

NEWS
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Hammer-Schlagen® Makes 24th Appearance At Eau Claire's Country Jam

EAU CLAIRE, WI (July 16, 2019) -- The nationally renowned Hammer-Schlagen® brand of entertainment will be returning to Country Jam for the 24th time this 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 Jam 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 festers 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.

During nearly all of the past 30 Country Jam occurrences, the only thing Hammer-Schlagen® you couldn't take home with you was the man behind the brand. He's been spitting out hammer and nail one-liners for longer than many of this year's Country Jam 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 County Jam through the years," Martin said today with a smile.

Hammer-Schlagen® first appeared at Country Jam under the auspices of Copenhagen. At that time, Martin appeared in their sampling tents. As Martin recalls, "people would come into the tent just to Whack It™." Then in 2000, the Hammerschlagen Stumps were found near the rear stages, and branded to the masses. If you've ever been to Country Jam, you've probably heard Martin tell you to open your eyes when you swing at the nail. As crowds once again swarm the festival grounds this year, many will gather around the easily recognizable Hammerschlagen Stumps. Those winning the competitions will be seen sporting fingerless Drinking Gloves™, cow bells, bandannas, and can coosies each donning the Hammer-Schlagen® corporate seal.

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

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