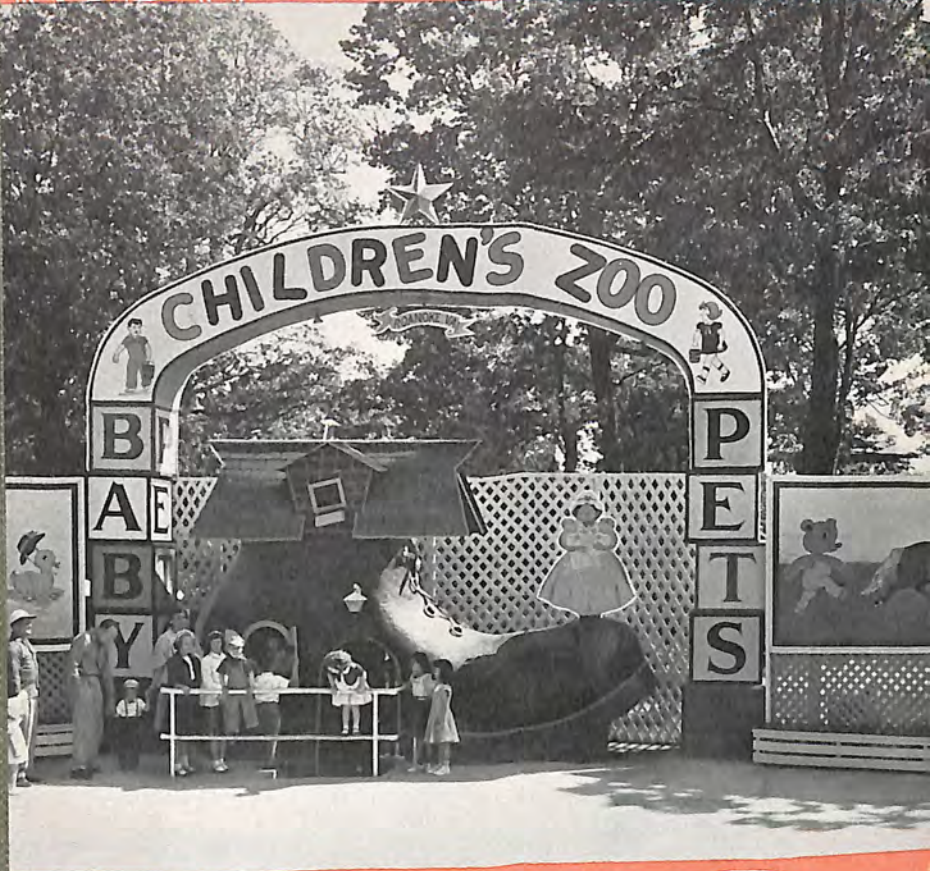


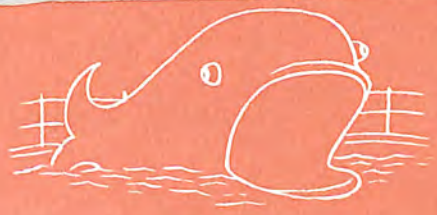
SOUVENIR 25 CENTS



Mill Mountain



THE FAMOUS



Children's Zoo

ON MILL MOUNTAIN
ROANOKE, VIRGINIA



Civitan Club of Roanoke

2

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Dedicated
To
Our Children
and
To Children Everywhere

Our Children of
Today are Our
Citizens of Tomorrow

Compliments of:
The Civitan Club of Roanoke

Facts About Roanoke's Children's Zoo

HOW IT BEGAN

The Children's Zoo had its beginning in August, 1951, when the idea was conceived by the Civitan Club of Roanoke and launched by that organization as a community-wide project. The City Manager and other City officials enthusiastically endorsed the plan and gave their wholehearted support to the endeavor. In January, 1952, City Council unanimously gave its approval and blessing to the undertaking which included approval of Mill Mountain as the site for the zoo. A five-man Steering Committee was appointed by City Council to see the project through to completion.

Work started immediately. Thousands of public-spirited citizens, business firms, civic organizations, and school children gave money, material, and labor to make the zoo a reality. Our City firemen, the prisoner force, and many City Departments had a major share in its accomplishments. The project virtually snowballed. Nothing has ever so completely captured the imagination and interest of the people of Roanoke as did the Children's Zoo. The Children's Zoo first opened on July 4, 1952, and proved an instantaneous success. During the first season, from July 4 to September 14, 84,260 paid admissions visited the zoo. Roanoke City has a population of 93,000.

BASIC IDEA OF CHILDREN'S ZOO

The primary idea behind the Children's Zoo is to provide a place especially for youngsters—a place where they can get acquainted with tame, harmless animals at close quarters and sometimes even pet and feed them. For many, this is the first such experience with fur and feathers, and it is important that the child's first meeting with animals be a pleasant one.

We believe that the Children's Zoo serves a necessary function in developing a child's interest and sympathy for animals and natural history in general.

The zoo is in a setting of colorful Mother Goose and other familiar stories with quaint picturesque buildings which delight the children and adults alike.

GENERAL LAYOUT AND CONSTRUCTION

The ground plan of the Children's Zoo is shown in the center section of this booklet. It is approximately 400 feet long by 200 feet wide and contains about 1-3/4 acres. The zoo area is surrounded by a miniature railroad track, and beyond the railroad tract is a 7-foot high board fence which encloses the entire area. The gayly colored little exhibits are unique in design and scaled down to miniature size. The buildings as far as possible are constructed of permanent materials and are equipped with lights, water, and drains. There is an underground lighting system, and the area is adequately floodlighted for night operations. A large portion of the area is covered by wide black top walks. Grassy areas and shrubbery add to the attractiveness of the grounds.

STERRING COMMITTEE (Appointed by City Council, January 1952)

VIRGIL B. HOLLOMON

Member Civitan — Chairman

ARTHUR S. OWENS

City Manager

JOHN L. WENTWORTH

Director of Public Works

REX T. MITCHELL, JR.

Acting Director Parks and Recreation

H. CLETUS BROYLES

City Engineer — President Civitan Club

General Information About Children's Zoo

ZOO SEASON

Opens each year on Memorial Day (May 30).

Closes on Labor Day (First Monday in September).

HOURS

Open Daily from 9:00 A. M. to 9:00 P. M.

ADMISSIONS

Gate: 10 cents each person

Train Rides: 9 cents, children — 15 cents, adults

OPERATION

Operation of the Children's Zoo is under the direction of the
Department of Parks and Recreation, City of Roanoke.

ESTIMATED COST OF CHILDREN'S ZOO

\$100,000



Mill Mountain

Mill Mountain is unique in that it is entirely within the corporate limits of the City of Roanoke. A large area on top of Mill Mountain was given to the City by J. B. Fishburn in 1941 and has been developed as a City park and recreational area. Its highest elevation is 1,747 feet; this is more than 800 feet above the elevation of the City (almost $1\frac{1}{2}$ times the height of the Washington Monument). Specially constructed lookouts provide magnificent views of the City and the surrounding mountains in the distance — an experience long to be remembered. On top of the mountain is an $88\frac{1}{2}$ foot electric star — the largest man-made star in the world.



Mary Had a Little Lamb

Our Little Red Schoolhouse has a red, white, and blue fence around the yard where the lambs can wait for Mary and all the other children who will be having fun writing on the blackboard inside and ringing the school-bell. There are real school desks inside, too.

The Three Little Pigs

Houses are of straw, wood, and brick as in the familiar story. The three pigs actually sleep in the house built of wood. In the rear of the house of brick, there are two pay tele-phones. Maybe these phones will help keep the "wolves" away—or will they?



Billy Goat Gruff's Castle

This may not look like a castle to you, but these goats are proud of their crooked little house which is built on their favorite rocky spot.





*Ding, Dong, Bell,
Pussy's in the Well*

Imagine the amazement when one looks down in the well and actually sees not only Pussy, but her family of kittens. You may even get a surprise, too!





Star of the Week

Something new, unusual, and different is placed in this exhibit each week. Wildheim's, a local game farm, furnishes the animals.

The Zoo Choo

Children and adults alike enjoy going around the zoo on the "Zoo Choo." The engineer blows the whistle, and the train runs through a 100-foot concrete tunnel. The miniature train can carry 36 people and is one of the favorite attractions. The "Zoo Choo" was sponsored and is operated by the Roanoke Jaycees.





Concession Stands

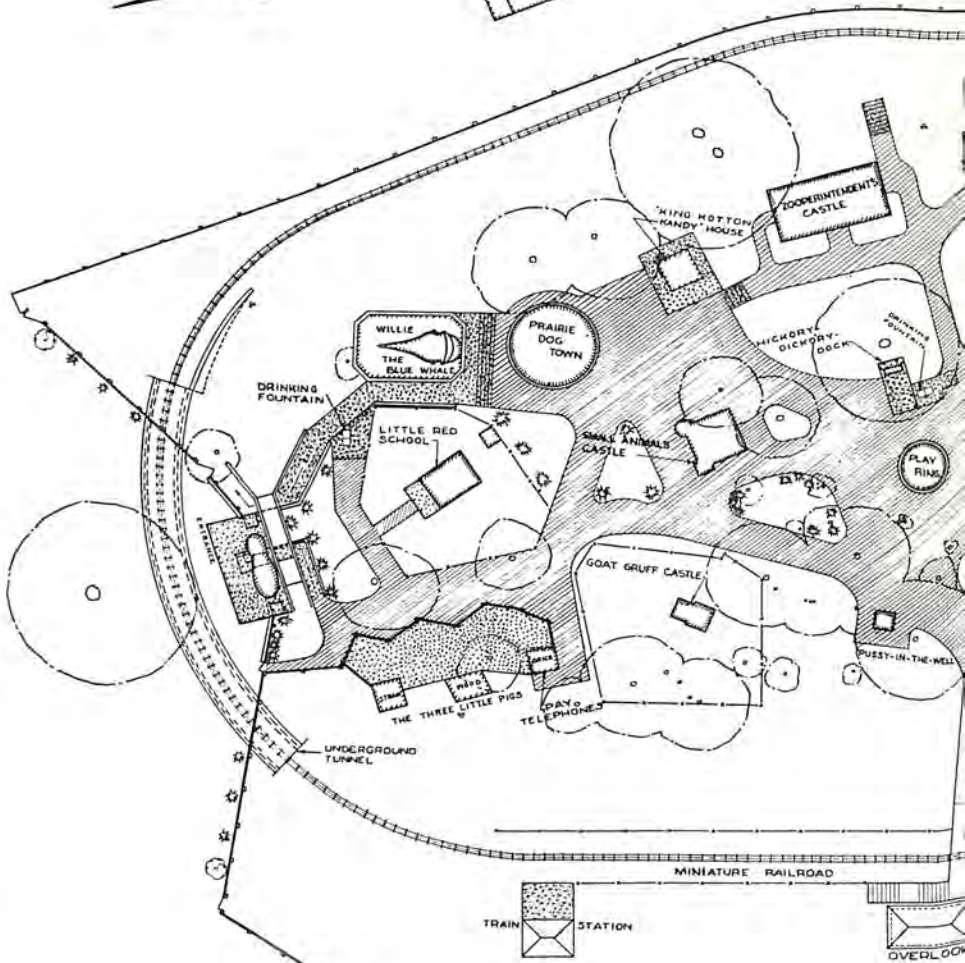
Our zoo would not be complete without soft drinks, ice cream, popcorn, snowballs, cotton candy, and many other wonderful items.

Hickory Dickory Dock

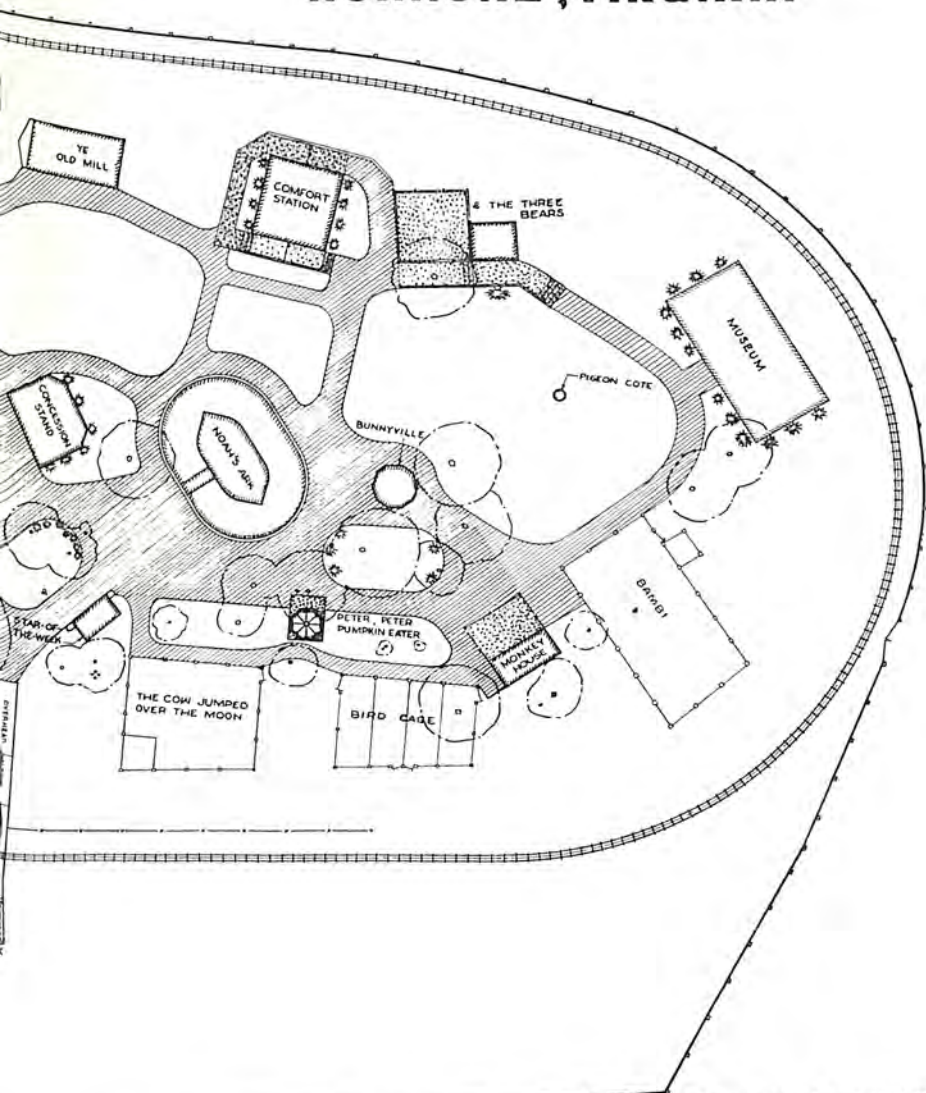
White mice play up and down the clock and spin a tread mill. The clock is a real electric one with a pendulum that swings back and forth.

King Kotton Kandy





LAYOUT PLAN CHILDREN'S ZOO ON MILL MOUNTAIN ROANOKE, VIRGINIA



REVISED
3-4-53
4-21-54

OFFICE OF CITY ENGINEER
ROANOKE, VIRGINIA

DATE: JAN. 3, 1952

H. Clinton Brantley - CITY ENGR.

DESIGN BY: R. L. H.



Noah's Ark

Children and adults all like to walk the gangplank which crosses over the pond to Noah's Ark where many of the more colorful small birds live - parakeets, lovebirds, and cockatoos. The water on which the ark sails is shallow, but the goldfish like it this way. The flags which are displayed above the ark actually spell out "Noah's Ark" in seamen's signal code.

Bird and Animal Run

Here are four cages which contain some of the larger birds — such as, wild turkeys, pheasants, and partridges. Next door are "Frisky" the fox and "Mr. Raccoon" who like to keep a close watch on their bird neighbors.

Bunnyville - Home of Peter Rabbit

This ten-sided building is the home of many famous rabbit characters. The top of each cage is gaily decorated with unique paintings of humorous animal characters.

Peter, Peter, Pumpkin Eater

This might be the home of almost anything. A Mother Rabbit and her babies lived here for awhile. Next came an old hen and her family of Baby Chicks. At the present time, a Mother Raccoon and three baby Raccoons occupy the pumpkin.





Pigeon Cote

This is the home of the ever-graceful fantail pigeons. These stately birds live in a world all of their own. They add charm and dignity to the zoo.

Bambi

After the fire in the great forest, Bambi brought his family to our zoo to live. Here he has learned that people are very kind to deer. The children delight in sticking their fingers through the fence and touching these harmless creatures on their noses.



The Monkey House

Our monkeys live here. Sometimes it's hard to determine if all of the monkeys are in the cages—people are funny, too, you know. What zoo would be complete without the monkeys?





Stuffed Animal Museum

This fine building houses a large collection of many types of stuffed animals. This wonderful collection, a lifetime hobby of M. B. Newman of Roanoke, is a gift by him to the zoo.

The Old Mill

The old mill has a real mill wheel which is turned by running water. The Merry Miller is no longer inside making flour by grinding grain, but instead is doing a land-office business selling souvenirs.



The Three Bears

These bears have a nice stone house in which you can see the three bowls of porridge, the three chairs, and the three beds. Goldilocks is also present. The cub bears prefer the yard, however, where they can climb the tree or go for a swim in their private pool.





Prairie Dog Town

These little animals came to our zoo through the courtesy of the Civitan Club of Lubbock, Texas. These fascinating creatures have built a town all their own. Of course, all you can see of their town are the numerous doorways in the ground—the rest is underground, and if you don't frighten them, you will be amazed at the manner in which these little creatures work and play.

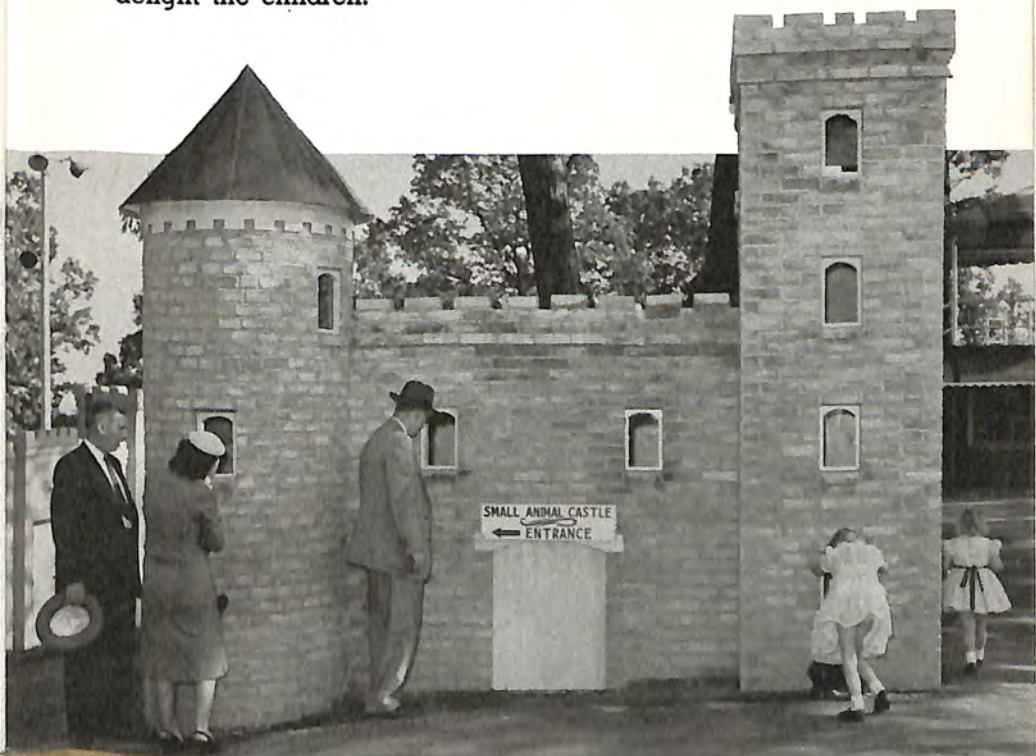
Small Animal Castle

Guinea pigs, hamsters, white rats, chipmunks, squirrels, and many other small animals make this their home. The children delight in peeping through the many small windows and going in and out through the small door especially designed for them.



Zooperintendent's Castle

This is headquarters for the Zooperintendent. Here also is a record player and an amplifying system that provides music to delight the children.

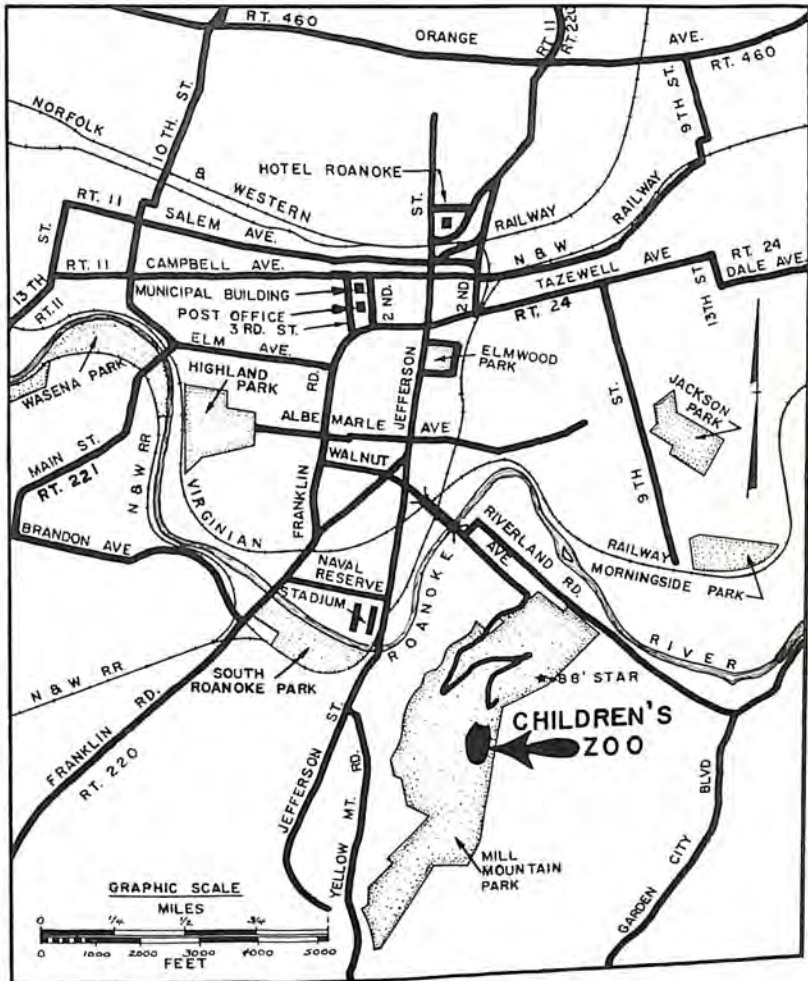




Willie, The Blue Whale

Even a baby whale is big—children can walk right down into Willie's red mouth and see all the little fish inside him. (Here is the zoo aquarium). Willie is surrounded by water, too—"The Little Ocean."

LOCATION CHILDREN'S ZOO



ROANOKE, VIRGINIA

ROANOKE CHILDREN'S ZOO

originated and sponsored

by the



CIVITAN CLUB

as a community project

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THE CIVITAN CLUB OF ROANOKE
ROANOKE, VIRGINIA

