

**A CENTURY OF  
SHIRTMAKING**  
PENDLETON WOOLEN MILLS

**WOVEN**

**PENDLETON**

ISSUE NO. 8 | QUALITY SHIRTS FOR 100 YEARS  
[PENDLETON-USA.COM](http://PENDLETON-USA.COM)



c.1924



c.1927



c.1936

# PENDLETON SHIRTS A VIBRANT WORKWEAR REVOLUTION

In 1924, a wool shirt was drab and utilitarian. For outdoor workers like loggers, fishermen and teamsters (originally called that because they drove wagons with teams of oxen, mules, or horses), this hardworking garment provided 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

woolen 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 shirting fabric rolled off the loom. The rich colors were completely new in 1924. The initial offering for men, women, and boys was successful, especially in the men's market. Pendleton shirts have been best in class ever since.



**In 2024, Pendleton will release a capsule to celebrate “A Century of Shirtmaking,” in plaids derived from one of Pendleton’s original wool shirts.**

**Quality Materials, Quality Craftsmanship**

Pendleton shirts last for generations, handed down from parent to child, and then to grandchild. How do they remain so wearable?

It begins with raw materials. Wool is nature’s first performance fabric. Wool fibers are incredibly resilient, so wool garments keep their shape, resist wrinkles, and hold up to lots of wear. Wool provides the most warmth with the least weight, and has a permanent luster that never fades. It also takes and holds dye better than any other fabric, keeping those Pendleton plaids 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.

We have been weaving this amazing fiber into wool fabrics in our Pendleton, Oregon mill since 1909, and in our Washougal, Washington mill since 1912. These USA mills carry on a legacy of craftsmanship that originated with our founder, Thomas Kay. Kay was an English Master Weaver who came to Salem, Oregon in 1863, where he opened the mill that produced the first bolt of worsted wool west of the Mississippi.

Pendleton’s enduring style is based on a deep respect for quality shirt making. We create shirts that are meant to be wearable, in an array of fabrics for all seasons. But it all began a hundred years ago with Pendleton shirts crafted from 100% virgin wool and made to last.



**1945 wool dyeing at Pendleton**



**c.2015 wool dyeing at Washougal Mill**

# FLANNEL OR WORSTED ALL ABOUT FABRICS



**Top: Board Shirt with Woolen Flannel. Bottom: Sir Pendleton with Worsted Wool**

## **Woolen Flannel**

Shirts made from our Umatilla® Wool are often called flannels. Woolen flannel is lighter and less fuzzy than cotton flannel, but both have a soft brushed hand. This 100% wool fabric is woven from fleece sourced from USA sheep ranches, including those around our Pendleton, Oregon mill in Umatilla

County. You'll find it in our Board Shirt. The Fireside, Lodge, Trail, and Canyon Shirts also use Umatilla® Wool.

## **Worsted Wool**

Most of our worsted wool shirts are made from our AirLoom® Merino, or one of its variations, like AirLoom® Merino Twill. Worsted merino wool yarns are very tightly spun, then

woven into lightweight and durable fabric with a smooth hand and excellent drape. The weight and breathability offer four season wear. The most enduring Pendleton style in worsted wool is the Sir Pendleton Shirt, introduced in 1955. Each Sir Pendleton shirt uses almost a mile of worsted wool yarn.

# IN THE DETAILS

## ANATOMY OF A SHIRT

### Collars

A shirt collar is made of three basic parts: The base, the front band (home to the front top button), and the collar leaf, which is the folded down part. The collar leaf has points. Collar points are where the real style is, because they vary in length with the decades.

Our collar points have extended and receded over the decades. Today, our collar points are right in line. Here are the three collar styles most commonly found on Pendleton shirts.

### Spread

Your standard collar. There are many variations on this foundational style, but Pendleton's version doesn't fool around. It's found on the Lodge, Trail, Canyon and Meredith Wool shirts.

### Button Down

Basically this is just like the standard collar, with small buttonholes at the points. In the 1800s, British polo players came up with this idea to secure their collars during play. American shirtmaker John E. Brooks brought the idea back to America. We use it on our classic Sir Pendleton shirt, and our Fireside.

### Sport

This is the open folded-down collar associated with a more casual shirt. You see it on summer sport shirts like the classic Guayabera. Pendleton's most popular style, the Original Board Shirt®, has a sport collar with a special feature: a thread loop that corresponds to a hidden top button for those who want to take it all the way to the top.



01



02



03



04



05



06

01  
1948 Women's  
Illustration with  
Spread Collar

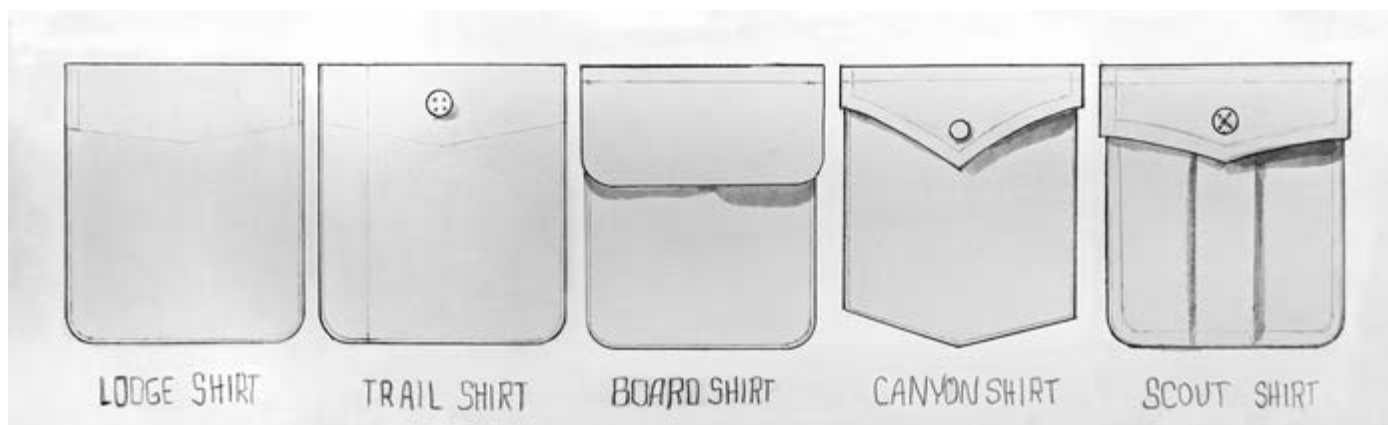
02  
1953 Sport Shirt  
Illustration (the  
original name for  
the Board Shirt)

03  
Meredith Wool Shirt  
with Spread Collar

04  
Sir Pendleton  
Button Down Collar

05  
Board Shirt Sport  
Collar with thread  
loop.

06  
Board shirt  
buttoned to the top



**From left to right: Open pocket, Button-through pocket, Flap pocket, Flap pocket with snap, Pleated pocket with flap and button-through.**

### Pockets

Most Pendleton shirts have patch pockets, which are cut and sewn at the chest. But a pocket is not just a pocket. Here are a few varieties.

#### Open pocket

This is a plain patch pocket, open at the top (Lodge Shirt). On a business casual shirt (Sir Pendleton), this gives the wearer a great place to stow pens and reading glasses, but doesn't make a big statement.

#### Button-through pocket

This is an open patch pocket with a button-through, a nice option for security (Trail Shirt).

#### Flap pocket

These pockets have a flap that covers the pocket opening. We feature a plain flap pocket on our Original Board Shirt®. Other flaps have snap closures (Canyon Shirt) or button-through flaps (Guide Shirt). Again, the flap is there for security, to keep your valuables in your pocket.

#### Pleated pocket

This pocket features a pleat that keeps the pocket close to the chest when empty, but lets it expand when needed (Scout Shirt). Very popular with outdoors enthusiasts, who like to keep their gear at hand.

#### What is a matched pocket?

Matched pockets are cut so that their pattern matches to the fabric to which they are sewn. Especially with an open pocket, it makes the pocket almost disappear.



#### What is a bias-cut pocket?

We offer bias pockets (and yokes) on many of our Western cuts, like the Canyon and Frontier shirts. For a bias, we cut the fabric at a 45 degree angle, to set off the pattern. The Original Board Shirt® also features bias-cut pockets and flaps.



### Pattern Placement & Plaid Matching

*This is a important topic with our customers. Pendleton matches plaids and patterns, on pockets, plackets, and both front panels of our button front shirts. Formerly, Pendleton also matched plaids at the side seams. This looked amazing, but resulted in substantial fabric waste and higher costs. With an eye on sustainability this practice has been eliminated.*



01



02



03

01  
Slightly rounded hem, Men's Sir Pendleton

02  
Straight hem, Men's Original Board Shirt®

03  
Rounded high-low hem, Men's Lodge Shirt

### Shirt Tails or Straight Hems

It's a bit difficult to quantify the shirt tail. Styles abound, from the slightly rounded, to the straight hem, to the high-low versions that can be straight (the polo hem) or rounded. Often, a "new" style is a callback to a style worn in the 1800s, because everything old is new again.

In general, Pendleton hews to the traditional in our wool shirts, with curved but not exaggerated shirrtail hems. More variety is found in our cotton men's shirts. In our women's shirts, a deeply curved shirrtail can be ultra-flattering as in the Women's Board Shirt.

But one hem never changes: Our men's Original Board Shirt® features a straight hem, as does our women's Boyfriend Board Shirt.



04



05

04  
Straight high-low hem, Women's Cropped Board Shirt

05  
Deeply curved hem, Women's Board Shirt



06



07

06  
Straight hem, Men's Board Shirt

07, 08  
Straight hem, Women's Boyfriend Board Shirt, untucked & tucked

### To Tuck or Not

In the past, the rule in men's dressing was very clear: rounded hems needed to be tucked in. Only straight hem shirts were properly worn untucked. Women always tucked in their shirts. But since the 1960s, times have changed.

Shirts with closer fits and moderate shirt tails look perfectly appropriate when left untucked. And loose shirts with tails make their own fashion statement. When it comes to the Original Board Shirt®, most of our customers wouldn't dream of tucking one in. Our advice? You do you. It's your shirt. Wear like you want to.



08

09  
1928 No. 568 Plaid

10  
c.1950 matching Sport Shirts, tucked

11  
1979 Pendleton Lobo Collection ad

12  
1980s Women's separates ad



09



10



11



12



13

13  
1940s Women's Tuckaroo Illustration

No matter what the weather  
I stay just right  
in a Pendleton  
Wool Shirt



*Pendleton*

America's finest 100% virgin fleece  
**WOOL SHIRTS**



# DATE YOUR SHIRT

## A BRIEF GUIDE TO

### PENDLETON LABELS

## THROUGH THE YEARS

### Vintage Labels

Here are some broad guidelines to help you roughly date your shirt by the neck label. These are the most commonly used, but there are a wide variety of alternates, as well as specialty lines and style-specific labels like Sir Pendleton. The first two examples shown below were also used on Pendleton blankets. Label colors have varied over the decades. Wear also affects appearance and readability. White labels were used on both men's and women's shirts (and some blankets!) until the 1960s.



1924

Bright Blue / Gold Endfold  
Curly P with slanted logo  
No curl on decorative lines above and below wordmark, quote marks around "Pendleton," "copyright 1921," "Pendleton, Oregon" text, no wool callout



c.1930

Navy / Gold Endfold  
Curly P with slanted logo  
Quote marks around wordmark "Pendleton, Oregon" and "100% virgin wool" text



c.1940

Ivory / Gold or Navy / Gold  
Curly P with slanted logo, quote marks around "Pendleton," curl on decorative lines above and below wordmark, "Pendleton, Oregon" and "100% virgin wool" on shirts



c.1950



Navy/Blue / Gold or Ivory / Gold  
Curly P with slanted logo, quote marks around wordmark, with or without curl on decorative lines above and below wordmark, "Pendleton, Oregon" changes to "Portland, Oregon" and "100% virgin wool" text. "Pendleton Woolen Mills" usually all caps, rather than small caps



c.1960



Ivory / Gold or Navy / Gold  
Curly P with slanted logo, quote marks around "Pendleton," with or without curl on decorative lines above and below wordmark, "Pendleton, Oregon" and "100% virgin wool" text thicker



c.1970

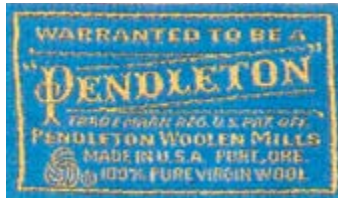


Ivory / Gold or Navy / Gold  
Curly P with slanted logo, quote marks around "Pendleton," with or without curl on decorative lines above and below wordmark, "Portland, Oregon" and "100% virgin wool" text more rounded, may contain shirt size and Woolmark logo after 1977



c.1980

Blue / Gold  
Curly P with slanted logo, quote marks around "Pendleton," curl on decorative lines above and below wordmark, "Portland, Oregon" and "100% virgin wool" text more rounded, may contain Woolmark logo



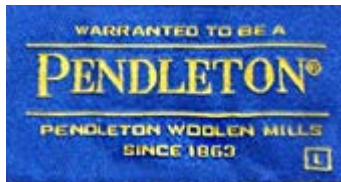
c.1991

Bright Blue / Gold  
Curly P with slanted logo, quote marks, curl on decorative lines above and below wordmark, additional text font squared, "100% pure virgin wool" may contain "Made in U.S.A. Port, Ore." and Woolmark logo, no Woolmark on labels after 1992



c.1995 - 2008

Blue / Orange-Gold Endfold  
New slanted serif logo without quote marks, slanted pinline that extends from the bottom of the P underlining wordmark, squared text surrounding wordmark, straight pinlines added between text above and below "Pendleton," wordmark, "Since 1863" introduced, removed box surrounding logo



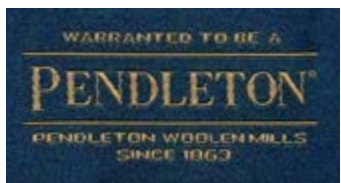
c.2009

Bright Blue / Yellow Gold Endfold  
100% polyester, registration mark added, bottom text extends to logo but not quite centered, may contain shirt size, removed "Portland Oregon," Pendleton Gothic font created for logo, pinlines added above and below wordmark, contains "since 1863"



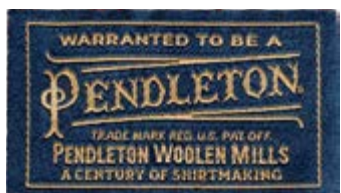
2014 - 2017

Navy / Gold Endfold  
Men's Shirt 76A001, Women's Shirt 76A006  
100% polyester, large registration mark, large bottom text that extends to pinlines, contains "since 1863"



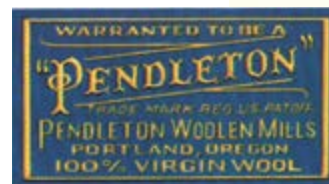
2018 - Current

Navy / Gold Endfold  
Men's Shirt LBL00011.G17, Women's Shirt LBL00012.G17  
100% polyester, until 2021 when all woven labels moved to 100% recycled polyester, smaller registration mark, bottom text centered to logo, contains "since 1863"



2024 Century of Shirtmaking

Navy / Gold Endfold  
Men's & Women's Shirts LBL02535.E23  
Curly P with slanted logo, no quote marks, "A Century of Shirtmaking" text, 100% recycled polyester, based on this 1960s Men's ad shown at right



*Some Pendleton shirts use a strip endfold label. These are typically seen in women's apparel, and in men's for archive plaids and tartans*



*What's an endfold label?  
An endfold label is folded and pressed on the left and right or the top and bottom*



*Labels with the "Woolmark" logo appeared on Pendleton product and advertising from the 1970s through 1994*



*Left two: Split/curly P, or western P.  
Right: Block or serif P*



*Labels with an identifier followed by letter and date, i.e. ".A14" tell you the month and year a label was developed. Each month is represented with letters A-L.*





© FENDLETON

© FENDLETON



# 1924-2024

# PENDLETON SHIRT TIMELINE

**1924** | The Bishop family, Pendleton Woolen Mills owners, decide to expand their business from blankets and fabrics into wool shirts for Men, Women, and Boys. The positive response is immediate in Men's.

**1927** | Wool shirt line list includes the debut of the "Sport Shirt" which will eventually become the Board Shirt. Shown as a hunting shirt in the line list for that year.

**1931** | First worsted wool woven at Washougal Mill.

**1933** | Retail department holds a public liquidation sale with huge success restoring public confidence and increased retail orders. First "normal" fall season since the beginning of the Great Depression in 1929.

**1936** | Women's wool shirts are offered again (see page 2 for image).



**1938** | Life magazine features western story author Zane Grey wearing a Pendleton shirt.

**Zane Grey, Oregon Historical Society Research Library CN 020999**

**1943** | World War II begins. War Production Board directs Pendleton Woolen Mills' principal production to blankets for the U.S. Navy.

**1944** | Retail clothing department discontinued at Portland office—return to wholesale only.



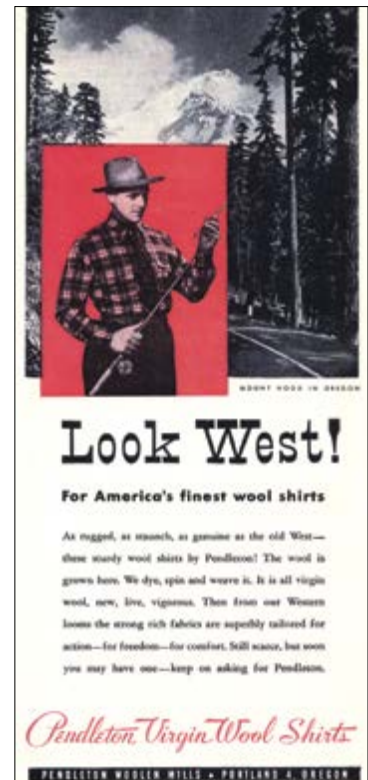
1933



1938



1945 | 80% of Pendleton production goes to war efforts.





*Women's shirts have been available since 1924. They were not originally fashioned for women, but by 1936 they featured a gusset for a better fit.*

**1946** | Company first advertises in VOGUE magazine. Company released from wartime wool stockpiling and returns to full virgin wool production. “Youth” shirt line introduced.

**1948** | Women’s wool shirts are back once again.



**1949** | Plastic buttons replace pearl buttons. Pendleton launches its first Women’s sportswear line, which included a shirt jacket, the 49’er, and a women’s wool shirt.

**1955** | “SIR PENDLETON” shirt featured in Time magazine. Shirt becomes available for distribution in 1956.



**1958** | Pendleton’s washable wool shirt awarded seal of approval by American Institute of Laundering.

**1959** | The washable wool shirt introduced into the market.



**1962** | October 1: The Beach Boys, originally known as “The Pendletones” release their first studio album, Surfin’ Safari. The cover features a photo of the group wearing matching blue plaid Pendleton Board Shirts. In 2002, Pendleton will bring back the Board Shirt and name the pattern Original Surf Plaid.

**1963** | Pendleton rides the unexpected wave of pop culture with the Majorette’s number one hit song, “White Levis,” featuring the lyrics, “My boyfriend’s always wearin’ white Levi’s ... and his tennis shoes and his surfin’ hat and a big plaid Pendleton shirt.” The cover features an illustration of a man in a Pendleton shirt.

Artist Ted Rand creates original drawings for Pendleton’s advertising campaign.



**1969** | Company presents first non-wool line: Menswear “Pen West” (Spring 1969).



**1976** | Menswear Division created “Pendleton Westernwear” for Fall 1976.

**1977** | Menswear introduces the “LOBO” line, a line of sportswear positioned as “outdoor wear for the young, urbane scene.”

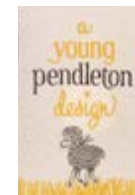
Western Wear clothing offered in Womenswear.



**1979** | The “PenWest” brand western shirt becomes “PenWesterner.”



**1980** | “PENDLETON COUNTRY—JAPAN” established. The first shipment of exports, consisting of 5,000 units of menswear, womenswear, blankets, and advertising, sailed July 8th on the “Beishu Maru.”



“Young Pendleton” becomes “Miss Pendleton.”



**1984** | For the first time, Men’s shirts includes “Big” and “Tall” sizes.

**1988** | Children’s clothes, including wool shirts, offered in the “Young Pendleton” line (Fall 1988).



**1990** | PWM officially adopts graphics standards for blue and gold. Blue is Pantone 288. The standards are used as “general guideline,” not hard and fast rules. Before early 1990’s, there were no graphics standards. The blue and gold label was virtually the same since 1909.



**1992** | “Young Pendleton” line dropped (Fall 1992).

**1994** | Launch of PWM’s first website on the “world wide web.” Menswear discontinues “Lobo” line.

**1999** | 75th anniversary of Menswear, 50th anniversary of Womenswear.



**2002** | Fifty years after the release of the Beach Boys/Pendleton plaid board shirt album, Pendleton brings back the shirt with great success.

**2003** | Founder’s Celebration. 1863 - 2003: Celebrated Thomas Kay’s arrival in Oregon. Special heritage items created: “Products that combined

fabrics and styling from the past with a revitalized, fresh attitude.” Items include: the Topsman, the Countrymen Jacket, the Aristocrat Gabardine Shirt, the “Beach Boys” wool shirt, the River Jacket, Reversible Plaid Pleated Skirt, a softer 49’er Jacket, and heritage pattern blankets. Special anniversary fabric included the Founders Plaid and Celebration Tartan.



**2004** | The Menswear Division celebrates Eight Decades of Pendleton Shirts, 1924-2004. In addition to re-creating a shirt emblematic of each decade, the company introduces a new luxury wool fabric for the future, Zephyr Cloth (now known as AirLoom Flannel). Both Menswear (the “Decade Shirt”) and Womenswear (“Shirt for Her”) offer garments made from the new fabric. Two styles selected were shirt jackets: the Topster and the Topsman. Each decade shirt was made in a plaid from that decade, recreated from Pendleton fabric archives.

**2006** | The Weaving For Life philanthropic partnership with the



Susan G. Komen Breast Cancer Foundation continued with the addition of

a Merino Wool Throw, a zip-front pink plaid Whisper Wool shirt, and a masculine pink and khaki Sir Pendleton Shirt.

**2008** | Debut of the Epic Shirt, a new fitted model.



Mid-November: A collaboration opportunity with Opening Ceremony leads to an agreement to design, sell, and promote a new collection of men’s and women’s merchandise from Pendleton jacquard and men’s shirt fabrics.

**2009** | Traditional shirt styles are named, with new labels added to identify them. Names were devised by Menswear’s Merchandising and Communication teams, with the help of two Bishop family members.



**2010** | Pendleton launches new label: “Pendleton, The Portland Collection” in Fall 2011.



Lobo  
By Pendleton

Traditional styling  
that breaks a few traditions.



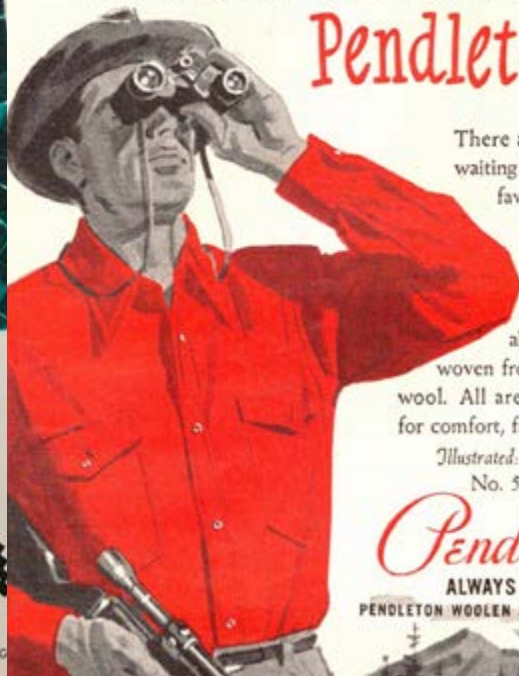
No. 529 "Blue-Grey" Shadow plaid



No. 531 "Red" Plaid



To Hunters who seek another  
**Pendleton**



There are new Pendletons waiting for you now at your favorite shop or store. New colors, new patterns... all exclusive with Pendleton and all fabrics Pendleton-woven from the finest virgin wool. All are perfectly tailored for comfort, freedom and action.

Illustrated: Pendleton Scarlet  
No. 537...\$9.95

**Pendleton**  
ALWAYS VIRGIN WOOL

PENDLETON WOOLEN MILLS, PORTLAND 4, ORE.



Men's Wear.  
By  
Pendleton.



great  
group  
pendleton

The soft luxurious fabrics in Pendleton shirts are all Pendleton-woven from live virgin wool. All the rich lasting colors are Pendleton-dyed from the finest fast dyes. And every Pendleton shirt is precision-tailored for action, freedom and comfort.

Main illustration—Sport shirt in authentic McLeod Tartan, \$15.55. Above—Regular shirt in green and white Houndstooth, \$15.55.

**Pendleton**

ALWAYS  
VIRGIN WOOL

ON WOOLEN MILLS • PORTLAND, OREG.



**2012** | At the Corporate Sales Meeting, Pendleton introduces the Thomas Kay Fall 2013 clothing and home products lines.

**2014** | September: PWM announces a collaboration with O’Neill, the number one surfing and water sports brand in America and Europe, to produce a collection of men’s and women’s apparel including wool shirts.

Pendleton celebrates Nine Decades of Pendleton Shirts.



**2016** | Collaboration with GAP for Fall/Holiday 2016 highlights “American Style.” “GAP x Pendleton” label appears on Men’s, Women’s, Boy’s, Girl’s, and Baby merchandise.

Fall: Pendleton collaborates with Kitsbow in producing men’s shirts for bicycling.



**2018** | Justin Timberlake collaborates with Pendleton to produce a custom blanket for his song “Morning Light” and a three way collab with Levi’s Company in making a flannel shirt for the song, “Hers/Flannel.”

May: Collaboration with Calvin Klein features color-blocked saddle blankets and ready-to-wear in Women’s and Men’s that blend Pendleton’s Americana heritage with Calvin Klein’s classic style.

**2019** | Pendleton Woolen Mills sells over 200,000 plaid shirts.

**2023** | Pendleton collaborates with Maison Margiela on a high fashion collection. That collection is a hit with the K-pop music scene. New Jeans sent waves across TikTok when they featured BTS superstar V in a dance video for their song “Hype Boy” wearing a shirt from the collection. Next, TXT released a music video for “Chasing that Feeling” with all members wearing the MM x Pendleton collaboration.



# THE BEAT GOES ON PENDLETON AND MUSICIANS

## A History in Music

Pendleton's connection to music is rooted in 1950s surf culture where the wool shirt was the uniform of the surfer. When the California band "The Pendletones" changed their name to the Beach Boys, they brought their signature blue plaid wool shirts to the covers of their first albums.

The Majorettes' 1963 summer anthem, "My boyfriend's always wearin' white Levi's... and a big plaid Pendleton shirt," recognized how surf style was now teen style.

Even today, Pendleton maintains a love affair with musicians that shows no sign of stopping.



Sen Dog of Cypress Hill  
*Photo by Josh Greenspan*



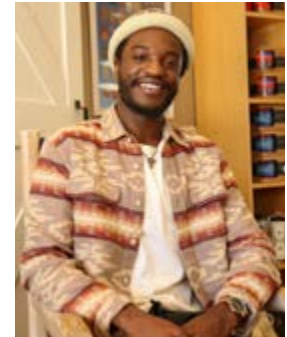
Kurt Cobain  
*Sub Pop Records  
Raffaella Cavalieri/Redferns*



The Beach Boys  
*Capital Records  
Michael Ochs Archives/Getty Images*



Lady Gaga  
*Interscope/Universal Records,  
Nick Laham/Getty Images*



Akinola Pedro



Neil Young  
*Atlantic/Warner/Geffen Records  
Henry Diltz/Corbis via Getty Images*



Jennifer Wayne of  
Runaway June  
*BBR Music Group*



The Majorettes  
*Troy Records*

"Finest wool shirts  
I've ever worn  
are made by  
**Pendleton**"



Staunch and sturdy fabrics  
—yet soft and luxurious!  
Many exclusive patterns—  
all Pendleton-dyed, spun  
and woven from the finest  
virgin wool—all in life-  
time colors. Pendleton tai-  
loring for perfect fit and  
comfort is traditional.  
*(Illustrated) Rainier Quilt  
Block Overplaid \$11.95.*

**Pendleton**  
*Always virgin Wool*

Pendleton Woolen Mills • Portland, Oregon

SPORTS AFIELD—November 1954

## THE BOARD SHIRT A SHORT HISTORY

Over the decades, the Original Board Shirt® has become the bestselling garment offered by Pendleton. We have experimented with fabric weights, fabric types, stripes, jacquards, and even collar points. The Board Shirt is still recognizable at a glance, thanks to the following features highlighted in the illustration below.

Believe it or not, this shirt was not one of our very first shirt styles. It evolved from a shirt that debuted in the late 1920s as the “Sport” model. This shirt had rounded shirt tails, and bias-set pockets with flaps that buttoned.

Modifications were made over the years, probably starting with the square hem. We knew this shirt dated from the 1950s, but it took a trip to the archives to find the exact year.



Going through archival materials, our research found that the in 1950 Materials Service Kit for Menswear (a sales tool), we could not find a model that had all the features of the shirt we call the Board Shirt. In drilling down on the pricelist information for 1951, we came very close. We found a model with the bias-set pockets and flaps, with no buttons on those flaps. It also had a square tail and no front placket. But this style still had a stand collar. The collar is a key feature of the model we call the Board shirt, and this 1951 model came very close.

In 1952, we released a shirt with all the features listed above; the smooth placket, square hem, signature pockets and flap, and that folded-down sport collar with the thread loop. After consulting the archival price books, we are confident in stating that this enduring model debuted in 1953 and has been in the line ever since.

The Board Shirt was referred to by its production numbers (A022 and then AA022) until the early 2000s. That’s when we named all our most enduring shirt styles. The AA022 became the Board Shirt, thanks to its importance to surfers, snowboarders, and skateboarders. This shirt is part of the car club culture of Southern California. It has been worn by celebrities and sports enthusiasts, commercial fisherman and runway models.

Thank you to all our loyal customers. As long as you keep wearing it, we’ll keep making it.



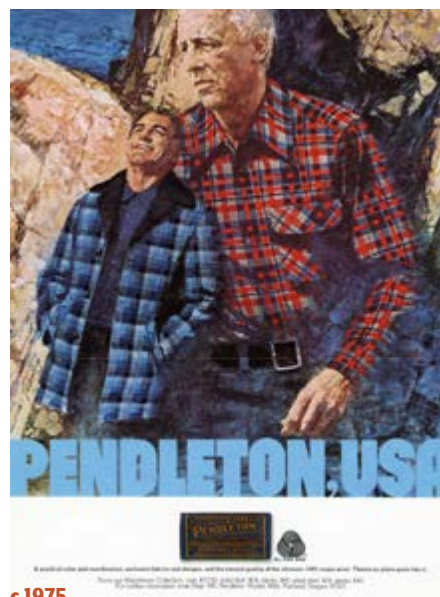
1937 catalog, Plainsman



c.1960



1952



c.1975



c.2000

*"You're telling me!  
For many years  
I've worn only  
Pendleton"*

Woolens in the unchanging tradition of Pendleton... from the finest fleeces of the Pacific Northwest—Pendleton-dyed, spun and woven into fabrics that are soft, rich and rugged. Then tailored so perfectly by Pendleton for comfort and freedom and precision of fit. (Illustrated) Rainier Quilt Block Overplaid \$11.95.

**Pendleton**  
*Always virgin Wool*

Pendleton Woolen Mills • Portland, Oregon

# THE ARTISTS OF PENDLETON ADVERTISING



Illustrations from left to right, Ted Rand c.1950, Howard Terpning c.1970, and David Grove c.1981

The Pendleton archives hold original artworks by renowned artists like Ted Rand and Howard Terpning. They were artists as well as illustrators, but like many fine artists, they paid the bills with advertising work.

## **Ted Rand**

Ted Rand (1916 – 2005) began drawing illustrations for Pendleton in 1951 under the aegis of Graphic Studios, a design firm he founded with six other designers. As a lifelong resident of the Pacific Northwest, he imbued his work for Pendleton with a deep understanding of the region's weather, landscape, and beauty. His ads harmoniously showed Men's, Women's, and Home products together. His graceful take on the 49'er and other women's separates were a key part of the success of these looks.

## **Howard Terpning**

Howard Terpning (1927 – ) is known for his paintings of the American West. His works hang in museums around the world and have sold for a million dollars or more. But he had a primary career as a graphic illustrator who created magazine covers, story illustrations and advertising art for publications such as Reader's Digest, Time, Newsweek, Good Housekeeping, Field & Stream, and many more. You can see his work on over 80 movie posters including Cleopatra, Doctor Zhivago, The Sound of Music, and the 1967 re-release of Gone with the Wind. He drew advertising artwork for Pendleton Menswear in the 1970s and 1980s, including the original advertising artwork for the Westerley Cardigan, made famous by Jeff Bridges in the movie, The Big Lebowski. He lives in Arizona, where he continues to paint his detailed Western visions.

### David Grove

David Grove (1940 – 2009) was born in Washington, D.C. and attended the Syracuse University School of Art. In 1964, he took a year off to travel in Europe but stayed on in Europe for several years as freelance artist. When he returned to the USA, he made the West his home. He did work for Car and Driver, Bantam, Ballantine, Dell Publishing, Standard Oil, the U.S. Navy, Atlantic Richfield, Western Airlines, NFL, Walt Disney Productions and so many more. He taught at the Academy of Arts College in San Francisco. His dramatic work for Pendleton Menswear used the “fadeaway” technique, melding background and foreground colors and values.



David Grove, c.1977



C. Michael Dudash, c.1980



Bernard Fuchs c.1979



Fred Love c.1950



Signed but unknown, c.1978



unknown, c.1974



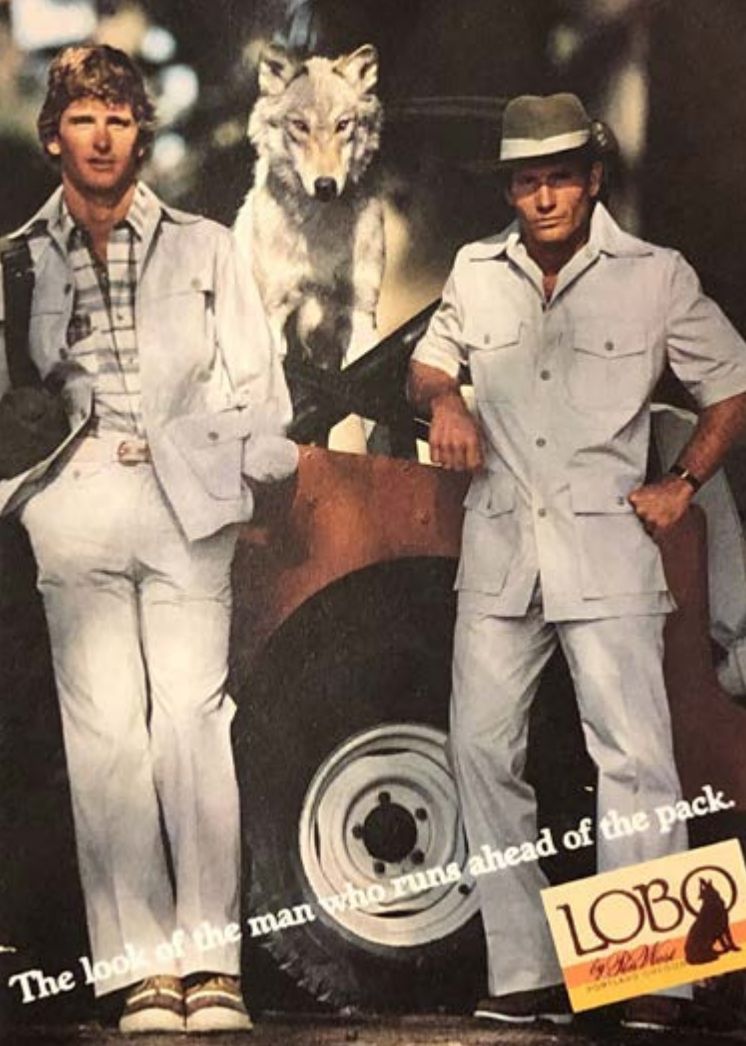
Diane Russell for 1949 jacket pattern, 2020

# POSITIVELY PENDLETON

...the carefree  
way to be  
well dressed

Brisk and lively, Pendletons are favorite ways the country over. They look best in trimly styled wool sportswear, the fabric that's proved itself in every situation. Well-dressed boys have long known that—in or out of the classroom—Pendleton is the mark of a man.

Sing Hood Shirt 115, Flax Boy 810 Pullover 111, Button-down Shirt 119



Quality. Style. Look who's got

them both sewed up.



On the left the left collar that is together, give together. Use these Pendletons...  
pend with the opposing jacket. Which is...  
Linen 1100, 111, Long sleeve...  
Pendleton Woolen Mills, Inc., 211 Main Street, Portland, Oregon 97201





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