

You Must Have Been A Beautiful Ranger...

'Cause, Lady,
Look at You Now!

"I'll never forget my first impression of the Park women's uniform," an attractive young naturalist declared recently.

"I was at the training center, and one afternoon my roommate came walking toward me, wearing her new uniform. I remember how different she looked and how shocked I was. I couldn't help thinking, 'What happened to my cute roommate!'"

Her reaction was typical. Called everything from "early orthopedic" to "old maid dowdy," the uniform was more than unattractive; it was often a source of professional frustration to its wearers. Originally designed for the limited activities of airline stewardesses, it did not serve the varied and expanding functions of Park women.

Recognizing these problems, Director Hartzog's task force on uniform standards made new and far reaching recommendations in its June 1969 report. The uniform committee, headed by Robert Gibbs, chief of Park Operations, was appointed to implement their directive that the women's uniform be materially changed. Gibbs then asked Carole Scanlon, an interpreter from Independence Park, to represent field women on the committee and to help coordinate their activities.

The problems seemed insurmountable: identifying the needs of park women; choosing a designer and finding a manufacturer willing to handle such a relatively small group; pricing within the limited uniform allowances; and outfitting the many women stationed all over the country.



LADY RANGER — CIRCA 1926

Carole began by contacting the Philadelphia Textile Institute, the Moore Institute of Art and the Defense Supply and Support Center for technical assistance and ideas. She then conferred with other organizations having women in uniform—the airlines and car rental agencies—but soon discovered that the Park Service had special problems of its own.

"Our first impulse was to hire a 'name' designer, as many of the airlines had done," she said. "But we needed more than just a design—we wanted complete coordination for all facets of our front line staff. We had to have someone who was as interested in function as in fashion—and who would listen to the unique wants and needs of our field personnel."

Then they discovered Joan Glynn, a vice president of Doyle Dane Bernbach, one of the largest advertising agencies in the country. As head of "product styling" Joan revolutionized stewardess uniforms in the early sixties when she introduced the knit dress as a uniform for American Airlines.

Always working in the context of a design "package" (including decor, menus, magazines, color, uniforms—anything visible), Joan conducted similar campaigns for Avis and for Hawaiian Airlines. In addition, she was chosen to be the only non-Israeli to sit on the design commission for El Al, the Israeli airlines.

Assisting her with the NPS women's uniforms was Irene Beckman, a product development associate and new head of fashion styling at Doyle Dane Bernbach. Like Joan, she believes that fashion is a reflection of living.

Selecting a designer, however, was only the begin-

ning of the problem. After all, how does one decide what will please 250 permanent women—and innumerable seasonals—no two of whom are alike?

Carole's answer—just ask them. And with limited time and logistics, ask the widest variety possible.

She began by having the committee send a questionnaire to all park women in uniform requesting sizes and personal statistics. Many respondents also sent suggestions, which Joan and Irene studied carefully.

Then Carole conducted the women on separate, whirlwind trips to the Mather Training Center at Harpers Ferry. Armed with pencils, pens and open minds, they interviewed staff, interrogated trainees and even canvassed the men for opinions. They also saw movies on the parks, read brochures, studied photographs and reviewed five years of correspondence on the women's uniforms. Most important, they were individually oriented to the Park System and indoctrinated into Park philosophy.

To gain more personal insight, Carole and Irene spent several hours on the telephone calling Park women all over the country—from Alaska to the Everglades and from Homestead, Nebraska, to Hopewell, Pennsylvania. Taking copious notes, they were delighted with the information—and the enthusiastic response of the women.

One high point on Irene's tour was an intense "think-tank" conducted at National Capital Parks in Washington, D.C. Women of all sizes, shapes, heights, ages and job titles joined the four-hour exchange, which was taped for Joan's study later. The participants had two things in common: they wore park uniforms—and they were eager to talk.

One of the most articulate was Betty Gentry, supervisory historian at NCP. A former Marine who has been in the Park Service for nine years, Betty has spent most of her professional life in uniform and she has definite opinions about the NPS outfit.

"The fitted jacket isn't functional or comfortable. It should move easily but look smart, particularly in the city," she said. "We participate in many ceremonial functions here with the military. They always wear their dress uniforms and we look pretty drab in comparison."

In contrast to city-oriented Betty, Susan Hepler, a park naturalist at Shenandoah for five years, spoke for the active woman.

"We climb hills and mountains and rocks. It's rugged. We tried bermuda shorts with knee socks, but they didn't protect us from poison ivy, stinging nettles or brambles in meadows. We need something more functional. Loose slacks are fine and levis are great."

Susan also opted for boots with steel shanks, a lightweight jacket for cool summer nights and a fur-lined parka.

"With a hood," she added. "We get frequent showers and our hat 'melts' in the rain!"

Susan admitted, "I just represent women naturalists in mountain regions. In the Everglades, for instance, the climate is tropical and the terrain is flat."

NCP Park Guide Paulette Dabbs, a tall, attractive blonde, wanted a uniform suitable for escorting VIP's around town and indicated a need for flat shoes in the summer.

Two secretaries, Mary June Fugate and Glee Moodie, agreed that, because they seldom leave their

offices, they needed fewer items.

The women unanimously dislike the present hat, agreeing that it was unattractive, dated, and a threat to their hair-dos.

Mary Dodd, a slender, vivacious naturalist at Oxon Hill, Maryland, showed the group a culotte skirt she had found in "regulation green."

"I wore it all last summer and loved it. You can't tell it's not a skirt, so no one noticed. And it's so comfortable!"

Two men briefly but eagerly joined the discussion. Like the women, they were effusive—and enthusiastic.

"This is great!" exclaimed Russell E. Dickenson, general superintendent of NCP. "In the past the difficulty with ladies in uniform was that they tried to adapt from men's materials and styles."

"I think that the women's uniforms need to be 'jazzed up.' I'd even like to see them in entirely different colors. Some colors just aren't feminine," he said.



Several members of a recent "think tank" discuss Park women's uniforms. L. to R.: Betty Gentry, Susan Hepler, Mary Dodd, Irene Beckman, Al Fields and Carole Scanlon.

Allen Fields, civil engineer at the Eastern Service Center and a member of the uniform committee, presented Irene with a chart of colors being considered for possible use on park signs and posters which she could use in selecting a color scheme.

Then, after completing their discussions, interviews and general orientation to the parks, Joan and Irene analyzed the results—and began their work of designing the new uniforms.

On February 25, they presented design sketches, fabric colors and swatches to the uniform committee, who enthusiastically endorsed them. Sample garments were constructed and Director Hartzog and the committee viewed them at a private "fashion show."

The show was an immediate success. As Carole modeled each outfit, the women gasped in delight and even the men beamed happily. A few secretaries in "civies" quickly exclaimed that they too would like to wear the uniform, and one asked if she could buy the charwoman's outfit to wear while cleaning her own home. Former rangers who had been opposed to ladies adopting the campaign hat were satisfied with the new variation, which looked equally attractive on several different women. Most important, everyone was impressed with the total coordination of the outfits, in terms of both color and design.

Director Hartzog was so pleased with the results that he gave his immediate approval to the whole project. "It's beautiful, simply beautiful," he said. "This will be an important addition to our overall public image and particularly to the many lovely ladies who work in our Park System."



Vista-Scope '70



Left: Carole Scanlon models the new pants uniform; Below: Carole and Betty Gentry compare the new uniform dress with the old-style suit; Lower Right: Carole in the complete dress uniform with jacket and hat.



L. to R.: Carole models the popover/apron for the wives, zip-up dress for supportive personnel, and the charwoman's coverup.



Vista-Scope '70

Concept and Design

by
LORETTA DELOZIER

Changing the women's uniform is neither frivolous nor faddish nor funny.

It's serious business.

The National Park Service is, first of all, a public service. Our members are immediately known by the visible symbols of our profession. And, because clothes are a part of these symbols, it is important that they be worthy representatives of NPS purposes and goals.

Reinforcing this need is recent legislation, which Director Hartzog desired, raising the domestic travel promotion budget. When the traveller, American or foreign, sees America, he sees our park representatives—our interpreters, office personnel, guides, archaeologist, naturalists, supportive personnel, ranger's wives, even charwomen. Like the graphics of the work of interpretation, these people represent a point of view and a sense of history.

In every project for the world of visible people, there must be a concept and a philosophy—what advertisers call an "image." Image is a reflection, the way we are seen, and the way we see ourselves. It is equally important for morale and recruitment.

At present, our image is one of "extraordinary dedication and high caliber," to quote Joan Glynn. To project this image, and to achieve maximum visual impact, she has striven for strength, identity, dignity and memorability.

In choosing the color identification, for example, she went to the roots of our natural heritage—to the colors of earth, sand and sun. The ingredients are a warm, deep beige (the predominate color of most of the outfits); a clear, fresh white (used mostly for trim); and a sunny, golden orange (an accent color). Already existing in our identification symbols, these colors can serve to help unify the many elements in the natural, historical and recreational groupings within the Park Service.

To maintain this unity of design, simple, clean lines were used—and are echoed in each of the items for easy coordination. Thus the jacket and hat may be worn not only with the dress, but also with the matching culottes and slacks. The beige coat has a zip-out lining in bright orange, which will accent the colors of the scarf.

The outfit for supportive personnel is in the same beige color and in a similar design, but loose enough to fit several sizes. Park wives will have their own special short popover in sun-orange to wear over regular clothes while performing special duties or acting as hostesses. Charwomen will don a comfortable cover-up in orange and white or beige and white crinkle cotton.

Guidelines will be issued for shoes, boots and gloves, and swatches for matching them will be sent to all employees. Also in the guidelines will be regulations for sunglasses and simple jewelry. Optional extras will include heavy duty pants in wheat or brown denim, knit work-tops, camel beige cardigan in washable acrylic, quilted beige long-line hooded parka, and butternut-beige maillot swimsuit with terry jacket. The scarf will be specially designed with the Park insignia and will also be used as a gift item.

Based on their study of the needs of park women, Joan and Irene divided the individual items of the uniform according to the needs of different employees. Although the following are basic divisions, women will have considerable freedom in selecting items, within the framework of the guidelines.

1.) Historians, technicians, secretaries, administrative personnel (permanent and seasonal) who work primarily indoors: Dress, jacket, hat, raincoat with zip-in lining, scarf, bag, gloves, and shoes.

2.) Archaeologists, naturalists, technicians, park guides (permanent and seasonal) who work primarily outdoors: Pants, dress, culottes, top, hat, parka, scarf, bag, gloves, and shoes.

3.) Supportive personnel: Zip-up, loose-fitting dress.

4.) Charwomen: Coverup in crinkle cotton.

5.) Park wives: Apron/popover.

Prices, in the moderate range, will be announced at a later date. Plans for manufacturing the garments are now underway, with delivery scheduled for early September. A public showing is planned for July, to launch "Freedom Week" in Philadelphia. And, like unveiling any new monument or presenting any important award, it should be an impressive and historic moment for the National Park Service.

OUR DESIGNERS

Mary Joan Glynn



Mary Joan Glynn doesn't look like a jet-setting "New York Designer"—despite her intimate knowledge of the fashion world and frequent trips to Paris to view the new collections. A slender, fortyish woman with salt and pepper hair, she could be—and is—the quietly elegant, warmly gracious mother of four children.

Behind her calm, unassuming manner, however, lies a taut mind and highly developed, well-disciplined creativity. A graduate of Manhattanville College in 1942, she was one of the first retail stylists with Simplicity Pattern Co., and later worked with the world-renowned fashion authority, Tobe Collier Davis. She spent eight years with fashion magazines before joining the advertising agency of Doyle Dane Bernbach, in 1954.

A vice president of the company, she was named head of product styling in 1964. Providing analysis and planning for new product development, she has worked with American Airlines, Avis, Hawaiian Airlines, Monsanto, Clairol, Burlington Corp., Orbach's, General Telephone & Electronics, Lever Bros., Mobil Oil and Uniroyal.

The mother of four children ranging in age from 8 to 16, Joan is married to public relations man Joseph E. Glynn. A full trustee of Manhattanville College, she was president of the school's alumnae association in 1968-69. A member of the board of directors of the Fashion Group, Joan is listed in "Who's Who in American Women."

Irene Beckman



Irene Beckman is tiny, fragile and feminine. With her pale sculptured face, enormous eyes and wide smile, she looks like a petite version of Anne Baxter. Demure and unpretentious, she is also witty, resilient—and tough.

She has to be. As Joan Glynn's assistant, she must handle many technical problems and work with a variety of people. She must juggle creativity and practicality, all within the framework of a highly demanding field—advertising.

Born in New York City, she received her B.S. degree in mathematics from Chestnut Hill College in Philadelphia. She also completed two years of graduate work at the New York University Graduate School of Business, attending night school.

She worked for Celanese Corporation of America for five years, two and a half of them in Brussels, Belgium, handling fibers. A product development associate at Doyle Dane Bernbach, she has been with the agency for almost three years. Having helped design booklets, packages and watches, she has also assisted with most of Joan's uniform projects.



Which ranger is a lady? Third from the left is Mrs. Hema Albertson Baggle, Yellowstone, 1933.

IN THE BEGINNING...

The history of the NPS uniform is, like the Service itself, rather recent.

The first uniform was prescribed for summer use in 1911 by Major W. R. Logan, superintendent of Glacier National Park. Approved by the Secretary of the Interior, it consisted of a jacket, army wool shirt, riding trousers, leggings and a felt "campaign" hat.

In 1914 Mark Daniels, general superintendent for National Parks, designed what was probably the first regular uniform. It was worn until 1919 when Superintendent W. B. Lewis of Yosemite, chairman of a committee appointed by Director Mather, prescribed the uniform used until 1946. Consisting of the stiff brim campaign hat, blouse, riding breeches and riding boots, it was worn with various kinds and colors of shirts. Changed to slacks and regular shoes in 1947, the uniform has remained essentially the same since then.

Prior to 1935, everyone, including Washington Office officials and women, wore the uniform. In 1940 a few women summer guides in National Capital Parks began wearing a white blouse with a green skirt. Later, the present women's uniform was prescribed and approved. Patterned after the uniforms of airlines stewardesses of the forties, it has continued almost unchanged.

How We Stack Up

The average American woman is 5'3" and weighs 124 pounds. How do NPS women compare to these statistics?

Based on a recent questionnaire, the uniform committee has compiled reasonably complete data on about 250 permanent and 24 seasonal Park women. Another 28 were interviewed personally. The resulting averages are as follows:

	Height	5'6"
	Age (if married)	41 years
	Age (if single)	25 years
	Age (combined)	30 years
	Weight	122-130 lbs.
Dress, Coat & Blouse	Size 12	
Slacks & Skirt	Size 12	

SILHOUETTE:

Carole Scanlon

If just watching Carole Scanlon work is effort, trying to keep up with her can be exhausting!

Kinetic, animated and intense, she breezes down the halls of Interior with alacrity and aplomb—briskly tackling any questions or problems that come her way. Assiduous to details, she readily accepts even minor tasks, if they contribute to her overall project, and doggedly pursues them to completion. She is, in short, the kind of person who “gets things done.”

Born and raised in Philadelphia, Carole graduated from Immaculata College in Pennsylvania in 1961 with a degree in liberal arts. After graduation she spent several months touring Europe before working with an international firm in Philadelphia.

Carole entered the Park Service in her home town at Independence Park in 1963. She studied at both the Mather and the Albright training centers, returning to Philadelphia as an urban interpreter. One of the first two Park women at the White House during the summer of 1965, she is also one of the first female “Sup-Group” instructors.

An attractive, blue-eyed brunette, Carole couples assertiveness with femininity, and is as disarming as she is persuasive. A lively speaker, she punctuates every sentence with a brisk wave of her hand.

“I’m an urban cat,” she states quickly. “Most people still think of the Park Service in terms of the western experience. They don’t see the beauty of the



city—or in their lives around them. They think they have to ‘escape’ to beauty. But if they don’t see it at home, they’ll never find it in Yellowstone.”

In addition to her NPS work, Carole enjoys playing tennis, attending parties and taking frequent weekend trips to New York City. Despite her busy social life, however, she is primarily absorbed in her career.

“Most of my friends, no matter what they do, are dedicated to their work,” she concludes. “I just can’t imagine being any other way!”

PROFILE:

Robert Gibbs



Robert Gibbs is a tall, soft-spoken Virginian who combines natural tact with southern hospitality—an especially fortunate combination (if not a mandatory requirement!) for his post as chairman of the women’s uniform committee.

Born in Madison, Virginia, and educated at Virginia Polytechnic Institute, Bob entered the Park Service in 1933 with the CCC, and later became a ranger at Shenandoah National Park. A battalion commander in Europe during World War II, he returned to Shenandoah in 1946. On subsequent assignments he was assistant superintendent at Big Bend, Isle Royale and Great Smoky Mountains National Park. A seashore specialist, he pioneered work at Cape Hatteras and, in 1962, was appointed the first superintendent of Cape Cod National Seashore.

Bob retired from the Park Service in 1965 and worked for the state of Massachusetts as chief of recreation in charge of State parks and recreational facilities. He was invited to return to NPS as national parks and monuments advisor to Jordon, a post he occupied for two years. He was evacuated from the country, along with other Americans, during the Middle East war, but returned three months later as chief of the park planning team. Since the end of that assignment a year ago, he has been NPS chief of Park Operations.

“The people of Jordon are warm and gracious,” he recalls. “The country is rich in history and the coast has many beautiful beaches and coral reefs.”

Bob’s wife, Mary, shares his interest in Jordan. While there she did volunteer work with refugees, setting up schools and distributing food and clothing. Married in 1939, they have one daughter, Patricia (27), a research historian at Williamsburg.



FROM MASTHEAD to hemline, it can be truly said that this issue of the NEWSLETTER is almost entirely a product of the NPS ladies. And, considering the subject, what a relief to the editor who—without using his hands, both of ‘em—would be entirely at a loss to describe the new NPS Women’s Uniform. Thank heaven for little girls, and big girls, too, who can handle the idiom of the fashion world. Our congratulations to Loretta DeLozier, our recently appointed writer-editor, for her comprehensive coverage of this project, and to Carole Scanlon who coordinated the whole idea. And what about Bob Gibbs—oh, he was just the man in charge! C.R.

People on the Move

NEW FACES

Boyer, Jean E., to Sec., American Revolution Bicentennial Commission
Garza, Alfonso, to Electrician, Yosemite NP
Herber, Mary J., to Exhibits Spec. Gen., Harpers Ferry Center
Jones, Barbara A., to Employee Relations Clk. Typing, WSC
Kummings, William W., to Techn. Writer-Editor, WASO
Marr, Ruby D., to Budget & Programs Analyst, NWRO
Spear, Joy Lee, to Clk. Steno, Channel Islands NM
Vega, Marguerite E., to Sec. Steno, WASO
Walker, Doris J., to Clk. DMT, WASO
Weinneimer, Anne M., to Pk. Planning Clk. DMT, WASO

NEW PLACES

Butcher, Robert J., from Maintenceman, Bandelier NM, to same, Lassen Volcanic NP
Davies, Harvey E., from Office Services Supv., WASO, to Proc. & Prop. Mgmt. Off., Harpers Ferry Center
Draper, Annette W., from Info. Receptionist, Canyonlands NP, Arches & Natural Bridges NM, to Sec. Steno, North Cascades NM
Hendrix, Joseph C., from Bldg. Repairman, Grand Canyon NP, to same, JNEM
Huntzinger, Hugo H., from Supv. Pk. Ranger, Petrified Forest NP, to Pk. Mgr. (Supt.), Coronado NM
Nicholson, Roena M., from Accounting Technician, NCP, to Payroll Supv., WASO
Reiss, Richard R., from Group Leader, Oconaluftee JCCCC, Great Smoky Mtns., to Gen. Supply Asst., Glacier NP
Shew, Keith O., from Proc. & Prop. Mgmt. Asst., MWRO, to same, Seattle Cluster, NWRO
Turner, Duane O., from Maintenceman, Capitol Reef NM, to Electronics Techn., Harpers Ferry Center
Wade, John W., from Pk. Ranger, Mount Rainier NP, to Supv. Pk. Ranger, Yosemite NP
Wegner, Roger C., from Pk. Ranger, Great Smoky Mtns. NP, to same, George Washington Mem. Pk.
Wright, John W., from Realty Off., ESC, to same, MWRO

Vacancy Announcements

Personnel Management Specialist, GS-201-9, Northwest Regional Office, Seattle, Washington, CLOSING DATE: April 8, 1970

Personnel Staffing Specialist, GS-212-11, National Capital Parks, 1100 Ohio Drive, S.W., Washington, D.C. CLOSING DATE: April 13, 1970

If you are interested and have up-to-date Forms 10-180, 10-181, and 10-182 on file in Washington, you may apply by memorandum through channels to the Branch of Employee Evaluation, WASO, Room 3210. If you have not submitted current forms, send them with the memorandum. Applications must reach WASO by the closing date of the announcement.

JOINING THE ALUMNI

Bracey, William R., from Civil Engr., ESC
Coleman, Jean W., from Mail & File Clk., WSC
Fugate, Falcon G., from Laborer, NCP
Gumm, Ruth M., from Sec. Steno, WASO
Martin, Emmett B., from Supv. Civil Engr., WRO
McNitt, Miriam D., from Project Clk., Yosemite NP
O'Meara, Arlie P., from Exhibits Spec. Gen., Harpers Ferry Center
Powell, Walton A., from Foreman II, B&U, Wind Cave NP
Smith, William A., from Exhibits Spec. Gen., Harpers Ferry Center
Tabor, Linda S., from Clk. Steno, Channel Islands NM
Varacalli, Frank A., from Teacher, Harpers Ferry JCCCC
Willard, Edward B., from Landscape Arch., NCP



TRANSFER FROM NATIONAL PARK SERVICE TO DISTRICT OF COLUMBIA GOVERNMENT

Johnson, Raymond A., from Gardener, NCP-North
Kennedy, Vincent E., from Laborer, NCP-East
Loti, Thomas, from Laborer, NCP-North
Marable, Toby H., from Laborer, NCP-North
Mathis, Thomas J., from Laborer, NCP-North
McCall, James E., from Laborer, NCP-East
McKinney, Herbert R., from Laborer, NCP-North
Minton, Leroy, from Laborer, NCP-North
Mobley, John M., from Laborer, NCP-North
Neal, Harry J., from Laborer, NCP-Central
Nettles, Robert, from Laborer, NCP-North
Payne, Jesse, from Laborer, NCP-North
Proctor, Charles V., from Gardener, Landscape, NCP-Central
Proctor, Norman P., from Laborer, NCP-North
Proctor, Wilbert J., from Caretaker, NCP-East
Taylor, Thomas M., from Maintenance Worker, NCP-East
Thomas, Bobbie, from Laborer, NCP-Central
Thomas, Melvin, from Maintenance Worker Lead Foreman, NCP-North
Thompson, Brady E., from Laborer, NCP-Central
Watkins, Walter W., from Maintenance Worker, NCP-North

NPS NEWSLETTER



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