

PENDLETON®

*Quality Craftsmanship
Enriching Lives
Connecting Generations*
issue no.6
Iconic Patterns



Photo by Brandy Anderson and Mikal Wright

WOVFN

PENDLETON ICONIC PATTERNS

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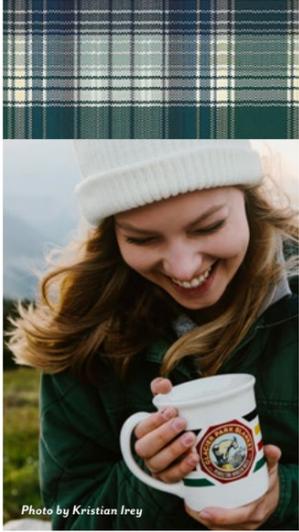
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“Recognized at a glance.”



“Well-established, yet versatile.”

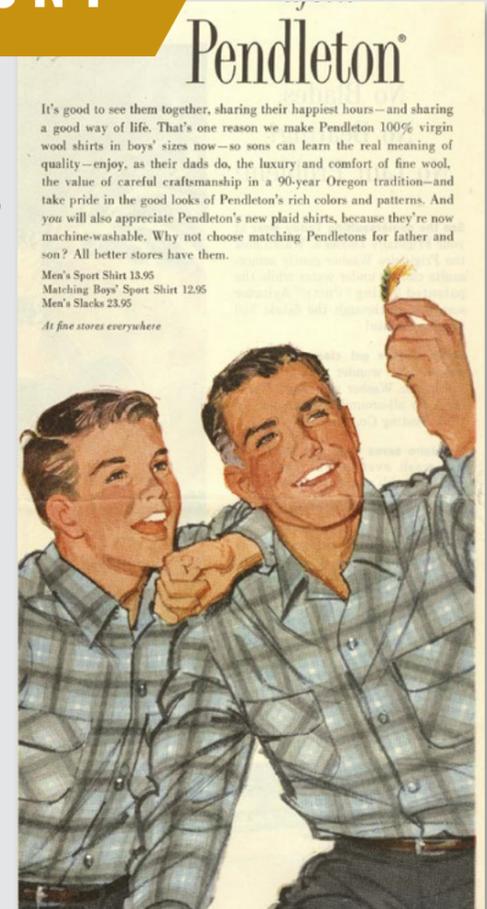
WHAT MAKES AN ICON?



“Distinctive and timeless.”



“Known for excellence.”





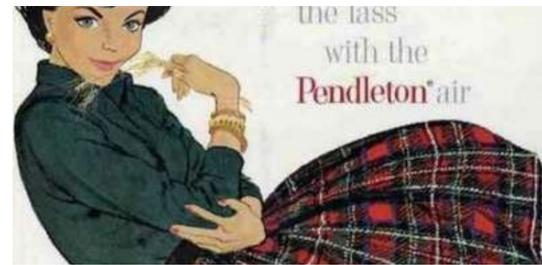
MAD FOR PLAID



Photo by Dr. Robin Harkins

Pendleton weaves iconic plaids from the yarns up. Plaid fabrics are woven with yarn-dyed wool. Wool takes and holds color like no other fiber, with dyes penetrating all the way to the center of each fiber. That's why wool garments retain their colors, looking sharp and beautiful for generations of wear.

Pendleton's plaid expertise dates to 1863—Oregon's first year of statehood—when founder and family patriarch Thomas Kay opened a woolen mill in Salem, Oregon. Kay was a British Master Weaver who brought his expertise to America. Pendleton still uses some of his weaver's "recipes": combinations of wool from different breeds of sheep, in very specific quantities, that produce the various yarns used in Pendleton's enormous range of textiles. Kay also brought deep knowledge of patterns: checks, plaids, tweeds, Donegals, herringbones, stripes, tartans and more. Six generations later, his legacy lives on in everything Pendleton weaves.



ALL TARTANS ARE PLAIDS...

What's the difference between a tartan and a plaid? A tartan looks like a plaid, but is so much more than that. A tartan is a statement of identity. Tartans were originally regional designs, worn as "plaids," pieces of fabric worn slung over the shoulder. Scotland's warriors wore their plaids with pride to announce their family affiliations and political loyalties.



Original Pendleton Ad



Photo from @makethislook

PLAID DISNEY REMAKE

A shot from an iconic Disneyland advertisement (circa 1957) inspired modern-day sewing blogger Mena Lazar, @makethislook, to recreate this plaid family shot in front of Cinderella's Castle. She and her husband wore vintage Pendleton clothes, and she sewed garments for her children. They wore the outfits on #DisneyDapperDay at the Disneyland resort in Anaheim, California.

THE BEACH BOYS!

Before they were The Beach Boys, they called themselves The Pendletones, after their favorite shirts. Pendleton shirts and khakis were the SoCal surfer uniform of the early 1960s.



...BUT NOT ALL PLAIDS ARE TARTANS

The Dress Act of 1746 was enacted to prohibit the wearing of plaid, as part of colonial suppression of the Highlands. When the Dress Act was repealed in 1782, tartans were adopted as the official national dress of Scotland. Tartans grew from regional plaid to warrior garb to a badge of kinship. All official tartans are registered with the Scottish Tartan Authority.

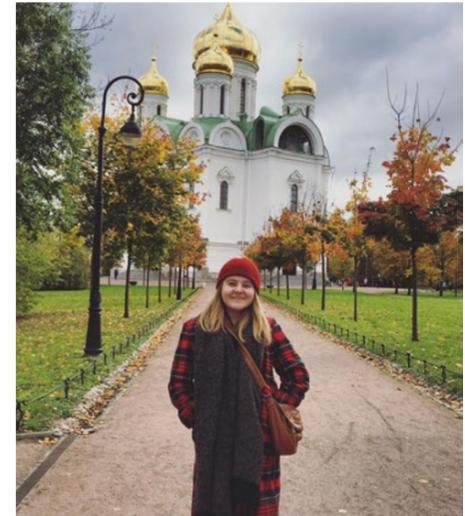
SISTERHOOD OF THE TRAVELING COAT

A note from loyal customer Patricia: Fifty-plus years ago, my new husband bought me a full length, lined, red plaid Pendleton coat at a store in Bangor, Maine. I loved that coat and for many years it kept me warm. After having two children, I "grew" but my coat did not. Unable to part with it, I found a home for it in the back of a closet. Years later my older daughter saw it and asked if she could take it to college with her. After four years at the University of Minnesota, the coat found its way back to my closet.

Fast forward to last summer, when my granddaughter Emily discovered that Pendleton coat; she rolled it into a tight ball and stuffed it into her backpack as she boarded a plane for her junior year in St. Petersburg, Russia. Here are pictures of my granddaughter wearing it in Scotland and the Czech Republic; the coat has traveled all over Europe and the USA!



Photos from Patricia & Emily



INTERVIEW WITH A PLAID EXPERT

Susan Hemrich, one of Pendleton's plaid designers, on the mathematics of Pendleton plaids.

How many plaids do you design per year?

Somewhere around one hundred. I design all the men's wool plaids, some of the women's, and some plaid blankets, as well. I've worked with cotton plaids, but the majority of my work is designing wool plaids that will be woven in our mills.

What's your background?

I have a fine arts degree, and weaving was part of that. I'm a certified arts educator, and have taught weaving throughout my life, but I also worked in the tech industry. I came to Pendleton 19 years ago as a trained CAD operator and sample weaver who made handlooms.

For non-weavers, can you tell us what a handloom is?

It's a sample swatch of a plaid, handwoven on one of our looms here in the design area.

Do you generally design on a computer?

I design both ways: on the computer, and the old-school way.

Can you describe the old-school way?

Usually we're working from an existing example, like a fabric swatch. I get out a pick glass (sort of like a jeweler's loupe with .10" rule markings) and count the individual picks in the pattern. I mark them down on a special sheet with a mathematical notation system. When design students tour our area and say they want to design plaids, I ask them, do you love math? Because it's all math!



Elizabeth Doering, fabric designer, weaving a sample



Photo by Michell Strizhius

“When design students say they want to design plaids, I ask, do you love math?”

Pendleton releases archive plaids each fall – how are those selected?

Usually we pre-select from the plaid archive for the merchandising and design teams, based on the year they want, the fabric range they need, and their seasonal aesthetic.

What makes Pendleton plaids special?

We do many, many types of plaids, but I think it's our use of the ombre that's most particular to Pendleton. “Ombre” usually just means “shaded,” as in different shades of the same color woven to shade into each other. We do what we call shadow plaids, which ombre a lighter color with a darker color (usually black) for a very subtle plaid effect. But we also shade several different colors into each other. We will ombre four to six colors to get that special Pendleton plaid look.

PLAID GLOSSARY

A plaid is a pattern made with crossing lines of color. There are many different types of plaid. Here's a quick guide to some of the most popular. Which plaid is your favorite?



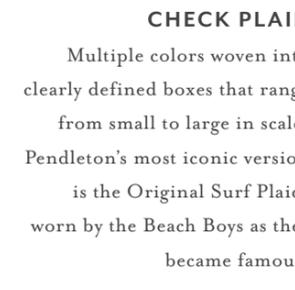
OMBRE PLAID

Woven with value gradations, this distinctly Pendleton type of plaid is subtle, dimensional, and a little retro. Most likely to trigger the question, “Is that a Pendleton?”



GLEN PLAID

A pattern of larger checks made by small checks woven in black/grey or camel/tan and white. In some versions, lines of accent colors add interest, but are kept to a minimum in this plaid.



CHECK PLAID

Multiple colors woven into clearly defined boxes that range from small to large in scale. Pendleton's most iconic version is the Original Surf Plaid, worn by the Beach Boys as they became famous.



BUFFALO PLAID

AKA Rob Roy Tartan, Buffalo Check, or lumberjack plaid. Often a red & black checkerboard, though any strong color can be used in place of red. Made famous by Paul Bunyan.



TARTAN

An authentic tartan registered with the Scottish Tartan Authority, representing a historic Scottish clan. Every tartan must be woven to exacting color and placement specifications.



TATTERSALL

A small and simple check pattern of two colors crossing on a light ground. It originated on English horse blankets. In shirts and jackets, tattersall still carries a whiff of crisp equestrian flair.



MADRAS

Light, bold, airy plaid style originating in India. Open weave and unrestrained use of bright colors are associated with chinos and deck shoes, “Ivy style,” and East Coast summer leisure activities.



WINDOWPANE

Very narrow lines of one or two colors woven into a larger windowpane pattern with a solid-colored ground. Restrained use of color gives this plaid a sophisticated effect.



CHIEF JOSEPH PATTERN



The Kaye Family with their Pendleton Chief Joseph Blanket - Photographed by Brandon Burk

When hearing the words “Pendleton blanket,” what probably comes to mind is the Chief Joseph pattern. This classic nine-element trade blanket has been in the line for close to a century, continuously available longer than any other Pendleton pattern. In Native American communities, it’s used for gifting and marking important life milestones. The most traditional colorations (khaki and ivory) are as popular today as when they first rolled off the loom. The Chief Joseph pattern is offered in a choice of dazzling colors: turquoise, cherry, indigo, maroon and many more, in sizes from crib to king. Its enduring beauty makes the Chief Joseph pattern a true Pendleton icon.



See Chief Joseph on the Loom. <https://bit.ly/2XxbmOu>

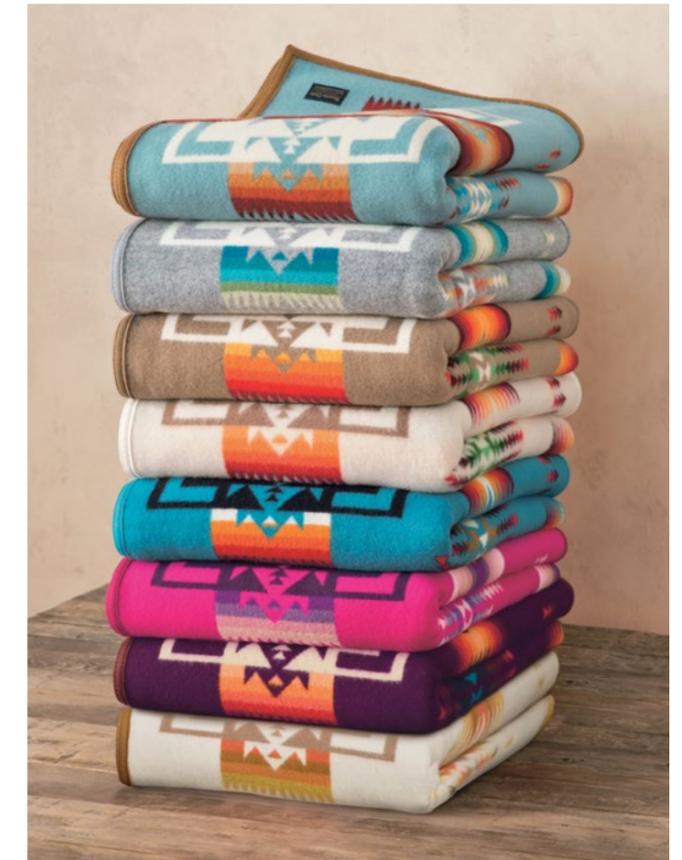


WHO IS CHIEF JOSEPH?

The Chief Joseph blanket commemorates the heroism of one of the Pacific Northwest’s great leaders, Chief Joseph of the Nez Perce. His Nez Perce name, “Hin-mah-too-yah-let-kert,” means Thunder Rolling Down Mountain. The Nez Perce were known for their skills as warriors and their horsemanship; they developed the Appaloosa horse breed. The Chief Joseph pattern’s arrowheads symbolize bravery, and point East, South, West and North, the sacred Four Directions of Mother Earth.



Photo by @xavierzander



9-ELEMENT DESIGN

The Chief Joseph pattern is an excellent example of a nine-element design, which features three identical large elements in three rows.

How many colors can be woven into a Pendleton blanket? Twelve colors, with two colors per row, plus “pick-and-pick,” which makes a half-tone. Three-color construction is possible, but it’s less vibrant, so Pendleton usually uses two-color construction.



HARDING PATTERN

The Harding pattern has been in the Pendleton line since the early 1920s. Its history began as a custom design in 1923, when President Warren G. Harding and his wife, First Lady Florence Harding, visited the Pacific Northwest to dedicate part of the old Oregon Trail. Tribal dignitaries from the Cayuse and Umatilla tribes asked Pendleton Woolen Mills to create a unique blanket as a

See Harding on the Loom.
<https://bit.ly/2wMEfdM>



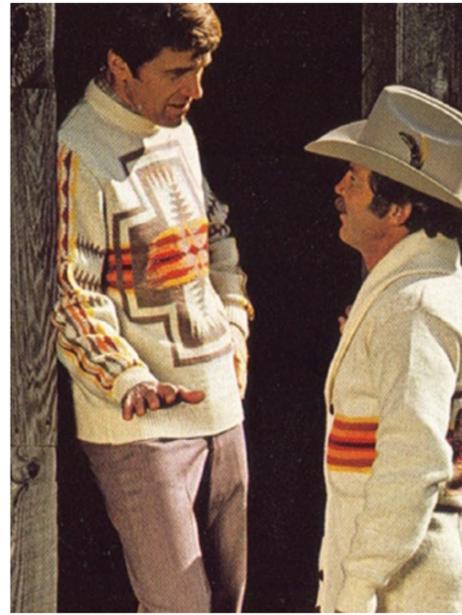
Photo by Grace Adams



President Warren G. Harding and First Lady Florence Harding accept the Pendleton Harding fringed shawl from Cayuse and Umatilla tribal leaders

special gift to the First Lady, in honor of her forthright and gentle nature. Pendleton's weavers modified a Chief Joseph pattern and produced a fringed shawl in shades of white, tan, yellow and red.

That fringed shawl is still available today, one of many patterns worn by Native American women in traditional dances. The fine woolen fringe is carefully applied at one of Pendleton's mills. The blanket is available in select colors and sizes. The Harding pattern has been featured in some of Pendleton's most iconic sweaters and blanket coats.



Harding Sweaters from Pendleton's Western line for men, circa 1970s



Actress Mary Pickford, founder of United Artists and "America's Sweetheart," in her Harding fringed shawl, circa 1920s



Rider at the Pendleton Round-Up accepts a Harding Shawl as a prize, circa 1920s



Photo by Mikal Wright and Brandy Anderson



CAMP BLANKETS, CAMP STRIPES



Photo by Greg Hatten, @woodenboatadventures



Pendleton's camp blankets are woven with heathered yarns and bold stripes from 100% virgin wool, then napped for ultimate insulation. These attractive utilitarian blankets were based on the ombre-striped bedrolls used by cattle hands and shepherds. During the day, they were tightly rolled and tied to saddles or packs. At night, their warm wool made for cozy sleeping by the campfire, under the stars.



Photo by @oliveheuss



GREAT OUTDOORS & IN

Bedroll blankets were originally woven for utility from spare mill goods, and their beauty was almost accidental. Today's blankets are designed for utilitarian beauty. Some are striped only at the top and bottom of the blanket, and others are striped across the entire length of the blanket. Camp stripes are used on the Shelter Bay blanket, seen on the facing page in a full bedding group. This blanket features an earth-tone background with directional crosses, bordered by camp stripes.



Photo by @ej_sparkles

EARN YOUR STRIPES

Camp stripes bring the spirit of the outdoors to whatever they grace, thanks to colors that reflect Western landscapes: forests, lakes, river gorges, coastal crags, and the rich colors of the high desert. These stripes find their way to home goods and apparel, especially outdoor shirts and warm outerwear.



Photo by Cassy Berry

NATIONAL PARK STRIPES



A keepsake that gains momentum with every adventure.

Some are bold, some are busy, but every National Park stripe blanket celebrates America's Treasures, with a portion of sales supporting the work of the National Park Foundation. The most iconic park stripe of all? That would have to be the Glacier National Park stripe! On a background of white, stripes of black, yellow, scarlet and green represent Montana's spring wildflowers blooming among the glaciers, lakes and rivers of Glacier National Park. It has been around since 1916, in a variety of colors and stripe widths.



See Yellowstone on the Loom
<https://bit.ly/2K2kCr2>



Glacier National Park blanket,
 Photo by Stephanie Mossey

Here are a few fun facts about Pendleton National Park blankets:

- The oldest design, Glacier Park, originally had "points" to give it the feel of an old-time "candy stripe" blanket traded by fur trappers, but the fur trade had ceased long before Pendleton began weaving blankets.
- Any Pendleton National Park blanket with points was made before 1938. These marks referred to blanket size, and as the blankets grew in length and width, the points became inaccurate.
- Pendleton has made blankets for 17 different parks. Two blankets, Crater Park and Shasta, are mysteries. They are listed but not pictured in archival sales materials, and there are no surviving examples.
- Pendleton introduced plaid National Park throws after World War II. There were four different Grand Canyon plaid throws in those days, plus a newer one introduced in 2009.
- Part of a National Park blanket's appeal is its striped simplicity, but some older blankets featured mountains, pine trees, flowers—even a stylized Thunderbird.



FROM URBAN LOFT TO COUNTRY CABIN

Park stripes prove their versatility in farmhouses, industrial spaces, ranch homes, tiny houses, lake cabins, tents, yurts and trailers! Wherever you live, park stripes are right at home.

WHERE HAVE YOU BEEN?

In 2009, Pendleton redesigned National Park blanket labels to resemble the old season pass stickers that early visitors affixed to their windshields. The stickers were proudly displayed (sometimes to the detriment of visibility), commemorating trips that took many miles of travel on difficult roads in uncertain weather. Talk about earning your stripes! Today's travelers collect similar window stickers and woven patches to show which parks they've visited.



LOVE YOUR STRIPES

Park stripes are not just for blankets anymore. Their bold colors and happy associations make them a natural to wear and use each and every day—not just on vacation.



Photo by @rescuedliving

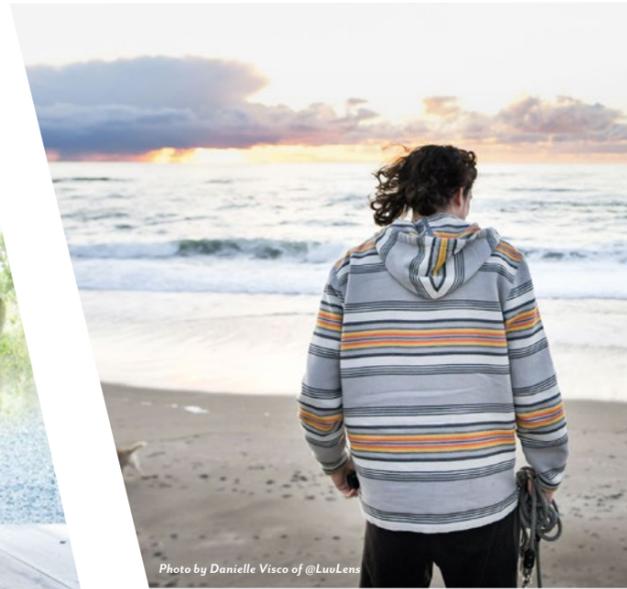


Photo by @shibabrosonthego



Photo by @sincerelyseersucker

SERAPE STRIPES



In this photo from the Pendleton archives, a Pueblo family rides in one of the original wagons like those used by the Babbitt brothers, five shopkeepers who came west in 1886 to make their mark. They founded the CO Bar cattle ranch, in addition to opening a mercantile in Flagstaff, Arizona.

In time, their success with commerce equaled their success with cattle. Over the next 100 years, the Babbitts owned and operated over twenty trading posts, doing business with the Navajo, Hopi and Apache peoples. Babbitt's is still active and thriving—and working with Pendleton.

With their bands of contrasting colors, serape stripes are designed to dazzle. Pendleton's serape stripes are found on shirts, jackets, hoodies, and bold wool blankets that are perfect for the beach, the porch, or the park.

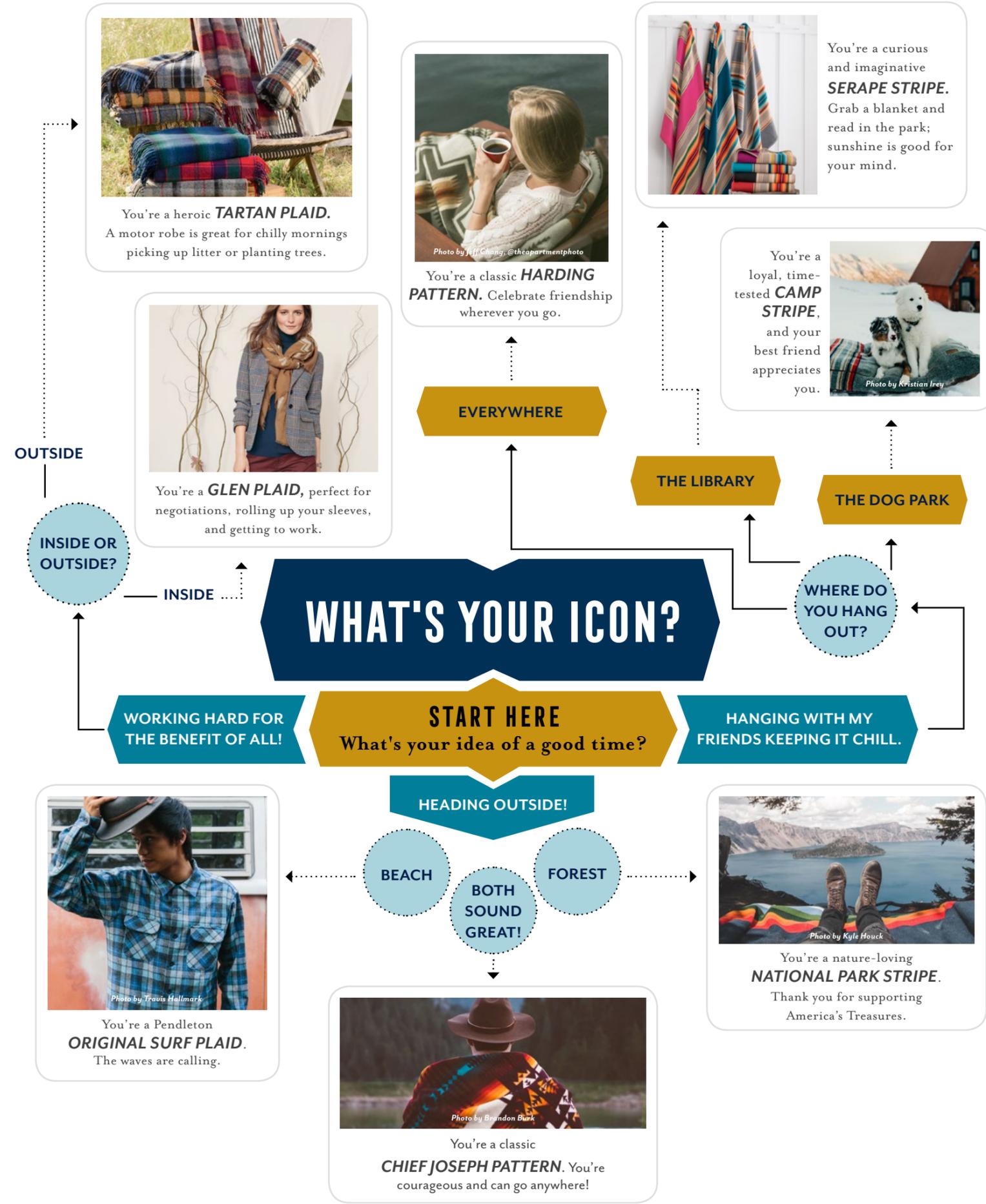
Traditional serapes (called sarapes south of the border) are colorful, sturdy blanket shawls that were part of life in the Mexican home. A serape could serve as a tablecloth, bedding, impromptu hammock, or improvised tent. It could be worn as a shawl, or converted to a poncho. Clothing, bedding, shelter: the serape was versatile!

When southern California's surfers made trips to Baja, Mexico, to ride the waves, they brought home serape blankets and Baja jackets. The serape stripe became part of the "Endless Summer" of American surf culture.



DID YOU KNOW?

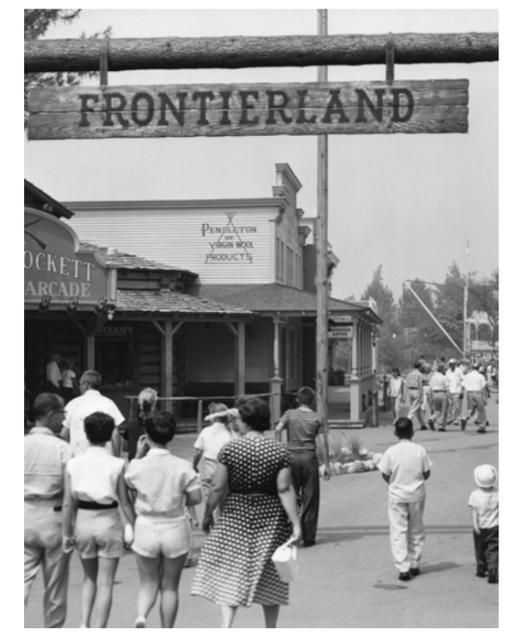
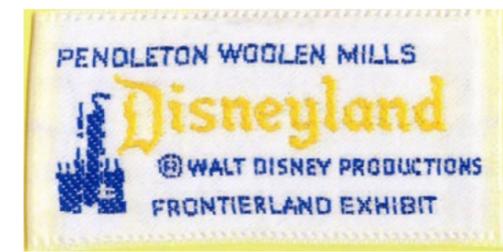
In the Southwestern United States, Pendleton serapes are also known as "Goopesala," or "Good Blankets." They are often used in the Give-Away Ceremony, performed at honor dances, weddings and many other occasions. Hosts give gifts to their guests, with no expectation of return. "What is given away returns to the giver, in another form of good."



AN ICONIC PARTNERSHIP PENDLETON & DISNEYLAND

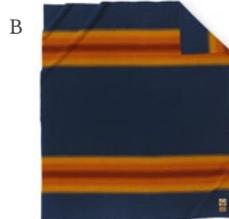


The history of Pendleton Woolen Mills and Disneyland began when Walt Disney extended a personal invitation to be retail partners in his new theme park. He saw a fit for Pendleton in Frontierland as part of his vision of America's Wild West. Pendleton established a 'Dry Goods Emporium' that opened for business right along with the rest of the park on July 17, 1955. The store was a rustic wonderland of Pendleton's woolen products, along with belts, wallets, hats, and other Western-themed merchandise. Much of the clothing sold in Disneyland had its own special labeling that featured the spires of Cinderella's castle.



MATCH THE BADGE TO THE BLANKET!

Draw a line from the National Park badge to the National Park blanket it matches.

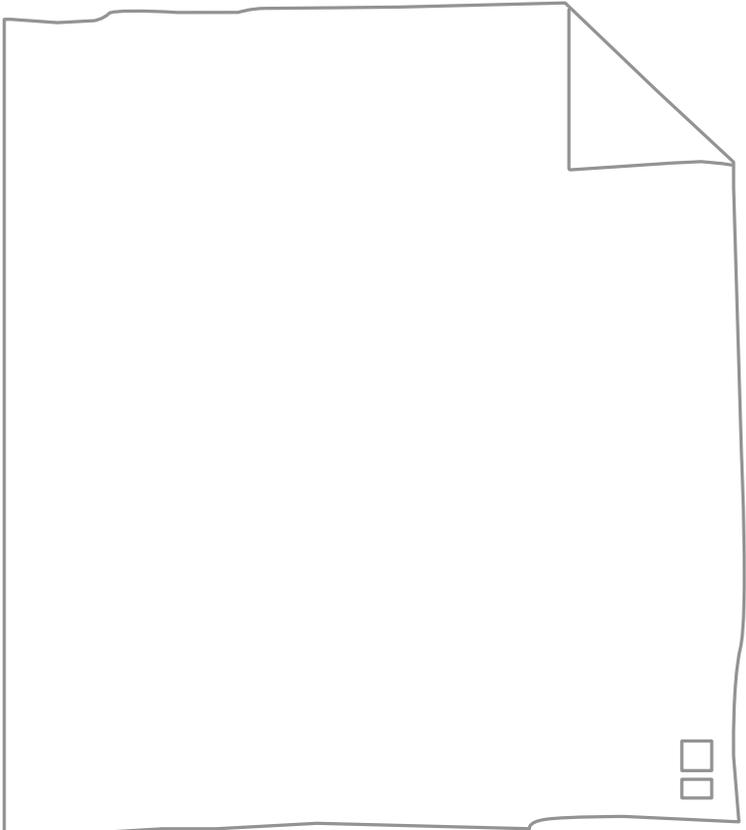


DESIGN YOUR OWN PARK BADGE & BLANKET

Get creative and show us your ideas for the next Pendleton National Park Blanket.

Want to share your design? Upload to Instagram with #mypendletonpark

PARK NAME:



For media requests contact PendletonPR@penmills.com

For wholesale requests visit www.pwmwhsl.com

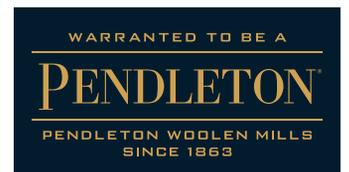
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Answers: 1:F, 2:D, 3:A, 4:C, 5:G, 6:B, 7:E