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Zoo-Related Organizations Files.

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ERRATUM:

Page 4, paragraph 3 should read:

"....., covering an area over 1.5 million sq. km.,....."

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October 14, 1981

On May 27, 1981, H.R.H. The Duke of Edinburgh assumed the Presidency of WWF-International in London, at which time the Fund also celebrated the 20th Anniversary of its founding.

Since the International Union for Conservation of Nature and Natural Resources (IUCN) and WWF work so closely together, we thought the attached copy of the special "20th Anniversary Review", published in conjunction with these celebrations, would interest you.

We would like to take this opportunity of thanking you for your contribution towards the conservation of the world's living resources and trust we may continue to rely on your interest and active support.

Office of the Director-General

Encl.: mentioned

B.P. John K.



WWF

World Wildlife Fund
Twentieth Anniversary Review



The evolution of the panda symbol, created in 1961 by Peter Scott after a sketch by Mr. Gerald Waterson.



"The conservation of nature, proper care of the human environment and a general concern for the whole planet are absolutely vital if future generations are to have a chance to enjoy their existence on this earth." HRH The Duke of Edinburgh

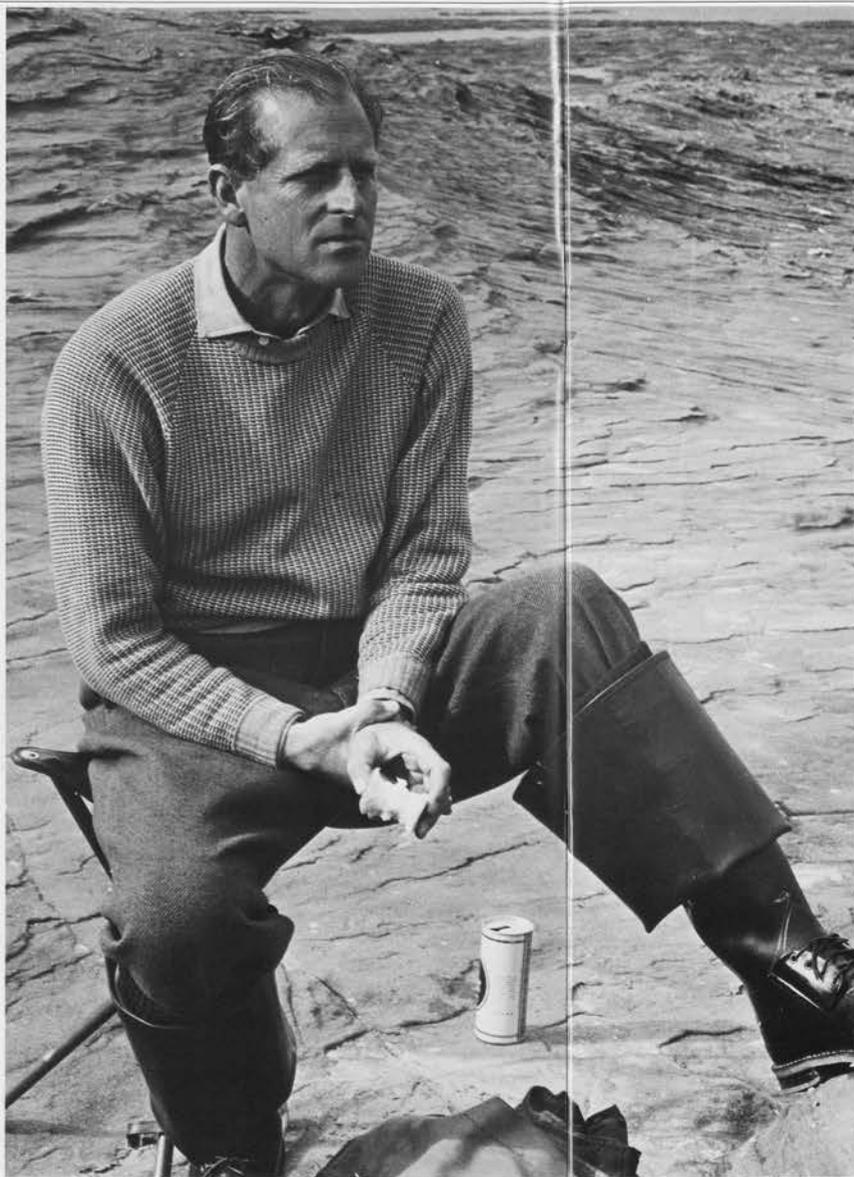


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For further information you are invited to contact your WWF affiliate organisation listed on page 26 or:

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President's message

WWF is 20 years old. It was born when public concern about the natural environment was just beginning to develop. Much has happened in those critical years and WWF can look back with satisfaction at its accomplishments. Yet it is now becoming only too apparent that the next 20 years are going to be even more critical. We are facing an escalation of environmental damage on an unprecedented scale.

This has called for a new approach to conservation. Many of our early projects were designed to protect single endangered species and not unnaturally the most obvious cases received the funding. In those days it was possible to prevent the exploitation of the orangutan, for example, and to give the wild population a chance to survive. Today the whole tropical rain forest ecosystem, which is home to the orangutan and a host of other species, is under threat. Therefore, as more resources have become available and our administration abilities have improved, so we have begun to tackle the much more complex problems of habitat conservation. This has brought us face to face with the age old conflict between conservation and development. This conflict must and can be resolved, and the World Conservation Strategy sets out to show how this can be achieved.

It is really no longer possible to see man as in conflict with nature—man struggling to survive against the forces of nature. The forces of nature are still very powerful, but the fact is that through sheer numbers combined with technical progress man has become the dominant influence on all life on earth. There are some who still argue that man is more important than the other animals, as if it were a straight choice between the two. It is not a case of "nature or man"; it is "nature and man". If nature does not survive, neither will man.

We therefore have a clear responsibility for all life on this planet both for its sake as well as for our own. We know only too well

what happens when men acquire power and exercise it without a sense of responsibility. It is even worse when they are ignorant of the consequences of their actions. That is why there is a need for an organisation such as WWF. People in authority in governments, in commerce, in industry, in education and indeed people as citizens, need to be informed. They must be made to feel accountable, applauded when they make serious and effective efforts to conserve the natural environment and publicly chided when they condone the irresponsible exploitation of the resources of nature.

The two previous Presidents of WWF have built up an effective organisation to help tackle the world's conservation problems. In his 15-year term HRH Prince Bernhard laid the foundations and through his extensive travels and wide contacts he spread the conservation message throughout the world. John Loudon, who succeeded him, brought a lifetime of business experience to the administrative system and it is to him that we owe the smooth and efficient running of the headquarters which we share in the closest partnership with IUCN.

We are all, professionals and amateurs, donors of money and donors of expertise, engaged in an immense task. We know that we will have to struggle for our successes, but we are all committed to the conservation of nature and we are convinced that with support and understanding we can make a lasting contribution to the survival of life on earth.

Director-General's Report

When the World Wildlife Fund (WWF) was established 20 years ago, its founders were ambitious in their objectives but they did not envisage that WWF would grow so rapidly into a world movement which now can and should affect all life on earth. At that time awareness of threats to wildlife, to the environment and to our very life support systems was low. We owe a great debt to our founders, to the millions of supporters, big and small, who have given us of their time and money, and to the media who have, in the short space of two decades, helped WWF play its part in increasing awareness of the need for conservation.

Today WWF is the world's largest voluntary conservation organisation, raising funds for urgent conservation requirements worldwide and promoting conservation through public information and education.

WWF has over 1 million regular donors around the world and, in its short life, has provided \$55 million in financial support to some 2,800 conservation projects in 130 countries. It has supported 260 parks and reserves in five continents, covering an area over 1.5 sq. km, which is roughly one percent of the earth's total land surface.

Since WWF needed to concentrate on raising funds for conservation, it first established affiliate organisations in those parts of the developed world where the greatest potential for fund raising existed. Today the number of affiliates spread around the world totals 26, the most recent being WWF-Hong Kong, inaugurated in March 1981 by HRH The Duke of Edinburgh.

However, since conservation of nature is a subject that affects all countries, the developing as well as the developed, closer and more formal links have been established in recent years in countries where WWF is undertaking cooperative conservation projects, even though they might not present opportunities for raising substantial sums of money. These links have varied from the setting up, by Ministerial Decree, of a permanent WWF/IUCN representative in Madagascar to the establishment, in September 1979, of the WWF-China Joint Committee which has added a further 8 percent of the earth's total land surface and a quarter of its total population to WWF's international sphere of activities. It is hoped, in the near future, further to expand WWF's sphere of activities by providing "associate" status to other conservation organisations which, for one reason or another, would not qualify as fully-fledged affiliates.

During the first decade of its existence, WWF was living from hand to mouth. Virtually all its income was spent on urgent conservation projects and money was so tight that there were many months when the then Secretary-General, Dr. Fritz Vollmar, did not know where he would find the funds to pay his small dedicated staff. He then wanted, as WWF still wants today, a maximum amount of the contributions received from the public to go to conservation projects and the minimum, if anything at all, to overheads and basic administrative costs.

Two important developments occurred which enabled WWF International to establish the necessary infrastructure to carry out its world-wide mission on a properly planned basis without having to deduct, for basic overheads, any proportion of donated funds received for conservation.

The first of these developments was the establishment of "The 1001: A Nature Trust", a \$10 million capital fund to which 1,000 men and women from over 50 countries around the world each contributed \$10,000. The income from this capital fund is used to cover the basic operating costs of WWF International and of some of its affiliate organisations.

The second development was the munificent anonymous donation to WWF by one single donor of a modern headquarters building in Gland, near Geneva. Previously, WWF had suffered the inconvenience of using rented accommodation in an old villa and three separate flats in an adjacent apartment

building in Morges, Switzerland. WWF's sister organisation, IUCN (International Union for Conservation of Nature and Natural Resources), on which it relies for scientific and technical advice, had similarly been located in two separate old villas on the other side of the town. The atmosphere was rustic, but it inevitably affected the level of efficiency. Today, not only are the two organisations housed together, but accommodation is also provided for the international secretariat of CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora). Cost savings have been introduced as a result of the establishment of joint administrative services, and the facility of closer cooperation on a daily basis has been beneficial for all three organisations.

The financial resources available for conservation are so limited that there is need for strict attention to priorities and for greater cooperation not only between conservation organisations but also between them and other organisations or agencies that have an impact on the environment or on attitudes towards the consumption of natural resources.

This shortage of financial resources and the need to deal with priorities caused WWF to join with UNEP (United Nations Environment Programme) and IUCN in a unique partnership to prepare and launch the World Conservation Strategy in March 1980. This partnership in conservation is unique since each member represents and has influence in a distinct constituency. UNEP represents the inter-governmental community, IUCN represents the scientific and professional community and WWF represents the voluntary conservation movement.

The Strategy itself contains no facts new to environmentalists and conservationists. What, then, is new? What makes us think that this Strategy will be implemented when

so many impressive documents gather dust on shelves? The answer lies primarily in the potential of the partnership between UNEP, IUCN, WWF and the rest of the voluntary movement, since it appeals to and has the support of an unusually broad constituency. This appeal is greatly strengthened by the important endorsement which FAO and Unesco have given to the Strategy.

Furthermore, never before has conservation been so clearly shown to be an aid, rather than a hindrance, to development; never before has development been put forward as a major means of achieving conservation; never before has there been such consensus between representatives of developed and developing countries and between representatives of differing political persuasions as to what action should be taken.

UN Secretary-General Kurt Waldheim praised this "remarkable pooling of international resources" which, in his words, "has resulted in an unprecedented degree of agreement on what should be done to ensure the proper management and optimal use of the world's living resources."

Not all WWF's projects have been successes though, which underlines the difficult task facing conservationists. The African rhino is still being heavily poached, as are African elephants. The world's tropical rain forests are being cut down at a rate of 20 ha a minute. We are losing one more animal, plant or insect species every ten minutes—approximately a million different species will be gone by the year 2000. Commercial ventures, large and small, are decimating the populations of whales, dolphins and sea turtles. And, perhaps most important, conservation is still considered either a luxury or irrelevant by some government leaders.

It is clear that only governments can take action on the scale necessary to restore

a balance in the use of living resources in order to ensure their long-term sustainable use. In many cases this will involve difficult decisions since it will call for short-term sacrifices in order to achieve long-term gain. Here, public opinion is all-important either to support the actions of governments or, where action is lacking, to call for it. This area of public opinion—of creating awareness of the needs of conservation and development, of introducing a new attitude to consumption and of promoting the adoption of a new conservation ethic, is one area in which WWF operates and in which it and other representatives of the voluntary conservation movement can give valuable support to the efforts of government. We must instil the necessary political will and the determination to act now for the benefit of future generations.

Governments can, and should, make it easier for the voluntary movement to play its part. Amongst the ways in which this can be done, two stand out. Firstly, an understanding of the need for conservation of natural resources should be developed in the community at large by introducing the all-important subject of resource conservation into school curricula. For many years the need to teach people the three "Rs" of reading, writing and arithmetic has been stressed. The time has come to introduce the fourth "R"—that of "resource management and conservation."

The second way in which governments can help the voluntary movement play its part is by encouraging and facilitating donations through the granting of tax-deductible status to non-profit organisations that operate efficiently and cost effectively for the benefit of the public. The measure of efficiency, already adopted in some countries, should be that of the organisation's cost/income ratio. Such an incentive for effective organisations would also counter the costly proliferation of non-profit organisations, which result in confusing the donating public and which divert to administrative and fund-raising expenses an unnecessary proportion of funds donated for the particular cause in question.

More and more people are becoming aware of the value and significance of ecosystems that have taken millennia to evolve. The need to face the problem of their conservation in an organised fashion and as a matter of urgency is achieving wider recognition. WWF looks forward to cooperating with all concerned individuals and organisations to meeting this challenge.

While we recognize that this is indeed a time of crisis for resource conservation, it is also a time of opportunity if we choose to grasp it. Together, we must do so.

Colin Clark



The World Conservation Strategy launch at the Organisation of American States in Washington, D.C., one of 34 simultaneous launches by world leaders.

Tropical forests, like these cut down for charcoal in Surinam, are being destroyed at a rate of 20 hectares a minute.





Sir Julian Huxley and Max Nicholson, two of WWF's founders.

WWF: Twenty Years in Review

"To stand on the surface of the moon and look at the earth high overhead is certainly a unique experience. Although it is very beautiful, it is very remote and apparently very small. We have been struck by the simile to an oasis or an island. More importantly it is the only island that we know is a suitable home for man. The importance of protecting and saving that home has never been felt more strongly. Protection seems most required, however, not from foreign aggressors or natural calamity, but from its own population."

Neil Armstrong speaking at the WWF Second International Congress in 1970.

WWF started simply in the idealistic and concerned arena of the early fifts.

The idea was spawned by a handful of people who realised that conservation of our natural resources was imperative for the well-being of the world, and the basic principles remain as valid today as they were a generation ago. WWF is concerned with the natural environment—with animals and plants, with the climate, soil and water that bind them together in ecosystems that we call "nature", and with the fact that the healthy survival of nature, in all its forms, is vital for the survival of man.

During the 1950s it had become increasingly evident that the impact of increased development and population pressure on the natural world had produced what amounted to a state of emergency for wildlife. Powerful arguments—ethical, aesthetic, scientific and economic—placed a direct moral responsibility on mankind to conserve wisely this natural heritage.

Impetus to focus world-wide attention on the subject and raise funds for conservation came from several converging sources. The catalyst perhaps was a series of three articles written in late 1960 by Sir Julian Huxley, the first Director-General of Unesco and a founder of IUCN, the International Union for the Conservation of Nature and Natural Resources. "Many parts of Kenya, Tanganyika and the Rhodesias," he wrote, "which 50 years ago were swarming with game are now bare of all wildlife... poaching is becoming heavier and more organised, forests are being cut down or destroyed—large areas are being overgrazed and are degenerating into semi-desert—and above and behind all this, the human population is inexorably mounting to press even harder on the limited land space."

In a letter to Sir Julian, a concerned British businessman named Victor Stolan suggested that an international fund-raising group be formed to tackle the very problems discussed in the articles. Sir Julian agreed, and contacted E.M. (Max) Nicholson, an ecologist and Director-General of Britain's Nature Conservancy; Peter Scott, founder of the Wildfowl Trust; and Guy Mountfort, director of a large international advertising agency and amateur ornithologist. Less than a year later, on 11 September, 1961, WWF was formed, bringing together an unusual consortium of scientists, business leaders and community spokesmen in an ambitious task. They wanted, quite simply, to save life on earth.

Founder and 1978 WWF Gold Medal winner, Guy Mountfort recalls those early days:

"I remember one of our very first meetings in a small room in a London hotel. There were barely a dozen of us then. Three comments at that meeting stick in my mind. One was by Peter Scott, who said quite casually, 'We must raise at least £5 million a year.' We had not yet raised a penny, but nobody



Mrs. Indira Gandhi was the first world leader to join the crusade to save the tiger.

thought him outrageously ambitious because we shared a common faith that WWF would succeed.

"The second comment was made by Max Nicholson, who said, 'We must be strictly non-political and truly international: the West, the East and the Third World—a kind of United Nations for conservation.' A few years later, this was exactly how we were described by Time magazine.

"The third comment, and I forget who made it, was that our work must be scientifically valid and free from sentimentality or bias. Then, as now, our scientific authority was IUCN, which has emerged as the unquestioned world authority on conservation."

A major reason for forming WWF was to finance conservation projects planned by IUCN experts. IUCN had been conceived as a scientific body, with no major financial resources of its own, and had neither the expertise nor the time to raise the vast sums needed. One observer noted that with responsibility for world conservation on its shoulders IUCN had an annual income less than that of many provincial natural history societies. In 1961, Peter Scott, soon to become Chairman of WWF International, was a Vice-President of IUCN. He felt that WWF should not try to duplicate the scientific and technical expertise that IUCN had accumulated since its founding in 1948. He believed instead that WWF could best help the cause of conservation by mobilizing international support for conservation through a world-wide education campaign and by raising funds. The message he sought to convey was clear and simple—conservation is not a luxury, but a necessity. The mechanics of spreading the message and getting the work done though were rather more difficult.

WWF is a unique collection of individuals with backgrounds in conservation, science, management, business and government—people used to working at the highest levels. Therein lies a major strength: the ability to influence the world's decision makers. A good example of this occurred during the early days of Operation Tiger. Getting people to agree that the tiger should be saved was a relatively easy first step. A more complex

FIRST MEETING OF THE TRUSTEES OF THE WORLD WILDLIFE FUND



MORGES: 18 NOVEMBER, 1961.

Jean Gabrielson
Peter Scott

Charles Vander Elst

X. Hoffmann

Max Nicholson

Guy Mountfort

Sven Hörstadius

Harold Coolidge

Jean Baer

H. Hüssy

G. Watterson

Signatories to the first meeting of the WWF Board of Trustees:

*Ira Gabrielson
*Peter Scott
Charles Vander Elst
*Luc Hoffmann
*Max Nicholson
*Guy Mountfort
Sven Hörstadius
Harold Coolidge
Jean Baer (Acting President)
*Hans Hüssy
G. Watterson

*Currently a WWF International Trustee

activity was obtaining the support of the leaders of the countries concerned, and to meet, for example, with Indian Prime Minister Indira Gandhi, as Guy Mountfort and Charles de Haes did in 1971, and receive her promise that India would spare no effort in establishing tiger reserves.

Dr. Fritz Vollmar was Secretary-General and later Director-General for the first 16 years. Early WWF headquarters (right) were at "Les Uittins" in Morges, near Lausanne, Switzerland. Since October 1979 WWF and IUCN have shared a modern office building in Gland, Switzerland, 30 km from Geneva, together with the International Secretariat of CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora). This physical proximity not only reduces overheads, but also allows WWF and IUCN to have continuous communication on project planning and management.



THE MORGES MANIFESTO

The Morges Manifesto was signed by 16 of the world's leading conservationists at a special meeting held at the headquarters of IUCN in April 1961. The document, extracted below, is a call to action that addresses many of the conservation problems we face twenty years later.

All over the world today vast numbers of fine and harmless wild creatures are losing their lives or their homes as the result of thoughtless and needless destruction. In the name of advancing civilisation they are being shot or trapped out of existence on land taken to be exploited, or drowned by new dams, poisoned by toxic chemicals, killed by poachers for gain, or destroyed in the course of political upheaval.

In this senseless human activity the 1960s promise to beat all past records for wiping out the world's wildlife.

Doubtless, feelings of guilt and shame will follow and will haunt our children, deprived of nature's rich inheritance by ignorance, greed and folly. But although the eleventh hour has struck it is not yet quite too late to think again. Skillful and devoted men, and admirable organisations are struggling to save the world's wildlife. They have the ability and the will to do it, but they tragically lack the support and resources.

They are battling at this moment on many fronts and against many daily changing and growing threats. They need above all money to carry out mercy missions and to meet conservation emergencies by acquiring land where wildlife treasures are threatened, and in many other ways—money, for example, to pay guardians of wildlife refuges; money for education and propaganda among those who would care and help if only they understood; money to send out experts to danger spots and to train more local wardens and helpers, in Africa and elsewhere.

The emergency must be tackled with vigour and efficiency on the much enlarged scale which it demands, but success will depend not only on the devoted efforts of the enthusiasts for wildlife, but on winning the respect and backing of many other interests which must not be overlooked or antagonised.

Mankind's self-respect and mankind's inheritance on this earth will not be preserved by narrow or short-sighted means.

The signatories were:

Professor Jean G. Baer (Switzerland)
Dr. C.J. Bernard (Switzerland)
Professor François Bourlière (France)
Wolfgang E. Burhenne (Germany)
Dr. Eugen Gerstenmaier (Germany)
Charles Vander Elst (Belgium)
Professor W. Goetel (Poland)
Dr. Edward H. Graham (USA)

Sir Julian Huxley, F.R.S. (UK)
Rocco Knobel (South Africa)
Dr. Kai Curry-Lindahl (Sweden)
E.M. Nicholson (UK)
Erico C. Nicola (Switzerland)
Peter Scott (UK)
S.K. Shawki (Sudan)
Dr. E.B. Worthington (UK)

The story behind the Panda Symbol

The model for WWF's famous panda symbol was an animal named Chi Chi.

Chi Chi, a giant panda who was a popular attraction at the London Zoo, was an excellent choice. She was adorable, endangered and lent herself well to adaptation into an attractive design. Scottish naturalist Gerald Watterson did some preliminary sketches which Peter Scott used as the basis for WWF's famous panda logo, which has now become the symbol of all endangered species.

The panda, called "white bear" in China, is regularly listed as one of the world's most popular animals. Ramona and Desmond Morris analysed some of the giant panda's alluring characteristics:

Its resemblance to man. Like man, the panda has a flattened face, is tailless, and regularly assumes a vertical position. Human beings play a great deal, and so do pandas—

given a tyre, hose-pipe or step-ladder, a giant panda will quickly invent a series of gymnastics, just like a human child. Dr. George Schaller observed a panda gaily sliding down a snow-covered hill on its stomach and then climbing back to the top to repeat the game.

Perhaps the panda's most unique anthropomorphic characteristic is its famous sixth finger, or "thumb", which enables it to grasp small objects—a very human quality indeed.

Its mystique. Not only is the giant panda rare in captivity, it is rare in the wild—estimates place the total population at between 400 and 1000.

Its "cuddliness". Softness and roundness are characteristics which are associated with infancy or motherhood, and any animal which possesses these traits wins points with the public. In general, heavy curvaceous animals are more popular than slim and elegant ones, and "soft" animals are the most appealing.

Its physical appearance. Not only does its size approach human dimensions, it is specifically a giant. Men have always been fascinated by the biggest of anything. The giant panda appears to have big eyes, which inspires trust. It is additionally appealing because it is black and white, an eye-catching colour-contrast.

Whatever the reasons for the giant panda's popularity, the animal has clearly captured the imagination of the public and as the WWF logo has come to symbolize endangered species throughout the world.



Panda sketches by Cecile Curtis and Sir Peter Scott.



Our Scientific Partners

The International Union for Conservation of Nature and Natural Resources (IUCN), founded in 1948, is the leading international non-governmental organisation concerned with conservation. It is a network of governments, non-governmental organisations, scientists and other conservation experts dedicated to the protection and sustainable use of living resources.

Its tripartite structure includes Members, Commissions and the Secretariat.

IUCN has more than 475 member organisations, and 116 governmental agencies in 110 countries, which include the governments of 54 nations and virtually all major national and international non-governmental conservation organisations.

IUCN's six Commissions consist of some 1,500 experts in ecology; environmental education; environmental planning, environmental policy, law and administration; national parks and protected areas; and the

survival of species. They provide a unique resource for WWF.

The IUCN Secretariat conducts or facilitates IUCN's major functions: monitoring the status of conservation, developing plans for dealing with conservation problems (such as the World Conservation Strategy), promoting action on these plans by governments or organisations as appropriate, and providing advice and assistance to implement conservation. The Secretariat coordinates communication between the Members and the Commissions and coordinates the development, selection and management of WWF's conservation projects around the world. IUCN also manages, for UNEP, the CITES Secretariat, which regulates the world-wide trade in endangered species of animals and plants.

IUCN receives financial support from its own membership, from WWF, from UNEP (United Nations Environment Programme) and from a number of other sources.



World Conservation Strategy Saving Life on Earth

"The World Bank is seriously committed to the principle the WCS promotes—sustainable development through the conservation of vital ecological systems and the prudent management of renewable natural resources. A climate of economic growth, in the developing and developed nations alike, is absolutely essential if human degradation is to be reduced, and ultimately eliminated. But economic growth on the careless pattern of the past century poses an undeniable threat to the environment, and ultimately to the very ecological foundations of development itself."

Robert McNamara, former President of the World Bank.

"An empty stomach has no ears."

Malagasy proverb.

The conservation movement reached a turning point with the simultaneous world-wide launch of the World Conservation Strategy (WCS) on March 5, 1980. For the first time all the nations of the world had common guidelines for planning and initiating conservation action.

The reasons for creating the WCS were clear. Too often people felt (and many still do) that conservation was at best a luxury, at worst an impediment to social and economic development. Developing nations argued that they needed to clear forested land to meet the 'land hunger' of their people. When asked to allocate funds for conservation, officials of developing countries stressed that their limited resources might better be spent on direct social welfare programmes, like building clinics and schools. Industrialists complained that strict environmental controls were impeding basic economic growth—the debate over the Alaska pipeline is a case in point.

Three of the world's leading conservation organisations—IUCN, UNEP and WWF—agreed that what was needed was a rationalization of conservation goals, a statement of objectives that explained conservation objectives in terms of real benefits to humanity.

The result of this joint effort, in which FAO and Unesco also participated, was the World Conservation Strategy. Its launch was unprecedented. On a single day government leaders, representing countries at all stages

of development and of all political persuasions, presented the WCS to their people and outlined the three principal conservation objectives the WCS stresses:

- Maintenance of essential ecological processes

- Preservation of genetic diversity

- Ensuring that the use of species and ecosystems is sustainable

Some 15 nations have since prepared their own national conservation strategies and many others are incorporating conservation objectives in their planning.

The argument that conservation needs to be an integral part of development is convincing indeed. Consider:

- Our tropical rain forests are a vast, largely untapped genetic reservoir, home to perhaps half of all the plant, animal and insect species on earth. At current rates of destruction, virtually all of the rain forests will have disappeared by the turn of the century.

- Rain forest clearance has resulted in the destruction of watersheds, which has increased erosion, drought and flooding. Billions of tons of valuable soil are washed out to estuaries each year, silting up and destroying the nursery grounds of fish, and damaging coral reefs.

- Local climate is affected by rapid changes in vegetation cover. Forty-three percent of the earth's land surface is already desert or semi-desert and a further 19 percent could soon become so, a condition aggravated by deforestation.

- A high proportion of the world's nutrition depends on 30 crop plants, most of which have evolved from wild relatives. The genetic diversity of plants must be maintained so that domestic crops can be cross-bred with wild species to improve productivity, quality

and natural resistance to disease. A good example involves recent cross-breeding of wild wheat and domestic wheat to produce a new strain that is resistant to four types of rust.

- Herbal remedies are well-known. In Southeast Asia, 1000 different wild plants are used as medicines, while the cornucopia of herbal medicines from other areas is equally impressive. Quinine for malaria, L-Dopa for Parkinson's disease, reserpine for cardiovascular disease, ephedrine for respiratory diseases, and the contraceptive pill from the wild Mexican yam are just a few well-known natural medications. Almost half of all the pharmaceuticals prescribed in the United States have a natural component as the primary active ingredient.

- Animals too have medicinal applications. It has recently been discovered that the nine-banded armadillo is probably the only creature other than man susceptible to leprosy. This discovery has led to a vaccine which may save man from this disease. The female octopus and her hormones hold a clue to the slowing down of ageing. A hormone of the black bear may offer new ways to treat kidney failure and the unprepossessing lungfish produces a substance that may slow metabolism during open-heart surgery, giving surgeons more time to work without risking brain damage in their patients.

- The polar bear, with its hollow insulating hair, is guiding us in developing more effective cold weather clothing.

- The colourless, odourless oil found in jojoba seeds has unique properties enabling it to withstand high pressures and temperatures. It is the only known substance, besides sperm oil taken from whales, having these characteristics.

- Plants derived from wild relatives are being studied as sources of hydrocarbon fuels. Sugarcane, cassava, eucalyptus and central American ipilipi can be used in a process known as pyrolysis to 'grow' methanol, wood oil and gas and other products. In a different process, experiments with plants that secrete latex suggest that a one hectare plot could produce between 2,800 to 14,000 litres of oil per year at a cost of \$20 per barrel.

The World Conservation Strategy is available from IUCN, Publications Division, CH-1190, Gland, Switzerland. The complete pack is US\$24 (£10) while the brochure version, also available in English, French or Spanish, costs \$5.25 (£2.25), postage paid. The accompanying popular paperback *How to Save the World*, by Robert Allen, is £3.60 postage paid and available from Kegan Page Ltd., 129 Pentonville Road, London N1 9JN, England.

Women in Mali must walk up to six hours to find firewood, which they often take from sparsely forested upper slopes. The time involved in locating and collecting wood wastes human resources and the deforestation that results is environmentally damaging. The World Conservation Strategy predicts that fuel wood needs in the next 20 years will exceed supplies by 20%.

Representative Projects

"One can easily imagine how much money and effort we would be willing to devote to preserve an animal species on the moon if the astronauts had found one. No species on earth is less precious. No effort should be spared to save unique and irreplaceable products of millions of years of evolution with which our small planet has been endowed."

U Thant, Secretary-General of the United Nations, on the occasion of WWF's 10th Anniversary

COTO DONANA

At a WWF planning meeting in June 1961, three months before its official founding, WWF received the first urgent request for funds. £60,000 was needed to buy a precious remnant of the Guadalquivir River marshes—the Marismas—of Spain, that was under threat of drainage and conversion to agriculture. This was the beginning of WWF's longest running conservation project—the Coto Doñana National Park and Biological Station.

Scientists consider the area the most important wildlife sanctuary in western Europe. About half the total number of bird species inhabiting Europe visit Doñana, including about 50,000 migratory waterfowl that winter in Spain before flying north in the summer to breed. A few pairs of the very rare Spanish Imperial eagle nest there (the total world population is thought to be fewer than 100). The Spanish lynx, a handsomely spotted creature which is rapidly becoming extinct elsewhere, still survives in the reserve. Because of the proximity of this region to Morocco, many interesting forms of African plant and insect life have gained a foothold in the vast area of cork and savannah, scrub, pinewood and dunes.

For 350 years this part of Spain remained isolated as the hunting reserve of the Dukes of Medina Sidonia. In the early 1960s ambitious developers eyed the rich marshland as potential prime farmland, and its proximity to major waterways and shipping routes made the area attractive to industry.

WWF set aside funds for the purchase of an important sector of the Marismas as a nature reserve, and in August 1969, after extensive consultation with the Spanish government, the area was established as a National Park. Over the years WWF support totalling about US\$ 1/2 million has purchased land, established and managed the reserve and its biological station, and provided emergency relief during severe drought. WWF has also supported surveys aimed at the formulation of an overall conservation programme for the protected area which has grown through the years to encompass some 75,000 ha.

A WATERSHED PROJECT

The integration of conservation with development can easily be seen in Indonesia. There, a key component in a current World Bank irrigation project is WWF's establishment of a nature reserve in the surrounding watershed to ensure a steady supply of water and prevent erosion—both critical considerations for lowland rice farmers.

The proposed 93,500 ha Dumoga-Bone National Park would be the largest reserve on the island of Sulawesi (formerly Celebes) and of major importance because a considerable part consists of lowland rain-forest below 1,000 m. altitude. This area was selected because of its environmental function in protecting the watershed of the Dumoga irrigation project, as well as for its value as a reservoir of valuable and rapidly disappearing genetic resources.

Indonesian forests are exceptionally rich and Sulawesi in particular is outstanding in terms of the number of endemic species it contains. Sulawesi has a fauna unlike that found in the rest of the 6,000 km wide Indonesian archipelago. In the northern part of this orchid-shaped island lives the healthiest existing population of the endangered babirusa, a wild pig. Large numbers of many other endemic forms such as anoa, a wild buffalo; two species of black macaque monkeys; two species of cuscus, the Celebes tarsier and Celebes giant civet are also found.

Indonesian forests are being felled at a terrifying rate. WWF is committed to a major programme in the country, the world's fifth most populous, aimed at establishing a representative network of protected areas. The World Bank's involvement in Dumoga is a precedent of immense importance because it underlines the commitment of a major international development funding agency to conservation as an important aspect of land use.

This particular WWF project is one of more than 20 currently underway in a \$1 million programme in the 13,000-island nation. In addition to the watershed considerations other project objectives are to develop the Dumoga area as a national park while allowing compatible human uses such as tourism, recreation and research; and to help the Directorate of Nature Conservation improve its ability to manage the proposed park and integrate its role with that of development agencies.

FISH THAT FEED ON FOREST FRUIT

Freshwater fish are a major source of protein for the people of the Amazon basin in Brazil and WWF scientists are studying the important fish/forest cycle of the most important commercial species, the tambaqui.

Each year, between June and November, the rivers break their banks and flood 10,000,000 hectares of the forested plains. Fish swim among the forest trees, feeding on the seeds and fruits that fall into the water. The fish disperse the seeds to germinate throughout the vast Amazon basin. Fish-eating fish, such as the piranha and catfish, fatten in turn on the fruit-eating fish.

A survey is being conducted to study ways to protect the fish/forest cycle before it is permanently broken down by deforestation. Some 200,000 specimens of fish have been collected and stored in a special fish museum. The stomach contents of about 10,000 species are being analyzed to determine the nature of the food chains in the various river systems and an atlas of fish fruits is being prepared.

At least 100 fish species are adapted to go into the flooded forests during the annual flood season and many of these are among the most abundant and commercially important Amazonian species. The Amazon has the most diverse range of piscivorous (fish-eating) species of any freshwater system in the world and at least 300 fish species and countless plant species are tied together in the cycle. Unless the data collected in the study is applied to forestry operations, the cycle could be interrupted by the cutting down of the Amazonian forest. One result then would be a total collapse in the area's fish production, so important to local people.

MWEKA COLLEGE—TRAINING THE WILDLIFE MANAGERS

In 1961, the year of WWF's founding, then Prime Minister Julius Nyerere issued the famous Arusha Declaration in which he stated a continent wide responsibility for the conservation of Africa's natural heritage. A serious hurdle in achieving that objective was the absence of trained African wildlife managers. To fill this gap the College of African Wildlife Management was established in 1963 at Mweka, Tanzania, on the southern slopes of Mount Kilimanjaro.

The college produces game wardens and wildlife managers—technically trained personnel who bridge the gap between game scouts and the wildlife biologists and researchers. Over 800 students from 15 African countries have graduated from Mweka and now staff most protected areas in anglophone Africa.

In the early days WWF grants contributed to the establishment and improvement of the college's reference library. WWF continued its support through the years and is currently working towards helping the college develop a staff capacity to produce management plans, ecological surveys and environmental impact statements. This will enhance the college's role in contributing to sustainable development in the region and reinforce its links with the development planning agencies.

GALAPAGOS—THE EVOLUTION REVOLUTION

The Galapagos Islands, some 1000 km off the coast of Ecuador, have been called the birthplace of modern evolutionary theory. They have fired the imagination of man ever since they inspired Charles Darwin to lay the foundations for one of the most profound revolutions in human thought ever.

The Galapagos fauna has evolved without significant predation, and as a result the arrival of early explorers and 19th century whalers had a devastating effect on the island's wildlife. Land tortoises were taken by the thousands and stacked in ships' holds



where they lived for up to a year without food and water—the perfect provision for a long sea voyage. And with man came pigs, goats, rats and dogs, which ran wild throughout the islands, decimating much of the land fauna.

The threat to the natural habitats by introduced animals and human activity was serious, but conservationists were determined to preserve this important area. The growing scientific interest in the area led to the establishment in 1938 of an international organisation called the Charles Darwin Foundation and the accompanying Charles Darwin Research Station.

A year later the Government of Ecuador declared the area a National Park.

WWF support for these activities was approved at the first board meeting in 1961, and since then WWF has granted nearly \$750,000 in support of conservation activities in the Galapagos. Some of the most significant forms of WWF assistance have been for the running and maintenance of the research station; provision of the research and management vessels Beagle II, Beagle III and Beagle IV; establishment of a museum and lecture hall; education programmes; studies on the evaluation of the impact of tourism and the control and eradication of feral animals.

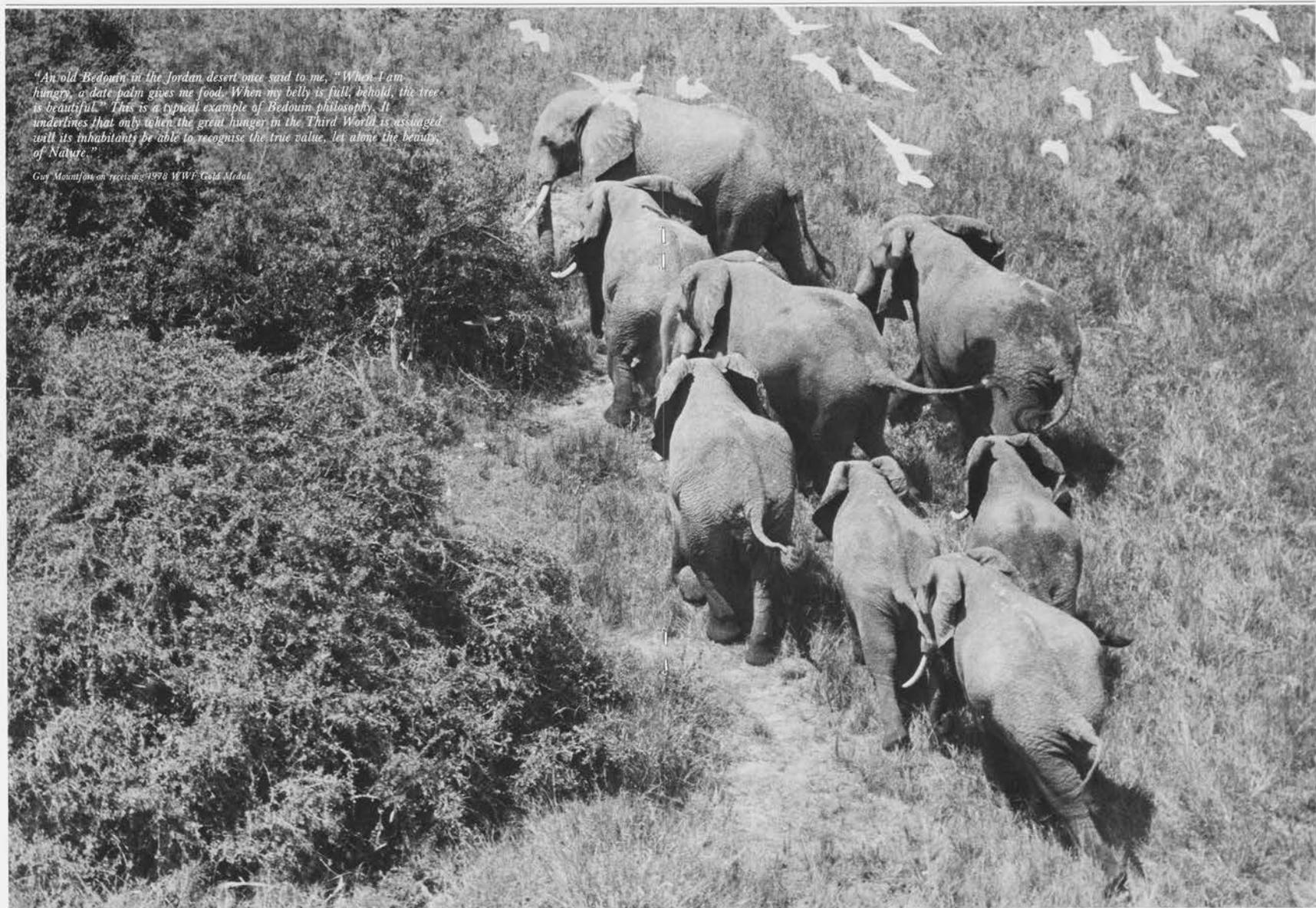
Destruction of Brazilian rain forests will have a devastating effect on the life cycle of the seed-eating fish.

Indonesian rice farmers will benefit from a project which helps preserve the forests that assure them a constant supply of water.

Marine iguanas are a vital element in the fragile Galapagos ecosystem.

"An old Bedouin in the Jordan desert once said to me, "When I am hungry, a date palm gives me food. When my belly is full, behold, the tree is beautiful." This is a typical example of Bedouin philosophy. It underlines that only when the great hunger in the Third World is assuaged will its inhabitants be able to recognise the true value, let alone the beauty, of Nature."

Guy Mountfau on receiving 1978 WWF Gold Medal



ENVIRONMENTAL LAW CENTRE

A vital part of any conservation programme is legislative support to consolidate achievements in the field. A nation's legal structure frequently makes the difference between the long-term success or failure of conservation measures in the field.

The World Conservation Strategy identifies the problem: Laws, with related institutional structures and enforcement procedures, have too often ignored conservation requirements. A major activity of the IUCN Environmental Law Centre in Bonn, Germany, substantially funded by WWF, is therefore directed to ensuring that both national and international systems of law and administration take adequate account of the need for conservation. The Environmental Law Centre monitors developments in the field and conservation legislation worldwide. The Centre advises governments and international organisations and assists in drafting conservation legislation aimed at providing the structure to maintain hard-won field accomplishments.

BRINGING THE ORYX HOME TO OMAN

The Arabian oryx once roamed the deserts of Arabia and Mesopotamia. Today it is extinct in the wild, the victim of hunters travelling by jeep and carrying automatic weapons.

Fortunately before the animals were wiped out a small number were captured in 1962 and used to build up a breeding herd in the USA. This formed the nucleus of the "Oryx World Herd", established in 1962 by conservation organisations such as the Fauna Preservation Society, the Phoenix and San Diego Zoos and WWF. Additional breeding herds already existed in several Arab countries.

By 1978 the "World Herd" numbered more than 120 and at the request of the Sultan of Oman WWF/IUCN sponsored a study on the feasibility of reintroducing the oryx into Oman. The study concluded that reintroduction was possible, though difficult. Zoo animals, when put back into the wild, have to be trained to satisfy their water and food requirements from the sparse desert vegetation and must re-adopt to migrate over vast areas to find grazing.

The Arabian oryx, a handsome cream-coloured antelope with long slender horns, can live for years without drinking, living on the moisture it can gather from vegetation and morning dew. It can detect rainfall over great distances and this stimulates a migration to areas of fresh plant growth.

The area chosen for its reintroduction is a vast stony plateau in central Oman, one of the last places where wild oryx existed.

The Harasis, a small tribe of nomads who have lived in the area since time immemorial, wholeheartedly support the reintroduction programme and are prepared to protect the animals from poachers.

The first five oryx were delivered in 1979 and the first calf was born the next year. Another nine oryx arrived in 1981.

The oryx project is a major effort to establish a large and well-managed conservation area in the Arabian Peninsula. The reintroduction programme and establishment of the conservation area will provide employment for the tribesmen as wardens, guides and workers. Over the long-term the oryx might provide a source of valuable revenue for local people. The presence of the oryx herd may enhance the area's tourist potential and be a source of breeding stock for other Middle Eastern nations wishing to reintroduce the oryx. In the distant future limited and controlled utilization of the oryx might be possible.

THE "LOST YEAR" OF THE TURTLE
Baby sea turtles, the size of table spoons, hatch out of eggs laid in sandy tropical beaches and struggle to the sea. If they do not get eaten by predators they simply disappear for a year. The next time they are seen grazing on turtle grass along their native coasts they are the size of dinner plates.

In an attempt to analyse the turtle's life cycles, project investigators have marked several thousand young green turtles before releasing them into the sea and have also studied the stomach contents of young loggerhead turtles washed ashore in storms. As a result of these and other studies, scientists working in a current WWF project off the coast of Central America are finding that baby green turtles grow up in rafts of sargassum weed. The plants act as hosts to a varied community of tiny larval creatures, fish, crabs, octopuses and sea slugs—all nutritious baby food for the turtles.

The turtles' "lost year" is a problem of considerable importance to developing countries in the warm water regions of the world where the eggs and meat of marine turtles provide local people with valuable protein. If conservation measures are to be successful, full knowledge of the turtle's life cycle is essential. And, as marine pollution spreads, the lost year becomes more than just a regrettable gap in our knowledge of turtle ecology—it becomes a serious obstacle to repairing the impact of such events as petroleum spills.

OPERATION TIGER

The tiger has touched our most basic emotions. Throughout history man has feared the big cat, admired its grace, envied its ferocity. As part of this complex relationship man has brought the tiger to the brink of extinction and, realizing his mistake at the last minute, rescued the remaining tigers from extinction.

This is the story of the on-going Operation Tiger, one of the most dramatic and successful conservation projects ever. As recently as 1930 at least 100,000 tigers of the eight sub-species lived in various parts of Asia. The population plunged dramatically owing to excessive hunting and habitat destruction and 40 years later just 5,000 survived. India's tiger population dropped from perhaps 40,000 in 1940 to less than 2,000 in 1969 when WWF began the drive that was formalised in 1972 as Operation Tiger. Current estimates put the increasing world tiger population at about 6,400.

India was the first country to respond with a comprehensive programme, initiated by Prime Minister Indira Gandhi in 1973 with

the full backing of WWF. All tiger hunting was banned and nine reserves, later to become 11, were dedicated specifically to saving the tiger and its habitat. One of these two additional reserves, at Sariska in Rajasthan, was created at the request of 28 European children who had helped raise money to save the tiger and who were invited by the Indian Government to visit India on safari and see the tiger in the wild. To date WWF has spent nearly \$2 million on tiger conservation projects in India, Nepal, Bhutan, Bangladesh, Burma, Thailand, Malaysia and Indonesia.

The philosophy of Operation Tiger is to preserve the tiger in the wild through conservation-oriented management practices, eventually ensuring an optimum population of tigers. No attempt is made to maintain populations of tiger at an artificially high level.

In the process of saving the tiger, other wildlife and the habitats themselves are also saved. With intensive measures taken for protection of tiger habitat from fires, grazing and illegal activities by man, as well as through water conservation and development work, the habitat has significantly increased in productivity.

One of the most rewarding results of Operation Tiger has been that forage availability for domestic cattle has increased many times. Streams which used to dry up early now flow more or less constantly with clear water. These improvements in turn lead to better employment opportunities for local people.

TRADE IN RHINOCEROS PRODUCTS
Coming down with a fever? Many people in the Far East would recommend you take a dose of rhino horn.

One of the reasons there are so few rhinos left in the world is that people mistakenly believe that the horn, which is really no more than a compacted bundle of hair, has medicinal properties. Unlike the parts of many animals which do have medicinal properties, rhino horn is of no clinical value. In addition Yemeni dagger handles made of African rhino horn have a high status value. One source estimates that up to 40 percent of all rhino horn is used for dagger handles.

To save the two African and three Asian rhino species from extinction, WWF in 1979/1980 mounted an international fund-raising campaign, "Save the rhino", for a programme of rhino conservation projects. Over \$1 million have been raised and much of this has been committed to anti-poaching operations, creation of new reserves, reinforcement of national park operations, and public education projects.

WWF has, for example, spent some \$300,000 on rhino conservation activities in Tanzania, and at the March 1980 Serengeti Diamond Jubilee Tanzania authorities announced the start of their own rhino campaign. In Zambia, WWF will spend approximately \$1/2 million on rhino conservation.

Protective measures alone, however, are insufficient and WWF is convinced that the rhino will not be safe until the international



Students study in the library at the College of African Wildlife Management, Mweka, Tanzania.

Part of the Oryx "world herd" runs free in Oman.

Female sea turtles instinctively return to the beach where they were hatched to lay their eggs.

Nepalese tiger trackers cool down a tranquillized tiger before the cat is fitted with a radio collar.

"Run for your life, rhino" is good advice when your horn is worth almost as much as gold.

The "Red Data Book" lists the world's endangered species.



trade in rhino products is brought under control. As a first step, WWF commissioned a world-wide investigation of the trade, which revealed that the wholesale price of rhino horn has risen twenty-fold over the last five years, and, at the retail level, costs up to \$1,000 per 100 grams. WWF and IUCN actions that resulted from this investigation include a campaign to encourage producing, consuming and trading countries to join and enforce CITES more effectively. WWF is also contacting pharmaceutical associations and medical practitioners in Asian countries to persuade them not to prescribe or dispense any rhino derivatives, and drawing the attention of the Government of the Yemen Arab Republic to the consequences of the demand for rhino horn daggers and suggesting alternative materials for dagger handles.

African sources estimate that at least one rhino is killed every day. WWF's two-pronged approach—protection and the stopping of the trade—is the best way to save an animal that many mistakenly consider to be a universal apocryphal.

VOLUMES OF EXTINCTION

One of the road-blocks to early conservation activities was that scientists simply did not know the extent of the problems they were trying to solve. How many mountain gorillas were left? How had the population of loggerhead turtles responded to protective legislation? Was there hope for the Japanese crested ibis in the wild?

IUCN's Species Survival Commission (SSC) and a related monitoring unit located at Cambridge University, initially funded by a \$200,000 WWF project, develops information systems on the status of wild species. With the aid of computers, the Cambridge Unit of the Conservation Monitoring Centre compiles and analyses the data and publishes the "Red Data Book" on Mammals, Birds, Amphibians and Reptiles, and Freshwater Fish. The Threatened Plants Committee of SSC publishes a companion Plant Red Data Book. Office accommodation with space for 10-12 people has been provided by Cambridge University and compilers have been given access to the university's extensive library.

A typical page in one of the loose-leaf volumes, which are constantly being updated, details the status of a particular species. If a species is in immediate danger of extinction it is classified as "endangered" and the page is printed on red paper. Other classifications include "vulnerable" and "rare". The books also include information on taxonomy, distribution, population, habitat, breeding rate in the wild, conservation measures taken, conservation measures proposed, number in captivity and breeding success, and references.

The "Red Data Book" is considered to be the authoritative reference for the status of the world's wildlife and forms the basis for the various CITES classifications limiting trade in endangered species and for many other conservation activities.

WWF International's Board of Trustees

WWF's Board of Trustees includes influential individuals from a wide variety of professions, such as science, ecology, finance, medicine, art, advertising, trading and diplomacy. These men and women, who have been selected because of their ability to help WWF on an international scale, donate their time, energy and individual talents to helping WWF in its work.

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* Board members serving during 1981

Executive Committee

An Executive Committee, currently comprising the President and ten members of the Board of Trustees of WWF International, is responsible to the Board for the administration of the Fund and supervises the raising and disbursement of funds as well as international education and information activities. EXCO also prepares recommendations for the Board on matters of WWF policy.

HRH The Duke of Edinburgh President

Prince Philip developed an interest in wild animals as a boy through friends and relations. He credits his particular interest in birds to a long sea voyage in 1936 during which he spent a lot of time taking photographs of sea birds. This led to contacts with other bird watchers and to meeting Sir Peter Scott in the early days of the Wildfowl Trust at Slimbridge. From that it was only a short step to involvement in conservation and WWF.
During Prince Philip's extensive travels he tries, wherever possible, to arrange his schedule to include a visit to a nature reserve and to discuss conservation issues with government leaders.

Sir Peter Scott Chairman

Sir Peter Scott is an artist, naturalist, explorer, sportsman, author, broadcaster and ornithologist. He has been Chairman of WWF since its founding in 1961.

In 1946 Sir Peter founded the Wildfowl Trust at Slimbridge, Gloucestershire, England. The Trust, which now has four other important sites, has one of the most representative collections of live waterfowl in the world, and has built up an international reputation in pursuance of its four aims: education, research, conservation and recreation.

In 1953 Sir Peter was made a Commander of the Order of the British Empire (C.B.E.), and in 1973 was knighted for his contribution to international conservation.

Sir Peter has written 15 books and illustrated 15 more. He is also a skin diver, an Olympic Bronze Medalist in sailing and a former British gliding champion.

Dr. Luc Hoffmann Vice-President

Dr. Luc Hoffmann has made a world-wide impact on conservation through his studies of wetlands, especially in the Camargue in France, where he established the Station Biologique de La Tour du Valat, now an international research centre. He was also active in the founding of the Doñana National Park in southern Spain, one of WWF's earliest projects.

exemplifies Charles Lindbergh's central philosophy: The human future depends on our ability to combine the knowledge of science with the wisdom of wildness.

Louis Franck Honorary Treasurer

Louis Franck was formerly Managing Director of Samuel Montagu and Chairman of Montagu Trust in Britain. He is the founder of an international insurance group and has held many directorships including the Banque Européenne de Crédit à Moyen Terme and the United States Trust Investment Bank S.A.

Mr. Franck competed four times in the Olympics in two different sports, sailing and ice hockey. He had a distinguished career in World War II, during which he was made Colonel in Special Operations and was one of the representatives from the United Kingdom to the Joint Chiefs of Staff in Washington, D.C.

Joseph F. Cullinan 3rd

Joseph Cullinan is Chairman of the Executive Committee of Philip Morris Inc., and was named by *Financial World* magazine as one of the ten outstanding chief executive officers of American business for three years and the most outstanding CEO for a fourth. Mr. Cullinan's current trusteeships include the New York State Nature and Historical Preserve Trust, Colonial Williamsburg Foundation, and the American Museum of Natural History. He is President of the Whitney M. Young, Jr. Memorial Foundation, President of the International Atlantic Salmon Foundation and a member of the National Board of Smithsonian Associates.

In 1974 Mr. Cullinan became a member of the Board of Directors of WWF-US and is currently Chairman of its Executive and Development Committees.

John H. Loudon

John Loudon, who was elected to the Board of Trustees in 1967 and to EXCO in 1969, was President of WWF International from 1977 to 1981. Mr. Loudon was Chief Executive of the Royal Dutch Shell Group of Companies until 1965 and subsequently Chairman of the Board of the Royal Dutch Petroleum Company until 1976.

He is presently Chairman of the Board of Governors of the Atlantic Institute for International Affairs, Paris; Chairman of Ford Motor Company's European Advisory Council; Chairman of the Board of the Netherlands Economic Institute, Rotterdam; and Chairman of the Board of the INSEAD business school, Fontainebleau.

Mr. Loudon is in a unique position to help WWF work towards a successful cooperation between conservationists and responsible industrial interests. Particularly during his four-year Presidency, his personal knowledge of and interest in the importance of a bridge between nature on the one hand and industrial development on the other have played a vital role in WWF.

José M. Mayorga

José Mayorga was first elected to the Board of Trustees in 1974 and to EXCO in 1975.

Mr. Mayorga, in addition to being an international businessman, is a patron of the arts and educational institutions. He is a Member of the Board of Governors of Aiglon College, Switzerland, and President of Aiglon College Services SA. A graduate of Cambridge University, he serves as a Trustee of WWF Spain and has taken on special responsibility for WWF International's links with that country. He also spends much of his time visiting Spanish-American countries in which WWF is active.

Sir Arthur Norman

Sir Arthur Norman, Chairman of the De La Rue Company Ltd., is also Chairman of WWF-UK; a member of the Nature Conservancy Council and a member of the Council of the Overseas Development Institute. From 1968 to 1970, he was President of the Confederation of British Industry.

Sir Arthur served as a Wing Commander in the Royal Air Force during World War II and was awarded the DFC and Bar. He was appointed a Commander of the British Empire (CBE) in 1966, and became a Knight Commander in 1969. He was first elected to the WWF International Board of Trustees in 1977 and to EXCO in 1980.

David Ogilvy

David Ogilvy, described by Time as "the most sought-after wizard in the advertising industry", founded Ogilvy and Mather, the world's fourth largest international advertising agency with 165 offices in 33 countries. A member of the advertising Hall of Fame, Mr. Ogilvy has published two books, the best seller *Confessions of an Advertising Man* and his autobiography *Blood, Brains and Beer*.

Ogilvy and Mather provide WWF with advertising support as a public service and Mr. Ogilvy himself actively contributes his copywriting skills. In addition to creative services, Ogilvy and Mather have helped obtain for WWF over \$5 million in complimentary advertising placements.

Dr. Anton Rupert

Dr. Anton Rupert, Chairman of the Rupert Group of Companies, is one of the longest serving members of WWF's EXCO, having been elected to the Board of Trustees in 1968 and to the Executive Committee in 1971. He is President of the WWF organisation in southern Africa, the SA Nature Foundation, and took a personal interest in setting up 14 new parks, including the spectacular Karoo National Parks.

He originated the concept of "The 1001: A Nature Trust", founded by HRH Prince Bernhard of the Netherlands. Dr. Rupert is Honorary Industrial Advisor to the Government of Lesotho, Honorary Professor at Pretoria University, Chancellor of Post Elizabeth University and a member of the Council of Rockefeller University, New York. Dr. Rupert sponsors medical aid to African states and has also initiated 19 travelling art collections which have been seen by more than 40 million people throughout the world.



HRH The Duke of Edinburgh



Sir Peter Scott



Dr. Luc Hoffmann



Maurice Strong



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David Mitchell, Director of Public Affairs (right)
Paul S. Wachtel, Public Affairs Coordinator



Growth in fund raising

WWF is the world's largest private organisation raising funds for conservation and depends entirely upon voluntary contributions. Funds are raised by National Organisations on five continents and through International headquarters in Switzerland.

During its first twenty years, WWF spent \$55 million on 2,759 projects in some 130 countries.

These figures are small compared to the size of the problems we face, but in many cases there is a significant multiplier effect. Most of the funds provided by WWF are matched or exceeded by governments - for example, WWF funded projects worth \$1 million in India for Operation Tiger, and the Indian Government then added \$8 million. The projects themselves often generate local income, both in the short-term through infrastructure support and in the long-term through large-scale environmental improvements.

WWF raises money in the following ways:

Interest on endowment

A single unique concept - "The 1001: A Nature Trust" - ensured WWF's financial stability. HRH Prince Bernhard, WWF's first President, and Dr. Anton Rupert, conceived and implemented the idea of an endowment fund in which 1001 men and women contributed \$10,000 each. The interest accrued covers the costs of WWF International's basic operating costs. This ensures that money donated for conservation is spent entirely on activities to achieve conservation objectives.



The Rp 100,000 gold coin of Indonesia features the Komodo dragon, a giant lizard that grows to 2½ m. Indonesia, in 1974, was the first of 24 countries to issue coins under the programme which has raised over \$5 million for conservation.

Public contributions

The greater part of WWF's money comes from the general public, including WWF's more than 1,000,000 regular supporters.

Donations take many forms. The \$2 million World Conservation Headquarters building was the generous gift of one anonymous donor. Scientists and educators donate their talents and advice. Many noted artists donate their work to WWF, and thousands of specialists in fields ranging from advertising to automobile maintenance donate their skill and time.

Corporate contributions

Responsible companies recognise their role in maintaining the well-being of the environment. Corporations can play a unique role in influencing decisions which will ensure the quality of life in the future. Above all, far-sighted corporate executives now acknowledge that building conservation and environmental considerations into long-term planning is simply good for their business as well as for the continued health and happiness of their employees and of the communities in which they operate.

Foundation grants

Several charitable foundations have been supporters of WWF for many years. Since an important aspect of WWF's work is education, foundations whose aims are specifically related to this area are increasingly supporting relevant components in WWF's programmes.

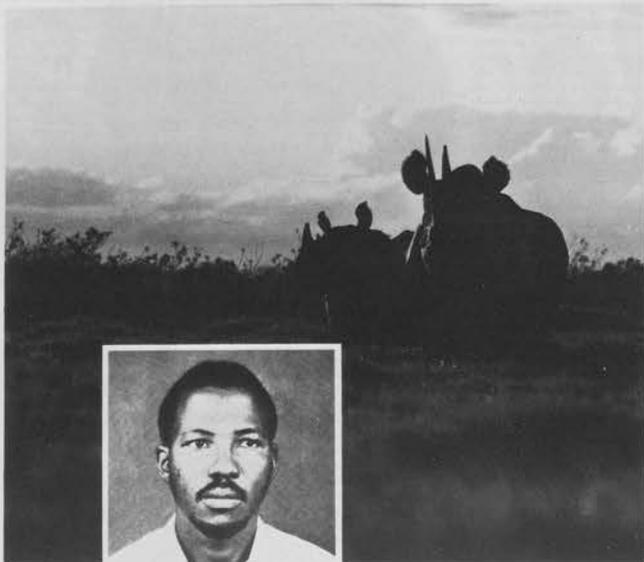
Commercial promotions

A growing number of companies take part in mutual benefit programmes with WWF. They are licensed, for a royalty or a fee, to use the WWF name and the Panda symbol to promote the sales of carefully selected articles.

Legacies

Growing concern about tomorrow's world is reflected in the increasing number of bequests made to WWF. This support provides an increasingly valuable guarantee for longer term projects.

This advertisement, which appeared in leading international media, was one of several aimed at alerting the public to the difficulty in stopping rhino poachers armed with automatic weapons. Public response to this and other ads, featuring "The Seas Must Live", "Back From the Dead" and most recently the "Panda Project", has been dramatic.



Game Warden Elias Lasher. Murdered by rhino poachers June 1st 1979.

RHINO POACHING isn't a question of a few African tribesmen bending the rules.

It's highly-organized slaughter for profit by gangs of men armed with machine guns and Kalashnikov assault rifles. Like the ones they used to kill Elias Lasher at Kiripa in Tanzania.

The stakes are high. Rhino horn is more prized than gold. It's sold for

up to \$600 an ounce to people who have been fooled into thinking it's an aphrodisiac - which it isn't.

Without your help the rhino hasn't a chance. If the present rate of slaughter is allowed to continue, by 1982 all rhinos in East Africa could be gone. Forever.

The World Wildlife Fund is mounting an urgent campaign to save the

rhino from extinction. Your help is needed now.

Your contributions can help pay for more men and equipment to stop the poachers. To persuade governments to totally ban trade in rhino products, as Kenya, Hong Kong and 57 other countries have done.

You can help move vulnerable rhinos to safer, better-patrolled reserves. Most of all, you can help expose the profiteers, the men who provide the market that tempts others into poaching. And murder.

Elias Lasher gave his life trying to protect the rhino. Won't you give something?

Send your donation to your national WWF organization or direct to:
Save the Rhino Campaign:
World Wildlife Fund,
1196 GLAND, Switzerland.



WWF is a non-profit organization. All donations are tax deductible. All communications prepared by public relations firm Kohn & Shaffer.



The referee at the 1974 World Cup final at Munich used a coin from the WWF/IUCN Conservation Coin Collection for the opening toss-up.

Cumulative total (approx.) to year ending: 1980 \$54.3 million

Total support to conservation projects 1961-1980



1975 \$20.7 million

1970 \$6.8 million

1965 \$1.1 million
1961 founding

Total number of National and International projects from 1961 to 1980: 2759

Total project expenditures from 1961-1980: \$54,291,673

WWF Affiliate Organisations

WWF is a worldwide movement and relies on grass roots support. Early in our history, WWF's founders realized the need to establish affiliate organisations in major donor countries to support the ambitious fund-raising and educational objectives they had set. The first four National Organisations established and their Presidents at the time:

United Kingdom 23 November 1961
 HRH The Duke of Edinburgh
 President

United States 1 December 1961
 Dwight D. Eisenhower,
 Honorary President

Switzerland 7 December 1961
 Dr. Hans Oprecht,
 President

Netherlands 10 August 1962
 HRH Prince Bernhard,
 President



Conservation objectives are reviewed twice a year by the Conservation Programme Committee, composed of members from leading WWF National Organisations, Trustees and senior staff of WWF International, and IUCN.

While all WWF affiliate organisations share the use of the WWF name and panda symbol, they represent a broad spectrum of activities. Some affiliates, like that in Finland, earn much of their income from retail sales of articles bearing WWF's panda symbol. Others, like that in the United States, raise most of their funds through direct fund-raising techniques.

WWF affiliates support conservation projects in their own territories as well as internationally. Each affiliate is entitled to allocate one-third of its income to domestic programmes. The remaining two-thirds are allocated to international projects through or in cooperation with WWF International, using the scientific and technical advice of IUCN.

WWF Affiliate Organisations (as of May 1981):

WWF-AUSTRALIA
 Level 17, St. Martins Tower
 31 Market Street
 Sydney

NSW 2000
 Tel: (02) 291602

WWF-AUSTRIA
 (Oesterreichischer
 Stifterverband für
 Naturschutz)
 Ottakringerstr. 120
 Postfach 1
 A-1162 Vienna
 Tel: (0222) 461463

WWF-BELGIUM
 937 Chaussée de Waterloo B5
 B-1180 Brussels
 Tel: (02) 3753498

WWF-CANADA
 60 St. Clair Av. East
 Suite 201
 Toronto, Ontario M4T 1N5
 Tel: (416) 9238173

WWF-DENMARK
 (Verdensnaturfonden)
 H.C. Andersens Boulevard 31
 DK-1553 Copenhagen V
 Tel: (01) 132033

WWF-FINLAND
 (Maailman Luonnon Säätö
 Suomen Rahasto)
 Uudenmaankatu 40
 SF-00120 Helsinki 12
 Tel: 644.511

WWF-FRANCE
 (Association Française du
 World Wildlife Fund)
 14, rue de la Cure
 F-75016 Paris
 Tel: (01) 5278676

WWF-GERMANY
 (WWF-Deutschland)
 Bockenheimer Anlage 38
 D-6000 Frankfurt/Main
 Tel: (0611) 725155

WWF-HONG KONG
 2705 Connaught Centre
 Hong Kong
 Tel: (05) 225081

WWF-INDIA
 C/o Godrej & Boyce Mfg. Co.
 Private Ltd.
 Lalbaug, Parel
 BOMBAY 400012
 Tel: 441361

WWF-ITALY
 (Associazione Italiana per il
 World Wildlife Fund)
 Via P.A. Micheli 50
 I-ROMME 00197
 Tel: (06) 802008

WWF-JAPAN
 5F Yamaki Building
 Sotokanda 4-8-2
 Chiyoda-ku
 TOKYO 101
 Tel: (03) 2553770

WWF-KENYA
 P.O. Box 24603
 Nairobi

WWF-LUXEMBOURG
 Musée d'Histoire Naturelle
 Marché aux Poissons
 Luxembourg
 Tel: 478720

WWF-MALAYSIA
 P.O. Box 769
 Kuala Lumpur
 Tel: (03) 945777

WWF-NETHERLANDS
 (Wereld Natuur Fonds)
 Postbus 7
 NL-3700 AA Zeist
 Tel: (03404) 22.164

WWF-NEW ZEALAND
 P.O. Box 12-200
 Wellington North
 Tel: 851-389

WWF-NORWAY
 (Verdens Villmarksfond)
 Ovre Slottsgate 7
 N-Oslo 1
 Tel: (02) 424315

WWF-PAKISTAN
 P.O. Box 1312
 Lahore
 Tel: 853.062

WWF-SOUTH AFRICA
 (S.A. Nature Foundation)
 P.O. Box 456
 ZA-7600 Stellenbosch
 Tel: (02231) 72892/3

WWF-SPAIN
 (Asociación para la Defensa
 de la Naturaleza - ADENA)
 6 Santa Engracia
 E-Madrid 10
 Tel: (01) 4102401

WWF-SWEDEN
 (Världsnaturfonden)
 Fituna
 S-140 41 Sorunda
 Tel: (0753) 44 143

WWF-SWITZERLAND
 Postfach
 CH-8037 Zürich
 Tel: (01) 442044

WWF-TURKEY
 (Türkiye'de Dogayi
 Koruma Vakfi)
 Cumhuriyet Cadd. 1/4-
 Sark Apt.
 TR-Taksim-Istanbul
 Tel: 448.653

WWF-UNITED KINGDOM
 29 Greville Street
 GB-London EC1N 8AX
 Tel: (01) 4045691

WWF-UNITED STATES
 (World Wildlife Fund Inc.)
 1601 Connecticut Ave. NW
 Washington DC 20009
 Tel: (202) 3870800

Other Organisational Links with WWF

**WWF-CHINA JOINT
 COMMITTEE**
 c/o

The Environmental Protection
 Office of the State Council
 Beijing
 China

Youth and conservation education

WWF's accomplishments in conservation will be short-lived unless we succeed in educating our youth in conservation principles. WWF affiliate organisations are actively helping young people develop increased respect for nature and a new ethic towards consumption—new ways of looking at the world. Internationally WWF counts over a 250,000 youths as active supporters. In Switzerland, for example, 60,000 youths belong to WWF and 10 percent of that country's teachers are WWF members.

The International Youth Federation is an association of national and regional youth groups concerned with the study and conservation of the natural environment. Among other activities, IYF frequently holds youth leader training courses, study camps and conservation work camps; for example, several Waddensea Camps were held near the Danish/German border with the aim of educating young people about the area and informing the public about the dangers of tourist pressure. A grant to IYF was the second project ever approved by WWF (Project No. 2 in 1961) and WWF has continued to support IYF through the years.

Environmental training workshops, held recently in Greece, India, Malta, Mexico, Panama and the United Kingdom, train hundreds of youth leaders in nature conservation.



The WWF Rangers in the Netherlands are one of many active youth organisations.

The Wildlife Clubs of Kenya Association began in 1968 when students decided to form a nation-wide conservation movement. Since then over 30,000 young Kenyans have been members in some 700 Wildlife Clubs. Among other activities, the Wildlife Clubs construc-

ted a hostel and information centre at Lake Nakuru National Park which is used by thousands of visitors annually, the majority of whom are students. Based on the success of the Wildlife Clubs, WWF is supporting a project to develop guidelines to be used by similar wildlife clubs in other parts of the world.

WWF is a staunch supporter of the World Scout Movement, an example of which was the first Latin American Conservation Seminar held near Cali, Colombia in 1979. Practical projects that resulted included reforestation activities, demonstration of conservation projects at schools, river clean-up campaigns and the organisation of weekend conservation camps. In another activity, a World Conservation Strategy seminar for Boy Scout leaders is scheduled to be held in Qatar, which will train more than 100 youth leaders throughout the Arab countries.

WWF-UK has established a curriculum development service in which teaching materials are designed to fit in with what schools are actually doing. A full-time Education Officer produces school curriculum resources including videos, slide/tape sets, work cards, musicals, plays—virtually anything that is adaptable to bringing conservation education into the classroom.

Conservation education supported by WWF takes many forms. Slide shows and filmlets are shown by a number of mobile

information vans plying various African countries. WWF-Malaysia teams up with industrial sponsors to produce educational posters, and hundreds of booklets, pamphlets and other education material are produced by WWF-sponsored groups internationally.

Kenyan Scouts are briefed at Lake Nakuru National Park.

WWF-sponsored mobile education units travel throughout rural areas, as this mobile unit in Senegal, broadcasting specially prepared conservation audio-visual programmes.

Villagers living near Nepal's Langtang National Park enjoy a conservation slide show.

European youth are involved in water pollution studies supported by WWF.

An ultraplano resident near Bolivia's Ulla Ulla Nature Reserve reads about WWF's vicuña project.





WWF's panda symbol in Beijing Zoo entertains Sir Peter Scott (WWF International Chairman), David Mitchell (WWF Director of Public Affairs), Dr. Lee Talbot (at that time WWF's Director of Conservation, now Director-General of IUCN), and Charles de Haes (WWF International Director-General).

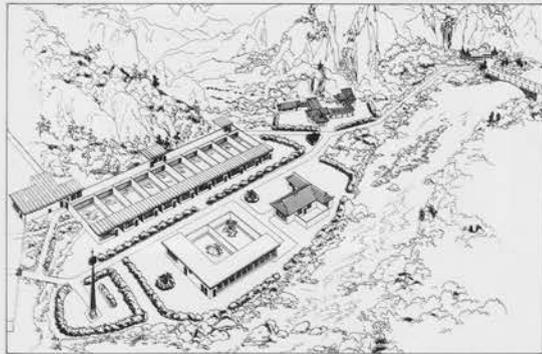
Dr. George Schaller; Wang Menghu of China's Forestry Ministry and a member of the WWF-China Joint Committee; and Prof Hu Jinchu, one of China's leading panda experts; examine bamboo in Sichuan.

Artist's impression of the giant panda breeding facility at the Research and Conservation Centre in Wolong Natural Reserve, Sichuan Province. In order to contribute to the technical requirements of the Centre WWF enlisted the help of over 20 internationally recognised authorities experienced in ecologically-oriented applied research.

中国

WWF-China Joint Project

In WWF's twentieth anniversary year it is appropriate that the major fund-raising campaign focuses on our cooperation with the People's Republic of China to save its wild population of giant pandas.



WWF was honoured to be the first private conservation organisation invited to China, and in September 1979 Sir Peter Scott led the first WWF delegation to Beijing. During this mission, the Joint WWF-China Committee was formed to coordinate links between WWF and Chinese authorities and to initiate high priority conservation projects in China. The Committee consists of three members from WWF International and three from the newly-formed Association for Environmental Sciences of the People's Republic of China:

- Sir Peter Scott, Chairman, WWF International
- Charles de Haes, Director-General, WWF International
- Dr. Lee Talbot, Director-General, IUCN
- Zhang Shuzhong, Environmental Protection Office of the State Council
- Wang Menghu, Ministry of Forestry
- Dr. Zhu Jing, Institute of Zoology, Academy of Sciences

WWF has pledged \$1 million against a total of some \$3 million needed by the Chinese Government to establish a WWF-China Research and Conservation Centre for the Giant Panda, construction of which began in May 1981. The facility, in traditional Chinese design, includes a centre for veterinary and clinical care, laboratories for biochemistry, nutrition and reproductive physiology, panda breeding pens and support facilities for scientists.

A team of WWF-appointed scientists, headed by biologist Dr. George Schaller, entered Wolong in December 1980 to work with top Chinese scientists under the leadership of Professor Hu Jinchu to study the panda's requirements for survival in the wild. WWF is receiving excellent support and assistance in this first cooperative project from many conservation organisations, notably the New York Zoological Society and the Zoological Society of London.

Part of WWF's contribution to the Wolong project is a programme to track pandas in the wild by fitting them with collars containing radio transmitters. The use of radio telemetry enables scientists to track the animals more easily and thus learn more about their habits and habitat needs.

The Chinese are already experimenting with captive breeding, and their efforts have paid off in the birth of the first giant panda by artificial insemination. The WWF-China joint programme will intensify research into captive breeding techniques.

20 Years in Pictures



1970. WWF's Second International "All Life on Earth" Congress drew attention to major conservation problems. Princess Beatrix of the Netherlands (now Queen Beatrix) spoke against the trade in spotted cat furs.



Prince Bernhard, WWF President from the founding to 1977, travelled extensively. Here he photographs "Horace", a docile rhino in Ngorongoro Crater, Tanzania.



1981. HRH The Duke of Edinburgh, WWF International's President, and Sir Kenneth Ping-fan Fung, Chairman of the WWF Hong Kong Council, at the March launch of the Hong Kong organisation.



1969. Paul VI granted a private audience to the WWF Board.



In 1970 WWF moved to its second home in Morges, "La Gracieuse", and in 1979 to new headquarters in Gland.



Dr. Thor Heyerdahl, Dr. Jacques Piccard, Neil Armstrong and Prof. Sir Bernard Lovell at the "All Life on Earth" Congress.



1970. WWF's Second International "All Life on Earth" Congress drew attention to major conservation problems. Princess Beatrix of the Netherlands (now Queen Beatrix) spoke against the trade in spotted cat furs.



Gold Medalist and founder Guy Mountfort.



1971. French President Georges Pompidou receives 13,000 ha of land in the Camargue from Mr. Luc Hoffman.



Dr. Fritz Vollmar, in Vanoise National Park, France—for 16 years WWF's Secretary-General and later Director-General.



1972. HRH The Prince of Spain (now King of Spain) at the inauguration of the Luis Bólin Laboratory at Coto Doñana.



Prince Bernhard, WWF President from the founding to 1977, travelled extensively. Here he photographs "Horace", a docile rhino in Ngorongoro Crater, Tanzania.



1980. Portuguese Premier Dr. Francisco Sa Carneiro delayed an emergency debate in Parliament in order to attend the WCS launch press conference, one of 34 such announcements held internationally that day.



Sir Peter Scott, WWF's founder Chairman, has been a leading spokesman urging the cessation of whaling. Here Sir Peter, an accomplished scuba diver who has frequently dived with whales, speaks to a 1979 anti-whaling rally in Trafalgar Square.



1980. Mr. Li Chaobo, Director of China's Environment Protection Office, presents a scroll to John Loudon, WWF President from 1977 to 1981, at the opening of the World Conservation Headquarters in Gland.



1981. Charles de Haes addresses Serengeti Diamond Jubilee audience including Prof. Bernard Grazmek and Mr. Tikan Ole Kouchellah, Director, Tanzania National Parks.



1981. HRH The Dukes of Edinburgh, WWF International's President, and Sir Kenneth Ping-jan Fung, Chairman of the WWF-Hong Kong Council, at the March launch of the Hong Kong organisation.



WRITTEN AND PRODUCED BY THE PUBLIC AFFAIRS DIVISION, WWF INTERNATIONAL, DESIGNED BY A.J. MENDEZ, CONCEPTION PUBLICITAIRE, GENEVA, TYPE COMPOSITION, TYPELEC, GENEVA. EXECUTION: PUBLICITE, GENEVA. PRINTING: FOTO-SADAG, GENEVA. PHOTO CREDITS: FRONTPIECE: GÉORIS GERSTER, PAGE 2: CHRISTIAN ZUBER, PAGES 2-3: ERIC HOSKING, PAGES 4-5: DR. J.P. SCHULZ, WWF-US/MORT BROFFMAN, PAGE 8: E. HOSKING, PAGE 7: GOVERNMENT OF INDIA PRESS INFORMATION, PAGE 9: WWF/F. VOLLMAR, PAGE 13: WWF/F. MATTIOLI, PAGE 15: DR. HARTMUT JUNGJUS, JEFFREY MCNEELY, CHRISTIAN ZUBER, CENTREFOLD: J. ALLAN CASH, PAGE 19: WWF, WWF/J. VERSCHUREN, WWF/STEBEN, PETER JACKSON, WWF, WWF, PAGE 21: REX FEATURES, PHILIPPA SCOTT, YVES MEYLAN, WWF, FRANCIS THOMPSON STUDIOS, WWF, WWF, YVES MEYLAN, GODFREY ARGENT, WWF, GODFREY ARGENT, PAGE 22: STUDIO BERGER, PAGE 23: STUDIO BERGER, PAGE 25: ANP FOTO, PAGE 26: YVES MEYLAN, PAGE 27: STUDIO BERGER, PAGES 28-29: WORLD SCOUT BUREAU, D.L. GOLOBITSH, MARK BOUTON, M. MARENO, DR. HARTMUT JUNGJUS, PAGE 30: WWF/NANCY NASH, PAGE 31: WWF/NANCY NASH, TWENTY-YEAR ALBUM, PONTIFICE FOTO FELICI, PETER JACKSON, WWF/M. DEPRAZ, JALMAR, JALMAR, E. HOSKING, R.F.P., ESTHER NEVERDILT, PETER JACKSON, NGORONGORO CONSERVATION AREA, WWF, DR. CHRIS TYDEMAN, CHRIS GRAYMER/REX FEATURES, WWF/JEFFREY MCNEELY, WWF.



March 13, 1975

Ms. Vi Crawford
Secretary
Minnesota Zoological Garden
Veterans Service Building
Columbus Circle
St. Paul, Minnesota 55155

Dear Ms. Crawford:

I came across your Nov. 29, 1974 letter to our Publications Editor, Nancy Hammond, regarding the Panda Bank at the Minnesota Zoo. You mentioned that the Panda Bank was going to be crated and sent to us, here in Washington.

We have not received it, but would like to as another zoo has expressed an interest in receiving a Panda Bank.

Can you look into this for us? We would appreciate it.

Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Toby B. Pyle".

Toby B. Pyle
Secretary to Nancy Hammond
Publications Editor

November 29, 1974

Nancy E. Hammond
Publications Editor
World Wildlife Fund
910 Seventeenth Street N.W.
Washington, D. C. 20006

Dear Nancy Hammond

Many months ago, in fact, about six months, you sent a communication requesting that we return the panda bank, acquired many moons ago. It has been in our storage room, for a long time - and actually has not been put to too much use.

When we received it, the key-locked little door was broken, and we did not receive the key. Later the key was received, but we could not lock the little door. I think that the matter of repairing the door and replacing a lock would not be that much of a problem, as the rest of the bank is in excellent shape.

As of next Monday, the state property department will pick up the panda bank, crate it, and send it off to you. Enclosed herewith is the key.

Because, as you know, we are still not a full-fledged zoo, but merely in the planning stages at this point, there is not too much opportunity to place it in strategic points where people would be apt to contribute.

Sorry for the delay in returning it, but, with two moves, storage, planning, too little room, and all that sort of thing, some things were pushed aside. I hope now you can place it, with some little repair, in a spot where it will be more lucrative to your great cause. We will be happy to pick up the charge of shipping - so don't be concerned about that - it's our contribution to a special project.

Sincerely,

VC

VI CRAWFORD, SECRETARY



WORLD WILDLIFE FUND®

910 SEVENTEENTH STREET, N.W., WASHINGTON, D. C. 20006

Telephone (202) 296-0422
296-6114

Cable: PANDAFUND, Washington, D. C.

April 30, 1974

Director
Minnesota Zoological Gardens
Veterans Service Bldg.
Columbus Circle
St. Paul, Minnesota 55155

Dear Sir:

I am writing in regard to the World Wildlife Fund panda bank collecting unit placed with the Minnesota Zoo.

While going through our records recently I was concerned to note that we haven't heard from you since October 8, 1970. If there is some error in our records, please notify me as soon as possible.

Due to rising costs and delivery problems, it is becoming increasingly difficult for us to acquire new units from England where they are manufactured. Since several zoos have recently requested units, we would like to know if yours is still in use. If you are no longer able to display the unit and it is still in good condition we would be happy to cover the cost of having it sent back to us for placement elsewhere.

I look forward to hearing from you soon.

Cordially,

Nancy E. Hammond

Nancy E. Hammond
Publications Editor

NEH/tp

74
33



December 3, 1974

Ms. Vi Crawford, Secretary
Minnesota Zoological Garden
Veterans Service Bldg.
Columbus Circle
St. Paul, Minnesota 55155

Dear Ms. Crawford:

Thank you for your letter of 29 November concerning
the World Wildlife Fund panda bank.

We have had several requests for Panda Banks from
other zoos, so I'm sure there will be no trouble
placing the one you are returning. We very much
appreciate your picking up the shipping charge.

If you wish, we would be happy to keep you on our
mailing list for press releases and publications.
Please let me know.

Good luck with the progress of your zoo, and best
wishes for the holiday season.

Sincerely,

A handwritten signature in cursive script that reads "Nancy Hammond".

Nancy E. Hammond
Publications Editor

NOT NEGOTIABLE

League Service Corporation

575 UNIVERSITY AVENUE, ST. PAUL, MINNESOTA 55103

02302736

THIS COPY MUST BE PRESENTED IF THE ORIGINAL MONEY ORDER
BEARING THIS SERIAL NUMBER AND DOLLAR AMOUNT IS LOST

DATE

OCT -6 1970

,19

PAID TO

World Wildlife Fund

SCCU #34320

Minnesota Zoological Garden

PURCHASER'S

Box 112, 55 Sherburne, St. Paul, Minn.

55118

PURCHASER ASSUMES ALL RISK OF LOSS IF ORIGINAL IS NOT COMPLETED

October 6, 1970

Mrs. Kay P. Lautman
Associate Director
World Wildlife Fund
Suite 619
910 Seventeenth Street, N. W.
Washington, D. C. 20006

Dear Kay:

Enclosed you will find our check for \$34.37 which was donated at our booth at the State Fair. The Panda Bank was an added attraction for our booth.

I understand Mrs. Mickelberry received the key for the Bank in September and appreciate your prompt attention to our request. Thank you.

Sincerely yours,

P. W. Ogilvie, Ph.D.
Director

PWO:im

Enclosure

World



Wildlife

Fund

Suite 619

910 Seventeenth Street, N.W., Washington, D. C. 20006, U. S. A.

Telephone (202) 296-0422

Cable: PANDAFUND, Washington, D.C.



September 10, 1970

Alan Grounds Associates Ltd.
48 Hazlewell Road
London, S. W. 15
ENGLAND

Gentlemen:

The last four banks ordered by the U. S. World Wildlife Fund were shipped to us without keys. The zoos who have placed the banks are urgently requesting keys in order that they may put the banks on display. May I request that you send three (3) keys to me via Air Mail and one (1) key directly to Mrs. Ivalee Mickelberry, Minnesota Zoological Garden, 112 MEA Building, 55 Sherburne, St. Paul, Minnesota, 55103, USA.

Thank you very much.

Sincerely,

A handwritten signature in cursive script that reads "Kay Lautman".

(Mrs.) Kay P. Lautman
Associate Director

cc: Mrs. Mickelberry

Key rec'd Sept 28, 1970



WORLD WILDLIFE FUND

910 Seventeenth Street, N.W.
Washington, D. C. 20006

Dear Contributor:

Your gift to the World Wildlife Fund is very much appreciated.

With your support WWF is able to help save endangered wildlife and wild places throughout the world. We have helped with warden protection of threatened species and are supporting needed research in many problem areas.

But while we have made tremendous strides, much remains to be done. It is therefore our hope that not only will you continue to help, but that you can interest your friends and business associates in supporting our work.

Enclosed, with repeated thanks, is our official receipt.

Sincerely,

Herbert H. Mills
Executive Director

All gifts are deductible for Income Tax purposes.



WORLD WILDLIFE FUND

Suite 728
910 Seventeenth Street, N.W.
Washington, D. C. 20006

.....5/11/70.....

This receipt is to thank you for your gift, and gratefully acknowledge your contribution of \$.....17.60.....to help save the world's wildlife and wild places.

Executive Director

Minnesota Zoological Garden
112 MEA Bldg.
55 Sherburne
St. Paul, Minnesota 55103

Nº 84704 A

Contributions are deductible from Federal Income Tax

What you can do, right now, about the mess we live in.



First, recognize it as the result of a disease called man-centeredness, then look for its symptoms and pick the ones you can help to cure . . .

SYMPTOMS	TODAY in these UNITED STATES . . .	SLIGHT RELIEF, right now, while we press for real solutions . . .	SOMEDAY, if we live to see it . . .
too many PEOPLE	200 million of us, or 400 times as many as there were when nature was in balance. We wreck the land, but continue to talk of growth as the only kind of progress.	Practice voluntary population control before some natural disaster - or war - controls it for us. Don't believe the misleading reports about the U.S. birth rate. The number of births here grows each year. Learn about the starvation in India, China, Latin America, and Africa, and relate it to your life.	An enlightened people will reduce their numbers.
too much TRASH	1000 lbs. of trash per year per person, most of which we still burn and then dump into the sky.	Buy no more "one way" containers or bottles; refuse to accept fancy or excessive wrappers; push for publication of newspapers and magazines printed on salvaged waste materials. (Store managers and their suppliers are very sensitive to public pressures. Try it; it works; my grocer never offers me a bag anymore when I buy only a few items.)	All trash will be reused at home or by the growing waste-recovery industry. Following nature's example, we will learn to manage materials without waste.
POLLUTED AIR	Foul, brown air, and rising rates of lung disease. Uncounted millions of cars causing most of the pollution, but we're too weak to walk.	Walk whenever possible; cars are the big air-foulers, and their smoke devices aren't worth a damn. They last only a few months. Use public transportation. Walking is healthful and it teaches lasting lessons about what foul-smelling inventions our precious automobiles are. Never say "haze" or "smog"; both tend to blame the condition on weather. The stuff you see in the air is smoke; man-made wastes dumped into the sky.	When we learn to manage aerial wastes along with all the others we'll have those beautiful skies again. Under present federal programs, this will never happen, but if all waste-dumping were penalized NOW we could have fresh air again within ten years. <u>Imagine!</u>
POISONS	Almost unlimited sale and use of insecti- cides and herbicides. Poisons soaking into the land, killing wildlife, and getting ready to kill us.	Use pesticides - if you think you must - with extreme respect for the consequences. Never use DDT or the newer and even more dangerous poisons. Even "safe" pesticides can be disastrous. Protest highway salting in winter; it alone kills streams. We must find less harmful answers.	Pest control through a restored "balance of nature."

SYMPTOMS

TODAY
in these
UNITED STATES . . .

SLIGHT RELIEF,
right now, while we press
for real solutions . . .

SOMEDAY,
if we live
to see it . . .

Atomic
RADIATION

An unseen but ever present force
attacking us 24 hours a day.

There is no threshold for radiation below which no damage occurs. Avoid all unnecessary X-rays. Demand safe methods of power production (such as Magnetohydrodynamics, solar or fusion). In the meantime fossil fuel plants can be cleaned up. Nuclear fission's production of radioactivity cannot be totally contained. The emissions to air and water at plant site and fuel reprocessing plants are overshadowed only by the hazards of transporting high-level wastes to burial grounds where they require perpetual surveillance.

If we live, is the key phrase above. We must not allow any additional radiation into our environment. For every addition there will be a commensurate amount of leukemia, cancer and birth defects.

too much
GARBAGE

100 lbs. per person per year, all wasted. Enough to feed legions of the world's starving. It's tragic.

Most of us overeat by 30%

Eat less, live longer. Use all vegetable garbage for compost or throw it into the shrubbery (it beats peat moss). No meat, though; meat brings rats and flies.

Ready-to-serve products appear to have no waste. Don't be misled; they make mountains of garbage back at the factory.

As with trash, we will learn to use all parts of the food, extracting its energy and nutrients to feed man and animals, or the land itself.

FOOD
ADULTER-
ANTS

Every food we buy and eat today has its load of unwanted chemicals, with some foods so loaded as to be almost unrecognizable. Reading the lists of ingredients is often enough to induce sickness. Puridoxine hydrochloride, artificial flavors, BTH, etc. Ugh!

Read the labels! Look at the junk you're about to eat. It's amazing how few of us ever read the fine print, or how few refuse to buy the stuff. Boycotts are the only force the food processors feel. And remember, all fruits and vegetables are loaded with insect spray; wash them thoroughly. Doctors now admit that weakness leading to disease and death comes from eating those poisons.

Our poost pets! Their foods require less detailed descriptions, and many meat products are packed with detergents to make can-washing easier!

Strict laws and a new respect for the wonders of real, unadulterated foods may bring them back again.

too much
SEWAGE

200 gallons of sewage per person every day! And it all ends up in the rivers, often completely untreated. Almost nothing can live in such vile waters.

Don't grind garbage down the drain; if you must leave food wastes, use them if at all possible.

Don't over-use dishwashers or detergents. We use too much too often; it's so easy to do.

Don't flush toilets so often; a tissue or cigaret butt flushed away with 2 gallons of precious water is criminal in these times.

Try to cut all water-use in half; it's far more noble than you think. Patriotic, too.

Kitchens, laundries, and bathrooms will have devices to extract wastes for re-use, and recycle the same water, over and over. Sewers will at last become obsolete.

SYMPTOMS

TODAY
in these
UNITED STATES . . .

SLIGHT RELIEF,
right now, while we press
for real solutions . . .

SOMEDAY,
if we live
to see it . . .

WATER
WASTE

Almost total waste: 1500 gallons per person, every day! And we wonder why there are water shortages!

With a proper respect for the true value of water we will begin to use less of it automatically. We'll follow the don'ts (above) and buy those appliances that use the least amount of water.

Lawn-sprinkling should be ended at once: natural gardens and woodlands get by beautifully on rainwater alone, and when they're mulched with compost or garbage they thrive.

Desalting the sea is not likely to be the long-range answer; it will only accommodate our excesses. Our forefathers on this continent cooked and washed with only 1 gallon per day, less than 1% of the amount we use. We must move towards more natural water use levels, surely less than 50 gallons per day.

WASTED
RAINFALL
(overpaving)

Roads, parking lots, houses, buildings, lawns and even most farms are made to repel the rain, to flush it into the nearest sewer, from which it erodes and floods its way to the sea, polluted.

If nature were in balance, the forests and grasslands would catch and hold most rainfall to be used by the land, with the sweet excess running slowly to the sea.

Don't use waterproof paving materials (black-top, concrete) if you can possibly avoid it. Use crushed stone or, if you must pave, let the run-off drain to sunken pebble gardens. Don't just pour the precious liquid down a storm drain. And, please, don't call rainy weather "bad weather" any more! Rain is a blessing, a free gift for which we should give thanks. Besides, our skins are waterproof: a little rain won't hurt them.

When we learn to build and live following nature's proven methods, parks, forests, and garden terraces will distinguish the new cities and towns of America.

NOISE

Constant noise, car noise, electronic noise, aircraft noise, and human noise, all growing in intensity by the day. Soon: Sonic BOOM!

Turn it down a bit. In this increasingly crowded world we must be more considerate or we'll be at each other's throats.

Join the crowds who've vowed never to ride a supersonic transport. Insist on quiet. Use rent strikes and other means to get healthful silence.

We can't change the human body fast enough to accommodate it so we've got to reduce and isolate the noise.

lack of
PRIVACY

No escape. We have less privacy each day as we let society, government, and modern life generally intrude more and more.

Resist the use of snooping devices and other invasions of privacy. Try to abolish the anti-fence laws that make so many residential areas wide open to every view. Every other country did this long ago.

Utter privacy again, or an Orwellian nightmare come true.

destruction
of NIGHT

Night totally destroyed: a whole generation made unfamiliar with the wonder of darkness, of the moon, and of bright stars. Possibly one of the biggest threats of all, but it's too soon to tell yet.

Unless a lot of us care there's not much we can do. Kiss the stars goodbye, I guess, and get ready to tell our grandchildren why we wrecked so many wonders.

How the wild animals and plants are affected by this lighting madness no one knows — and few even care.

Strict laws, overdue even now, will limit artificial lighting to the surfaces that need light, and prevent all light-spillage into the sky or into others' eyes.

WORLD WILDLIFE this year has been flooded with general inquiries: what can the individual do about the environmental crisis?

We are, therefore, circulating this pamphlet by one of our supporters, Malcolm B. Wells, conservationist/architect, of Cherry Hill, New Jersey.

Few readers will be able to do all the author suggest. But each recommendation they do follow will bring us that much closer to a cleaner, healthier atmosphere.

While wholeheartedly supporting all efforts to improve the environment, we emphasize that WORLD WILDLIFE's own principal area of conservation action is the protection of threatened species and natural habitats which requires continually increased financial support, and not least at a time when so much popular attention is focused on the problems of urban pollution.



World Wildlife Fund

910 Seventeenth Street, N.W., Washington, D. C. 20006, U.S.A.



May 4, 1970

Mr. Larry Clayton, Clerical
Supervisor
Oklahoma City Zoo, Rt. 1, Box 478
Oklahoma City, Oklahoma 73111

Dear Mr. Clayton:

Please accept our apologies in behalf of the British Appeal of World Wildlife Fund for their failure to acknowledge the February 25 collection of \$50 from the Panda Bank. I have written to the British Appeal and have asked them to send acknowledgement of receipt of the check and letter.

We are delighted that the Oklahoma City Zoo wishes to keep our Panda Bank to support the U. S. Appeal of World Wildlife Fund and anticipate the check mentioned in your letter of April 29. Enclosed for your interest is a copy of our Progress Report for 1969.

Sincerely,

(Mrs.) Kay P. Lautman
Associate Director

Enc
cc: Mr. Arnold F. Thorne,
WWF British Appeal
✓ Dr. Philip W. Ogilvie,
Director Minnesota State
Zoological Gardens
KPL:mgr(4May70)



Larry Clayton, Clerical Supervisor
Oklahoma City Zoo, Rt. 1, Box 478
Oklahoma City, Oklahoma 73111

April 29, 1970

Mrs. K. P. Lautman
Associate Director
World Wildlife Fund
Suite 619
910 17th Street, N.W.
Washington, D. C.

Dear Mrs. Lautman:

I am in receipt of your letter dated 23 April 1970 concerning the placement of a Panda Bank supplied by the World Wildlife Fund. On the 24th of February, 1970 John M. Duck, who was previously the zoo's Administrative Assistant, wrote a letter to the World Wildlife Fund, 78 Plum Tree Court, London, England, concerning a payment of approximately \$50 that was sent to the above address. As of this date, we have not received a reply to this letter.

At the present time, I have approximately \$67 in our safe and an amount in the Panda Bank that can be mailed to you as soon as it is counted and a money order purchased for the total amount due.

I was happy to receive your letter, as we were unaware that there was an office in Washington, D. C. We certainly do want to keep the Panda Bank at the zoo, as we hope that we can support the World Wildlife Fund in this manner.

Sincerely,

Larry Clayton

LC:dj

cc. Dr. Philip W. Ogilvie, Director
Minnesota State Zoological Gardens

STATE CAPITOL CREDIT UNION
PARK AND SHERBURNE ST. PAUL, MINN. 55103

45496
22-7
960

REMITTER Minnesota Zoological Garden

P
PAY
TO THE
ORDER OF

World Wildlife Fund

APR 22 1970
ST. PAUL, MINN.

STATE CAPITOL CREDIT UNION SPECIAL ACCOUNT

SCCU \$1700.00

NON-NEGOTIABLE

TO
THE AMERICAN NATIONAL BANK
ST. PAUL, MINN.

Jerome F. Peters

May 5, 1970

Mrs. Kay P. Lautman
Associate Director
World Wildlife Fund
Suite 619
910 Seventeenth Street, N.W.
Washington, D. C. 20006

Dear Kay:

Enclosed you will find our check for \$17.60. I regret that the amount is so small, but I can assure you that the exposure was great at the Sportman's Show.

The next major exposure that we anticipate for the Bank and the World Wildlife Fund, both in the form of literature and posters, will be at the State Fair from August 29 through September 7, at which time we will maintain a booth to inform the public of the future state zoo.

Again, my thanks for your cooperation, and I do hope that you are enjoying the Newsletter.

Sincerely yours,

P. W. Ogilvie, Ph.D.
Director

PWO:sr

Enclosure

Via Air Mail



April 23, 1970

Mr. John Duck
Oklahoma City Zoo
Route 1, Box 478
Oklahoma City, Oklahoma 73111

Dear Mr. Duck:

In August, 1968 WWF placed a Panda Bank (descriptive sheet enclosed) with the Oklahoma City Zoo at the request of the Director, Mr. P. W. Ogilvie.

Recently we had correspondence with Mr. Ogilvie who, as you probably know, is now with the Minnesota Zoological Board, and we took this occasion to ask him why we had never received any funds from the Oklahoma Zoo.

He suggested that we be in touch with you regarding this matter, and we would appreciate hearing from you. If your zoo has not displayed the Panda Bank to date, we hope that you will be able to do so in the near future. If, for some reason, you are unable to display it we would very much appreciate its return as they are manufactured and shipped from England which is costly, and there is an increasing demand for them from various zoos and parks here in the U.S.

We look forward to hearing from you.

Sincerely,

(Mrs.) Kay P. Lautman
Associate Director

✓ cc: Mr. P. W. Ogilvie

April 2, 1970

Mrs. Kay P. Lautman
Associate Director
World Wildlife Fund
910 - 17th Street, N.W.
Washington, D. C. 20006

Dear Mrs. Lautman:

I certainly appreciate your prompt action on the Panda Bank. We have this at the Sportsmen's Show and anticipate that we should be able to send you some funds in the near future.

With regard to the Oklahoma City situation, I have no idea why you have not received any funds from the bank. However, I would suggest that you contact Mr. John Duck who is an administrative assistant to the director. He should be able to give the answers that you seek.

Should there be any help needed from me, I certainly stand willing and able to help out in any way necessary.

I thought you might be very interested in the attached copy of a letter to Johnny Ebner and also the copy of his letter to me. I am certainly delighted to see that organizations such as the Long Island Ocelot Club have now developed an interest in conservation projects. I do think we should do everything we can to encourage them in this kind of effort.

Assuring you of my continued support and interest, I remain,

Sincerely yours,

P. W. Ogilvie, Ph.D.
Director

PWO:sr

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for identification purposes

Executive Director
HERBERT H. MILLS

Associate Director
KAY PARTNEY LAUTMAN

World Wildlife Fund



Suite 619

910 Seventeenth Street, N.W., Washington, D. C. 20006, U. S. A.
Telephone (202) 296-0422 Cable: PANDAFUND, Washington, D.C.

March 20, 1970

Dr. P.W. Ogilvie
Director
Minnesota Zoological Board
Room 112
55 Sherburne Avenue
St. Paul, Minnesota 55103

Dear Dr. Ogilvie:

I returned your telephone call today to find you out which I regret, but I did talk to your secretary, Mrs. Crawford, as she will no doubt tell you.

I told her that unless I heard from you to the contrary, we will ship a panda bank to you air-freight on Monday and I am told by the freight company that it should arrive Wednesday or Thursday. The estimated cost is about \$50 which, while high, is the only way we can be certain it will arrive in time for use Easter weekend. We will assume the cost of packing the bank, but are sending it air-freight collect to you. I regret that the Bank is not a brand new one, but our stock was recently depleted and we are sending you our own exhibit bank. Naturally you may keep it for use in your new zoo when it is built.

Under separate cover we are sending several hundred brochures and several of our posters. If you desire additional brochures, let us know and we can send more in a few weeks time. At the moment we are short of our current brochure and are about to print a new one.

We wish your conference every success and are delighted that you thought of including a Panda Bank in your new zoo. I was glad to learn that you are running this project, as I did not know you had left the Oklahoma City Zoo. Incidentally, I pulled our file on that zoo and see no record of any income having been forwarded since we placed a Panda Bank there in August, 1968. Could you tell us with whom we should be in touch there? I am sure there must be some reason for this mystery.

With best wishes,

Sincerely,

Kay Lautman
(Mrs.) Kay P. Lautman
Associate Director

October 28, 1970

Mrs. Kay P. Lautman
Associate Director
WORLD WILDLIFE FUND
Suite 619, 910-17th St. NW
Washington, D. C. 20006

Dear Kay:

We recently received two of your publications, the October newsletter which included the article "No Skin Off Their Backs," and the pamphlet, "What you can do, right now, about the mess we live in."

You are to be complimented on these publications and the excellent manner in which you presented your activities.

We would very much appreciate if you could send us an additional 20 copies of each of the above as we wish to present these at our next board meeting.

Sincerely yours,

P. W. Ogilvie, Ph.D.
Director

PWO:sr

Via Air Mail



WORLD WILDLIFE FUND

Suite 728

910 Seventeenth Street, N.W.
Washington, D.C. 20006

file

..10/8/70.....

This receipt is to thank you for your gift, and gratefully acknowledge your contribution of \$..34.,37.....to help save the world's wildlife and wild places.

Herbert Hill

Executive Director

Minnesota Zoological Garden
112 MEA Bldg.
55 Sherburne
St. Paul, Minnesota 55103

Nº 89908

A

Panda Bank

Contributions are deductible from Federal Income Tax



WORLD WILDLIFE FUND

910 Seventeenth Street, N.W.
Washington, D. C. 20006

Dear Contributor:

Your gift to the World Wildlife Fund is very much appreciated.

With your support WWF is able to help save endangered wildlife and wild places throughout the world. We have helped with warden protection of threatened species and are supporting needed research in many problem areas.

But while we have made tremendous strides, much remains to be done. It is therefore our hope that not only will you continue to help, but that you can interest your friends and business associates in supporting our work.

Enclosed, with repeated thanks, is our official receipt.

Sincerely,

Herbert H. Mills
Executive Director

All gifts are deductible for Income Tax purposes.

November 16, 1970

Mr. Les Blank
FLOWER FILMS
1412 A No. Poinsettia Place
Hollywood, California 90046

Dear Mr. Blank:

I am, of course, always delighted when someone volunteers to get involved in the preservation of endangered species. I have no personal knowledge of the Ecuadorian jaguar hunters, but I would be extremely surprised if jaguars have any significant effect on the cattle industry anyway. Certainly, the proper approach to such a film could be very significant in focusing world attention on another endangered animal, and I would be delighted at any time to discuss with you my own feelings and ways in which I think you might be involved.

I would suggest that you might want to contact the World Wildlife Fund, Suite 619, 910-17th St. NW, Washington, D. C., 20006, which is probably the single coordinating agency doing the most good work in the United States in the area of preservation. This organization keeps track of significant projects and could most probably give you some suggestions on some of these projects that might fit well into a film program.

I have asked that copies of our Newsletters be sent to you so that you can get some appreciation for the kind of project in which we are engaged here.

Again, if there is any way in which I can specifically be of help to you, please feel free to call upon me.

Sincerely yours,

P. W. Ogilvie, Ph.D.
Director

PWO:sr

cc: Mrs. Kay P. Lautman
Associate Director
World Wildlife Fund

Dear Dr. Ogilvie,
 my partner, Skip Gerson met Susanna Wallis
 while in Houston. She told him of your concern
 for the extermination of endangered species
 of animals and that perhaps we could help
 through our film-making abilities. I have
 recently been approached to film the
 professional jaguar hunters in Ecuador
 who are doing so to aid their cattle in-
 dustry. It seems that a film on this or
 similar situations would aid in bringing the
 attention of the world's ~~con~~ preservation-minded
 people to focus on the need for pressure to
 keep our wildlife intact. If you have any
 ideas; or know who I might
 approach, I'd appreciate
 hearing from you

Sincerely,
 Les Blank

THE BLUES ACCORDIN' TO LIGHTNIN' HOPKINS

A 31 Minute Color Film by Flower Films



Dr. Phil Ogilvie
 2220 Parguel
 apt 106
 Rosville, Minn.
 55378
 Roseville, Minn.
 55378

1412 A No. Poinsettia Pl.
 Hollywood, California 90046



THE FIRST LEFT HOME WHEN HE WAS EIGHT YEARS OLD
 HE LEARNED EARLY THAT PICKING COTTON WAS TOUGH WORK, AND
 HE REFUSED TO ACCEPT SERVILE! HE CHOSE TO LIVE
 LIFE THE WAY HE WANTED!
 LOVING WOMEN, LIQUOR,
 AND GAMING WITH PEOPLE,
 AND SINGING ABOUT HIS PAINS AND JOYS,
 UP THERE PREACHIN' THE BIBLE, HE'S HONEST & GOD TRYING TO
 GET YOU TO UNDERSTAND THESE THINGS. WELL, SINGIN' THE BLUES IS THE SAME THING.

REVIEWS

"A MARVELOUS JOYFUL LOOK AT ONE OF THE GREAT BLUES PLAYERS... I HAVE NEVER SEEN THIS INTIMATE SIDE OF BLUES MUSIC BEFORE SO CLEARLY."
 JOHN WASSERMAN
 S.F. CHRONICLE

"SOMETHING RARE... HOPKINS IS ONE OF THE MOST IMPORTANT OF THE SURVIVING ORIGINAL BLUES FIGURES... TO HAVE GOTTEN AS INTIMATE AND CONSISTENTLY CLOSE TO ITS SUBJECT AS LES BLANK DID IS A REMARKABLE ACHIEVEMENT."
 RALPH J. GLEASON

"THE BLUES ACCORDIN' TO LIGHTNIN' HOPKINS IS THE BEST MOVIE I HAVE EVER SEEN ABOUT MEN WHO MAKE MUSIC. THE SUBJECT IS THE RELAXED, SELF-SATISFIED, GENTLY FUNKY BLUES MAN WHO SIPS WHISKEY, SUCKS ON A CIGAR PLAYS HIS GUITAR AT TRIPLE TIME, COMMUNICATES HIS SORROW AND JOY WITH PURE FEELING THAN NEARLY ANYONE AROUND... THE MOVIE IS -BY-TURNS- AS RELAXED AS THE PEOPLE SMILING AND SINGING WITH NATURE, AND AS SENSUAL AND INTENSELY ACTING AS THE BLUES ITSELF... BLANK AND GERSON SHOW THE BLUES FROM THE HEART. THAT SAYS IT."
 MICHAEL ROSS
 L.A. FREE PRESS

"I'M ABSOLUTELY DELIGHTED WITH YOUR FILMS. YOU HAVE DONE BEAUTIFUL PHOTOGRAPHY THAT SENSITIVELY PICKS UP THE FEELING OF THE REGION. I'VE SHOWN IT TO A NUMBER OF EDUCATORS WORKING IN THE Toughest SCHOOLS IN HARLEM, AND THEY'D LIKE TO SHOW IT TO THEIR KIDS. I THINK IT'S A JEWEL."
 ALLAN LOMAX

"BLANK'S CAMERA CRIBS THE BLUES WITH HOPKINS, PAINTS THE STRONG LINES OF HIS FACE, AND THE INTENSE FEELING AND LIVING THAT ERATED THEM THERE... IT HAS ALREADY WON SOME INTERNATIONAL FILM FESTIVAL PRIZES, AS HAVE OTHER BLANK-GERSON PRODUCTIONS."
 VIOLA HEGYI SWISHER
 AFTER DARK MAGAZINE

"THE BLUES ACCORDIN' TO LIGHTNIN' HOPKINS" 31 minutes, Color, 16mm

He sings the frustrated soul of all who suffer oppression.
 An entertaining, educational, and deeply moving film experience.

PRESENTED AT

- FOLK MUSIC FESTIVALS AT BERKELEY, UNIVERSITY OF CHICAGO, BELoit COLLEGE
- UNIVERSITIES IN DEPARTMENTS OF:
 - BLACK STUDIES - NORTHWESTERN, TEXAS SOUTHERN UNIVERSITY
 - MUSIC & ETHNOMUSICOLOGY - U. OF WASHINGTON, CALIF. STATE, BERKELEY, U. OF WISCONSIN
 - ENGLISH - PURDUE, U. OF MINNESOTA, U. OF TEXAS
 - HISTORY - UNIVERSITY OF WASHINGTON
 - SOCIOLOGY - UNIVERSITY OF WASHINGTON
 - ANTHROPOLOGY - UNIVERSITY OF WASHINGTON
 - CINEMA - UCLA, CLASSES IN 'HISTORY OF DOCUMENTARY FILMS'; 'FILM & SOCIAL CHANGE' COLLEGE OF THE IMMACULATE HEART
 - ART - UNIVERSITY OF WASHINGTON, RICE UNIVERSITY
 - PSYCHOLOGY - UNIVERSITY OF CALIFORNIA, BERKELEY
- ASSOCIATED STUDENT UNIONS, FILM & CULTURAL AFFAIRS COMMITTEES
 SANTA MONICA CITY COLLEGE, PORTLAND STATE U., U. OF TEXAS, U. OF HOUSTON, U. OF WASHINGTON
- ART & UNDERGROUND THEATRES
 LOS FELIZ THEATRE, L.A.; BERKELEY TELEGRAPH REPERTORY CINEMA, 12 THEATRES ACROSS COUNTRY FEATURING 'MOVIES 'ROUND MIDNIGHT' SERIES, 'RADICAL FILM SERIES' AT ASH GROVE, L.A.; SHREWD M.F. THINK FACTORY, EAST L.A.
- FOLKLORE SOCIETIES & MUSEUMS OF SEATTLE, WISCONSIN, TEXAS, AUSTRALIA, NEW ZEALAND, SMITHSONIAN INSTITUTE, MUSEUM OF MODERN ART, LOS ANGELES COUNTY MUSEUM OF ART.

AVAILABLE

FROM

FLOWER FILMS
 1412 A. NO. POINSETTIA PLACE
 HOLLYWOOD, CALIFORNIA 90046
 (213) 874-5424

RENTAL: \$75.00 SINGLE SHOWING
 \$35.00 EACH SUBSEQUENT SHOWING
 PURCHASE: \$350.00 FOR NON-COMMERCIAL USE ONLY. RENTALS DEDUCTED. PREVIEW PRINTS REQUIRE \$75.00 RENTAL.

OTHER FLOWER FILMS

- "GOD RESPECTS US WHEN WE WORK, BUT HE LOVES US WHEN WE DANCE"
 16mm, COLOR, 20 MINUTES. SCORED WITH ORIGINAL ROCK SCORE BY "SPONTANEOUS COMBUSTION". CONTAINS THE SPIRIT AND MANY OF THE HAPPENINGS OF LOS ANGELES' MOST MEMORABLE LOVE-IN, HELD EASTER SUNDAY, 1967. A POSITIVE VIEW OF THE EARLY ALTERNATIVE CULTURE. PRIZE WINNER AT ANN ARBOR, BELLVUE, WASH FILM FESTIVAL. PRESENTED AT FIVE MAJOR INTERNATIONAL FILM FESTIVALS. RENTAL \$50 / PURCHASE \$250
- "THE SUN'S GONNA SHINE"
 16mm, COLOR, 10 MINUTES. MIXES IMAGES OF BLACK TEXAS WITH MUSIC BY LIGHTNIN' HOPKINS, TO RECONSTRUCT THE MOMENT WHEN LIGHTNIN' DECIDED TO STOP WORKING AT THE AGE OF EIGHT, AND START WANDERING "FROM TOWN TO TOWN". RENTAL \$35 / PURCHASE \$125
- "CHRISTOPHER TREE"
 16mm, COLOR, 10 MINUTES. A PRIMEVAL FOREST IS THE SETTING FOR A SPONTANEOUS SOUND CONCERT BY THIS MASTER OF COSMIC MUSIC. HIS ONE-MAN ORCHESTRA CONSISTS OF 40 TEMPLE GONGS, FLUTES, TIMPANI, WIND CHIMES, ETC. RENTAL \$35 / PURCHASE \$125

FILMS NOW BEING EDITED - TO BE COMPLETED BY 1971

- A 30 MINUTE COLOR FILM ON THE FRENCH-SPEAKING CAJUN PEOPLE OF LOUISIANA'S BAYOU COUNTRY. IT FEATURES THE FIDDLE AND ACCORDIAN MUSICIANS DEWEY BARFA, NATHAN ABSHIRE, ADAM & CYP LANDREAU, MARK SAVOY, AND OTHERS - AS WELL AS COUNTRY HORSE RACES, WILD DOG HUNTING & COMMUNAL BUTCHERING PARTIES, TURTLE TRAPPING, DANCES, SUPPERS, ETC.
- A 30-52 MINUTE COLOR FILM ON MANCE LIPSECOMB, 75 YR. OLD BLACK PHILOSOPHER, SONGSTER CONSIDERED AMONG THE WORLD'S GREATEST GUITARISTS. UNTIL BEING RECORDED BY ARTHUR RECORDS 10 YRS. AGO, MANCE WAS A SHARE-CROPPER WORKING UNDER THE 'HARD TIMES' OF THE TEXAS SLAVERY SYSTEM, WHERE A COMMON SAYING WAS, 'IF YOUR MULE DIES, BUY ANOTHER. IF YOUR NIGGER DIES, HIRE ANOTHER.' THE FILM FEATURES THE MUSIC AND THOUGHTS OF MANCE, THE DANCE HALL, A BAPTISM SERVICE IN THE RIVER, AND OTHER SCENES OF BLACK LIFE IN NAVASOTA, TEXAS.

World Wildlife Fund

again asks that our friends take a strong stand against the wearing and use of endangered wild animal products. You will recall that in January, 1968 WWF conducted a nationwide advertising campaign asking that thoughtful women, designers and merchants help WWF change a destructive fashion trend. No species — whether spotted cats coveted for coats, the polar bear and tiger for rugs and trophies, the alligator and crocodile for shoes and accessories, the sea turtle for handbags, cosmetic oil and gourmet soup, or the vicuna and sea otter for clothing — can survive the current pressures of "fashion." WWF asks that you sign the attached New Year's Resolution and that you ask at least one friend to sign the duplicate Resolution. We ask too, that you write in protest to stores who carry such merchandise. *Remember, the pressure of public opinion is a powerful force!*



3761 1-762-8000
 WORLD WILDLIFE FUND 910 SEVENTEENTH ST. NW WASHINGTON D.C. 20006
 202/25

MY NEW YEAR'S RESOLUTION

Recognizing the importance of the survival of wildlife, and to insure a living heritage for my children and their children, I, _____, renounce the wearing and use of products made from the furs and skins of vanishing wild animals.

_____ name
 _____ address
 _____ city _____ state _____ zip

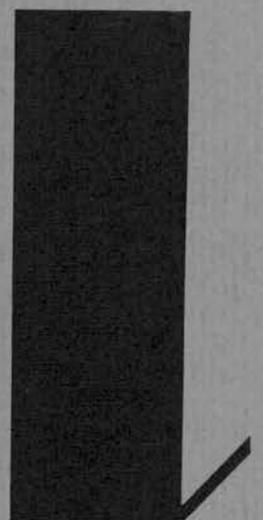
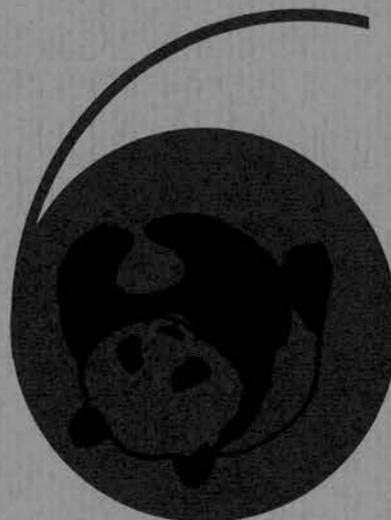
JANUARY, 1970

MY NEW YEAR'S RESOLUTION

Recognizing the importance of the survival of wildlife, and to insure a living heritage for my children and their children, I, _____, renounce the wearing and use of products made from the furs and skins of vanishing wild animals.

_____ name
 _____ address
 _____ city _____ state _____ zip

JANUARY, 1970



Make Your Resolution for the New Year

*Best wishes for a Happy New Year
and our heartfelt thanks
for your continued interest in
and support of our work.*



FIRST CLASS
Permit No. 38766
Washington, D.C.

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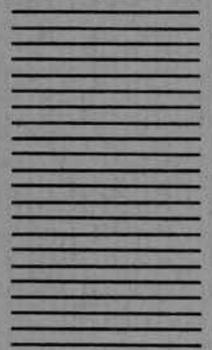
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MINNESOTA ZOOLOGICAL GARDEN



August 31, 1970

Mrs. Kay P. Lautman
Associate Director
World Wildlife Fund
Suite 619
910 Seventeenth Street, N. W.
Washington, D. C. 20006

Dear Mrs. Lautman:

We are currently using the Panda Bank at our booth at the Minnesota State Fair. Dr. Ogilvie asked that I write you to ask that you send us a key for opening the bank.

Thank you for your prompt attention to this matter.

Very truly yours,

(Mrs.) Ivalee Mickelberry
Bookkeeper

World  Wildlife
Fund



Suite 619
910 Seventeenth Street, N.W., Washington, D. C. 20006, U. S. A.
Telephone (202) 296-0422 Cable: PANDAFUND, Washington, D.C.

May 13, 1970

Dr. P. W. Ogilvie, Director
Minnesota Zoological Gardens
112 MEA Building
55 Sherburne
St. Paul, Minnesota 55103

Dear Dr. Ogilvie:

We were delighted to receive your check for \$17.60 and are not at all disappointed in the response. I feel confident that the Bank's exhibit at the State Fair in August and September will be extremely beneficial.

We enjoyed receiving your Newsletter a few days ago in which you so prominently displayed a photo of the Panda Bank and "plugged" the work of the World Wildlife Fund.

As you know through copies of correspondence between myself and the new Director of the Oklahoma City Zoo there is a good explanation for our not having received the money from the Panda Bank there. We are very embarrassed by this misunderstanding between the British National Appeal and ourselves but feel that the matter is now resolved. We look forward to receiving future contributions from the Panda Bank that you so graciously accepted when you were the Director at the Oklahoma City Zoo.

I hope you will enjoy the enclosed copy of our new promotional brochure for the Panda Bank in which we have included the Minnesota Zoological Gardens. With many thanks for your continuing interest in and support of our work and best wishes on the formation of the Minnesota Zoo.

Sincerely,

(Mrs.) Kay P. Lautman
Associate Director

The undersigned hereby orders a WWF Panda Bank
and agrees to forward funds collected as follows:

Monthly _____ Quarterly _____

Semi-Annually _____ Annually _____

(signature)

(title)

(date)

Please note any other arrangements you wish to
make here:

World  Wildlife

Fund

Suite 619

910 Seventeenth Street, N.W., Washington, D. C. 20006, U. S. A.

Telephone (202) 296-0422

Cable: PANDAFUND, Washington, D.C.

Your Zoo And
the World
Wildlife Fund



Photo: Ruth Wehrich-Zoological Society of Buffalo

YOUR ZOO AND THE WORLD WILDLIFE FUND

A molded fiberglass replica (three feet high), of the Giant Panda and her cub, based on a painting by famed artist and conservationist, Peter Scott, Vice Pres. of WWF International, has been designed for use as a WWF Collection Unit.

Successful results of this attractive bank by WWF Appeals in Europe have encouraged the United States Appeal to place these banks in public and private zoos, parks, museums and other appropriate locations.

The first unit was accepted by the Buffalo Children's Zoo (cover photo), and since that time 16 additional Panda Banks have been placed in the following zoos: Chicago (Lincoln Park Zoo), Colorado Springs (Cheyenne Mountain Zoo), Detroit Zoo, Indianapolis Zoo, Oklahoma City Zoo, Omaha Zoo, Philadelphia Zoo, Rochester (Seneca Park Zoo), St. Paul (Minnesota Zoo), San Francisco Zoo, Syracuse (Burnet Park Zoo), Topeka Zoo, Washington, D.C. (Smithsonian National Zoo). Other units have been placed at the Animal Kingdom Reptile & Fish Dept in Chicago, Lion Country Safari in West Palm Beach, Florida and the Stone Mountain Farm Ranch in Georgia.

Zoo officials periodically empty the banks of coins and bills of all denominations and forward checks representing the total amount of collections to WWF.

If yours is a community where there exists a zoo or other appropriate location for a Panda Bank, we hope you will encourage its placement. As the symbol of WWF, the Panda warns of the dangers to the worlds threatened animals, birds and their habitat. Funds collected go directly into WWF conservation projects.

If you have any further questions about the Panda Bank or about World Wildlife Fund, please do not hesitate to write to us at: 910 17th Street N.W., Washington, D.C.

TO: WORLD WILDLIFE FUND, 910 17th St. N.W., Washington, D.C. 20006

We wish to order # _____ unit (s) of WWF's Panda Bank to be installed _____ (date)

Name of Zoo, or
Organization _____

Attention _____

Address _____

City _____ State _____ Zip _____ (check one below)

(1) Our organization is willing to bear costs of unit plus shipment from London, up to \$75 (average) as our contribution to WWF.

(2) Our organization is unable to assume costs, but will accept the unit C.O.D. and will deduct these charges from the first proceeds collected from the bank.

(3) Other arrangements we suggest are stated on the back of this form.

OUR HOPE IS ...

that existing foundations will direct equal attention to the support of conservation action.

OUR HOPE IS ...

that individuals with the private means to establish foundations or trusts for conservation action, give the idea serious consideration and act promptly.

OUR HOPE IS ...

that those able to make more moderate gifts, in addition to generous annual support, consider guaranteeing the permanence of our work through legacy or by subscribing to our endowment fund. Such permanence is essential for constant and sustained action.

AN
ENLIGHTENED
PHILOSOPHY
OF GIVING*



World Wildlife Fund
910 17th Street, N.W., Washington, D.C. 20006

Education—FOR WHAT?
Research—FOR WHAT?

Vast sums poured into many other worthy programs—FOR WHAT? These questions are being asked by growing segments of the public. Is it not all down the drain, they ask, when the very structure of our environment is on the verge of collapse?

There is, however, another side: In this particular case, it is the action side of conservation that will give more return for the donated dollar than can be realized in any other way. There is more to it than air and water pollution—the only issues which to date have made a significant impact on the public at large, and which are largely the responsibility of government and industry.

Equally important is the preservation of natural beauty and a diversity of species and land types. In this area, government participation has done no more than skim the surface; political and vested interest pressures invariably delay government action, and it is only in the private sector that this mission can be carried out with the dispatch and efficiency the situation demands.

The World Wildlife Fund has already made its mark as an action organization capable of reversing anti-environmental trends on a global basis. We have managed to secure the acquisition and setting aside of more than 400,000 acres for conservation uses and have acted successfully to safeguard threatened species and natural environments in the United States and elsewhere in the world. World Wildlife's capacity to secure results rests largely on its proven formula to generate additional support for conservation from the contributions it receives. Our own expenditure on conservation projects usually achieves much more than that amount of money alone could bring about. Thus, a dollar spent by World Wildlife Fund often generates two or three times as much, or even more, for conservation in action.

In spite of our successes, much has been lost because funds were not available at the critical moment. Every day that we fail to move on significant purchases, property values escalate or valuable lands are lost to speculators and developers.

Until enlightened men and women recognize the cultural, spiritual, moral and physical importance of saving our irreplaceable heritage in natural beauty, and fund and finance conservation action programs substantially, the efforts of the few will remain nominal.

We have pointed out previously that in fields where understanding and appreciation have been much greater, popular support could not have succeeded in bringing together the art treasures of the world, or saving samples of our culture (examples of which are represented in literature, architecture and music), had not men and women, sensitive to their importance and highly motivated in the public interest, made it possible by their generous contributions. The collections of Mellon, Widener, Frick, Huntington and many others could not have been restored in any other way. We believe that funding world wildlife conservation can only be achieved by the same dedication, appreciation and understanding.

Political climates will always be such that only private and continuing effort will insure our natural heritage. May we call to your attention that of more than 1800 *major* foundations funded by generous and enlightened individuals, none have been set up and endowed *specifically* for conservation. So few in existence have supported conservation at all.

* Excerpts from a speech by Herbert H. Mills, Executive Vice President, World Wildlife Fund (United States).

SUGGESTED FORM OF BEQUEATH:

I, _____, residing at _____,

hereby give, devise and bequeath to

The World Wildlife Fund Inc., in the District of Columbia, the sum of \$ _____ dollars (or otherwise describe the gift):

_____ to be used for the general purposes

of said organization, or for the specific purpose outlined here: _____

_____ or in an attached document.

signed _____

date _____

witness _____

NEW AND ONGOING PROJECTS

PROJECT NO. 661—TIMBER WOLF SURVEY IN THE UNITED STATES

The World Wildlife Fund, alarmed at the disappearance of the eastern timber wolf from most of its former range, has for the past year helped to finance the work of Dr. L. David Mech in the Superior National Forest in Minnesota. His research has not only helped to preserve the last significant remnant wolf population in the continental United States (Alaska excepted) but has been instrumental in changing public and official attitudes toward the wolf. Last year the Fund raised \$10,000 for this project; this year an additional \$13,500 is urgently needed to finance the final phase of the study. Dr. Mech hopes to determine the size of the state's wolf population and then study the mechanics of population limitation, crucial to the development of a sound wolf management program. Your support is urgently needed. A special gift in addition to your regular contribution would be especially helpful and gratefully appreciated.

PROJECT 696 — ESTABLISHMENT OF BI-NATIONAL RESERVE ULLA ULLA/CAJATA FOR PROTECTION OF VICUNA IN PERU AND BOLIVIA

Protection for the vicuna is of paramount importance if this unique animal is to survive. Although most of the surviving vicuna are in Peru, Bolivia has about 200 in the Ulla Ulla area bordering on Peru. Both countries have agreed to establish South America's first bi-national reserve. This action will preserve a truly unique high mountain biotope and give much needed protection to its wide variety of outstanding plant and animal species. World Wildlife is striving to raise money for equipment and housing, and the cost of a supervisor and coordinator for the project.

PROJECT NO. 772—NAIROBI NATIONAL PARK, KENYA—EXTENSION OF THE PARK

The objective of this project is to extend the exceedingly popular and much used Nairobi National Park to the south by purchasing 90,000 acres, an area three times the size of the present park, thus bringing the total acreage to approximately 170 square miles. This addition would include parts of the traditional migration routes of several game species into the park thereby ensuring better protection for them from poachers. Apart from this, the extension of the park is a unique chance to provide protection and proper management over an extensive area where wildlife still is abundant but threatened by man.

PROJECT NO. 650—TORTUGUERO NATIONAL PARK, COSTA RICA—ESTABLISHMENT OF A NATIONAL PARK

This project is designed to further develop a mainland National Park and to protect the vitally important nesting beach of the green turtle in the Caribbean. Additional endangered species which also would be protected include two other marine turtles: the hawksbill and the leather turtles. Protection likewise would extend to the North American crocodile, the West Indian manatee, and the Central American tapir. Moreover, jaguar, ocelot and margay—all threatened by poaching activity—are found in this region. The proposed park also contains a valuable tropical rain forest with numerous lagoons, sloughs and rivers—home to an abundant variety of sea-life.

ON MANAGEMENT...



by
Stephen R. Seater
Staff Biologist

In this age of environmental concern, a heated debate has arisen between those who favor scientific management of wildlife and those who oppose it. In some circles, management has become a dirty word. Those who abhor the management of wildlife generally do not understand the meaning of the term. They forget that even domestic livestock must be kept within the carrying capacity of their range.

The overexploitation of the great whales, marine turtles and spotted cats is not the result of management, but rather the lack of it. Had whalers followed the recommendations of scientists and each year harvested only the sustainable yield there would be no scarcity of whales today. Greed and ignorance are the real culprits, not the men who have pleaded for rational use of our wildlife resources.

Wildlife management in this country has been responsible for saving numerous species from extinction. The North Pacific fur seal, sea otter and pronghorn antelope all hovered at the brink of oblivion at the turn of the century. Today they are plentiful only because of the dedicated work of wildlife specialists. In 1910, there were only 50,000 elk and half a million deer left in the U.S. As a result of the application of scientific management the numbers of these species have risen to about 250,000 for elk and over 16 million for deer.

Scientific management often means that excess animals must be cropped to preserve the habitat. In Tsavo National Park in Kenya, certain individuals have insisted that a hands-off policy be adopted and no cropping of excess elephants be permitted. Without control the elephant population burgeoned. Since adult elephants consume upwards of 100 pounds of vegetation a day, they destroyed their range. Large areas of the Park have been permanently altered because of this. A severe drought last year was the final blow and thousands of pachyderms perished from lack of food and water. This would not have happened if the herds had been cropped at regular intervals.

Man has intervened in every ecosystem on earth and will continue to do so in the future. It is therefore imperative that this intervention be scientifically controlled and monitored. In the controversy concerning ocean mammals we recognize that in some cases the lessons of terrestrial wildlife management may not be applicable to the marine environment. Therefore, we encourage the passage of legislation which would authorize research aimed at developing suitable management techniques. Most important we encourage the attitude that men view all living creatures as integral parts of the ecosystems in which they live.

HERE AT HOME

C. R. GUTERMUTH, one of our founders and voluntary Treasurer since 1965, was elected President of World Wildlife (U.S.) last March. Known in conservation circles as "Pink," Mr. Gutermuth has been Secretary of the North American Wildlife Foundation since 1945 and was Vice-President of the Wildlife Management Institute from 1946-71. He is the recipient of numerous conservation awards, including the Leopold Medal, the highest award of The Wildlife Society.

RETIRING PRESIDENT, Dr. Ira N. Gabrielson, was named Honorary President of the WWF (U.S.), an office of distinction first held by President Dwight D. Eisenhower. Dr. Gabrielson, well-known both as a biologist and a conservationist, headed World Wildlife (U.S.) from its inception in 1961.

We know our supporters wish to join the Board of Directors and the staff in expressing to Dr. Gabrielson our deep appreciation for his many years of devoted work on behalf of World Wildlife and to Mr. Gutermuth our congratulations on his new position with the Fund.

DR. GEORGE BINNEY, anthropologist and environmentalist, was recently elected to the U.S. Board of Directors. Dr. Binney is the President of the Pacific Ecological Institute, a Honolulu-based organization dedicated to research into environmental problems in the Pacific area.

PANDA BANKS recently went to the El Paso Zoological Park, the Cincinnati Zoo and Birmingham's Jimmy Morgan Zoo (Alabama). In what is turning out to be the "Year of the Panda," this brings the total of World Wildlife collection units in U.S. zoos to twenty-two.

Sign of the Times

In March, declaring that "We must act now, because a world without great cats is unthinkable," Secretary of the Interior Rogers C. B. Morton added eight species of spotted cats to the U.S. "List of Endangered Foreign Fish and Wildlife." This action brings to a virtual halt the importation of skins of the cheetah, leopard, tiger, snow leopard, ocelot, jaguar, margay and tiger cat. While exceptions may be made in the next few months in cases where severe economic hardship can be proved, all importation of skins or finished products from these species must cease one year after the date of listing.

In similar action that same month, Great Britain banned the importation of tiger, snow leopard, and clouded leopard skins and announced tightened regulations on the importing of all other leopard and cheetah skins.

World Wildlife hopes this "sign of the times" signals new hope for the future of these magnificent creatures.

AROUND THE GLOBE

25 AIRLINES have responded positively to a World Wildlife Fund plea to cease promoting tours featuring the hunting of endangered wildlife. Supporting a resolution issued by H.R.H. the Prince of the Netherlands and the International Board of Trustees were: Air Afrique, Alitalia, Ansett, American, British European Airways, British West Indian Airways, China Airlines, Air Congo, Aerovias Nacionales de Columbia, Eastern, El Al, East-West, Indian, Iran National, KLM, Malta Airlines, Aeronaves de Mexico, Middle East, Sabena, Swissair, Trans-Australia, TWA and Servicios Aereos Cruzeiro do Sul. This action followed the lead set by Pan American World Airways in July, 1971, marking a major breakthrough in the campaign begun by World Wildlife (US) one year ago.

THE CAMARGUE Nature Reserve in France has been saved from industrial development with the aid of a \$187,000 World Wildlife Fund grant in cooperation with the French government. The Camargue, a 300 square-mile triangle of lakes, reed-beds, pools, salt steppes and sand dunes, provides refuge for its famed semi-wild white horses, black cattle, wild boar and a variety of birds and waterfowl.

A BAN on the hunting of polar bears in international waters has been requested by scientists from Canada, Denmark, Norway, the Soviet Union and the United States. At a meeting sponsored by the International Union for the Conservation of Nature and Natural Resources (IUCN), World Wildlife's scientific research counterpart, experts called for a ban to be put into effect from 1973 onward, "except in continuation of the traditional rights of local peoples dependent on this resource." They also stressed the need for international cooperation in polar bear management and research.

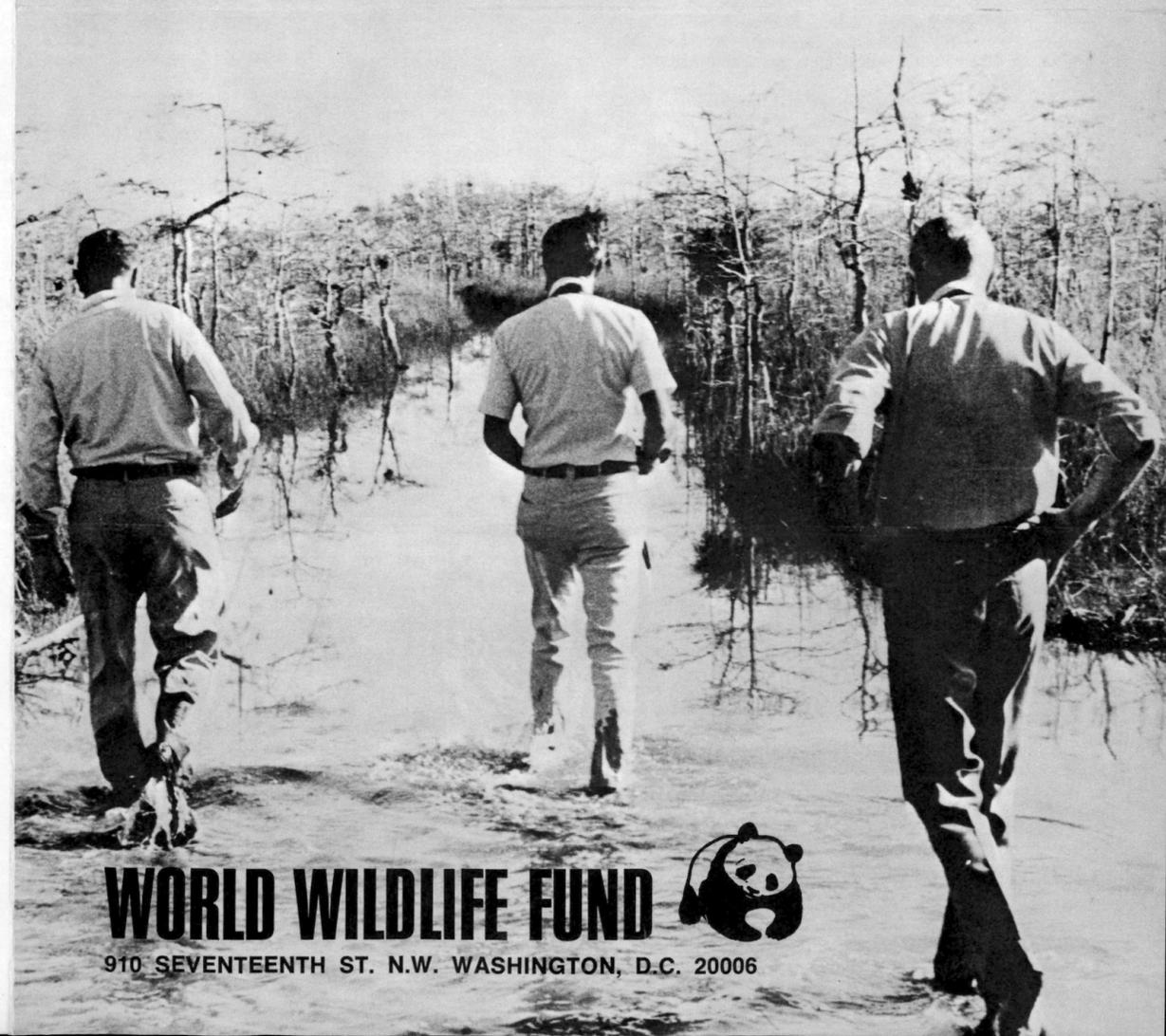
THE JAVAN rhinoceros, one of the world's rarest animals, has been given new hope for survival in Indonesia's Ujung Kulung Reserve. A recent survey showed that its number had increased from about 25 in 1967 to about 38 in 1971. This progress marks a gratifying return on World Wildlife's scientific and financial investment in the reserve over the past several years.

THE ITALIAN BRANCH of the Fund reported that its country is on the verge of losing the last of its wild geese. Between 1967 and 1971, the number of geese spending the winter in the last Italian sanctuary dropped from 3,500 to 35. This catastrophic decline was attributed to intense shooting, shrinkage of quiet resting areas and the use of poisoned seeds in bordering fields. World Wildlife (Italy) has appealed for a total ban on the use of poisons in agriculture and strict regulation of hunting.

A TARGET GOAL of \$6 million has been set by World Wildlife International for 1972-73, putting special emphasis on the urgency of saving threatened natural areas (biotopes). Tigers, polar bears, vicuna, turtles and eagles are among those species most in need of help.

OUR 16th APPEAL went into operation last February in Malaysia and plans are underway to launch number 17 in Denmark later this Spring.

SPRING 1972 PROGRESS REPORT



WORLD WILDLIFE FUND



910 SEVENTEENTH ST. N.W. WASHINGTON, D.C. 20006

WWF VISITS FLORIDA

Southern Florida was the location of World Wildlife Fund's recent campaign to make its cause better known in specific localities of the United States through a series of scientific panel discussions and fund raising events.

The importance of the Florida activities was evidenced by the participation of a group of World Wildlife Fund dignitaries from Europe whose attendance stressed the international scope of the Fund's work. Head of the European contingent and guest of honor during the Florida activities was the International President of WWF, His Royal Highness The Prince of The Netherlands. He was accompanied by Dr. Lucas Hoffmann, Vice President of WWF International; Commander Peter Scott, Chairman of the British WWF; Mr. Guy Mountfort, an International Trustee of WWF, and Dr. Gerardo Budowski, Director-General of the International Union for Conservation of Nature and Natural Resources.

Heading the list of United States WWF officials were: Dr. Ira N. Gabrielson, Honorary President; Mr. John D. Murchison, Board Chairman and Mr. C. R. Gutermuth, President.

The five day program began in Miami on February 26 and was highlighted by a special visit by His Royal Highness to the Florida Everglades. The International President was interested in exploring this unique area of the world, especially as it relates to the Fund's recently launched "Biotope Program." (See explanatory note.) The prince was guided on his trek through the Everglades by Dr. Leonard J. Greenfield, chairman of the biology department of the University of Miami. Accompanying him was his longtime secretary and friend, Col. Coen Geertsema. (See cover photo.)

The Prince commented that he wished that he had more time to explore the Everglades and said, "Everything that happens in the Everglades has an effect on everyone. Any national park acts as a thermometer. If environmental trouble develops there, it's an indication of what's happening to the total environment."

A number of Miami's leading citizens acted as hosts to World Wildlife Fund leaders, including Dr. Henry King Stanford, President of The University of Miami, who also arranged a special conservation panel discussion at the University entitled, "Wildlife: an Environmental Monitor." In addition to World Wildlife representatives, media specialists participating in the panel included Patricia Hunt, Nature Editor, LIFE; Robert Bendiner, Board of Editors, THE NEW YORK TIMES; Mike Toner, Environmental Writer, THE MIAMI HERALD.

On February 28, the United States Premiere of the film, "Living Free," sequel to Joy Adamson's acclaimed "Born Free" raised funds for WWF as 1,400 people gathered in support of wildlife. Benefit Chairmen were Col. and Mrs. Mitchell Wolfson and Mr. and Mrs. George Buchmann, assisted by numerous Miamians who donated their time and energy to make the event a success.

Members of the WWF party departed Miami on February 29 for Palm Beach where Mayor Earl E. T. Smith had proclaimed World Wildlife Week—a concurrent tribute with Dade County's proclamation.

"The Challenge of Global Conservation" was the subject on which The Prince of The Netherlands and Commander Scott addressed an overflowing audience at The Society of The Four Arts in Palm Beach. They were again questioned by the media specialists that

had attended the Miami panel. Prince Bernhard told the panel that under-developed countries hopefully will benefit from the mistakes we have made. "It is our duty to save absolutely every living bit of what is left," he said. "If we don't do it, it will lie upon this generation."

The Four Arts panel ended with an announcement that the Fund will seek to raise one million dollars (internationally) within the next year to establish reserves for the preservation of the tiger—a magnificent species rapidly approaching extinction. (World Wildlife Fund supporters will be hearing more about this urgent project within a short while.)

More than 300 people turned out later that evening for a \$50-per-person black-tie reception honoring H.R.H. The Prince of The Netherlands which preceded an auction of wildlife art. The benefit was chaired by Mrs. Walter S. Gubelmann who enlisted a prestigious, enthusiastic committee, and the auction was conducted through the courtesy of Sotheby, Parke-Bernet.

Forty-three paintings, sculptures and objects of art—all with a wildlife/wild places theme—were donated by artists and collectors. At the evening's end the Fund had earned more than \$62,000 from the sale of art.

As a result of the Florida events, some fifteen people were personally welcomed by Prince Bernhard as new members in "The 1001: A Nature Trust." Under the patronage of the Prince, the "1001" concept is that a thousand persons around the world will join him in contributing \$10,000 each to establish a World Wildlife Fund endowment of \$10 million.

Floridians were most generous to the Fund's conservation program. In return for that interest, we are pleased to announce that WWF plans to continue expanding within the state, a proportionate share of money raised in Florida. In 1971, over 1,700 acres of prime mangrove, fish and wildlife habitat were purchased in southeastern Florida in the Ten Thousand Islands area. This year the Fund is endeavoring to acquire ecologically important marshlands in the state and to support a study designed to help save the Florida manatee—endangered primarily by pollution and so-called "progress."

NOTE: BIOTOPES. A biotope is defined by Webster as "a region uniform in environmental conditions and in its populations of animals and plants for which it is the habitat." Thus, an oceanic island, an estuary, a tropical forest or a high mountain area are biotopes, as is the Everglades. WWF's most recent approach towards saving endangered wildlife is through the purchase and preservation of biotopes—whole habitats which make possible the continued existence and preservation of threatened species.

Photo: Bert and Richard Morgan Studio



H.R.H. The Prince of The Netherlands admires a painting of Nenes donated to the Palm Beach art auction by artist, Peter Scott (right).



One of the rarest of all species, this Spanish Imperial Eagle and young eaglet find sanctuary in World Wildlife's Coto Donana Nature Reserve.

BOLIN LABORATORY DEDICATED

In the delta of the river Guadalquivir in Spain, between Seville, Huelva and Jerez, lies the most important sanctuary area for wildlife in western Europe. This is the Coto Donana, a wilderness of incomparable natural riches.

Today, about half the total number of bird species inhabiting Europe can be seen in this remarkable place. A few pairs of the very rare Spanish Imperial Eagle are nesting there. The Spanish lynx, a handsomely spotted creature rapidly becoming extinct elsewhere, still survives there. Because of the proximity of this region to Morocco, many interesting forms of African flora and fauna have gained a foothold on the Coto Donana.

All of this was threatened, however, in the early 1960's when schemes were proposed to develop nearby marshlands for agricultural use and coastal areas for tourism. In 1964 the World Wildlife Fund, with the collaboration of the Spanish Scientific Research Council, succeeded in acquiring about 25 square miles of the original Coto Donana. The land was turned over subsequently to Spanish authorities to maintain as a nature reserve in perpetuity. But World Wildlife's commitment did not end there.

The final transformation from hunting reserve to wildlife sanctuary will come this month with the dedication of the Luis A. Bolin Laboratory on the 27th of May. The laboratory was built in memory of the former Director-General of Tourism in Spain by his widow, Mrs. Cecilia Parker Bolin, through World Wildlife (US) and in cooperation with ADENA (World Wildlife in Spain).

Reflecting Senor Bolin's keen interest in conservation and "Donana," the laboratory dedicated in his name will be used for tagging birds and wildlife research studies. It will house biology and ecology classroom facilities for small groups of visiting students and researchers, observation rooms, information display areas and a continuous exhibit explaining the scientific work underway at the Coto Donana.

The Palacio has recently been restored to provide accommodation for about 15 visitors. Future needs of the reserve include a library for the Palacio, new tractors, radio-telephone equipment, fencing, a new land rover (poaching is a serious problem) and more artificial islands, woods, nesting sites and lagoons to encourage breeding.

NEW HOPE FOR TINY PRIMATE

While public outcry brings the plight of ocean mammals and spotted cats to the world's attention, a tiny primate has been quietly slipping into oblivion in the coastal rain forest of Brazil. Once common along the coasts of three states, Rio de Janeiro, Guanabara and Espirito Santo—a range of over 20,000 sq. mi., the Golden Lion Marmoset in recent years has been restricted to an area of little more than 350 sq. mi. in Rio State. Even more startling are current estimates that only 400 of these little squirrel-like monkeys remain in the wild.

Pressure from excessive capture to meet the demands of the animal trade combined with extensive deforestation from plantation, highway and housing developments have drastically reduced both the species and its habitat. The situation grew so critical that last year IUCN, our scientific counterpart, declared that the golden marmoset's survival was in grave doubt.

Now the World Wildlife Fund has joined forces in an ambitious emergency action program with two Brazilian marmoset experts, Dr. Alceo Magnanini, Director of the Department of Research and Conservation of Nature (Instituto Brasileiro de Desenvolvimento Florestal) and Dr. Ademar Coimbra-Filho, Director of the Research Division of Guanabara's Institute for the Conservation of Nature.

With financial aid from World Wildlife and the Brazilian government, Drs. Magnanini and Coimbra-Filho have begun the urgent task of translocating marmosets from the most threatened areas to a central breeding station within the Tijuca National Park in the city of Rio de Janeiro where stocks can be built up in security. From this station, individual marmosets will be released to restock future protected areas.

Since the long-run survival of the Golden Lion Marmoset hinges on the preservation of a significant area of its natural habitat, World Wildlife also has urged Brazilian President Garrastazu Medici to establish an 8,600 acre biological reserve at Poco das Antas in Rio State for the protection of the marmoset and other endangered species.

The breeding project, however, still is in great need of additional funds. Another \$20,000 is needed for 1972 alone and \$17,000 for 1973-74. Beyond 1974, yearly maintenance costs are estimated at \$5,000.

Photo: San Diego Zoo



This Golden Lion Marmoset reminds us that failure to act immediately may bring extinction to his species within two years.

Photo: Smithsonian Institution



WWF'S PANDA SYMBOL A REALITY IN THE U.S.

First Lady Mrs. Richard M. Nixon received a panda of her own from the World Wildlife Fund at special ceremonies held at the National Zoological Park (Washington, D.C.).

The gift was presented during formal ceremonies held on April 20 at which two pandas were officially presented to the people of the United States from the People's Republic of China.

Mrs. Nixon's panda, an ebony and 18-karat white gold pin, a replica of the rare species modeled after World Wildlife's own symbol, was presented by Dr. Ira N. Gabrielson, Honorary President of the Fund.

In explaining the presentation, Dr. Gabrielson said: "The panda pin commemorates not only the recent trip of the President and Mrs. Nixon, but also the culmination of many years of effort on the part of conservationists and zoologists to secure a breeding pair of this fascinating, rare animal. In addition to bringing pleasure to the American people now, the pair hopefully will produce a permanent panda lineage to delight future generations. These pandas should be a reminder to all of us of that priceless natural heritage which only we can preserve for posterity."

The panda pin, or brooch, is part of a limited edition designed by Swiss jewelers, Gallopin & Cie to help promote the work of the Fund. Information on their purchase may be obtained through the World Wildlife Fund Secretariat, Morges, Switzerland. Mrs. Nixon's pin was made possible by a supporter of WWF who wishes to remain anonymous.

The Giant Panda was chosen as the Fund's symbol when it was founded in 1961.

YOUR 1971 CONTRIBUTION

During 1971 your contribution helped the World Wildlife Fund (U.S.) raise \$1,109,084 and support forty-seven priority projects at home and abroad. It added \$234,575 in memberships to "The 1001: A Nature Trust," the permanent endowment fund established last year by the Fund's International President. (See cover story).

We are grateful for your donation which helped us fund these urgent projects to save the world's wildlife and wild places, and hope that we may count on your continuing interest and support.

RECOMMENDED READING

Birds of the West Indies, by James Bond with illustrations by Don R. Eckelberry and line drawings by Earl C. Poole, Houghton Mifflin & Co., \$8.95

This is the only complete guide to the birds of the West Indies. More than 400 birds are described covering virtually every species inhabiting these Caribbean Islands. There are 94 magnificent color illustrations by Mr. Eckelberry and 186 in black and white by Mr. Poole. Concise descriptions of each species cover specific diagnostic characteristics, habitat and range; brief accounts of nests and eggs are also included. Available at local bookstores or from the publisher.



Exploring the Reef, by Robert P. L. Straughan with photographs by the author, A. S. Barnes and Company, \$17.50

A fascinating and beautiful book intended as a practical guide for the beginning diver in the exploration of coral reefs. There are nearly 300 color and black and white photographs of the denizens of the reef, each accompanied by a descriptive and informative text. Additionally, the author has included much valuable information on how to dive correctly and safely. There are also a considerable number of tips on where to dive and what to look for underwater. Available from Coral Reef Exhibits, P.O. Box 1000, Belleview, Florida 32620.



The World Wildlife Guide, devised by Barbara Cooper and edited by Malcolm Ross-Macdonald with Foreword by HRH Princess Beatrix of the Netherlands. The Viking Press, \$8.95

Published in association with the World Wildlife Fund, this is the only pocket-size guide to the world's wildlife and wild places. This handbook covers 649 wild areas on every continent on earth (200 U.S. areas). Each is vividly described and includes a species index, detailed maps and photographs. All the essential travel information required by tourists is present: how to get to a park or sanctuary, what species of plants and animals are found there, accommodations, timetables, when its best to visit, admissions and cost of hiring guides. There are introductions to each major section of the book by such world renowned conservationists as Roger Tory Peterson and Paul Geroudet. Available at bookstores or from the publisher. A percentage of sales benefits World Wildlife Fund.



Last Survivors, by Noel M. Simon and Paul Geroudet with illustrations by Helmut Diller and Paul Barruel. World Publishing Company, \$12.95.

We would like to remind you of this excellent book which has been out on the market for several years now. A "natural history" of 48 endangered animals, Last Survivors remains one of the most beautifully and eloquently argued pleas for conservation of our wildlife. Prepared under the auspices of the World Wildlife Fund, the book is available at local bookstores or through Wentworth Enterprises, Inc. 485 Main Street, Fort Lee, N.J. 07024. A percentage of sales benefits World Wildlife.

The whole world of national parks, reserves, & sanctuaries—from Antarctica to Zambia—is in your hands!



The World Wildlife Guide

Edited by Malcolm Ross-Macdonald

Foreword by Her Royal Highness Princess Beatrix of the Netherlands

This first essential and all-embracing guide to the wildlife of the world (animals, birds, plants, flowers) covers 649 sites on every continent: 179 national parks, 264 reserves and sanctuaries, and 206 state parks and other accessible wildlife areas.

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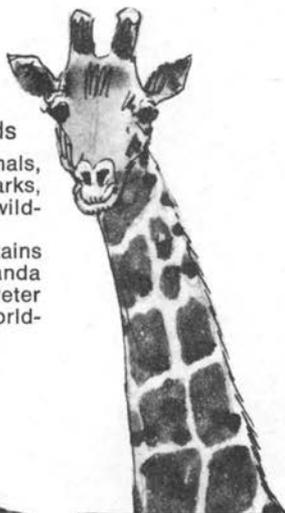
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- what you can expect to find there in the way of plant and animal life
- how best to reach each area
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- traveling within the area
- timetables of when areas are open, when it is best to visit, how long you can plan to spend there
- fees including costs of hiring guides and equipment where available
- places in or near the park of interest to the traveler

All the information you need to make your travels—whether actual or arm-chair—as delightful as possible, and as carefree, is provided in the handy and comprehensive *World Wildlife Guide*. No one interested in wildlife or the outdoor experience can afford to be without it!

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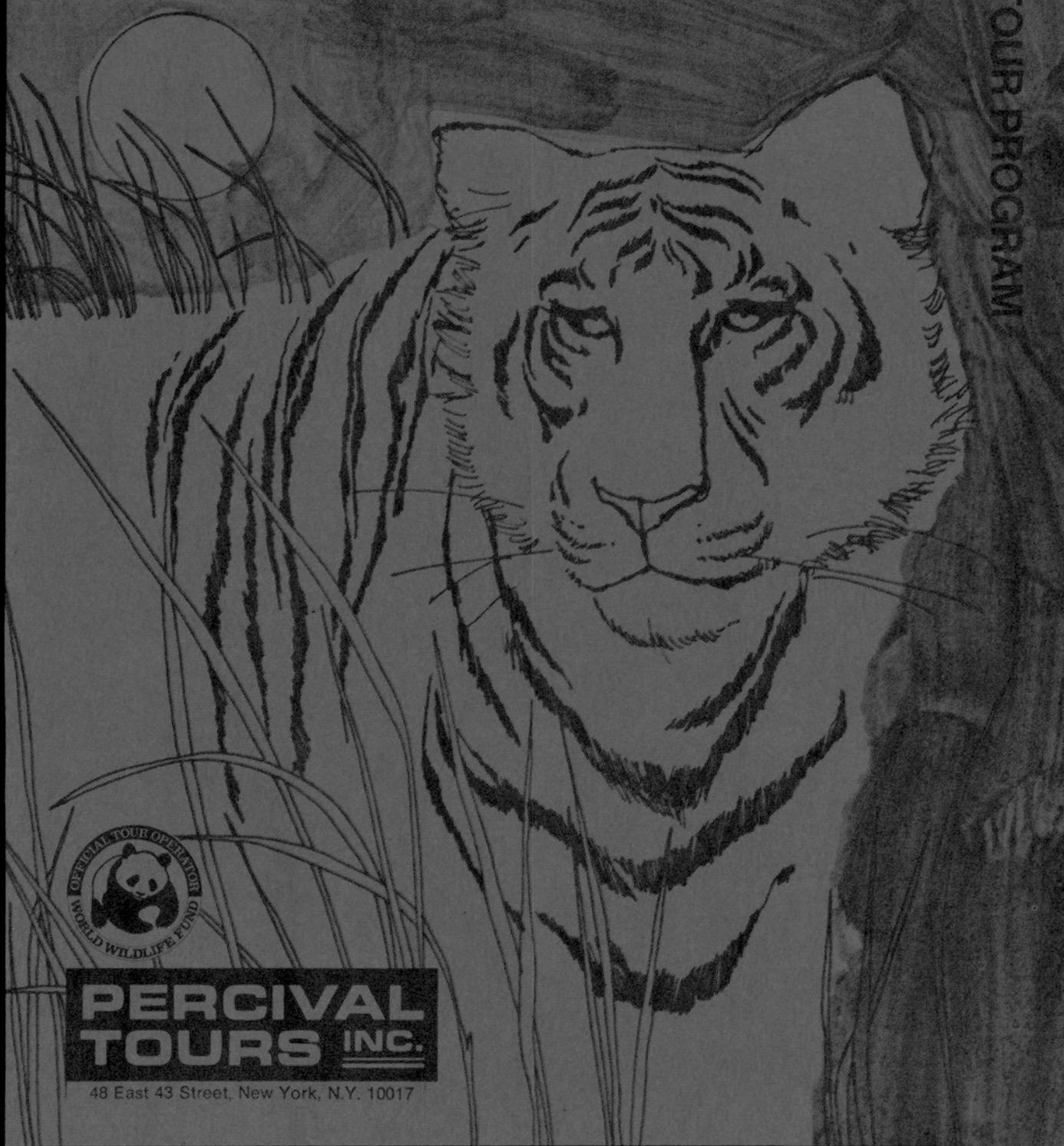
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WWF CONSERVATION

TOUR PROGRAM



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The World Wildlife Fund in cooperation with Percival Tours, Inc., has commenced a Conservation Tour Program so that supporters of the Fund may visit National Parks, Game Sanctuaries, and Conservation areas in India and East Africa. These are the first tours of their kind and the first sponsored by the World Wildlife Fund. The cost of each tour includes a \$250.00 tax deductible contribution to the World Wildlife Fund. Each Tour will be escorted by a noted Conservationist and membership will be limited to 25 persons.

The East African Tour departs New York on Monday, October 9th and covers the National Parks, Game Sanctuaries and Conservation areas of East Africa in depth. Commencing in Nairobi, the tour's first visit will be to Nairobi National Park then to the new game observation center in the Aberdare Mountains (The Ark) and will continue to the Masai-Mara Game Reserve, Serengeti National Park, Ngorongoro Crater conservation area, Lake Manyara National Park, Tsavo National Park, Amboseli Game Reserve, and return to Nairobi before flying to Uganda to visit the Murchison Falls National Park, the Queen Elizabeth National Park, thence Entebbe to fly back to the United States.

The leader of this Tour will be Dr. Carl W. Buchheister, President Emeritus of the National Audubon Society and a member of the Executive Committee of the Board of World Wildlife Fund, who will explain in detail and depth, the problems of conserving game in the various areas of East Africa visited, plus, visits with local game officials who will explain how the various parks are run, which will give an added dimension to game viewing.

The first of the tours to India will depart on November 18th with further tours planned for each month until March, 1973.

The 31 Day Tour includes visits to the Gir, Periyar, Kaziranga, Corbett, Mudumalai and Bandipur Game Sanctuaries besides visits to the principal cities, Moghul monuments and the caves of Ajanta, Ellora and Elephanta.

Leader of the first tour to India will be Peter Jackson, for many years Reuters' distinguished chief correspondent in India and now Director of Information at World Wildlife's International Secretariat in Switzerland. A recognized wildlife photographer, Mr. Jackson combines expertise on India generally and on its nature reserves.

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Over half the world's flamingos live in East Africa.

Kenya has one of the richest bird faunas in the world – over 1,000 full species – and habitat range from sea level to 17,000 feet – tropical forests through open plains to semi-arid bush.

The Great Rift Valley with its necklace of craters and lakes, cuts down through the centre of the country.

Lake Nakuru, now a National Park, is the most famous of the Rift Valley lakes, and is the principal home of the Flamingo.

Besides the flamingo, there are

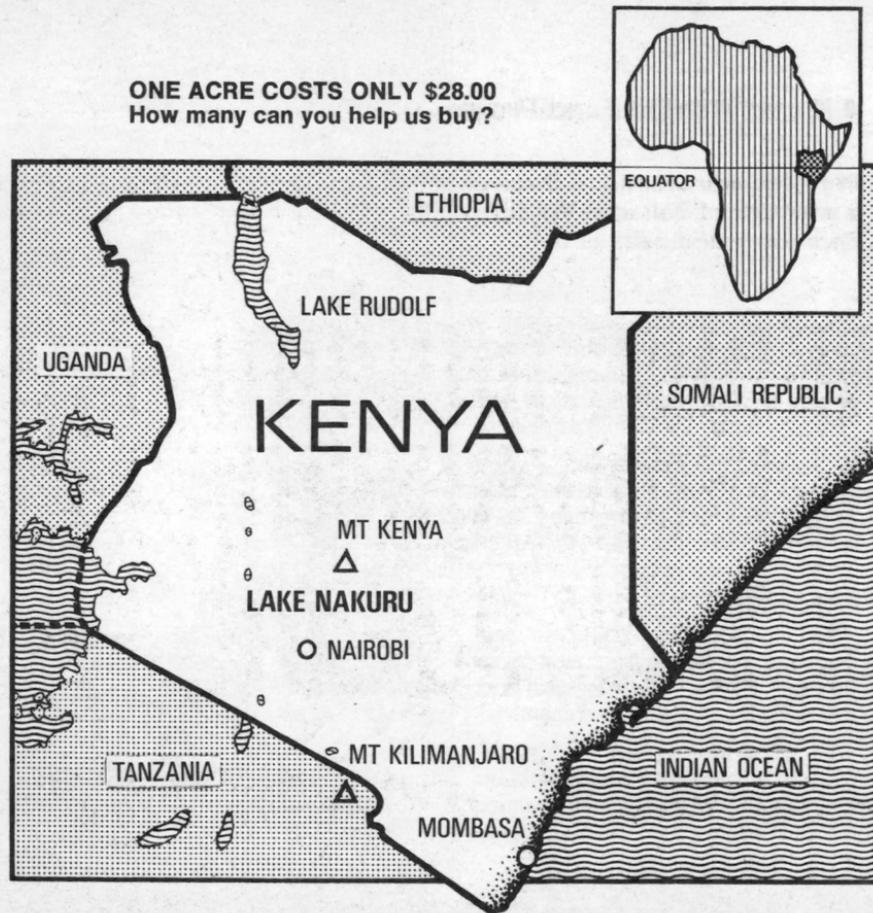


The need is urgent. As Nakuru has no outlet, pollution from surrounding agricultural, industrial and urban development could soon build up to the point where the ecosystem which supports the wildlife would be destroyed and the spectacle lost forever. That is why the World Wildlife Fund has given Nakuru top priority as an emergency project.

over 400 other species of birds in and around the lake. Conservation of additional habitat adjoining this unique and fabulous area is urgently needed, and to help fill this need Baharini Wildlife Sanctuary has been set up as an independent non-profit-making foundation, whose objects are:

- To protect wild birds
- To conserve their habitat
- To create facilities where they may be studied and enjoyed without harm or disturbance.

ONE ACRE COSTS ONLY \$28.00
How many can you help us buy?



A World Wildlife Fund Project

We need your support. Become a member of Baharini Wildlife Sanctuary and help us to . . .

- Preserve for wildlife an immediate 1,600 acres of land adjoining the lake with a large variety of additional habitat: Acacia woodlands, patches of dense bush, rocky outcrops, open grasslands and fresh-water pools.
- Create from fresh-water springs and bore-hole, some 15 acres of additional pools and lagoons – essential habitat for fresh-water birds that otherwise have to leave the soda lake in dry years.
- Set up a Research Station where urgently needed research work can be done both on the lake itself and the unique bird life of the country.
- Establish an Educational Visitor Centre to interpret the area and its bird life to visitors and to the young people of our country, enhancing

their appreciation, understanding and enjoyment of wildlife.

The sanctuary will operate in close co-operation with Kenya National Parks, who will benefit from all entrance fees.

As an official World Wildlife Fund project (W.W.F.411), donations and contributions are tax-deductible in many countries. In the United States, send your tax-deductible gift to:

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