



American
HAT COMPANY, INC.
SINCE 1915 ★ BOWIE, TEXAS



KEITH MADDOX
June 1, 1945 - September 4, 2019

KEITH MADDOX, THE HAT KING

Keith Maddox is a legend in the western industry. Plain and simple. His hard work, perseverance, love for the cowboy lifestyle, focus on quality, and infectious laugh are all traits of this great and iconic American cowboy.

As Tuf Cooper says, "He did what every cowboy dreams of doing. He retired from his rodeo career, became a successful businessman within our industry, and used his company to help other cowboys succeed."

Earning the nickname "The Flying Salesman," he worked at several powerhouse companies in the western industry prior to opening his own retail store with his wife, Susan. He built American Hat Company from the ground up twice: first he resurrected the company when he bought it out of bankruptcy and the second time due to a devastating grass fire.

He went through life with style, class, and an unmatched positive attitude that made him loved by everyone that he met.

Keith persevered when many would have thrown in the towel. When asked what he thought during those hard times, he would say, "I always knew it would turn out this way, I just never knew it would take this long. But here we are now! Still making the finest cowboy hat you can



get when everybody else started going the cheap route." No matter how many times you heard him say that, it was always with that smile that only he had, a little chuckle, and a mischievous twinkle in his eye.

Susan and Keith Maddox

Photo courtesy of Scott Slusher

LEGENDS AREN'T BORN EVERYDAY



AMERICAN HAT SHAPES

CREASES AND BRIMS:

Hat shapes vary from location, lifestyle, and personal preference. We still shape hats by hand in order to meet your custom desires, but if you prefer, we also have a few precreased styles. American Hat Company's proprietary petroleum lacquer formula allows the straw hats to be steamed and shaped without hurting the hat and still providing the same level of quality and durability that we are known for. We use Standard International sizing which is measured by dividing the circumference of the customer's head in inches by Pi.



CROWNS



MINNICK



A - CATTLEMAN



CHL



GUS



OPEN



QUARTER HORSE



TEARDROP



TELESCOPE



UN



WTP



**CB COWBOY
PRECREASED**



**L STOCKMAN
PRECREASED**

BRIMS



CHL



J



JB



WTP



SC



RD



U

Hat Size	6 1/2	6 5/8	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
Head Measure	20 3/4"	20 3/4"	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"

AMERICAN HAT COLORS

COLORS: Our felt colors are represented below. Along with being a handmade product, the X quality of the hat will have an affect on the color and can cause one hat to be slightly different than the next. Please see individual qualities for color availability.

new



BLACK CHERRY

new



MIDNIGHT BLUE



BLACK



CHARCOAL GRIZZLY
[GRIZZLY ONLY]



STEEL



CHOCOLATE



PECAN



TUSCAN



SILVER BELLY



BELGIUM BELLY
[GRIZZLY ONLY]



NATURAL



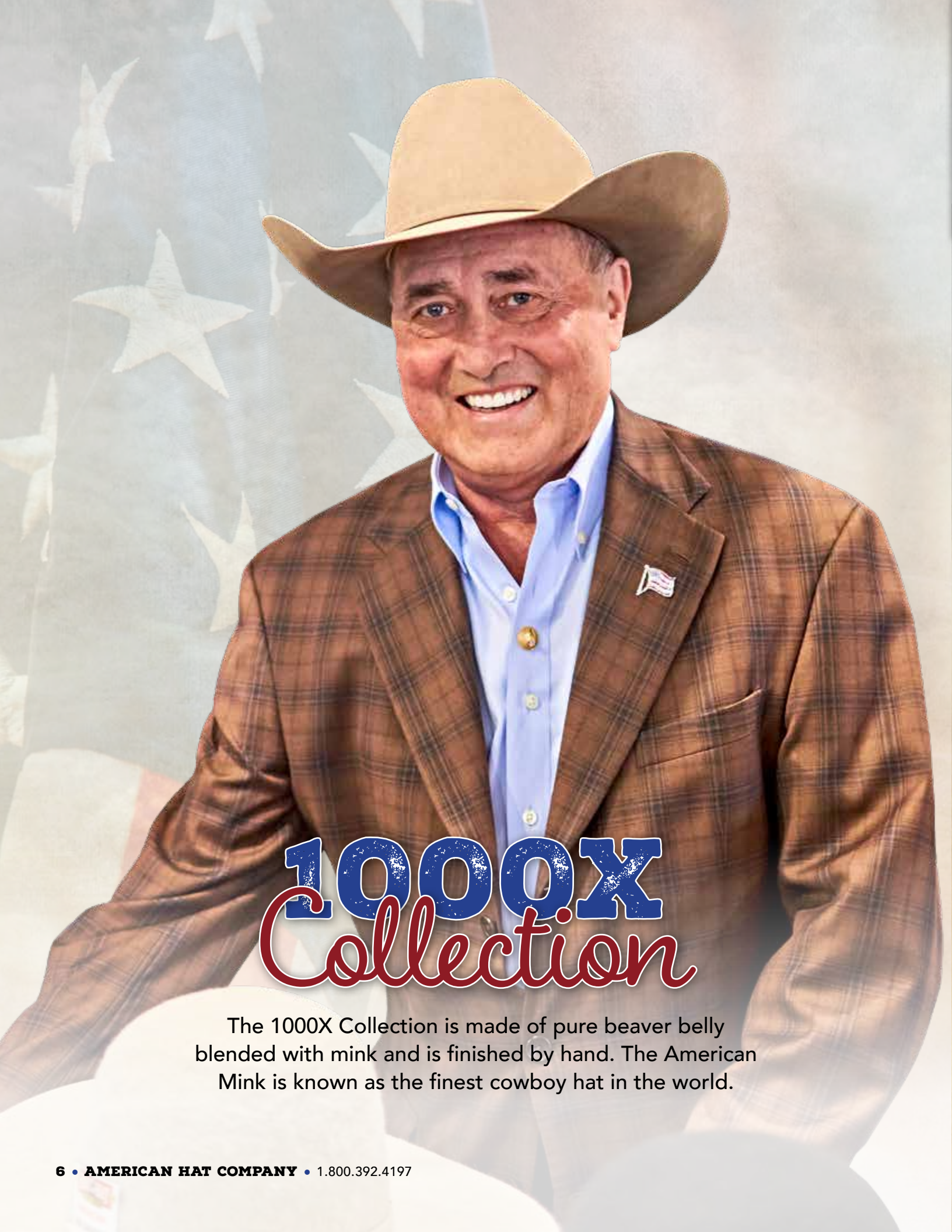
BONE



SILVER SAND



WHITE



1000X Collection

The 1000X Collection is made of pure beaver belly blended with mink and is finished by hand. The American Mink is known as the finest cowboy hat in the world.

AMERICAN HAT

“ If your strategy to sell is based on price, then you’re going to be battling the guy at the carnival between the Tilt-A-Whirl and the cotton candy and that’s a battle you’ll never win.”

– KEITH MADDOX –

June 1, 1945 - September 4, 2019



MINK 1000X

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: Self Band and 24k Gold Buckle Set
Color: Silver Belly



MINK 1000X

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: Self Band and 24k Gold Buckle Set
Color: Natural



MINK 1000X

pictured as:


Crown: 6 - KM • Brim: 4 1/4 KM
Trim: Self Band and 24k Gold Buckle Set
Color: Pecan



MINK 1000X

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: Self Band and 24k Gold Buckle Set
Color: Black



Junior Nogueira
2018 The American Team Roping Heeling Champion
2016 World Champion All Around Cowboy
Photo courtesy of Click Thompson

FELT Collection

American fur felts are made from the highest quality furs available and specifically blended to the American Hat Company specifications. We do this in order to give you the finest feeling and most comfortable hat available on the market today.

new

INTRODUCING

AMERICAN 100X

Available in ten colors
up to a 4 1/2" brim

Hand-finished in
Bowie, TX

Available in
five colors
up to a 5"
brim

Comes with a self band
and hand-engraved
three-piece buckle set



GOD MADE COWBOYS...

...AMERICAN IS PROUD TO MAKE THEIR HATS.

Made in Bowie, TX



FELT Collection



500X PURE BELLY BEAVER

pictured as:

Color: Silver Belly • Crown: A - Cattleman • Brim: 4 1/4 J
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Natural, Pecan, Steel,
Silver Belly, Bone, Silver Sand, White



new

MIDNIGHT BLUE

200X

pictured as:

Color: Midnight Blue • Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Midnight Blue, Black Cherry,
Natural, Pecan, Steel, Silver Belly, Bone, Silver Sand



100X

pictured as:

Color: Pecan • Crown: 6 - KM • Brim: 4 1/4 KM
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Midnight Blue, Black Cherry,
Natural, Pecan, Steel, Silver Belly, Silver Sand, Bone



new

BLACK CHERRY

40X

pictured as:

Color: Black Cherry • Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Midnight Blue, Black Cherry,
Natural, Pecan, Steel, Silver Belly, Bone,
Silver Sand, Tuscan, White

DETAILS

We offer several trims including self band and buckle set, two-cord, and many different ribbons. Every one of our hats proudly displays an American flag no matter which trim you choose.



20X

pictured as:

Color: Chocolate • Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Pecan, Silver Belly, Silver Sand, Bone



20X GRIZZLY

pictured as:

Color: Belgium Belly • Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: Self Band and Buckle Set
Colors: Black, Charcoal, Chocolate, Belgium Belly



Shad Mayfield
2019 Tie-Down Roping NFR Qualifier
2019 NHSRA Tie-Down Roping Champion
photo courtesy of Click Thompson

Introducing Midnight Blue and Black Cherry
7X, 10X, 40X, 100X AND 200X



new

Limited Quantities Available.

AMERICAN HAT

"It's not hard to find a cheaper hat. The problem is when you find it, then you have to wear it."

— KEITH MUNDEE —
President, American Hat Company



Garrett Yerigan, PRCA Announcer



Hat pictured:
200X Black Cherry

Jackie Crawford
18X Women's Professional Rodeo
Association Champion
photo courtesy of Click Thompson



10X

pictured as:

Color: Steel • Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: Self Band and Buckle Set

Colors: Midnight Blue, Black Cherry, Black, Chocolate,
Steel, Pecan, Silver Belly, Bone, Silver Sand, Tuscan



7X

pictured as:

Color: Tuscan • Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: Self Band and Buckle Set

Colors: Midnight Blue, Black Cherry, Black, Chocolate,
Steel, Pecan, Silver Belly, Bone, Silver Sand, Tuscan



6X

pictured as:

Color: Black • Crown: A - Cattleman • Brim: 4 1/4 J
Trim: 2C Black

Colors: Black, Silver Belly, White



FIVE INCH *Collection*

Our high-quality materials and meticulous production process ensure that the integrity of our large brim collection is second to none.

Buster Frierson, Veale Ranch
photo courtesy of Schaefer Outfitter

FIVE INCH Collection



Buster Frierson, Veale Ranch
photo courtesy of Schaefer Outfitter



100X

pictured as:

Color: Black • Crown: A - Cattleman • Brim: 5 JB
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Silver Belly,
Pecan, Bone



40X

pictured as:

Color: Steel • Crown: 6 - KM • Brim: 5 KM
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Pecan, Bone,
Steel, Silver Belly



20X

pictured as:

Color: Pecan • Crown: 6 - WTP • Brim: 5 WTP
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Pecan, Bone

AMERICAN HAT

“Bigger’s not better, BETTER is better!”

– KEITH MADDOX –

June 1, 1945 - September 4, 2019



Nate Jestes, 3x NFR Bull Fighter



7400

pictured as:

Crown: S - Minnick • Brim: 5 JB
Trim: 2C Black



1011

pictured as:

Crown: S - KM • Brim: 5 KM
Trim: 2C Chocolate



7104

pictured as:

Crown: A - Cattleman • Brim: 5 JB
Trim: 2C Black



850

POLI ROPE

pictured as:

Crown: S - Minnick • Brim: 5 U
Trim: 2C Chocolate



6300

pictured as:

Crown: A - Cattleman • Brim: 5 JB
Trim: 2C AHS



845

POLI ROPE

pictured as:


Crown: S - CHL • Brim: 5 CHL
Trim: 2C Whiskey



1022

pictured as:

Crown: S - WTP • Brim: 5 WTP
Trim: 2C Chocolate



Jackie Crawford
18X Women's Professional Rodeo
Association Champion
photo courtesy of Click Thompson

STRAW Collection

American straw hats are lacquered twice and pressed twice to provide unmatched durability and resistance to the elements. This dual process gives our customers a sharp, long-lasting custom shape.

DETAILS



Many of our hats are available in varying brim sizes including but not limited to: 4 1/2", 4 1/4", and 4". For brim size options, please contact your representative or give our toll free number a call.



8500

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C AHS



8100

pictured as:

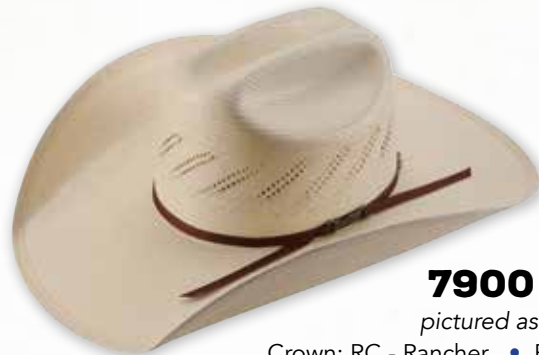
Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C AHS



8400

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Chocolate



7900

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Chocolate



8300

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Chocolate



7800

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Whiskey



8200

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Black



7700

pictured as:

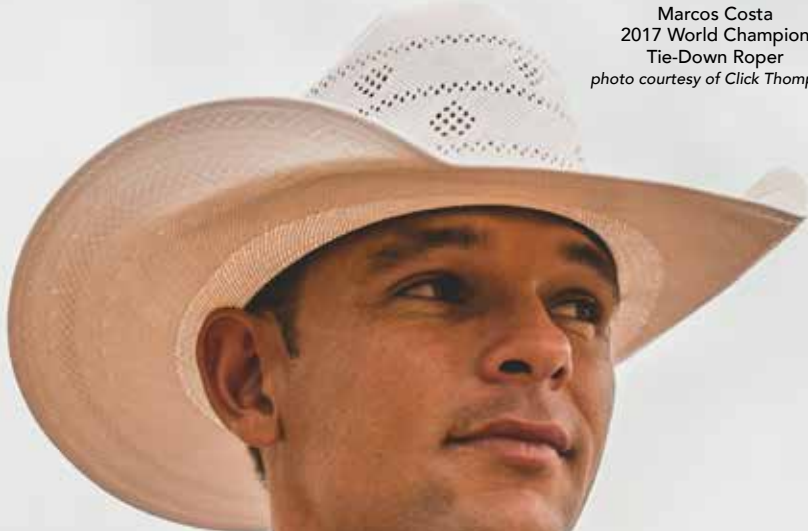
Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Whiskey

STRAW Collection



Madison Murray, J&J Rodeo Co.

Marcos Costa
2017 World Champion
Tie-Down Roper
photo courtesy of Click Thompson



7600

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: 2C Black



7500

pictured as:

Crown: S - Minnick • Brim: 4 1/4 U
Trim: 2C Black



7410

pictured as:

Crown: S - KM • Brim: 4 1/4 KM
Trim: 2C Black

DETAILS

All of our straw American Hats are available in Drylex, lambskin, and leather. For sweatband options, please contact your representative or give our toll free number a call.



7400

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Black



new

6800

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Champagne



7210

pictured as:

Crown: S - Open • Brim: 4 1/4 Flat
Trim: 2C Black



new

6700

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Black



7200

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Chocolate



6600

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C AHS



7104

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Black



6530

pictured as:

Crown: S - CHL • Brim: 4 1/4 CHL
Trim: 2C Black

STRAW Collection



Greg Simas, PRCA Announcer



6520

pictured as:

Crown: S - UN • Brim: 4 1/4 U
Trim: 2C Chocolate



6300

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: 2C AHS



6510

pictured as:

Crown: S - Minnick • Brim: 4 1/4 J
Trim: 2C Chocolate



6210

pictured as:

Crown: S - Minnick • Brim: 4 1/4 U
Trim: 2C Black



6500

pictured as:

Crown: S - KM • Brim: 4 1/4 KM
Trim: 2C Whiskey



6200

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Black



6400

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Champagne



6120

pictured as:

Crown: S - Minnick • Brim: 4 1/4 J
Trim: 2C Steel

DETAILS

You can put any of our trim colors on all of our straw hats. For trim options and color availability, please contact your representative or give our toll free number a call.



Jack Murray, J&J Rodeo Co.



6110

pictured as:

Crown: S - CHL • Brim: 4 1/4 CHL
Trim: 2C Black



5610

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: 2C Black



6100

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Chocolate



5604

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Black



5800

pictured as:

Crown: S - UN • Brim: 4 1/4 U
Trim: 2C Chocolate



5600

pictured as:

Crown: S - Minnick • Brim: 4 1/4 U
Trim: 2C Black



5700

pictured as:

Crown: S - Open • Brim: 4 1/4 Flat
Trim: 2C Black



5555

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: 2C Chocolate

STRAW Collection



Dusty Tuckness, 10x NFR Bull Fighter



Tilden Hooper
6X NFR Qualifying Bareback Rider
photo courtesy of Click Thompson



5535

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C AHS



5525

pictured as:

Crown: S - UN • Brim: 4 1/4 U
Trim: 2C Chocolate



5510

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 J
Trim: 2C Black

AMERICAN HAT

"I've never had a bad day. Had a bad 15 minutes one time...won't ever do that again!"

- KEITH MADDOX -
June 1, 1945 - September 4, 2019



Cody Webster, 6x NFR Bull Fighter



5500

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Chocolate



5040

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Black



5100

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: 2C Steel



4100

pictured as:

Crown: S - Minnick • Brim: 4 1/4 JB
Trim: 2C Steel



5070

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: 2C Black



3200

pictured as:

Crown: S - UN • Brim: 4 1/4 CHL
Trim: 2C Steel



5050

pictured as:

Crown: S - UN • Brim: 4 1/4 U
Trim: 2C AHS



3100

pictured as:

Crown: S - Minnick • Brim: 4 1/4 U
Trim: 2C Steel

STRAW Collection



JB Mauney, PBR World Champion

photo courtesy of Bull Stock Media



2030

pictured as:

Crown: S - CHL • Brim: 4 1/4 CHL
Trim: 2C White



1803

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Chocolate



2020

pictured as:

Crown: S - Minnick • Brim: 4 1/4 J
Trim: 2C Navy



1088

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 U
Trim: 2C Whiskey



2010

pictured as:

Crown: S - UN • Brim: 4 1/4 U
Trim: 9L Red layered with 4L White



1080

pictured as:

Crown: S - CHL • Brim: 4 1/4 CHL
Trim: 2C Whiskey



1804

pictured as:

Crown: S - KM • Brim: 4 1/4 KM
Trim: 2C Whiskey



1077

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Chocolate

AMERICAN HAT

**"It's easier to explain price once
than to apologize for quality forever."
- STAN REDDING -
National Sales Manager, American Hat Company**



Jess Lockwood, 2X PBR World Champion

photo courtesy of Bull Stock Media



1044

pictured as:

Crown: S - Minnick • Brim: 4 1/4 JB
Trim: 2C Chocolate



845

POLI ROPE

pictured as:

Crown: RC - Rancher • Brim: 4 1/2 RC
Trim: 2C Black



1022

pictured as:

Crown: RC - Rancher • Brim: 4 1/2 RC
Trim: 2C Chocolate



657

BANGORA

pictured as:

Crown: A - Cattleman • Brim: 4 J
Trim: 2C Black



1011

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Black



650

BANGORA

pictured as:

Crown: RC - Rancher • Brim: 4 1/2 RC
Trim: 2C Black



850

POLI ROPE

pictured as:

Crown: S - UN • Brim: 4 1/2 U
Trim: 2C Chocolate



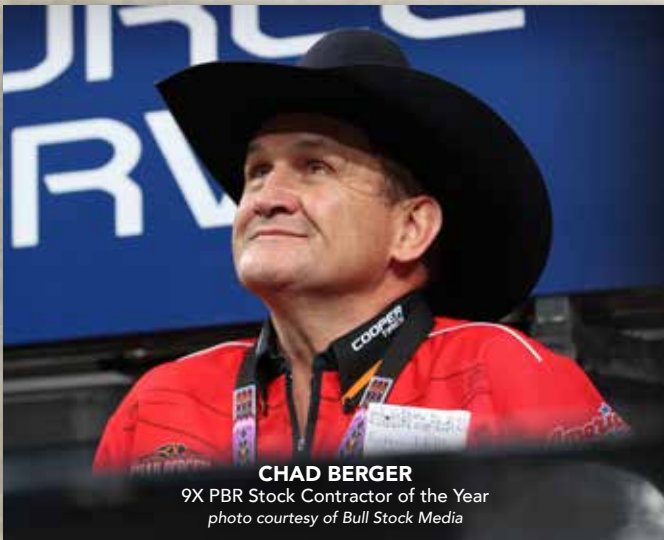
DALE BRISBY
World Famous Cowboy



CANYON TREVINO
Brand Ambassador



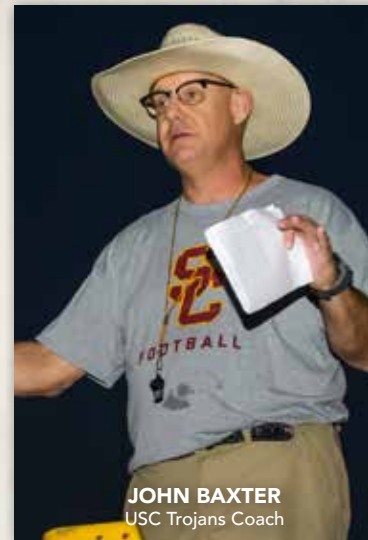
HAVEN MEGED
2019 Tie-Down Roping NFR Qualifier
photo courtesy of Click Thompson



CHAD BERGER
9X PBR Stock Contractor of the Year
photo courtesy of Bull Stock Media



BLAYZE FALLIS
Brand Ambassador



JOHN BAXTER
USC Trojans Coach



SHAD MAYFIELD
2019 Tie-Down Roping NFR Qualifier
2019 NHSRA Tie-Down Roping Champion

TILDEN HOOPER
6X NFR Qualifying Bareback Rider

TUF COOPER
2017 PRCA World Champion
All Around Cowboy
4X World Champion
Tie-Down Roper

JACKIE CRAWFORD
18X Women's Professional Rodeo Association Champion

JUNIOR NOGUEIRA
2018 The American Team Roping Heeling Champion
2016 World Champion All Around Cowboy

MARCOS COSTA
2017 World Champion Tie-Down Roper



BACKFLIP JOHNNY DUDLEY
Rodeo Entertainer



OLIVIA TOWNSEND
Brand Ambassador



JAXTON, JUKE AND JC MORTENSON
Brand Ambassadors

BRAND Ambassadors

American Hat Company has hundreds of Brand Ambassadors all over the country! They are youth rodeo kids, moms and dads, ranchers, rodeo announcers, cattlemen, bullfighters, businessmen and women, soldiers, professional rodeo cowboys, and people that have a love for the cowboy lifestyle. They share their lives and experiences while underneath their American Hat and support us by showing the world on social media!



JON PARDI
Country Music Artist



STEVE TORRENCE
NHRA Top Fuel Champion



JORDAN ROOS
Seattle Seahawks Offensive Lineman

Hats shown:
Tuf - 200X Midnight Blue
Tiffany - 500X Black

TUF
COOPER

TUF COOPER *Collection*

American Hat Company is the only brand
you can get a hat from World Champion and
All Around Cowboy, Tuf Cooper.

Tuf and Tiffany Cooper
photo courtesy of Click Thompson

AMERICAN HAT

**"If you never give up,
you can never be beaten."**

**- KEITH MADDOX -
June 1, 1945 - September 4, 2019**



200X

pictured as:

Color: Silver Belly • Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Midnight Blue, Black Cherry,
Natural, Pecan, Steel, Silver Belly, Bone, Silver Sand



10X

pictured as:

Color: Steel • Crown: 6 - CHL • Brim: 4 1/4 CHL
Trim: Self Band and Buckle Set
Colors: Midnight Blue, Black Cherry, Black, Chocolate, Steel,
Pecan, Silver Belly, Bone, Silver Sand, Tuscan



40X

pictured as:

Color: Pecan • Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Midnight Blue, Black Cherry, Natural,
Pecan, Steel, Silver Belly, Bone, Silver Sand, Tuscan, White



LUCKY 7

7X

pictured as:

Color: Black • Crown: 6 - UN • Brim: 4 1/4 JB
Trim: Self Band and Buckle Set
Colors: Midnight Blue, Black Cherry, Black, Chocolate, Steel,
Pecan, Silver Belly, Bone, Silver Sand, Tuscan



20X

pictured as:

Color: Chocolate • Crown: 6 - KM • Brim: 4 1/4 KM
Trim: Self Band and Buckle Set
Colors: Black, Chocolate, Pecan, Silver Belly,
Silver Sand, Bone

*"I wear an American Hat because of what
it stands for and the lifestyle it represents.
All my life I have wanted to be a cowboy
and now I am blessed to do what I love
everyday. And every day I do it in an
American Hat."*

- Tuf Cooper -

TUF COOPER Collection



TC8800

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: 2C Black

TUF COOPER

STRAWS



TC8810

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Chocolate



TC8840

pictured as:

Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Steel



TC8820

pictured as:

Crown: S - Minnick • Brim: 4 1/4 U
Trim: 2C Steel



TC8850

pictured as:

Crown: S - KM • Brim: 4 1/4 KM
Trim: 2C Chocolate



TC8830

pictured as:

Crown: S - UN • Brim: 4 1/4 JB
Trim: 2C Chocolate



TC8860

pictured as:

Crown: A - Cattleman • Brim: 4 1/4 JB
Trim: 2C AHS

AMERICAN HAT

“The hat’s not the accessory,
everything else is.”

– KEITH MADDOX –
June 1, 1945 - September 4, 2019



TC8870

pictured as:
Crown: S - CHL • Brim: 4 1/4 CHL
Trim: 2C Whiskey



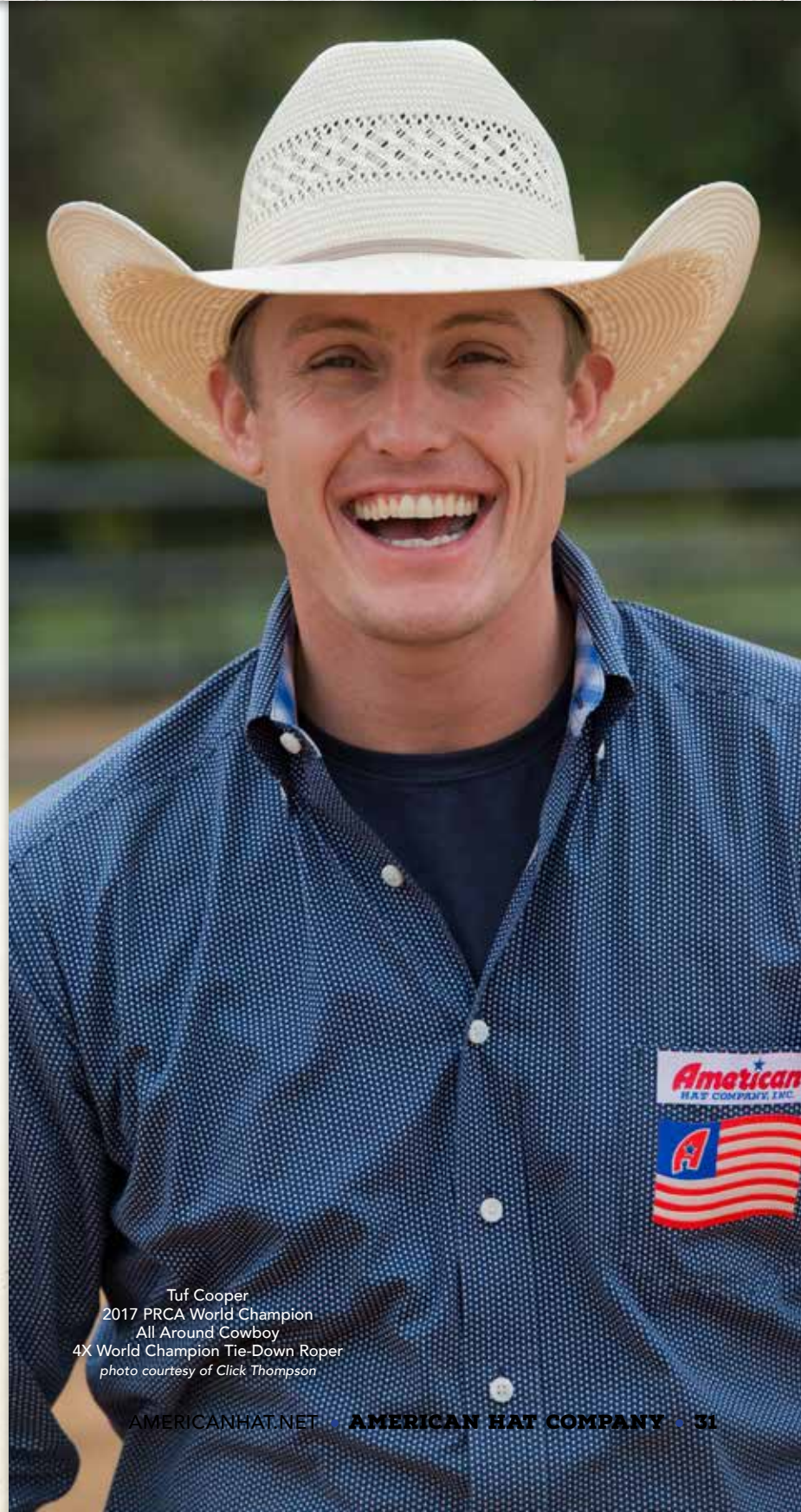
TC8880

pictured as:
Crown: S - UN • Brim: 4 1/4 U
Trim: 2C Steel



TC8890

pictured as:
Crown: RC - Rancher • Brim: 4 1/4 RC
Trim: 2C Chocolate



Tuf Cooper
2017 PRCA World Champion
All Around Cowboy
4X World Champion Tie-Down Roper
photo courtesy of Click Thompson

FASHION Collection



ASHLEY WEBSTER
Co-Owner of Fly'n W Cattle, wife to NFR Bullfighter, Cody Webster

KATY RYDZIK
All-Around Cowgirl, NRS hat buyer

PAIGE STOUT
Owner of Stout Bucking Bulls

SHARON MAGRUDER
Director of Sales for Juan Antonio Handbags, co-owner & designer of The Bronte Collection

KATIE LYNN ARMSTRONG
American Hat Company Public Relations Manager, Cowgirl Magazine writer

TIFFANY COOPER
Fashion Posse Owner, Western Runway Co-Owner, wife to Tuf Cooper

Women wear many hats...

All American Hats can be customized to the customer's preference. Expert hat shapers are only limited by your imagination. American Hats are present in all facets of life. From the traditional western world, to the high-end fashion scene, the business world, and everyday life, hats are there.



LORINDA VAN NEWKIRK
CEO & President of Gypsy Soule, entrepreneur, branding expert

SUSAN MADDOX
Owner of American Hat Company & The Best Hat Store, cherished wife of the late and great Keith Maddox

BRANDY MINICK
Associate Publisher of Cowboys & Indians Magazine

NATALIE PAIGE
Owner of Wild Horse Watchin' Bands & Sassy Pantz Boutique

HEIDI BRADDOCK
Lover of western fashion, social worker, AGvocate

OLIVIA TOWNSEND
Sales rep for Miss Macie Boots & Bex Sunglasses, American Hat Company & American Feathers Brand Ambassador

...but it's always an American.

photo courtesy of Click Thompson

HAT SHAPING

School



If you are interested in offering the best to your customers, send your team to the:

AMERICAN HAT COMPANY

HAT SHAPING SCHOOL

They will learn expert hat shaping skills and knowledge of all things American Hat. The cost to participants for the hat shaping school is only travel to and from Bowie, Texas. American Hat Company will take care of their lodging and lunch. During the two-day school, they will learn how to take a hat that is open and flat and shape it to the specifications of a customer's personal preference. Each participant will be presented an authentic American Hat Shaper certificate that you can proudly hang in your hat department as well as hat shaping aprons!



AMERICAN HAT COMPANY

THE COWBOY HAT is the most iconic symbol of the western way of life in the world and only one hat can live up to the standard of style, quality, and durability required by such a beloved symbol. American Hats are made by hand in Bowie, Texas and have been the ultimate standard since 1915.

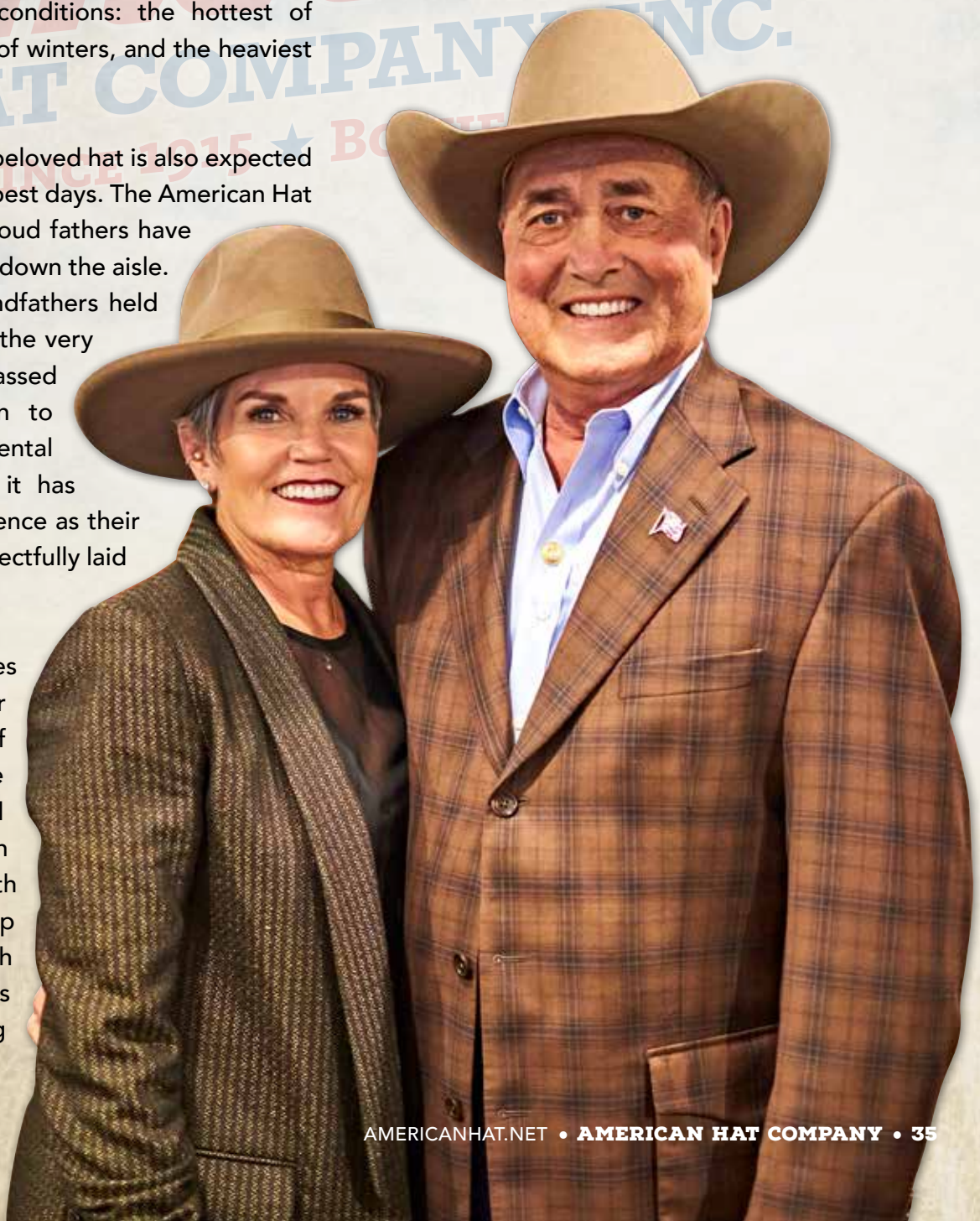
Much like the men and women that wear them, the cowboy hat is expected to hold up during the toughest of weather conditions: the hottest of summers, the harshest of winters, and the heaviest of rains.

At the same time, that beloved hat is also expected to be with you on your best days. The American Hat has been present as proud fathers have walked their daughters down the aisle. It was there when grandfathers held their grandchildren for the very first time. It has been passed down from generation to generation as a sentimental family keepsake. And it has symbolically hung in silence as their former wearer was respectfully laid to rest.

Tradition and values have run deep in our blood and the fibers of our hats for over one hundred years and will continue to do so. Each one is handmade with expert craftsmanship on American soil with the finest materials available. The finishing

touch is the love of God, country, and the cowboy life. Each hat proudly displays the American name and our Stars and Stripes so everyone that sees you knows the choice you have made.

You have made a choice to represent values, to carry on tradition, and to uphold the legacy of the great iconic American Cowboy.



“Keith Maddox, a very special man, father, friend, cowboy and my soul mate, has left the arena but forever will be in our hearts. As I am grieving, just like many of you are, I am taking time to reflect on his legacy and the incredible man that I had the honor of standing by.

“I am incredibly grateful to each and every one of you for all the great love you have shown the Maddox family and the American Hat family during this time of deep sorrow. I know Keith is looking down and is so humbled and proud of your appreciation of his life and the great respect you all have for him.

“As the American Cowboy lives on, I am very proud to play a part in helping to continue the history through American Hat Company, where the stars and stripes fly high. American Hat Company will continue to deliver the highest quality hats available for the next 100 years, just like we have for over a century. We will maintain and stand by our goals, just as Keith wished, and will continue creating the finest hats in the industry.

“As Keith said, “The Hat is not the accessory, everything else is.” It symbolizes everything Keith stood for and the life he chose to live. He was proud to be an American, to share his love for God, our great country and the cowboy way of life.

*“Hats off to my cowboy and friend of all,
American Hat Company will continue to
fly high with you.”*

- Susan Maddox



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