THESE ANIMALS are among those not now exhibited in the present zoo for which funds have been pledged in the campaign now underway. New exhibits will include, upper left, Siberian Tiger; upper right, bison; center, left, pygmy hippos; center right, white rhinos; and, left, California sea lions.

Zoological Society
$300,000 Drive
Well Underway

The Zoological Society of Milwaukee County is well into a $300,000 fund drive to purchase new animals for the new Milwaukee County zoo.

It is the largest fund drive in the society's history and the first of any size in 15 years.

The 120 acre zoo, to be located at N. Barnekaow av. and W. Bluemound rd., will be completed in about three years. It is expected to be one of the most modern and best stocked zoos in the world.

Many of the animals at the Washington park zoo will be moved to the new zoo, but most of the new zoo's inhabitants will have to be purchased.

They will live in quarters that have taken years to plan. Emphasis will be on continental groupings, with animals from Africa in one group, those from South America, others from Asia, Australia or North America by themselves.

Most of the outdoor enclosures will be baleless. Natural enemies will be separated by hidden moats. Indoors, lighting arrangements will place animals in stronger light, visitors in darker light for easier viewing. Many of the glass fronts on cages will be angled to eliminate reflections.

Rudolph C. Zimmerman, Vice-President and Comptroller of the Pabst Brewing Co., is General Chairman of the fund drive. Treasurer is A. S. Puellher, President of the Marshall & Ilsley bank. Chairman of Special Divisions are:

Otto R. Kuehn, President of the Otto L. Kuehn Co., Special Gifts.
Norman H. Ott, Executive Vice-President of the Pate Oil Co., Corporation II (medium size firms).
William H. Wagner, Vice-President in charge of sales for the Electric Co., Corporation III.
John A. Puellher, a Vice-President of the Marshall & Ilsley bank, Commerce and Industry Division I.
Donald A. Trepte, Vice-President of Globe-Van Doorn Corp., Commerce and Industry Division II.
Donald F. Schmidt, Vice-President of the E. F. Schmidt Printing Co., Commerce and Industry Division III.
William Lohse, Vice-President of Badger Paint & Hardware Stores, Inc., Retail Division.

After the special divisions have completed their work, a general appeal to the public will be inaugurated.

VIEWS OF SOME of the fun-making at the Campaign Kickoff Dinner. Upper, when placed on the speakers' table, Birdy, the young leopard, snarled but did no more damage than tipping over water glasses and a pitcher. Center, a bronze lion in the lobby icily ignored attention from Candy the zebra, and left, Koba, young African elephant, had to remain in the hotel lobby after ideas for getting him to the dinner room proved unworkable.

(All photos by Bob Higgins, Oconomowoc)
Milwaukee Safari Kickoff for New Zoo Campaign

Milwaukee went on a safari recently. Or to be more accurate, the safari came to Milwaukee.

It happened at the Pfister hotel, an institution known for its antiques, its art collection and its general dignity.

It was a startling sight, even more startling because it happened at the cocktail hour.

There was, for instance, an elephant in the lobby, munching hay.

A donkey reported to the registration desk.

A polar bear walked like a man past bewildered guests.

A zebra rode the elevator with other passengers to the seventh floor.

There were others, too. A leopards that loved to be petted, two monkeys, two boa constrictors, a parrot, a great hornbill, a woodchuck and two Kinkajous.

There were also a few men around. They were members of the Milwaukee Zoological Society of Milwaukee County who arranged the whole thing. It was a kickoff dinner for the Society’s $300,000 fund drive to stock the new Milwaukee county zoo.

Koha, the young elephant, presented the biggest problem, naturally. The gist of it was: How to get a one-ton elephant to the seventh floor (where the dinner was held), especially if the elevator proved reluctant?

The passenger elevator wasn’t strong enough. The freight elevator was, but its open ends presented a hazard to the elephant’s inquiring trunk and waving tail. A crate it came in from the Hawthorn-Melody Co.’s private zoo at Libertyville, Ill.) was too large to fit in the elevator.

It was decided to try hoisting it by crane through a 7th floor window while traffic on busy Wisconsin av. flowed on below. This, too, presented problems. The crane was too large to fit through the window. If the elephant made it that high by crane, would it be willing to walk through the window in mid-air? Or would someone volunteer to hang from a sky hook and push the beast from behind? And, once in, would Koha be willing to leave again, and in what route?

Finally the amateur engineers, after numerous calculations on wind-
dow size, elephant weight and strain per square inch of elephant on elevators, decided to leave Koha in the lobby.

Hotel guestst stared, but lived through the experience. Koha, with plenty of hay available, seemed contented, even sniffing inquisitively at cameras pointed at him by 20 or more newsmen.

Upstairs the dinner began as scheduled. There were speeches, by many dignitaries.

But the animals still stole the show.

Birdie, the leopard, walked the length of the speakers’ table, knocking over water pitchers en route, and curling up agreeably when guests offered to chuck him under the chin. Two kinkajous crawled over the shoulders of other guests and reached out to sniff at microphones.

Zero, the polar bear, spent much of his time standing on his hind legs staring out the window.

All in all it was a rather successful campaign. The fund drive problems were overcome, and the usual problems never appeared. No one complained of sunstroke, sleeping sickness or heri-beri.

And the point of the whole thing—lots of publicity for the fund drive—was accomplished in overwhelming proportions.

New Members of Society Are Listed

The following have been added to the membership rolls of The Milwaukee County Zoological Society since the last listing:


Annual Corporation: Milwaukee Solvay Coke Co.

Application for Membership in the Milwaukee County Zoological Society

Milwaukee, Wis. 195

Please enroll me as a member of the Milwaukee County Zoological Society. My remittance is enclosed.

Name

Address

Please mail Application and remittance to the Secretary and Treasurer, Harold S. Vincent, 4500 W. Vliet St., Milwaukee 6, Wis.

Milwaukee Zoo News

Published by the Zoological Society of Milwaukee County for the Washington Park Zoo which is under supervision of the Milwaukee County Park Commission

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Saga of Cumulus
Grasped Attention of City, Nation

The saga of Cumulus the polar bear cub, its birth, abandonment, struggle for life, sickness and death, was over in 10 days.

But the story of the motherless little bear attracted widespread, sympathetic attention in Milwaukee, and nationwide via newsreel films and newspaper stories.

The Washington park zoo is the most successful zoo in the world at raising polar bears in captivity. But it is difficult to raise a polar bear cub after its mother has abandoned it.

That’s what happened to Cumulus.

It began on a Sunday morning. Keepers noticed Cirrus carrying a small white bundle of fur in her mouth in the outdoor enclosure of her den. This was contrary to all rules of polar bear births. Normally, no one sees the cub until it’s several months old.

Cirrus took the cub back inside again, but keepers kept a steady watch on her quarters. Monday morning she came outdoors again, carrying the cub. She wandered around, obviously troubled, returned inside twice, then finally dropped the cub on the cold ground outdoors.

Keepers moved in. Cirrus was persuaded to return inside by offering her fish and cod liver oil. Once in, the gate was slammed shut behind her. Keepers entered the outdoor enclosure and rescued the cub, which by this time was ice cold.

Cirrus’ abandonment of the cub was blamed on lack of privacy in her quarters. It was her first cub and the noise from adjacent dens apparently upset her. Cirrus herself was born and reared at the zoo, the third generation of the same family and the second born there.

Cumulus, who was the fourth generation, was taken indoors, wrapped in blankets and placed on an electric heating pad. Dr. G. J. Marold, the zoo veterinarian, was called through a newspaper ad, he traced a man whose dog had recently given birth to one puppy.

The owner, Theodore Herrmann, willingly brought the dog, a purebred Beagle, and its pup to the zoo. Late that afternoon Cumulus began nursing.

It was a strange sight, the sad eyed Beagle sadly eyeing a polar bear cub nursing along side its own offspring. The Beagle showed no animosity, even licking it and nuzzling it into warm quarters under her body.

The solution was only temporary, however. Next morning the cub, breathing heavily, was found to have developed pneumonia. It was placed in a portable oxygen tent, fed subcutaneously, and watched around the clock.

As it progressed under oxygen, the supply was cut down and the cub fed by hand from small baby bottles, consisting of a solution of manufactured dog’s milk, vitamins and proteins. It seemed to work.

About a week passed, the cub gaining weight steadily. Then, unexpectedly, it came down with stomach pains, diagnosed as enteritis.

Again the 24-hour watch went up and goat’s milk was added to its diet. Cumulus rallied briefly, but two days later it died in its sleep.

Its 10-day struggle for life was over. It never even lived long enough to open its eyes to see the world it had entered.

Though the cub is dead, its memory will live on. The little bear was mounted and placed on permanent display at the zoo, with a placard describing its brief existence for visitors of the future.