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## PUBLIC PARKS --- \$2.5 Billion Plus Growth Market

**H**AVE YOU NOTICED how crowded public recreation facilities have become? If you relax on the grass or sit on a park bench, play tennis or softball, golf or swim . . . you'll find plenty of company.

Behind this boom in playtime activities, there is a tremendous opportunity for the alert. It takes a great many products and services to accommodate all the people who enjoy public parks and recreation areas . . . and more people are flocking to these facilities each year.

This is the era of informal outdoor family living. More leisure time, economical and rapid transportation and higher income give every member of the family an opportunity to enjoy his favorite sport. Many billions of dollars are being spent to construct a nationwide network of federal highways . . . pleasure roads to speed families to new parks and recreation areas throughout the country.

Market forecasters are continually upping the potential of the Public Park market. Today, well over \$2.5 billion is spent maintaining and improving public parks. Experts agree that this figure will double by the end of the present decade.

In our recent survey, we learned that operating budgets for this year are in excess of \$1,450,000,000 and that capital improvement budgets will exceed \$1,135,000,000. A whopping 71.6% of the park and recreation departments in this land have specific capital improvement budgets for this year.

There are definite indications that the park and recreation profession is rising to the challenge of the '60's. This growth in budget and capital improvements is a distinct indication of strengthened activity by the profession.

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## A RING-TAILED LEMUR BORN IN WASHINGTON, D.C.

Dr. Theodore H. Ried, Director, and Dr. W. T. Roth, General Curator, announced the birth of a ring-tailed Lemur in the National Zoological Park.

On April 21, a pair of Ring-tailed Lemurs (*Lemur catta*) gave birth to one male baby. As near as can be determined, the last mating took place January 30, 1962, which would indicate a gestation period of 82 days. This would put the gestation period in between the 60 days gestation (Jennison 1927, Kenneth 1943) and the estimated gestation of 145 days (Geoffroy & Cuvier 1824, Schmidt 1882).

According to available records, this would be the first birth of a *Lemur catta* in the United States since 1914 when Philadelphia registered a birth



(Lincoln Park, Chicago, has bred and raised Brown Lemurs — *Lemur macaco fulvus*).

The body length of the baby is estimated at about three inches and the hairless, but clearly ringed tail, measures about four inches. Besides the ringed tail, the baby also shows the characteristic facial markings of the adult animal, i.e., the black spectacles, white hair and white cheeks.

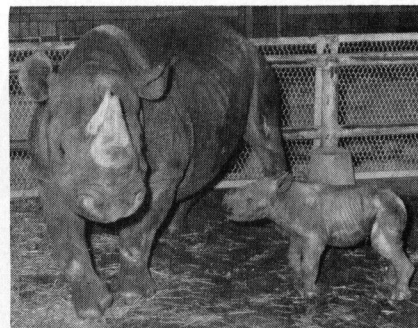
The baby is actively holding onto the mother's belly but on the first day of its life was transferred from one nipple to the other by the mother. The mother spent considerable time grooming the baby. The male animal was left in the cage and does not seem to show any marked interest in the baby but the mother warns the male off when he approaches too close.

## BABY AFRICAN BLACK RHINOCEROS BORN IN DETROIT

Director Frank G. McInnis announced birth of *HARVEY*, a baby African Black Rhinoceros, to proud parents *Manda* and *Colo*, on April 19 at the Detroit Zoological Park.

Rhinoceros births in captivity are extremely rare. This is only the fifth rhino born in the United States. *HARVEY* weighed approximately 75 pounds at birth. Both mother and son are doing fine.

*Manda* and *Colo* were presented to the Detroit Zoological Park by the Buhl Centennial Fund in 1957. At that time they were only two years old.



It is very encouraging to see the birth of a rhinoceros in captivity. These huge animals have no fear of man so they face eventual extermination as their natural habitat decreases. For this reason, zoo officials have for years been attempting to breed rhinoceroses.

# Sentinel

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