

Back from the dead

Since 1961, the World Wildlife Fund has rescued 33 mammals and birds from the brink of extinction. It has allocated more than \$35 million to conservation projects around the world. It has created or supported 260 National Parks on five continents—a total area almost twice the size of Texas.

There is still much more to be done.

The World Wildlife Fund was formed to help preserve life in the natural world. Our scope is the whole of nature—plants, mammals, fishes, birds, and their habitats. We raise and allocate money to preserve species threatened with extinction. We work to conserve natural areas that contain endangered wildlife.

Here is a review of some of the things we have achieved so far. You can become a participant in these projects—and new ones.

To become a supporter of the World Wildlife Fund, please use the coupon. Thank you.

Russell E. Train
President,
World Wildlife Fund, U.S.

Serengeti and the Great Migrations

Serengeti National Park in Tanzania contains the most extraordinary concentration of large land mammals in Africa—several million Wildebeeste, Zebras, Gazelles, Giraffes and other hoofed animals, and spectacular numbers of their predators—Lions, Leopards, Cheetahs and Hyenas.

The World Wildlife Fund's first service to Serengeti was to provide a resettlement expert to help the Tanzanian Government move squatters from the animals' migration routes to other suitable areas.

An aerial photographic survey, begun in 1969 with World Wildlife Fund aid, monitors

Doñana from development, and handed over the title deeds to the Spanish Government for the establishment of a National Park.

The Man of the Forest

The Gunung Leuser Reserve in Sumatra is covered with tropical forest and is rich in wildlife, including the Orangutan (Man of the Forest), Sumatran Rhino, Sumatran Tiger, Malayan Bear, Clouded Leopard, Argus Pheasant and Hornbills.

But timber concessions, subsistence agriculture and poaching were making inroads. The World Wildlife Fund supplied grants to finance the management of the reserve, demarcate its boundaries and carry out wildlife surveys.

World Wildlife Fund has also set up two rehabilitation centers so that captured Orangutans may be returned to the wild.

Fauna and Flora of the Amazon

The World Wildlife Fund has given financial support to the Manu National Park in Peru.

Its vegetation ranges from Amazonian rain forest to Alpine tundra. It has diverse animal species and a sparse human population of Indian tribes. The Manu provides a unique opportunity for research in ecology and wildlife which may result in benefits to man.

Among its animals are Jaguar, Ocelot, Tapir, Capybara, Anteater, Armadillo, Giant Otter and Spectacled Bear. More than 400 bird species

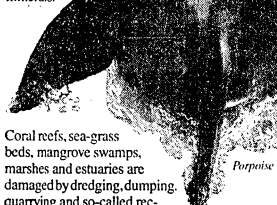
set up in Bangladesh, Bhutan, Indonesia and Thailand.

In order to save the Tiger it is also necessary to save its prey animals—Deer, Antelope and Wild Pig. For these to survive, large areas of forest must be preserved. So in saving the Tiger, other forest-dwelling animals—and the forests themselves—are being preserved.

"The Seas Must Live"

In 1976 the World Wildlife Fund launched its biggest campaign, under the title, "The Seas Must Live."

The seas are polluted by the effluents of the industrialized world. The shores are overdeveloped and the ocean floors are soon to be exploited for minerals.



Porpoise

Coral reefs, sea-grass beds, mangrove swamps, marshes and estuaries are damaged by dredging, dumping, quarrying and so-called reclamation. Whales are being hunted to extinction. Turtles are robbed of their eggs when they come ashore to breed, or are slaughtered for their meat, shell and oil. Crocodiles are killed to make handbags and shoes. Walrus are hunted for their ivory. Seals are bludgeoned to provide fur coats.

The threat of extinction hangs over ten species of Whale, Dolphin and Porpoise; six species of Seal; all Dugongs and Manatees, all coastal Crocodiles, and 30 species of sea and coastal birds. The last Caribbean Monk Seal was sighted 25 years ago.

Marine Sanctuaries

The largest project in the sea campaign is to provide sea sanctuaries for Whales, Dolphins, and Seals.

Marine Turtles, most of which are endangered, are to be protected at nesting sites in the Gulf of California, the Seychelles, Malaysia, Panama and elsewhere.

"Mermaids"

Protection will be increased for Manatees and Dugongs, the sea cows which suckle their young and gave rise to the legends of mermaids.

The campaign also includes projects to protect coral reefs in the Caribbean, off the Sudan coast, in Fiji, Belau and the Cook Islands, through the establishment of marine parks and reserves.

Stopping the Vicuña Slaughter

The Vicuña of the high Andes in South America have the world's finest wool. Since World War II, 400,000 Vicuña have been killed to supply this wool to the luxury markets of North America and Europe. The Vicuña was saved from extinction in the nick of time by conservation efforts supported by the World Wildlife Fund.

Peru and other Vicuña countries established reserves and controlled trade. The U.S. and Britain banned imports of Vicuña wool. Experts esti-

mate that today, because of these efforts, the world now has over 60,000 Vicuña, compared with only 15,000 in 1970.

Desert Survival

Two magnificent antelope, the Addax and the Scimitar-horned Oryx, survive in the Sahara and the subdesert Sahel in Northern Africa.

Desert nomads have traditionally exploited them for food and skins, and hunters in motor vehicles have recently been taking a heavy toll.

To protect these rare antelope from extinction, the World Wildlife Fund has helped Chad set up a vast nature reserve, providing vehicles, camels and equipment for anti-poacher patrols.

Apes and Monkeys

Gorillas, Orangutans, Chimpanzees and other primates are hunted for meat and skins, and exterminated as crop raiders. Their forest and savannah homes are diminishing at an alarming rate. They are captured for use as pets, for zoos, and for biomedical research—in greater numbers than they are able to reproduce. In 1968 no fewer than 200,000 apes and monkeys were traded and transported. The World Wildlife Fund has financed studies of the Mantled Howling Monkey in Costa Rica, and the Black Colobus Monkey in Africa—to promote the formation of suitable reserves for their protection. It has also sponsored groundwork for a chain of reserves for the Chimpanzee in the African equatorial forests, financed studies of the Gorilla, and supported captive breeding of the critically endangered Lion Marmosets in Brazil.

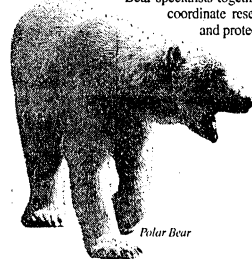
The World Wildlife Fund has now developed a global strategy for primate conservation. It will work to protect critically endangered primates around the world.

Polar Bear Success

The World Wildlife Fund has financed research for the conservation of several Bear species—among them the rare Spectacled Bear in South America.

Perhaps its most successful effort has been conservation of the Polar Bear. Its survival was threatened by hunters using rifles, motorboats and aircraft among the ice floes of the Arctic, and by disturbance of its habitat.

The World Wildlife Fund helped the I.U.C.N. (International Union for Conservation of Nature and Natural Resources) bring Polar Bear specialists together to coordinate research and protection.



Polar Bear

As a result, the five circumpolar nations—Norway, Canada, the Soviet Union, the U.S. and Denmark—have signed an agreement to ban killing of the Polar Bear, except by local Eskimos who depend on it for survival.

Denmark has established the Northeast Greenland National Park, largest in the world, which protects important denning areas of the Polar Bear. Norway has created Polar Bear reserves in the Svalbard archipelago, a group of

THE WORLD'S RAREST MAMMALS

Iriomote Cat

40-80 (Japan)

Javan Rhinoceros

about 50 (Indonesia)

Red Wolf

fewer than 100 (U.S.)

Mesopotamian Deer

fewer than 100 (Iran)

Rodrigues Flying Fox

120-125 (Mauritius)

Arabian Oryx

about 150 in captive herds

Tamaraw

150-200 (Philippines)

Sumatran Rhinoceros

fewer than 300 (Indonesia)

Wild Bactrian Camel

300-500 (China, Mongolia)

Indus Dolphin

450-600 (Pakistan)

Giant Panda

low hundreds (China)

Simien Fox

fewer than 500 (Ethiopia)

Kuhl's Deer

500 (Indonesia)

Golden Tamarin

500-600 (Brazil)

Ryukyu Rabbit

500-900 (Japan)

Mediterranean Monk Seal

500-1000 (Mediterranean and West Atlantic)

Juan Fernandez Fur Seal

700 (Chile)

Calamian Deer

fewer than 900 (Philippines)

Hawaiian Monk Seal

700-1000 (U.S.)

Mariana Flying Fox

high hundreds (Marianas Is.)

trends in the ecosystem by noting changes in the vegetation cover. This study will help solve the problems of Serengeti and may prevent the destruction of its vegetation.

High prices for ivory and hides have encouraged poachers; the World Wildlife Fund has provided vehicles for anti-poaching units. In 1975 alone, 423 poachers were arrested and 3000 snares were confiscated.

The Doñana in Spain

One of the most important sanctuaries for wildlife in Western Europe is the Doñana National Park in Spain. Half of all Europe's bird species can be found there, including Flamingos, Herons, Spoonbills and Egrets. It is one of the last strongholds of the Spanish Lynx and harbors some of the last series of the Spanish Imperial Eagle. The World Wildlife Fund saved the

have been identified there.

WWF grants were used to build guard posts, buy canoes and vehicles, launch a scientific study, and finance a training course for rangers.

Once threatened with destruction, the Manu is now being protected.

Operation Tiger

Fifty years ago there were 100,000 Tigers in the wild. Eight different subspecies existed in Eastern Turkey, India, Iran, China, the Soviet Union and Southeast Asia. Today, there are not more than 5000 Tigers left. The Bali and Caspian Tigers are believed to be extinct.

In 1972, the World Wildlife Fund launched its Operation Tiger to save the Tigers that remained. Nine Tiger reserves have been established in India and three in Nepal.

Tiger conservation projects have also been

islands in the Arctic Ocean covering an area of almost 24,000 square miles.

A Future for Elephants

Widespread poaching of Elephants for their ivory has roused fears that they may soon be threatened with extinction. Nobody knows how many Elephants there are in Africa or Asia today.

To ascertain the true situation, the World Wildlife Fund is supporting a three-year study of the interaction between Man, Elephant and habitat, both in Africa and Asia, including investigations into illegal ivory trading, and studies to develop Elephant management plans.

Saving the Spotted Cats

If women now feel embarrassed to appear in the furs of Tiger, Leopard, Cheetah, Jaguar or Ocelot, it is largely thanks to the World Wildlife Fund.

Through a vigorous campaign, backed by famous people including movie stars and fashion leaders, women are realizing that to parade in the skin of an endangered species is reprehensible. These furs look their best on their original owners.

As a result of this campaign the International Fur Trade Federation called on its members to stop trading in the skins of Tiger, Snow Leopard and Clouded Leopard. Fashion magazines agreed not to advertise the furs of endangered animals.

Meanwhile, the World Wildlife Fund financed research into hunting pressure on the

long graceful horns, had been hunted almost to extinction. The Fauna Preservation Society, with World Wildlife Fund help, mounted an expedition to capture a few of the last tigers and ship them to the Phoenix Zoo in Arizona. There, through captive breeding, they have become the nucleus of a world herd. The World Wildlife Fund has started their reintroduction into their former habitats—the Shamarri Reserve in Jordan and in Oman.

The Néné Goose had been reduced to fewer than fifty but the Wildfowl Trust in England raised seven hundred Néné from a few captive pairs. The World Wildlife Fund flew two hundred of them back to Hawaii, where they are thriving once more in their natural habitat.



Golden Eagle

Lake of a Million Flamingos

A million pink Flamingos feed in the shallow waters of Lake Nakuru in Kenya—"the most magnificent ornithological spectacle on earth." But the lake lies in a shallow catchment area with no outlet and is highly susceptible to pollution.

In 1972 the Nakuru National Park covered only the lake itself, so there was risk of pollution from increasing cultivation in the surrounding area, and garbage from an expanding town.

The World Wildlife Fund stepped in. Children in seven European countries raised \$500,000 so that the Kenya authorities could purchase farmlands around the lake. This quadrupled the Park area and preserved the Flamingos.

domestic and game animals. Their decline has been accelerated by the destruction of their feeding and nesting places; by the collection of eggs, and above all, by pesticides which enter their food chains, leading to sterility, malformation of young and mass deaths. A captive breeding program for the Peregrine Falcon at Cornell University, aided by the World Wildlife Fund, is now raising one hundred birds a year. By 1978, a total of 230 birds had been successfully reintroduced in the wild. And with World Wildlife Fund backing, several countries are cooperating to save the White-tailed Sea Eagle—in Western Europe. Breeding has improved following arrangements to provide uncontaminated food at crucial periods in the breeding cycle. Nests have been guarded against egg collectors.

The Galápagos—A Living Laboratory

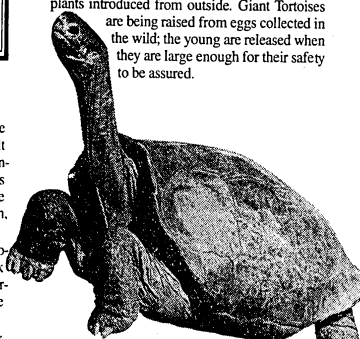
Each year, major World Wildlife Fund grants support the conservation work of the Ecuadorian National Park Service and the Charles Darwin Research Station in the Galápagos Islands.

It was here that Charles Darwin found living evidence to support his theory of the Evolution of Species and the Survival of the Fittest. Unique kinds of animals have evolved in the Galápagos—the Giant Tortoises, whose carapace differs in pattern and shape from island to island; Marine Iguanas, which dive to the bottom of the sea to feed on algae; a range of Finches with varying forms of bill adapted to different island foods; and a flightless Cormorant which did not need to fly because it had no natural enemies.

But pirates and whalers began slaughtering the Giant Tortoises for meat. Settlers introduced pigs, goats, dogs and rats, which destroyed the vegetation, hunted the young Iguanas and Tortoises, and ate their eggs.

To preserve this natural laboratory for future generations, the World Wildlife Fund helped set up the Charles Darwin Research Station on Santa Cruz Island.

This Research Station and the Ecuador Park Service have embarked on an intensive program to rid the islands of the unwanted animals and plants introduced from outside. Giant Tortoises are being raised from eggs collected in the wild; the young are released when they are large enough for their safety to be assured.



The World's Rarest Reptile

Lonesome George is the last known survivor of the Pinta Island species of Giant Tortoises in the Galápagos Islands, an archipelago 500 miles off the coast of Ecuador.

Unless a female of his kind can be found, the species will cease to exist when Lonesome George finally goes to his ancestors.

Conserving Wetlands Around the World

In the United States, the World Wildlife Fund made a substantial purchase of tidal salt marshes along the New Jersey coast. These contain the breeding, wintering and feeding grounds of more than 300 bird species—including the Canada Goose, Snow Goose, Whistling Swan, Herons and Egrets.

In Britain, the World Wildlife Fund provided funds for the purchase of Caerlaverock Wildfowl Reserve—winter feeding place for Barnacle Geese. It also helped finance the purchase of water meadows and marshes in East Anglia.

In Austria, the World Wildlife Fund took over the lease of hunting rights to help establish a reserve in the Seewinkel-Neusiedler Lake area. Now ponds and reedbeds provide safe resting and feeding grounds for 100,000 Geese and tens of thousands of Duck.

Another important reserve has been purchased in Austria—the Marchauen-Marchegg estate, a wooded area rich in plant and bird life.

Near the Lednice Lakes in Czechoslovakia, the World Wildlife Fund has made a grant to further the creation of a reserve frequented by Ducks, Geese, Spoonbills and Waders.

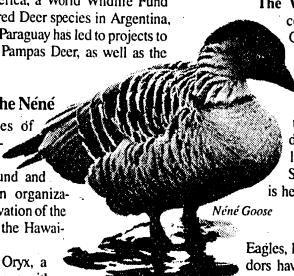
In France, the vast wilderness of the Camargue in the Rhône delta, with its white horses, black bulls and nesting Flamingos, was threatened by commercial exploitation. The World Wildlife Fund raised funds to consolidate the Camargue as the basis of a regional park.

In Italy, the World Wildlife Fund helped to establish a chain of refuges on lakes and marshes for migrating birds along the west coast.

The Waddensea wetlands along the coasts of the Netherlands, West Germany and Denmark provide a breeding, nesting and feeding place for five million birds and a nursery for North Sea fish. But river effluents, land reclamation, industrialization and tourist development posed a threat. In collaboration with the Waddensea Society, the World Wildlife Fund is helping to protect this vital area.

U.S. Birds of Prey

Eagles, Falcons, Buzzards, Kites and Condors have become threatened because it was believed—wrongly—that they attacked



Néné Goose

The Oryx and the Néné

Two examples of successful cooperation between the World Wildlife Fund and other conservation organizations are the preservation of the Arabian Oryx and the Hawaiian Goose or Néné.

The Arabian Oryx, a creamy white antelope with

THE WORLD'S RAREST BIRDS

Chatham Island Black Robin

only 7 left (New Zealand)

Kauai Oo

fewer than 10 (Hawaiian Islands)

Japanese Crested Ibis

10 (Japan)

Mauritius Kestrel

13 (Mauritius)

Puerto Rican Parrot

26 (including 10 in captivity)

Ivory-billed Woodpecker

fewer than 30 (US)

Mauritius Pink Pigeon

24 (Mauritius)

Seychelles Magpie Robin

36 (Seychelles)

Californian Condor

fewer than 40 (US)

Mauritius Parakeet

fewer than 50 (Mauritius)

Kakapo

fewer than 100 (New Zealand)

Whooping Crane

115 (US and Canada)

Spanish Imperial Eagle

150 (Spain)

St. Lucia Parrot

150 (Caribbean)

Imperial Parrot

150 (Caribbean)

Cahow

200 (Bermuda)

Short-tailed Albatross

200 (Torishima, Japan)

Lake Atitlán Giant Grebe

210 (Guatemala)

Takahe

fewer than 250 (New Zealand)

Monkey-eating Eagle

300 (Philippines)

Officers of the Board of Trustees of the World Wildlife Fund

President: John H. Loudon (Netherlands)
 Chairman: Sir Peter Scott (United Kingdom)
 Vice-President: Dr. Luc Hoffmann (Switzerland)
 Vice-President: Maurice F. Strong (Canada)
 Honorary Treasurer: Louis Franck (Belgium)
 Director General: Charles de Haes (Belgium)

World Wildlife Fund: U.S.A.

Chairman: S. Dillon Ripley
 President: Russell E. Train
 Chairman of Executive Committee: Joseph F. Cullman 3rd
 Vice-President: Marshall Field
 Treasurer: Mrs. John A. Willis
 Secretary: Josephine L. Murray, M.D.
 Assistant Secretary: Marian O'Connell

Board of Directors:

Michel C. Bergerac	Lawrence S. Huntington
Howard P. Brokaw	Francis L. Kellogg
Roland C. Clement	Jay T. LeVay
William G. Conway	Scott McVay
Harold J. Coolidge	Mrs. Constance B. Mellon
Ralph P. Davidson	Roger Tory Peterson
Wallace C. Dayton	Russell W. Peterson
Sylvia Earle	Godfrey A. Rockefeller
Jack Ford	Jeffrey R. Short, Jr.
Mrs. Walter A. Haas, Jr.	Christine G. Stevens
Gordon Hanes	J. McLean Stewart
John W. Hanes, Jr.	Roger D. Stone
Philip S. Humphrey	Nelson S. Talbot
	George M. Woodwell

Britain and the Netherlands together has already been cleared.

In 1975, the World Wildlife Fund launched its "Save the Jungle" campaign to conserve key areas of rain forest.

One reserve, created in Costa Rica's Monteverde Cloud Forest, protects more than 1000 species of plants, 300 species of birds and 100 species of mammals. The Quetzal, sacred bird of the Aztecs, survives here.

The World Wildlife Fund is providing funds for the protection and development of this and many other forest reserves in Africa, tropical America, Asia—and in Indonesia, where the World Wildlife Fund is helping to establish a network of jungle reserves throughout the main islands to ensure the continued existence of viable rain forest.

International Union for Conservation of Nature and Natural Resources

The World Wildlife Fund bases its programs on the best available scientific advice and the guidance of I.U.C.N. (International Union for Conservation of Nature and Natural Resources). This body of internationally recognized scientists works closely with the United Nations. It is appropriate therefore that it is the scientific partner of the World Wildlife Fund—the world's leading private international conservation organization.

One of the most important tasks of the I.U.C.N. is the development of action plans for the survival of species. It is necessary to determine the status of each endangered species, its numbers, and its habitat requirements. Funds are urgently needed to support this basic research.

Much More Money is Needed

In the United States the World Wildlife Fund has approximately 67,000 donors. It raises \$2 million a year.

Most of this comes from Americans who generously respond to direct mail appeals or personal requests. Increasing numbers of leading U.S. corporations are also supporting the World Wildlife Fund.

But conservation projects here and overseas need much more money than the World Wildlife Fund has available. Every dollar contributed is professionally and scientifically managed. Not a cent is wasted. Only the most important projects receive help. There just isn't enough money to go around.

For Your Children's Sake

Wildlife conservation is the serious concern of everyone who believes in the preservation of nature for future generations. Next time someone asks you for money for the World Wildlife Fund, please remember this advertisement.

And if you feel inclined to contribute right now, please use the coupon below.

Yes! I want to contribute to the World Wildlife Fund

Enclosed is a check for \$_____ which is my personal contribution for conservation projects funded by the World Wildlife Fund.

Please send me further information.
 Please put me on your mailing list.

Name _____
 Address _____
 City _____ State _____ Zip _____

(Send your tax-deductible contribution to: World Wildlife Fund, U.S., Suite 800, 1601 Connecticut Avenue, N.W., Washington, D.C. 20009.)

This advertisement is sponsored in the public interest by Continental Forest Industries, a member of the Continental Group, Inc., and by an anonymous donor. It was prepared as a public service by Ogilvy & Mather.