winter Hat has two sizes: (1) the size with ear warmers up; (2) the size with ear warmers down.

When the ear warmers are down, the thickness of the ear warmers' material makes the Hat about one size smaller, which could have caused you discomfort.

* 'Perfect' means you can't have it any better. The use of that word in our literature is forbidden, as is 'ultimate' because you and I know that everything we or anyone makes can always be improved upon. But since I make our rules, I've permitted myself the use of 'perfect' on this occasion. After all, it'll be you who will decide whether or not its size is perfect for you!

Here's What We Did About It

Inside the Hat, you'll see at the back a removable Size Equalization Device (SED) held in by Velcro[®]. Its purpose is to permit you to maintain the same comfortable size regardless of the flaps being up or down.

How? The SED changes the fit (the size of the circumference of the sweatband). It makes it smaller by an amount about equal to that which the ear warmers would do, when the ear warmers are down. [Sweatband circumference with SED in, and ear warmers up] = [sweatband circumference + ear warmers down, with SED removed.] Hope you get that; these kind of instructions usually baffle me.

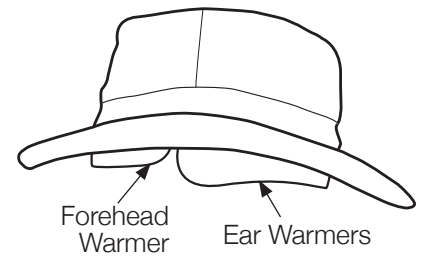
Remove the SED and store it in the 'secret pocket' when the flaps are down, and replace it when they're up. That way, your Winter Hat size will remain about the same: Comfortable!

Also, if it's windy, you can tighten the Hat simply by moving the ends of the SED outward where it attaches to the Velcro. If you lose the Hat's SED, we'll replace it free. Just phone and say I said so.

The Size-Adjustment Device permits you to slightly tighten or loosen the Hydrofil[®] anti-sweat band, as you choose.

A Forehead Warmer?

Some years ago, I went out for a walk on a cold, windy winter's day. The wind chill was memorable and after a short while my forehead was so painfully cold that I had to retreat home. Keeping in mind the admonition that 'there's no such thing as bad weather, just bad gear,' I decided that a forehead warmer was necessary. That's why it's there, and I find I use it fairly often.



That's about it – except to remind you that much of your body's heat escapes via your neck and head. So don't forget a scarf! Also, there's truth in the saying "Cold hands or feet? Put on a hat!" May your new Tilley Winter Hat make you want winter to last even longer!

Our Guarantee

If your Tilley Winter Hat ever wears out, mail it to us with a \$7.50 cheque (within North America), £5 cheque (within U.K.), \$15.00 cheque (other countries) – or the type, the number and expiry date of your credit card – to cover the shipping costs and we'll replace the Hat free. Each hat also comes with a 2-year, all perils, 50% deductible, insurance policy. Simply send your insurance certificate or proof of purchase to us and we'll send you a replacement hat for 50% of the current catalogue price.

Because you delight in excellence

An overnight success after 25 years, Tilley Hats are now available in thousands of stores (quite a few are listed on our web site) in many countries. In addition to Winter Hats, we make 'Tilley Hats' which are acknowledged to be the finest of their type, and also the world's best-made and most practical travel clothing.

You'll find these especially handy

Our **FAST-DRYING** Sweat-Defying Underwear does dry overnight. You'll enjoy it more than any other for reasons too numerous to list here. Our **UNHOLY** Socks are guaranteed 'all-holes-barred' for 3 years even on (gulp!) teenagers' feet. They also dry overnight and are exceptionally comfortable.

