

NEWS
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Hammer-Schlagen® Makes 22nd Appearance At Oshkosh's Country USA

OSHKOSH, WI (June 20, 2019) -- The nationally renowned Hammer-Schlagen® brand of entertainment will be returning to Country USA for the 22nd time next week. Established in 1957 near Stillwater, Minnesota, the brand is billed as the most famous nail driving competition in the world. When you see the federally registered three-dimensional Hammerschlagen Stump (USPTO Reg. No. 5,548,112), you think of just one thing: Hammer-Schlagen®.

Over the past couple of decades, Get Hammered®, Get Nailed®, and Got Wood® stickers have been observed on the sleeveless-flannels and cutoff-jeans of eager Country USA attendees. When an influx of these stickers is seen around town, the famous Hammer-Schlagen® brand is near. Found at events and festivals throughout the United States, many seek out those well-known stickers to bring back to their campers. Displayed as a badge of honor, only the skilled party-goer will be able to keep theirs long enough to exhibit on their refrigerator.

One of the only things Hammer-Schlagen® you can't take home is the man behind the brand. He's been spitting out hammer and nail one-liners for longer than many of this year's CUSA attendees have been alive. Jim Martin and his crew have been to countless family gatherings, festivals, weddings, and corporate events across Wisconsin. "We've exposed ourselves to hundreds of thousands of people at CUSA," Martin said today with a smile.

Hammer-Schlagen® first appeared at CUSA under contract by Copenhagen. At that time, Martin appeared in their sampling tents. As Martin recalls, "people would come into the tent just to Whack It™." If you've ever been to CUSA, you've probably heard him tell you to open your eyes when you swing at the nail. And as crowds swarm the beer tents, many will again get to gather around the Hammerschlagen Stumps scattered about the festival grounds. Those winning the competition will be donning fingerless Drinking Gloves™, cow bells, and bandannas.

"Come out to Country USA and Get Hammered® with me," says Martin, "We only have three days together, so let's make them count!"

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