

Howdy folks! Michael Hargrove here and I want to welcome each of you to HATS 101. If you're reading this I'm guessing a purchase of a new Cowboy Hat is in your near future, but with some many styles to choose from your confused on which hat to buy. First, I must say you're not alone. Many people all across the United States call us in regards to this issue. I like to tell everyone to refrain from buying a hat based solely on how it looks which is a rookie move! Not all good-looking cowboy hats will look good on you. Beyond that, a cowboy hat is as much about function as its form. And if your hat will serve a purpose other than just fashion, it's important to put some thought into your purchase. Here are some tips that I believe will help you ferret out the perfect hat for you.

1. Functionality is the most important part of a cowboy hat. You should never worry about it blowing off while working or competing.
2. Follow our size chart closely. Your hat should be comfortable. It should lie securely on your head without being too tight, which could restrict blood flow and leave creases on your forehead.
3. You want your cowboy hat to fit your personality.
4. Of course, there are trends. Don't believe me? Take a look around for proof. However, trends change with the tide, but classics are classics for a reason: they are timeless.

A good starting point for picking the right hat for you is closer than you think. How close you ask? Well so close each morning you wake up and look into the mirror it looks back at you. That's right your face.

1. If your face is thin and elongated, a cowboy hat with a crown of medium height would be better suited for you. A crown that is either too tall or too squat will exaggerate the face's narrowness. Start with something like the Kaycee 7X from our Palm Leaf collection, if your face-shape falls into this category. Our Kaycee Bangora hat is also perfect for long, thin faces.
2. If you have a compact chin you should consider cowboy hats with lower crowns. A crown tapered with a forward tilt at the top also helps deflect attention from a small chin. Hats like those are marked Low Crown or LC on our site. The Hereford LC in which I wear daily is my favorite low crown hat we carry. Marfa LC is also a very popular low crown hat.
3. For those with a more oval face, start with a higher crown and at least a medium brim. Hats with too low of a brim might distort your face's dimensions. I recommend something like our Day Worker or Hereford Bangora.
4. Lastly, cheaper isn't always better. I'm not saying this as a sales pitch or to get you to spend more money with me. A \$20.00 hat from Wal-Mart "looks" like a deal, but if you'll be wearing that hat every day look to spend another \$20.00 for another Wal-Mart hat in no time. So do yourself a favor and buy a durable hat from a reputable retailer like The Polished Spur that will last. Now see I'm doing you a favor and saving you the headache and that extra money you could have saved by just buying from us. You know I had to throw that in there.

I hope those simple tips have helped ease the confusion and get you the most from your hat search.

And you're always welcomed to contact us if you are unsure which hat is best suited for you. After all we're here to help you in picking that great hat!