

Stormy Kromer Buys Big Tent Naming Rights; Sets World Record

Two icons of the south shore of Lake Superior have joined forces. In what can only be described as a natural fit, Ironwood hat manufacturer Stormy Kromer has bought the naming rights to the canvas jewel of Bayfield County, Lake Superior Big Top Chautauqua.

The tent on the slopes of Mt. Ashwabay will now officially be known as the “Kromer Canvas Canopy.” The blue and grey striped 900-seat tent will sport the iconic “Stormy Kromer” signature on the west end of the tent and, shortly after tent raising in May, a 40’ x 10’ clas-



sic Stormy brim will be installed on the east side essentially making the tent the biggest Kromer cap ever.

“We’re excited to take this wonderful venue and transform it into what we believe to be the world’s largest canvas hat,” said Executive Director Terry Matier. “It’ll become a north woods landmark in two ways: for it’s music and epic head gear.”

Officials from the Guinness Book of World’s Records were invited to the 2010 season opener on June 18 for official measurement. That initial contact with the Guinness officials has resulted in an onsite visit from the New York bureau.

The world’s largest cowboy hat resides in Seattle, WA and measures a mere 44 feet in diameter. The Bayfield tent at 180 feet long will crush that record.

Stormy Kromer will also release a



limited edition Big Top blue/grey striped hat in honor of the new record.

“Gosh, you know, it was always Mr. Kromer’s wish to cover America with his famous caps, and by the looks of it, this takes care of a couple thousand square feet,” said Bob Jacquart, owner, Stormy Kromer Mercantile. “And if the show isn’t goin’ so well, you can just pull the flaps down over your ears.”



The naming rights, reportedly worth half a million dollars, are set to expire when the current incarnation of the Big Top tent is retired which is estimated to be April 1, 2013 – you know April Fool’s Day.