



PENDLETON®

Warranted to be

Quality Craftsmanship

Enriching Lives

Connecting Generations



issue no.5
Womenswear 70th Anniversary
Collector Edition

WOVEN

70 YEARS OF STYLE

PENDLETON CELEBRATES 70 YEARS OF ICONIC STYLE AND THE WOMEN WHO INSPIRE US



BLANKET COATS



THE '49er*



WOOL SHIRTS



REVERSIBLE SKIRTS



BLAZERS



SWEATERS

FRONT COVER, ANITA PAGE | A siren of the silent film era, Anita Page was known as "The Girl with the Most Beautiful Face in Hollywood." She was best known for *The Broadway Melody*, the first sound film to win the Oscar for Best Picture. IMAGE COURTESY OF PENDLETON ARCHIVES



In 1909, Mary Pickford, the pioneering film actress from the silent era, was one of the first stars to be billed under her own name. She moved from acting to producing and co-founded the United Artists Studio. Her early nickname as "America's Sweetheart" evolved to "Queen of the Movies" because of her power at the box office.

SEVEN DECADES
1949 - 2019
For seven decades, Pendleton has given women the classic American style they love, in timeless designs with proven longevity. We celebrate the women who have inspired us for seventy years.

MARY PICKFORD ARRIVES AT A PREMIERE WRAPPED IN A PENDLETON FRINGED SHAWL. IMAGE COURTESY OF PENDLETON ARCHIVES



'42

Women joined the manufacturing workforce during WWII. The image of Rosie the Riveter's strength and expertise has been an inspiration ever since.

MADEMOISELLE
AND GLAMOUR
1949



1949 — In a decade dominated by male voices, Evelyn Knight hits #1 on the charts with "A Little Bird."

**DRINK OF THE DECADE
DAIQUIRI**
America's love affair with the Daiquiri started in WWII, when hard liquor was difficult to come by, but rum flowed freely thanks to President Roosevelt's Good Neighbor trade policy with Cuba.
Ingredients: 2 oz. rum, light or white, ¾ oz. fresh lime juice, ¾ oz. simple syrup, ice
• Combine ingredients over ice in a cocktail shaker.
• Shake well.
• Serve in a frosty glass and pretend you're on a Caribbean beach.

'44

Martha Ann "Fannie" Kay Bishop, daughter of Pendleton founder Thomas Kay, was instrumental in the success of her father's mills. She is also credited with the vision and the drive that led to the opening of the Pendleton, Oregon and Washougal, Washington mills by her sons. A candidate for the Oregon legislature, she died in 1944.



'46



The first post-war Paris collections foreshadow the New Look by Dior.

1947

Fay v. New York, 332 U.S. 261 (1947), the U.S. Supreme Court says women are equally qualified with men to serve on juries but are granted an exemption and may serve or not as they choose.

During WWII, women take to the workforce in droves. Serious work wear is not available for women at the time. Pendleton shirts are a staple in men's closets, but the number of small and extra small size shirts sold make it clear that women are interested in their own version. After the war, Pendleton hires designer Berte Wiechmann to develop a women's branded sportswear line. She sews the first samples herself, taking cues from the men's wool shirt. The iconic Pendleton '49er™ is an unstructured shirt jacket that perfectly suits the needs of America's women.

1949

New now and all yours, these wondrous woolens, Pendleton dyed and woven into Highland tartans, muted checks, clear singing single tones...designed with all the brash dash in the world. Dream up a suit with the fabulous 49'er jacket, the hip-narrowing skirt... add a piece here, a piece there, for sports and gorgeous loafing...and enjoy the proud awareness that they're pedigreed Pendletons... richest, softest, springiest woolens that ever left the loom. At fine stores.

**WOMEN'S FASHION
1940 - 1949**

During the war, there are severe fabric shortages. Clothing is rationed under the Civilian Clothing Act of 1941. Spare, simple cuts with few pleats and embellishments, shorter skirts and even shorts rise in popularity. Accessories come to the fore with fanciful hats, platform shoes and outrageous brooches. Hair is worn long and soft, with stylized waves and rolls. In 1947, Dior introduces the New Look as high fashion, but college students prefer the Boyfriend style, wearing trousers, jackets and oxford shirts on campus.

1950



Gwendolyn Brooks wins the Pulitzer Prize for poetry.

1953


Jacqueline Cochran becomes the first woman to break the sound barrier.


Pacific Northwest artist, Ted Rand, creates original illustrations of Pendleton Women's collections.



the Turnabout® turns to tender colors

... blended hues seen on the slopes of Oregon's lofty Mount Hood... mossy meadowland-greens, mellow wood-browns and carpets of gay wildflowers. This is the new mood of softness Pendleton interprets in your Turnabout skirt... a completely reversible, all-around pleated skirt, with the flattering hip-clasp fit found exclusively in Pendleton's patented* design! In fabric dyed, spun and woven only by Pendleton of Oregon, the Turnabout is 29.95; color-coordinated Pendleton sweater, 9.95
*Patent Number 2530678


In Peggy Lee's 1958 hit, "Fever," she snaps her way through a quietly revolutionary song about desire, not love.


DRINK OF THE DECADE
MARTINI
The Martini was king in the 1950s, thanks to a new ingredient: imported Russian vodka. A Vodka Martini with a twist was a sophisticated choice for an afternoon drink at the club.
Ingredients: ice, gin or vodka, dry vermouth, cocktail strainer, martini glass, olive or lemon twist for garnish.
• Fill cocktail shaker with ice.
• Add 2½ oz. gin or vodka.
• ½ oz. dry vermouth (the less you add, the drier your martini).
• Stir or shake, pour into frosty cold martini glass, garnish and sip.

1954

Pendleton's Reversible Skirt is originally known as the Pendleton Turnabout® because the fabric and pleats are perfectly engineered to create a different color when turned inside out. The skirt is so innovative that Pendleton acquired the patented pattern for the design.

1955



Walt Disney extends a personal invitation to Pendleton Woolen Mills to open a Dry Goods

Emporium in Disneyland's Frontierland. Pendleton is there on opening day, July 17, 1955. This happy collaboration continues until 1990.

1957



Jane Mansfield gets comfy in The Original Board Shirt®.

1959

American Medical Association sanctions the use of Birth Control.

WOMEN'S FASHION 1950 - 1959

The New Look sashays through this decade with very full skirts, cinched waists and saucer-shaped hats. As an alternative, pencil skirts and tailored cocktail dresses become popular. Daywear focuses on full skirted or shirtwaist woolen dresses, and many, many separates; cashmere or wool twinsets, skirts and jackets in tweeds and plaids. Pill-box hats top shorter hairstyles or chignons.

1960



The Women's "Blanket Skirt" is born.

1961 1962 1963

JFK establishes the President's Commission on the Status of Women.

Rachel Carson's book, *Silent Spring*, calls attention to the dangers of agricultural pesticides.

The Equal Pay Act is passed by Congress.



America falls in love with fun knits. Pendleton features cozy crews, cardigans and turtlenecks to coordinate with woven wool separates.

Fabric innovation is queen. The 1960s see an explosion in new fabrics. Pendleton adds stretch and double knits. Wool has never looked so wild, and customers love it.

1969

1968



Pendleton women's introduces wool double knit, "Pendleknit" for fall 1968.



Shirley Chisholm becomes the first black woman elected to the House.



Aretha Franklin's hard-hitting 1968 cover of "Respect" wins two Grammys.



DRINK OF THE DECADE WHISKY SOUR

Whisky soared in popularity during the 1960s, with Old Fashioneds, Manhattans and Whisky Sours leading the pack. Sour mix was a staple of the day, but it's also easy to make fresh.

Ingredients: 1 ½ oz. whisky, 1 ½ oz. fresh lemon juice, ¾ oz. simple syrup, ice, Maraschino cherries

- Combine the simple syrup, lemon juice and whisky in a shaker. Fill with ice.
- Cover and shake for about 30 seconds, until the shaker is frosty.
- Strain into glasses or serve on the rocks.
- Garnish with a maraschino cherry—or two.

WOMEN'S FASHION 1960 - 1969

Fashion celebrates technological progress with new fabrics and space age influence, but also harkens back to the simple shapes of the 1920s. Hemlines go up to the mini, and then drop to the midi and then the maxi. Youth spending emerges, and designers respond with new styles and lines. By decade's end, the West Coast Bohemian look has brought suede fringe, peasant blouses and laced leather boots. The decade's hairstyles begin with the outrageous beehive, and end with long, straight hair or pixie cuts ala Twiggy. Eyelashes are fake. Hats are floppy and fun for the young consumer, and going by the wayside for everyone else.

1970



Long sweaters and sweater coats are all the rage. Pendleton introduces the Coos Curry Cardigan.



Women's launches an outdoor line called "Knockabouts." The label features a drawing of Oregon's Haystack Rock.

1975

The United Nations declares it International Women's Year and organizing the first World Conference on Women.



Pendleton Women's introduces "Young Sophisticates," a junior non-wool line. The Pregnancy Discrimination Act bans employment discrimination against pregnant women.



1978

1972

Title IX is passed, requiring gender equality for in-school programs. This provides equal funding for girls' and boys' sports programs and ushers in a new era of women athletes.

1973

The U.S. Supreme Court bans sex-segregated "help wanted" advertising.

1974

The Equal Credit Opportunity Act passes and women are now able to apply for credit.

1977

Pendleton Womenswear launches Western Wear line.



Helen Reddy sells over a million copies of her 1972 feminist anthem, "I am Woman."



DRINK OF THE DECADE
TEQUILA SUNRISE

This sunny looking drink became so popular in the 1970s that The Eagles wrote a song about it, ushering in an era of pop culture cocktails.

Ingredients: 1½ oz. tequila, ½ oz. grenadine syrup, 3 oz. orange juice

- Get that sunrise look by starting with a highball glass filled with ice.
- Pour in the tequila and orange juice.
- Slowly pour the grenadine into the glass over the back of a spoon or by drizzling it down the side of the glass, allowing it to settle at the bottom.
- Garnish with an orange slice and maraschino cherry and greet the sun.

WOMEN'S FASHION 1970 - 1979

Individuality reigns, along with bellbottoms. Dresses begin with the miniskirt and conclude with the prairie dress. Hippie style, vintage, glam rock and disco are all part of a decade that draws inspiration from around the world. For both men and women, the silhouette is tight on top and loose on the bottom. Designer jeans, slogan t-shirts, tube-tops and wrap dresses emerge later in the decade. Makeup reflects light with glitter and sparkle. A multitude of boot styles dominate the early 70s, followed by clogs and wedges. Platform shoes rise to dangerous heights, and hair is grown to the shoulders and feathered, shagged and permed.



“Dressing for success” defines workwear in the 1980s. The office wardrobe of the American woman reflects style, polish and professionalism.

From the 60s through the 80s, model Cheryl Tiegs was often the face of Pendleton.

1980

80



1981



Sandra Day O'Connor becomes the first woman seated on the United States Supreme Court.

1982



Maya Lin's Vietnam Veterans Memorial design, submitted when she was only 21 years old, is completed and dedicated.

1983



Sally Ride becomes the first American woman in space.

“Young Pendleton” graduates to “Miss Pendleton.”

1984



Geraldine Ferraro becomes the first woman nominated for vice president by a major party.

1987

The Census Bureau reports that the average woman earns 68 cents for every dollar earned by a man.

1989

Victoria Brucker is the first girl in a Little League World Series game to get a hit and the first to pitch.



Cyndi Lauper embodies the eighties and lets the world know that “Girls Just Wanna Have Fun” in her 1983 hit.



DRINK OF THE DECADE MARGARITA

It probably began as the tequila version of the popular Daisy cocktails (“margarita” means “daisy” in Spanish) but it soared to popularity in the 1980s, after Jimmy Buffett’s “Wasting Away in Margaritaville” became an anthem for the beach lifestyle.

Ingredients: coarse salt and lime wedge to rim glass, 2 oz. Tequila, 1 oz. orange liqueur, 1 oz. lime juice

- Place salt in a dish. Moisten the rim of glass with the lime wedge. Roll rim of the glass in the salt to coat.
- In a cocktail shaker filled with ice, combine remaining ingredients.
- Shake well and strain into the prepared glass over fresh ice.

WOMEN'S FASHION 1980 – 1989

The Power Suit hits its stride mid-decade, as women enter the corporate world in record numbers and style their office looks accordingly. The aerobics craze starts in the gym, but moves mainstream as workout wear's influence shows in neon colors and spandex-enriched fabrics. Boxy suits with exaggerated shoulders are accessorized with stiletto heels, wide belts and enormous costume jewelry, as the brooch returns to high fashion. Music's influence adds crinolines, bustiers and lace gloves to the mix. Hairstyles become more and more exaggerated, as does makeup. The preppy look offers another alternative; deck shoes, chinos and polo shirts in a rainbow of pastels.

Uniquely
Pendleton
Young Pendleton®

ESSENCE
1981

1992

A record-breaking number of women are elected to Congress.

Astronaut Mae Jemison is the first African American woman in space on the Space Shuttle Endeavor.



1993

Ruth Bader Ginsburg is sworn in as an Associate Justice of the United States Supreme Court.

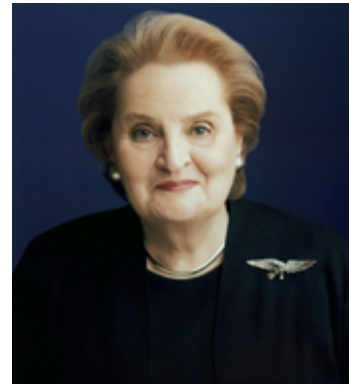
The Family and Medical Leave Act goes into effect.

1997



Pendleton introduces a contemporary offering called "Studio."

Madeleine Albright is sworn in as the first female Secretary of State.



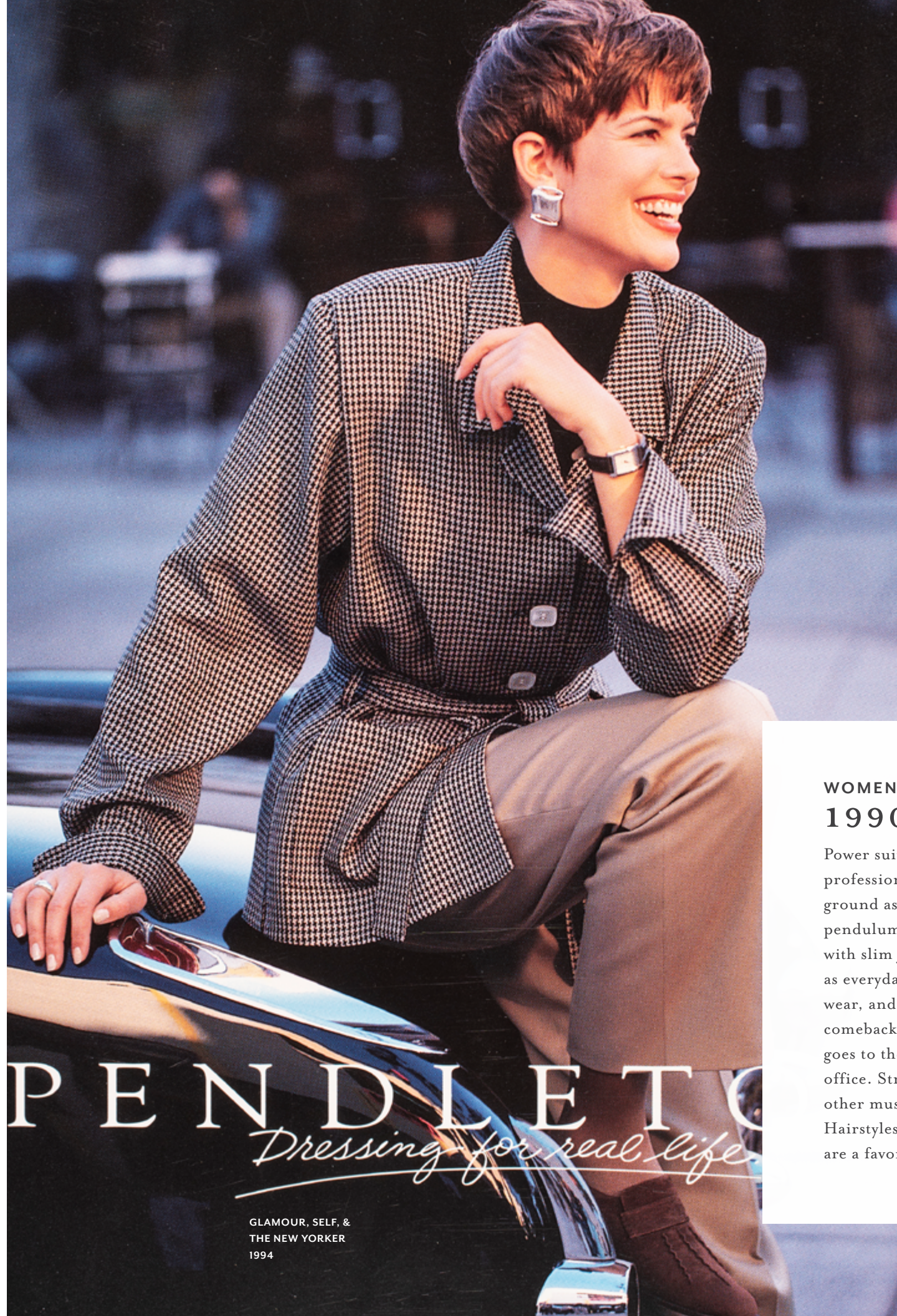
"Pendleton Originals," an outdoor casual collection for women, is introduced.

1998



1999

Pendleton Womenswear celebrates 50 Years.



GLAMOUR, SELF, & THE NEW YORKER 1994



Gwen Stefani takes aim at stereotypes of helplessness in No Doubt's 1995 hit, "Just a Girl."



DRINK OF THE DECADE WHITE RUSSIAN

The White Russian had been around for quite a while before it was the Dude's drink in "The Big Lebowski" (1998). It's a lazy, sweet and mellow drink, so it's easy to see why he liked it.

Ingredients: 2 oz. vodka, 1 oz. coffee liqueur (Kahlua), ½ oz. half and half, ice

- In a rocks glass, combine liqueur and vodka.
- Add half and half.
- Stir, sip, and relax, because you're an Achiever.

WOMEN'S FASHION 1990 - 1999

Power suits continue as workwear for professional women, but the stocking is losing ground as bare legs gain office popularity. The pendulum swings back to minimalist fashion, with slim jeans, t-shirts and hoodies adopted as everyday wear. Slip dresses become formal wear, and the little black dress makes a huge comeback. Athleisure leaves the gym and goes to the store, the club, and eventually the office. Streetwear, influenced by hip-hop and other music, attracts notice from designers. Hairstyles calm down, and pashmina scarves are a favored accessory.

2001



The Pendleton '49er™ is featured in a book of timeless American style icons by Kelly Killoren, *American Style*.

2003

A hit Broadway musical, "Hairspray," uses the Pendleton Reversible Skirt as an iconic garment for its 1962 setting.



2005

Condoleezza Rice becomes the first black female Secretary of State.

2007



Nancy Pelosi becomes the first female Speaker of the House.

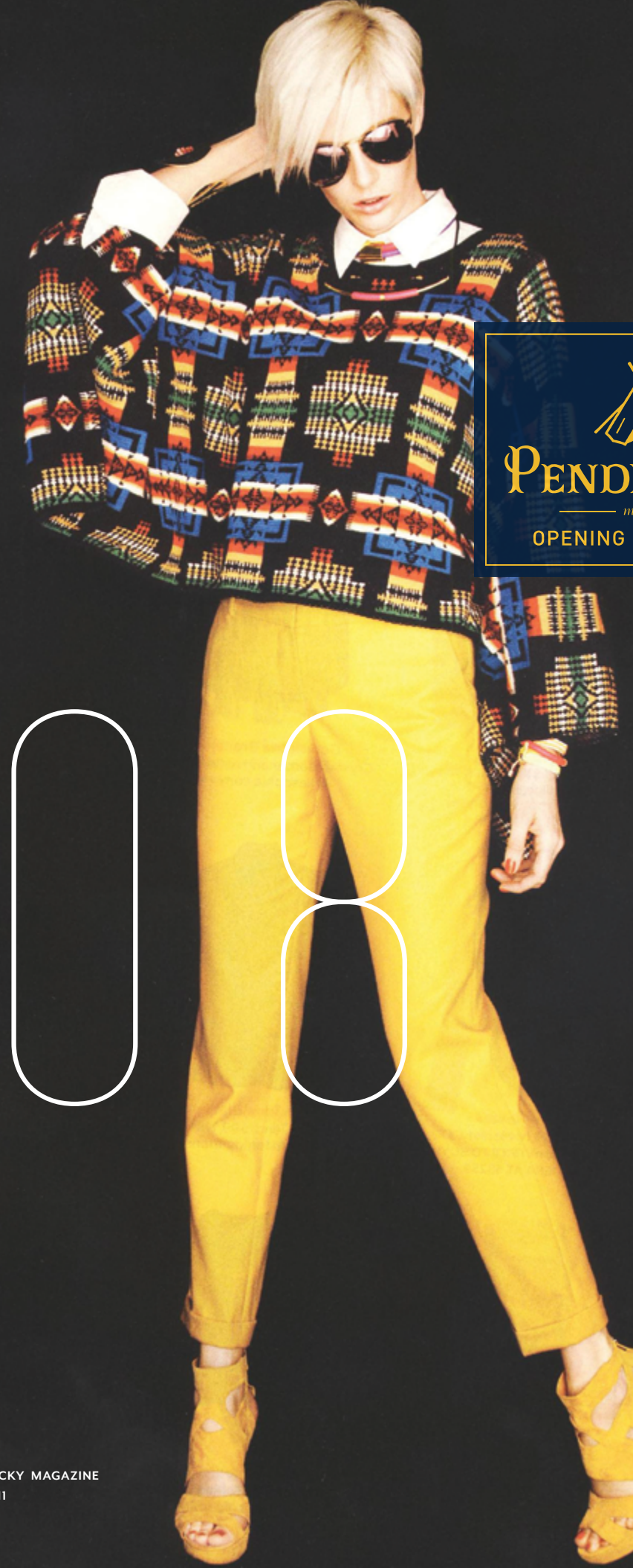
2005-2008 Pendleton introduces a "Weaving for Life" campaign to benefit Susan G. Komen Cause for the Cure, with a special plaid, in Home and Women's merchandise.

Pendleton collaborates with Opening Ceremony, a fashion-forward brand based in New York. The inventive, unique collection sells like mad and brings Pendleton to a new audience.


2009

Sonia Sotomayor is nominated as the 111th Associate Justice of the United States Supreme Court. She is the first Hispanic American and the third woman to serve.

The Lilly Ledbetter Fair Pay Act is the first bill signed into law by President Obama.




Destiny's Child ushers in the decade with their 2000 hit, "Independent Women."


DRINK OF THE DECADE
COSMO
The Cosmo was just another cocktail until it became the sipping choice of Carrie Bradshaw and her Manhattan friends in "Sex in the City" (1999). The show and the drink grew in popularity in the early 2000s.
Ingredients: 1½ oz. citrus vodka, ¼ oz. lime juice, ¼ oz. triple sec, ¼ oz. cranberry juice or Cointreau, 1 cup ice, lime wedge
• Combine vodka, lime juice, triple sec and cranberry juice in a cocktail shaker.
• Add ice, cover and shake.
• Strain into a chilled martini glass and garnish with lime, you glamorous creature.

WOMEN'S FASHION 2000 - 2009

At the beginning of the decade, celebrities, rather than models, set the tone as fashion influencers. Jeans are low, tops are cropped. Velour tracksuits become luxury apparel. UGG® boots are everywhere, paired with designer handbags. The Smokey Eye is the preferred makeup style, and hair is long and straightened with highlights that range from subtle to stripes. Offices go casual, as does footwear. By decade's end, the unisex uniform is skinny jeans and cardigans, accessorized with looped scarves and leather boots. Makeup recedes in importance, and hair is best summed up in two words: messy bun. The Pendleton for Opening Ceremony collaboration helps to ignite an overwhelming interest in patterns inspired by Native American weaving, a strong trend that will extend into the next decade.



Pendleton introduces The Portland Collection®, inspired by the Pendleton archives and designed by three Portlanders. The collection includes men's, women's, and unisex designs that work for everyone.

Nearly 50 years after forming, the U.S. Commission on the Status of Women releases its first comprehensive federal report: Women in America: Indicators of Social and Economic Well-Being.

Sandra Stosz assumes command of the U.S. Coastguard Academy, the first woman to command any U.S. service academy.



2014

Michele A. Roberts is elected as the new Executive Director of the National Basketball Players Association, the first woman to be elected to the highest position of a major sport's players association within the United States.

2017

Renowned designer Andre Walker takes Pendleton fabrics to the runway with a special collection for Paris Fashion Week. His bold shapes are met with appreciation and acclaim.



The Women's March is the largest single-day demonstration in U.S. history. A sixth generation member of Thomas Kay's family, Elizabeth Bishop, joins Pendleton Woolen Mills.

Pendleton collaborates with Calvin Klein on a knockout collection made with Pendleton plaid fabrics.



Pendleton celebrates 70 Years of Women's fashion with timeless, classic styling.

After the 2018 midterm elections, 126 women will take seats in the 116th United States Congress for 2019, The Year of the Woman.

2019



Beyoncé, the queen of everything, tells her listeners to "Run the World (Girls)" in her 2011 solo hit.



**DRINK OF THE DECADE
OLD FASHIONED**

A popular show sent the venerable Old Fashioned to the top of the list. The secret to preparing the signature cocktail of "Mad Men's" Don Draper is all about preparing the glass correctly.

Ingredients: 2 oz. whisky or bourbon, 2 dashes Angostura bitters, 1 sugar cube, club soda, orange slice for garnish

- Place sugar cube in an Old Fashioned glass. Wet it down with 2 or 3 dashes of Angostura bitters and a short splash of club soda.
- Crush the sugar and rotate the glass so that the sugar grains and bitters give it a lining.
- Add a large ice cube.
- Pour in the whisky or bourbon.
- Garnish with an orange slice.

**WOMEN'S FASHION
2010 - 2019**

An overwhelming interest in heritage fashions fuels this decade in reaction to the fast fashion of the 2000s. Concerns about sustainability and the environment sparks interest in natural fibers. Denim is chosen for quality, not embellishment, and high-waisted jeans return. Blazers re-emerge as a meaningful trend for the first time since the 1990s. Hair and makeup are toned down, with products chosen for health and purity. Consumers ask companies to be transparent about their supply chains and labor practices. Inspired by fashion bloggers and Instagram influencers, many shoppers invest in well-chosen capsules or minimalist wardrobes. Accessories are minimal, shoes are flat.

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