

PENDLETON®

ISSUE NO. 7 ICONIC STYLES

*Quality Craftsmanship
Enriching Lives
Connecting Generations*



WOVEN



Photo by @ourfreeways



Cover image by Larry Price

Pendleton's Iconic Styles

IN THIS ISSUE:

WOOL SHIRTS

In styles like the Board Shirt and the Fireside, the wool shirt has been a Pendleton icon since 1924.

Wool Shirts - pg 4



NOVELTY SWEATER

Sweater styles so uniquely Pendleton, they have become part of popular culture.

Sweater Weather - pg 8



SKIRTS, BLAZERS, SCARVES

Purely Pendleton: iconic style and guaranteed quality in separates that are anything but basic.

Plaid Skirts, Blazers & Scarves - pg 18



BLANKET COATS

Instantly recognizable as a Pendleton since the earliest days of the company.

Blanket Coats - pg 12



SHIRT JACS

Is it an overshirt, a shirt jac, or a shirt jacket? This Pendleton icon originated in 1949.

Shirt Jacs - pg 14



BLANKETS

Pendleton's very first product was a colorful wool blanket that is still made in our U.S. mills today.

Blankets & Robes - pg 16



WHY ICONS?

WHAT BECOMES A PENDLETON STYLE ICON?



Pendleton Icon: the garments and blankets that have defined Pendleton since the beginning.

Pendleton has been producing goods for over a century, and some styles have been in the line since the company started. These are Pendleton icons; products that stand the test of time.



Photo by Brandon Burk



Photo by Mikal Wright



COUNTDOWN TO A CENTURY! In 2024, Pendleton will celebrate 100 years of men's wool shirts.

WOOL SHIRTS

In 1924, wool shirts were utilitarian and uniformly drab. They were popular with loggers, fishermen and teamsters (called that because they drove wagons with teams of oxen, mules, or horses). For these outdoor workers, wool shirts were a warm, durable defense against the elements. But couldn't they be just a little more?

At Pendleton Woolen Mills, Clarence Morton Bishop envisioned a different kind of wool shirt. Pendleton was already best-in-class for weaving vibrant Native American trade blankets. Why not bring that same know-how to woollen shirting?

He wrote to his father, Charles Pleasant "C.P." Bishop, "I believe we should add such goods as shirts and hosiery." C.P. Bishop agreed. While his son investigated production options, C.P. Bishop did the early marketing work.

After much experimentation, Pendleton's innovative Umatilla shirting fabric rolled off the loom, now the longest-running apparel textile produced by Pendleton. The rich colors were completely new in 1924 and took the market by storm. Pendleton's wool shirts have been best-in-class ever since.

Whether plaid or patterned, Pendleton shirts are recognized at a glance, with lightweight warmth that's all-season comfortable.



WOVEN IN THE USA

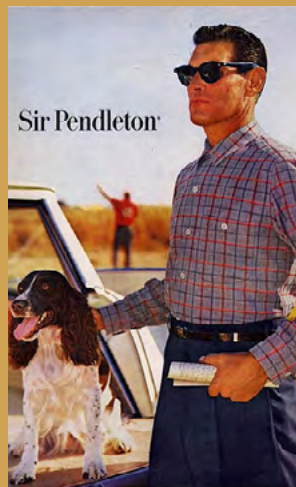
Photo by Ben Ono

THEN & NOW



1942

The Board Shirt, star of backyard barbecues everywhere.



1960

Sir Pendleton is more refined, as evidenced by the spaniel and shades.



1976

The 70s brought the LOBO line: For the man who runs ahead of the pack.



2019

Year after year, the Board Shirt remains Pendleton's top seller.

Some Pendleton shirts have been passed down for three generations or more. Why do they last so long?

Pendleton's wool shirts are crafted from 100% virgin wool and made to last. Wool has amazing natural qualities, and durability is one of them. It is sustainable and renewable, and it's also nature's first performance fabric. Wool fibers are incredibly resilient, which means wool garments keep their shape, resist wrinkles, and hold up to lots of wear. Wool provides the most warmth

with the least weight. And wool has a permanent luster that never fades! It also takes and holds dye better than any other fabric, meaning it keeps all the wonderful colors in a Pendleton plaid vibrant for generations. It's water and stain repellent, and resists odors, too. No other fiber can be spun or woven into such a variety of weights, textures, finishes and colors.



SIR PENDLETON®
 65 years old, and hasn't gained an ounce.

The smooth hand and drape of the Sir Pendleton® shirt has been admired since its debut in 1955. There is almost a mile of worsted wool yarn in a Sir Pendleton® shirt, but it weighs less than a cotton oxford shirt. Worsted yarns are tightly twisted, giving them a resilient luster. The Sir Pendleton® is a true icon.

Did you know?

The Board Shirt has been at home at the beach since the early 1960s, when California surfers wore them over a layer of petroleum jelly as an improvised wetsuit in chilly weather back in the earliest days of the California surf scene.



Photos by Tommy Moore



Photo by Shondina Lee



Photo by Travis Suttle & Dan Holl

Board Shirts

Board Shirt Q&A:

What makes the Board Shirt an Icon?

Its timelessness. Generation after generation discover the Board Shirt and find ways to make it relevant and fresh. Men and women both wear and love the original style.

How long has the Board Shirt been in the line?

It debuted in the late 1920s as one of Pendleton's first shirts. For most of its production years, it was referred to by its inventory style number; the AA022.

The AA022 became the Board Shirt in the early 2000s, thanks to its importance to surfers, snowboarders, and skateboarders. Over the decades, it has become the bestselling garment offered by Pendleton.

CAN YOU TUCK IN A BOARD SHIRT?

Of course you can. You can tuck it in, untuck it, layer it over, layer it under, leave it open, or do it up all the way to the top.

It's your shirt. It's your call.



What are the Board Shirt's signature style details?

The men's Board Shirt has many distinctive details. First, there's the Umatilla Woolen fabric, woven in Pendleton's USA mills from USA sourced wool. Then, there's the spread collar, with the hidden top button and button loop for those who want to take it all the way to the top. Next, the bias-cut pockets and pocket flaps—no other Pendleton shirt has those particular pockets! Then, the straight hem makes the shirt a favorite for leaving untucked, or wearing as a shirt jacket.

The women's Board Shirt is a little softer around the edges, with a band collar and a vented shirt tail hem.

& The Beach Boys



In the early 1960s, a group called The Pendletones adopted their name in honor of the surf uniform of the day: Pendleton shirts worn over tee shirts with khakis. The original lineup included brothers Brian, Dennis and Carl Wilson, their cousin Mike Love, and friend Al Jardine. The Pendletones soon changed their name to the Beach Boys. Only one member of the group had ever been on a surfboard,

but they all sang about the California surf scene; waves, sunshine, cars and girls. Simple subject matter, but layered instrumentation and soaring harmonies made these songs anything but simple. Under the artistic leadership of Brian Wilson, the Beach Boys defined surf music. And though their name changed, the band wore this shirt on the covers of 45s and LPs throughout the early 1960s.

Capitol Records Album Cover

STILL THE ONE

THE CLASSIC RETURNS

In 2002, Pendleton celebrated eight decades of Pendleton shirts by bringing back iconic shirts from each decade. To celebrate the 1960s, The Original Board Shirt® returned in the same plaid seen on all those Beach Boys record covers. The distinctive blue, turquoise and charcoal pattern is known as the Original Surf Plaid. The shirt has stayed in the line ever since.

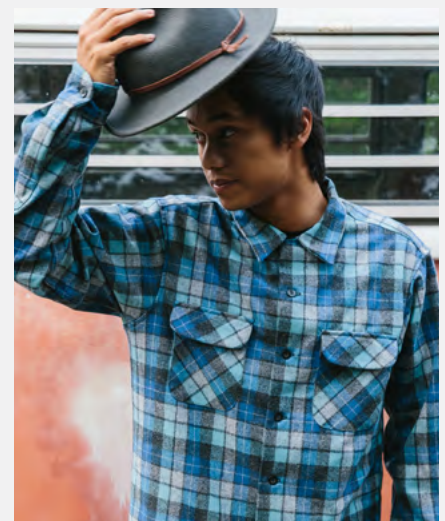
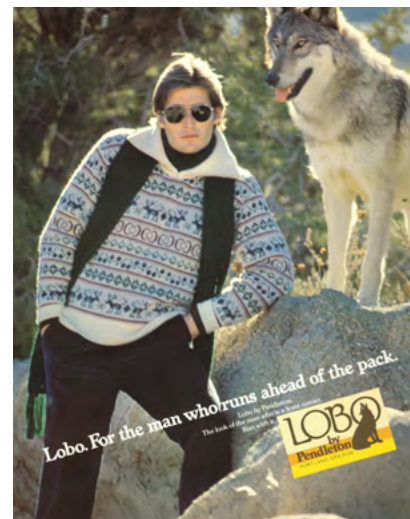


Photo by Travis Hallmark

SWEATER WEATHER

What wraps you in light, lasting warmth? A sweater, of course; cozy, comfortable, soft & stylish.



Pendleton Patterns

In the 1950s, Pendleton began offering knitwear in solid color sweaters that coordinated with the plaid skirts in the Women's line. Men's sweaters tended to be "fancies," patterned sweaters influenced by the traditions of the Fair Isles, Cowichan knitters, Irish fishermen sweaters, and more.

Pendleton still draws on all those traditional styles, and also uses elements from blanket patterns in sweaters for both men and women. Medallions, crosses, and serape stripes reflect Pendleton's rich history and expertise with color and pattern. These patterns are knit to last in merino, Shetland, lambswool, as well as cotton and alpaca.



Photo by Cassy Berry

ALL ABOUT SHETLAND: DID YOU KNOW?

- Shetland wool comes from Shetland sheep, originally from the Shetland Isles in Scotland.
- Pendleton's Shetland wool is sourced from New Zealand, from growers committed to humane treatment of sheep.
- Shetland sweaters wear forever. If you see a sweater with suede patches at the elbow, it's probably a well-loved, well-worn Shetland.
- Shetland is spun to be lofty, for maximum insulation with minimum weight.
- Like most domesticated wool, Shetland yarn doesn't have guard hairs, meaning it feels surprisingly nice next to your skin.
- Some Shetland yarns are solid colored, and some are heathered. Pendleton Shetland sweaters are often heathered; with their flecks and blended tones, heathers are visually interesting.



THE DUDE ABIDES, AND SO DOES HIS SWEATER.

“The Big Lebowski” was released to middling success in 1998, but quietly grew into a cult favorite. No one can quite pinpoint why this Coen brothers film became such an icon. Was it Donny’s clueless questions? The dream sequence scored by Kenny Rogers and the First Edition? Was it Walter’s chinstrap beard? Or perhaps the German nihilists? Well, it was all of these, and The Sweater.

As The Dude, Jeff Bridges wore his own clothes for this role. He staggers in and out of trouble, wearing alternating sweats, shorts, pajama pants, a bathrobe, t-shirts and his original Pendleton Westerley. This iconic sweater took style inspiration from the beautiful hand-knitted Cowichan sweaters of the Pacific Northwest tribes, but was machine-knitted by Winona Knitting Mills of Minnesota.



Pendleton DudeCon, 2018

Winona Mills was a two-facility company owned by the Woodworth family. They were one of the very few knitters in the US who could do a 2gg knit. A 2gg knit is basically outerwear. Wear it in a monsoon, and stay warm and cozy. The vintage Westerley is a 3gg knit, and it is WARM.

Pendleton offered the Westerley in the western, outdoor and casual lines over the years. If the tag has a white background, it was part of the Western line. The blue labels were in the outdoor and casual lines. Archival research turned up at least eight colorations, but the zip front,



Photo by Lavinia Nitu



ring pull and shawl color stayed the same. Some vintage Westerleys sell for more than the new sweater on eBay.

Pendleton makes a women’s version of the Westerley, as well as dog sweaters for the canine Dude. The phenomenon that is “The Big Lebowski” continues. There are books devoted to the lore of Lebowski. All over the country, Lebowskifests draw crowds of Achievers, troupes of dancing bowling pins, and character look-alikes. The Dude abides.



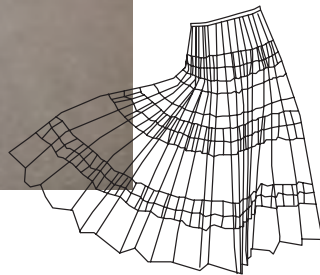
Photo by Cassidy Berry



PLAID SKIRTS

**GIVE IT A WHIRL...
IT'S REVERSIBLE!**

“It’s the Turnabout, with a gay way of whirling when you walk.” Pendleton’s Turnabout debuted in 1953. Along with the poodle skirt, it was THE skirt craze of the 1950s. Every teenage girl coveted one. But parents didn’t do all the buying. Summer jobs, babysitting money, berry picking; no other garment in fashion history has inspired so much teenage industry. This fully reversible design was innovative enough to earn a U.S. patent!



ABOVE: a Ted Rand drawing of *The Turnabout*.

Pendleton specializes in plaid skirts in straight, wrap, and pencil styles; always wool, always Pendleton.

MUFFLERS/SCARVES

Is it a scarf or a muffler? Pendleton often calls them mufflers, harkening back to very beginning of the company’s weaving legacy, founded by English master weaver Thomas Kay. He arrived in the Oregon territory in 1863, and went on to manage and then open woolen mills in Oregon. One of his key products was the muffler, or wool scarf.



BLAZERS

Pendleton womenswear is famous for classic American style, including the blazer.

A good blazer that is made to last with quality fabric will be a key wardrobe piece for a lifetime—the absolute opposite of fast fashion.

It's also one of the most versatile pieces, with true seven-day wardrobe potential.

The blazer is the one piece of professional clothing that elevates whatever you wear it with, from a dress to a skirt to pants to jeans.

Pendleton blazers are set apart by Pendleton fabrics, like AirLoom™ Merino textiles and Oregon Tweeds—woven in our mills to exacting standards.

Wool tailors beautifully, which is important, since blazers are usually made with over 30 pattern pieces.



Buy less, choose it well, make it last.

- VIVIENNE WESTWOOD



PLAID SEPARATES

Rocking plaid head-to-toe is a bold style move that pays off handsomely in this wild & woolly Young Pendleton ad from the 1960s.



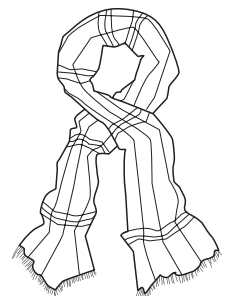
The right blazer can work seven days a week, the perfect choice on casual days and office days.



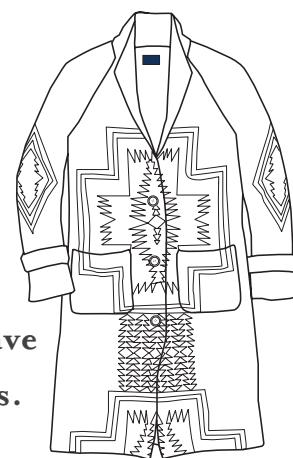
Photo by Brandon Burk



The word “muffle,” of Middle English and Anglo-French origin, originally meant “to wrap up and protect the face and neck.” Nothing protects this area like lightweight, breathable wool. Over time, the word muffer has been replaced with the word scarf. Scarves are often considered to be fashion items, and mufflers more utilitarian. Call it what you like, because a wool scarf keeps you just as warm as a wool muffler.



BLANKET COATS



As long as there have been Pendleton blankets, there have been Pendleton blanket coats.

One of our earliest styles was inspired by an earlier garment from the 1600s.

Before there was an official sportswear line, Pendleton produced blanket coats in several lengths and styles to meet the needs of snowshoers, skiers, toboggan enthusiasts, hunters...and occasionally, movie stars.

Thanks to their bold patterns and stripes, Pendleton blanket coats are recognizable at a glance. But we were not the first to make coats from blanket-weight fabrics.

In the 1600s and 1700s, the early days of the North American fur trade, overcoats were fashioned from wool blankets. Blankets are not easy to tailor, and the squarish, bulky overcoat was known as a “capot” or “capote,” worn by trappers and First Nations people during the frigid Canadian winter.

The fur trade was long over by the time Pendleton began weaving wool blankets, but the demand for colorful overcoats kept growing.

Pendleton has several women’s examples from the Jazz Age in the archives, many made with a distinctive collar tab that keeps snow away from the neck (see catalog illustration on facing page). Men’s blanket coats often feature a shearling collar with the same function.

A Pendleton blanket coat marries form and function to provide warmth as beautifully as possible. Archival revivals (like the one to the left) are often standout stars, true iconic styles that stand the test of time.



BLANKET BEAUTY

Surprisingly lightweight and reliably warm, wool gives the most warmth for its weight, thanks to its loft.

Ladies' PENDLETON Sport Coats



BLANKETS IN THE STADIUM include light fleece with bold stripes and concealed hood collar (Lakeland, \$45); fleecy red suit of a St. Mary's blanket (Sportwhirl, \$50) and multicolored man's hooded Hudson's Bay coat (Woolmaster, \$65). The Hudson's Bay blankets are double-woven, the same as those used in the 18th century to trade with the Canadian Indians for beaver pelts.



Photo by Lehi Thunder Voice Eagle & Erica Elan Ciganek

STRIPES & PATTERNS

Left, below Left: The Glacier Park Stripe is always a favorite for blanket coats, as are Serape stripes.

Right: Each year, Pendleton designs new jacquard patterns that are featured in coats for men and women. Some favorites endure, like the Harding pattern; a favorite then & now.



Photo by Mikal Wright



Photo by Ben Ono

PROPERTIES OF WOOL

One of wool's most amazing properties is its ability to adjust to the temperature of the wearer. It holds heat in cold temps, and releases it in warm temps, keeping you comfortable. It is also water resistant.

SHIRT JACS

WHICH CAME FIRST, THE SHIRT OR THE SHIRT JACKET?

This one is easy: the wool shirt. Pendleton's success with men's wool shirts dates to the 1920s. During WWII, women began to borrow men's wool shirts for both work and warmth. They wore these wool shirts with coveralls and overalls, and as jackets over dresses. Not surprisingly, women didn't want to give the shirts back when men returned from the war! So when Pendleton decided to test a women's sportswear line in 1949, the star of the line was a women's wool shirt jacket, the Pendleton '49er™. The jacket's simple, casual styling was based on the Board Shirt, and it was a perfect fit for the emerging suburban lifestyle of post-war America. It also served as an easy solution over all the Baby Boom baby bumps. With some exceptions, the '49er™ was made with Umatilla Wool fabrics in plaids and tartans, with distinctive shell buttons. Women wore it over wool skirts and trousers, belted and unbelted, open and buttoned. Its ease made it a huge success.



NOW - 2019



THEN - 1949



'49er Styling

The cut of the '49er has had slight variations over the years, and so have the buttons, but some elements are constant; the flanged shoulders, two bias pockets at the hip, and a straight hem.

FROM YESTERDAY TO TODAY

SHIRT JACKETS NOW

Pendleton's three original shirt jackets set the stage for enduring shirt jacket style. The '49er™ is still offered in the Pendleton women's line. The Topster and Topsman were last offered in 2004, as part of an "8 Decades of Shirts" celebration, when both were issued in limited editions. Pendleton still carries lined and unlined shirt jackets in Umatilla Wool, heavyweight brushed cotton, and jacquard wool in Pendleton patterns.



WHAT ABOUT THE MEN?

Next to debut was the men's Topster, in 1950. Like the '49er™, this unlined, unstructured shirt jacket had a straight hem and two bias pockets at the hip. A chest pocket and leather buttons made the styling a bit more masculine. Pendleton's Topster was originally going to be called the "Playmate." But before it hit the wholesale markets, the name was changed to the "Topster" to work with an *Esquire* magazine "Mr. T." promotion. "T" stood for "trim," a new cut in menswear, a move away from the baggy cuts of the forties that had culminated in the Zoot Suit. Times had changed, and the move was to slimmer silhouettes for men. The Topster was a huge hit in tartans and plaids, and often worn with a matching Pendleton cap called the "Topper."



The Topster was joined by the Topsman in 1961. The Topsman was another unlined, unconstructed wool jacket cut on the same block as the Topster, but with a sleeve finished like a sport coat. It had dressier buttons, as opposed to the woven leather buttons on the Topster. It was offered in less plaids and more herringbones and checks than the Topster, adding to its sport coat style. The Topsman first appeared at a trade show in February of 1961 and hit stores that spring.

The trade papers were all over the jacket. The college consumer loved it. A coat and tie were required in university classrooms, and because it had no construction (no lining, no shoulder pads) the Topsman was an easy, comfortable choice for young college men who had a style code to uphold, as well as a dress code to honor.



PAIRABLES

A fascination with matched attire took hold in the 1950s, with mother/daughter dresses, and the Pendleton "Pairable" concept. The '49er™ and Topster were often paired in ads drawn by famed illustrator, Ted Rand.



Pendleton Blankets

In 1909, the three Bishop brothers began weaving colorful blankets for the Native American customer at a freshly refurbished woolen mill in Pendleton, Oregon. The Pendleton mill has been in operation ever since, using locally sourced fleece from Umatilla County wool growers in blankets and other woolen textiles.



Photo by Ben Pham & Michell Strizhius



THE APEX OF QUALITY

Pendleton blankets quickly became the standard by which all trade blankets were judged. The careful attention to color and pattern set Pendleton blankets apart, as did the weight and softness. Blankets could be used and passed down for generations. Perhaps this explains why, over a century later, Pendleton still weaves blankets at two of the last remaining woolen mills in the USA.



THE CALL OF THE WEST



The Chief Joseph pattern has been in the Pendleton blanket line since the 1920s, in a rainbow of colors.

Pendleton's first customers were soon joined by others.

In the early 1900s, America was in love with the West. The Pendleton blanket was an iconic symbol of what was still a new American frontier. The bold patterns and colors sold well in Chicago, New York, and other urban centers throughout the country.



Photo by Allie Taylor



Early Pendleton holiday advertisement featuring Pendleton's Glacier Park Blanket.



Another early mill favorite was the camp blanket, favored by cattle hands who slept under the stars. These heathered blankets have ombred stripes at each end; simple, sturdy, classic.

“Candy stripe” blankets based on early fur trade blankets were popular long after the fur trade ended. It was this early pattern that inspired Pendleton’s National Park blankets, first released in 1916.

BLANKET ROBE



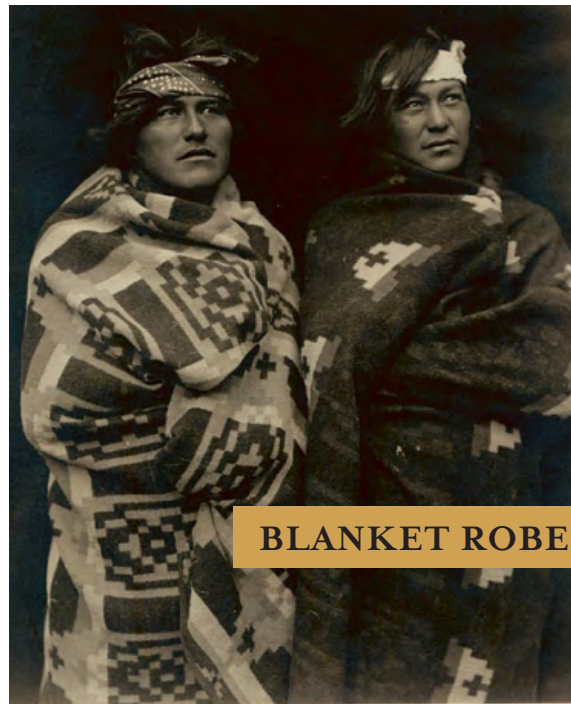
Photo by Lehi Thunder Voice Eagle & Erica Elan Ciganek

*why do we
call them*
ROBES?

When the mill opened in 1909, Pendleton's first customers were Native Americans who used blankets to wrap or robe themselves in during ceremonies and during cold weather. The preferred size for this use was called the "robe," and that name endures to this day.

The Pendleton blanket robe is 64" x 80" or 163 x 203 cm. They easily cover a twin bed, and fit folded at the foot of larger beds.

The Motor Robe has an entirely different naming story—one that stretches back to the days of ocean liners and horse-drawn carriages.



BLANKET ROBE

During the Golden Age of trade blankets, many mills ignored the fact that Native American customers had specific preferences in color and pattern. Pendleton's earliest blanket designer, Joe Rawnsley, traveled the American West, conferring with tribal leaders to learn about their tastes and traditions. Local Native Americans also brought designs to the Pendleton mills to be woven into blankets, the beginning of Pendleton's custom blanket trade.



Photo by Michael Snell

THE ORIGIN OF THE MOTOR ROBE, AKA STADIUM BLANKET

A steamer rug was a heavy lap robe used by passengers to ward off the chill while sitting in ship's deck chairs, and while traveling in horse-drawn carriages and sleighs.

When people began to travel by automobiles, which were originally open to the elements, they had two needs; protection from exhaust and roadside dirt, and warmth. The steamer rug became the lap robe, and that's where the Pendleton Motor Robe came in.

While cars have been enclosed with such niceties as glass windows and heaters for quite some time now, the Motor Robe is still going strong. It is woven in a special blend of wools to be substantial but not heavy, and extremely durable.



A Pendleton motor robe was included with every Model T ever sold!

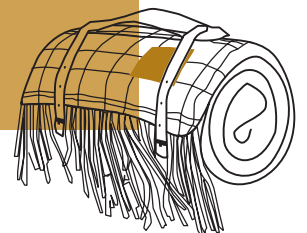


Thanks to the leather strap carrier, this lofty, cozy fringed throw is a wonderful travel blanket, perfect for impromptu picnics, football games, and sitting under the stars. It works just as nicely indoors as an accent on the couch or at the foot of a bed.

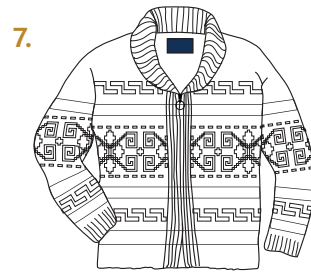
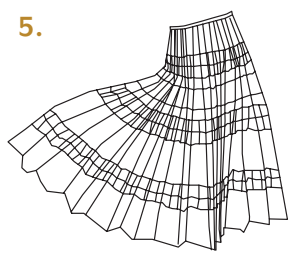
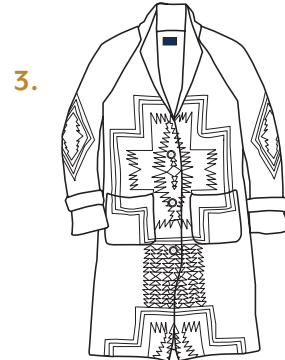
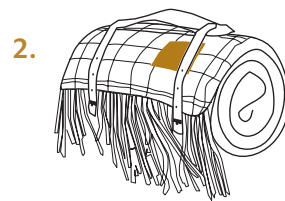


Photo by Treasures & Travels

The Motor Robe is one of Pendleton's oldest, most iconic styles. Each robe is still woven according to the original weaver's recipe in Pendleton's Washougal mill in Washington state.



Match the Icon to the Fact



A. My original buttons were made from a shell only found in Australia and Tahiti.

B. My construction is so innovative that a U.S. patent was granted for my design.

C. I am one of the oldest styles, and THE bestselling garment style in Pendleton's history.

D. I am the Pendleton item most likely to be found on a sleigh ride.

E. My vintage versions often sell for more on eBay than my current retail selling price.

F. I might be archivally inspired, but my timeless style makes me a modern-day standout.

G. I might be called by an old English name, but I am completely on trend.

H. I am constructed with 30 or more pattern pieces—complex to make, but easy to wear.

1-C, 2-D, 3-F, 4-H, 5-B, 6-A, 7-E, 8-G

ICONS OVER THE YEARS



For media requests contact PendletonPR@penmills.com
 For wholesale requests visit www.pwmwhsl.com
pendleton-usa.com

@pendletonwm
blog.pendleton-usa.com

@pendletonwoolenmills
 @pendletonwm

