



# Wonderful Wool



## Four Fun Facts About “The Fiber Of Civilization”

(NAPSA)—What single fiber is naturally flame-resistant and hypoallergenic, has been used for more than 5,500 years and has even influenced world powers, serving as an underpinning to entire national economies? Go on, take a guess—and don’t be sheepish.

**Fact 1:** Wool is a living fiber with extraordinary properties and it has been worn since around 3500 B.C. At that time, felt, wool to which heat, pressure and moisture have been applied, became common due to its superb insulating qualities. Felt was useful as lining for sandals and helmets, cushions for riding camels and horses, as breastplates for Roman soldiers and as durable-yet-portable housing for nomadic peoples. For Asian nomads, wool was so important that in the fourth century, the Chinese called their territory “the land of felt.”

**Fact 2:** Wool is an extremely fine fiber—it takes three to four wool fibers to equal the diameter of a human hair. It is also a natural thermometer. By absorbing perspiration and releasing it slowly through evaporation, wool insulates to keep the wearer warm in winter and cool in summer. In Biblical times, wool was used to collect water; a fleece was left out in the desert to absorb dew, and the next morning it was wrung out.

**Fact 3:** Wool replenishes itself. In fact, one Merino sheep can produce nearly 5,500 miles of wool fiber in a single year. Spain was one of the first countries to recognize the commercial value of wool, and made it a capital offense to export Merino sheep. Wool was the first great industry of England, and it was through woolen fabrics that the Medici family of Florence,



**Pendleton Woolen Mills’ state-of-the-art dye shop gives garments lasting color.**

Italy, built its wealth. Today, Australia’s economy is based on wool and sheep, as it produces one-quarter of the world’s supply.

**Fact 4:** Wool is a terrific clothing option. Wool’s natural durability, and its ability to take dye deeply into the fiber and hold it for rich color—hence, the expression “dyed-in-the-wool”—make wool fabric ideal as a preferred clothing fiber.

A Pendleton “Sir Pendleton” men’s signature wool shirt, for example, is woven from as much as five miles of yarn yet weighs less than a cotton Oxford shirt. Made from 100 percent Pure Virgin Wool, these wool shirts are naturally comfortable and good looking and keep their shape year after year.

Pendleton’s expertise and craftsmanship in wool textiles and the commitment to quality have been a company tradition for five generations since 1863. Consumers can visit the Web site [www.pendleton-usa.com](http://www.pendleton-usa.com) to shop online or order a catalogue. You may also check the Web site for store locations throughout the country.