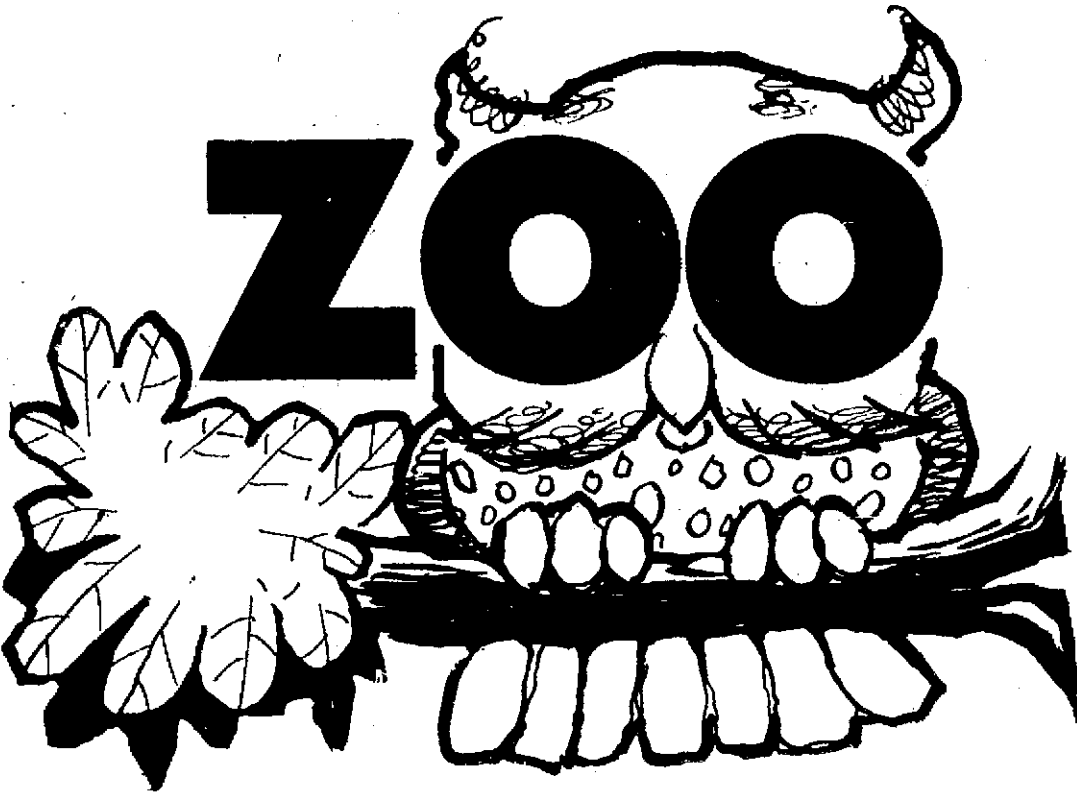


THE

ZOO



Wisconsin State Journal

MADISON WISCONSIN, TUESDAY, JUNE 22, 1971



NEEDS YOU!

By VIVIAN WAIXEL
Of The State Journal Staff

You can't get a baby elephant for peanuts these days.

Baby elephants — because of the high demand for them — command a price of \$5,000 each.

For that matter, the law of supply and demand has placed a high price tag on many other zoo animals.

But the efforts of more than 100 former newsboys, peddling today's special zoo edition of The Wisconsin State Journal, will help supply animals and needed improvements for Madison's Henry Vilas Park Zoo.

The PROCEEDS from today's event will benefit the zoo by assisting the Henry Vilas Park Zoological Society, the sponsors of Old Newsboys Day along with The Wisconsin State Journal, which supplied the newspapers free of charge. Although the city supplies some funds for animal purchases in the annual budget, it is the zoo society that does the lion's share of the work in creating interest about the zoo and supplying needed animals.

The zoo, which began to take shape in the early years of this century, has been aided by the work of the society since it was organized in 1914. It now has 800 members. With society funds (some of which came to the group via personal bequests), the bird house was donated in 1915, the lion house in 1917, and along with city funds, the monkey house in 1927.

WHEN THE CITY built the administration building a few years ago, the society arranged for furnishings. Medical equipment for the infirmary was donated through the society by local physicians and hospitals.

Now that the city is installing a public address system on zoo grounds, the society is supplying funds for closed circuit television, which will aid zoo personnel in monitoring the animals and visitors for health and safety.

In addition, the society arranges to send the Madison zoo director (currently Alvie C. Nelson) to a conference of zoo directors annually, where many vital animal trades are made.

BUT THE WORK of the society is far from finished; in fact, it is an on-going process. And the needs of the zoo are great.

According to Alvie Nelson, many zoo facilities are in need of repair or improvement. Nelson said the zoo must constantly replace enclosures, and repair blacktopping.

He named "decent walking paths" for zoo visitors — which may number as many as 15,000 a day during the summer — as another need.

AS FOR ANIMALS, Nelson pointed out that purchases are not merely restricted to new animals but replacements as

well. Animals, as humans, age, or succumb to illness.

Statistics, however, reveal that the mortality rate at the zoo is low.

Two other zoo goals include permanent elephant quarters — a zoo dream since 1918 — and remodeled chimpanzee quarters.

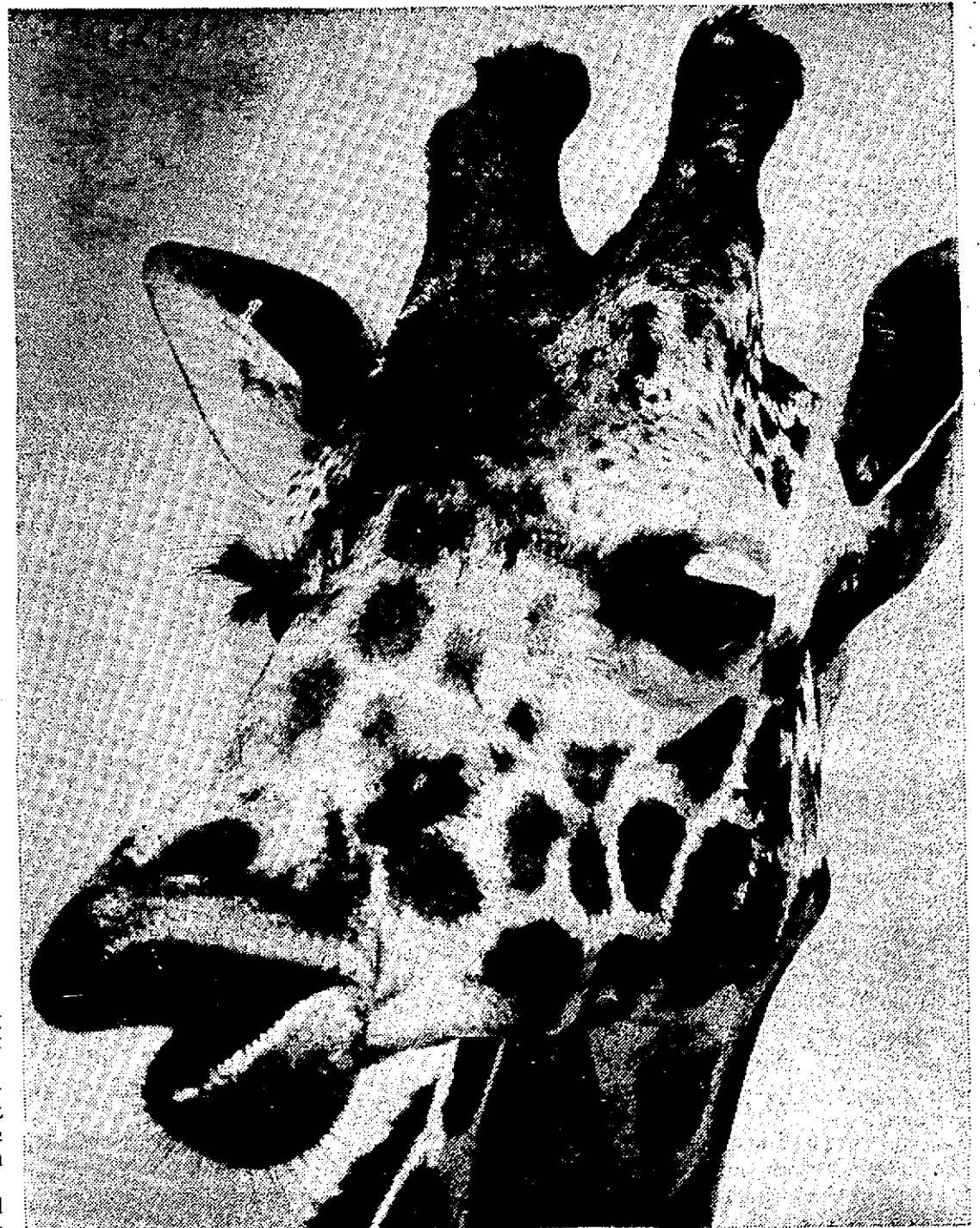
The Children's Zoo — scheduled to open on July 15 — will present a new challenge to the zoo society.

Although the Madison Jaycees undertook the massive project of constructing the new facility, the zoo society will supply most of the baby animals to be housed there.

BECAUSE BABY animals have a way of growing up quickly, a new crop will be supplied annually, according to zoo society director Felix Kremer.

According to Kremer, Madison's zoo is one of the finest small zoos anywhere. And the zoo society hopes they can help keep it that way.

As Kremer put it, their goal for the zoo is for it to "be complete, but not attempt to compete."



—State Journal Photos by Edwin Stein

Old Newsboys Deliver Again —Selling Special Zoo News

Hawking newspapers — like military service or that fateful march up the aisle — is apparently a past experience that a lot of men share.

When the Henry Vilas Park Zoological Society put out the call for old newsboys a few weeks ago, more than a hundred vintage hawkers responded.



Westgate State Bank; Monona Grove State Bank; and Anchor Savings and Loan.

The idea of Old Newsboys Day was first brought to the Zoo Society by Mrs. Rose Hoffman, 1514 Morrison St., a saleswoman for a firm that had supplied aprons for a similar promotion in another city.

An arrangements committee, chaired by Zoo Society director Robert J. Doyle, was quickly formed to organize the Madison event.

SERVING on the arrangements committee with Doyle were zoo board members Felix Kremer, Mrs. George Hansen, and John Findorff; Lawrence H. Fitzpatrick and William C. Robbins of The State Journal; Don Lipp and Robert Rohr of Madison Newspapers, Inc.; Thomas Wolf of Oscar Mayer and Co.; Richard Straus of the Straus Printing Co., and Hugh P. (Mickey) McLinden of the American Automobile Assn.

Honorary committee members included State Supreme Court Chief Justice E. Harold Hallows; Eugene McPhee, director of the Wisconsin State Universities; Dr. Herman Shapiro, and Madison Newspapers street sales manager Abe Epstein.

THE SOCIETY currently has about 800 members — but that number is likely to swell today.

Among those you may find hawking State Journals today are State Journal Publisher J. Martin Wolman, Atty. Gen. Robert W. Warren, Mayor William D. Dyke, Oscar Mayer and Co. President P. Goff Beach — and a host of other familiar Madisonians, which may include your friends and neighbors.

Area banks have agreed to purchase special editions — totaling more than \$1,000 — for distribution.

PARTICIPATING banks include the First Wisconsin National Bank; Bank of Madison; Hildale State Bank; American Exchange Bank; Commercial State Bank; Madison Bank and Trust;

DOCTOR, LAWYER, industry chief — it seems they all got their start peddling papers, bundling up against the cold while shouting "extra" or flinging a folded paper on a front porch. And they're back at work today!

Newsboys, of course, improve with age. That's why the Zoo Society had no doubt that their volunteers would be well up to the task of selling special zoo editions of The Wisconsin State Journal for at least \$1 a copy.

The proceeds from the sale of the papers, which were supplied without charge by The State Journal, will go to benefit the zoo. The money will be used for such projects as purchase of animals, upgrading cage facilities, and perhaps provide a "down payment" for constructing permanent elephant quarters, a zoo goal since 1918.

DO YOUR LION'S SHARE

Be a Friend—Send in Zoo Donation

The Vilas Park Zoo has friends throughout Wisconsin. Every summer people of all ages come by school buses, station wagons, bicycles, and by foot to enjoy "their" zoo. And they come from all over Wisconsin, not just Madison.

THE ZOO ATTRACTS kids at play, families on outings, grandparents with their little pride-and-joys, different groups on picnics, people on vacations, you name it.

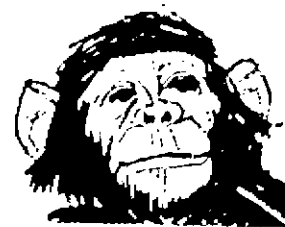


Now there is the opportunity for all friends of the zoo to help make it even better for everyone to enjoy.

EVERY CONTRIBUTION will be appreciated. Youngsters may send in pennies, dimes, and quarters. A family may wish to contribute \$1, \$5, or \$10. Others more. A business

may make a special corporate gift. Contributions are tax deductible. Donors of \$5 or more become members of the Vilas Park Zoological Society.

It's one sure way to show that you are a true friend of the zoo.



FRIEND
OF THE
ZOO

YES, I want to help make it a better zoo for everyone to enjoy by making a contribution of \$_____ to the Vilas Park Zoological Society.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Mail to: Henry Vilas Park Zoological Society, 500 S. Randall Ave., Madison, Wis. Zip 53715.