

STETSON TURNS 140

RHE Hatco renews efforts to boost the brand

In 1865, John B. Stetson took \$100, rented a small room, bought the tools he needed and \$10 worth of fur and the John B. Stetson Hat Company was born.

This year, RHE Hatco, Inc., maker of Stetson Hats, will mark the company's 140th year with an anniversary edition fur felt hat as well as initiatives to move the brand forward.

The anniversary hats will be limited editions and incorporate the best in design and material.

RHE Hatco also owns the Resistol Hat Co.

The company has also announced it will be shipping its 4X to 8X Stetson and Resistol fur-mixture hats in new themed hat boxes.

Resistol hats will be encased in boxes featuring bright blue multi-rodeo event scenery. Stetsons will be nestled in a red and black reproduction of the familiar



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