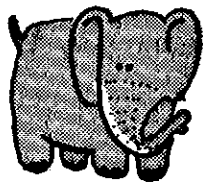




animal talk



ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY

Sporadical #49

Volume IV

September, 1977

Walter E. Kroening, Editor.....7857 North Lake Drive....Phone 352-9273



EXTRA! READ ALL ABOUT: THE NEW PENGUIN EXHIBIT...ZOO SOCIETY
SIGNAGE PROJECT...MAN BITES DOG...LAUDS HELP US...ZOO PRIDE
TOURS...KANGARHINELOPE...ANNUAL MEETING.....PLUS SEVERAL
SURPRISES AND REGULAR FEATURES.

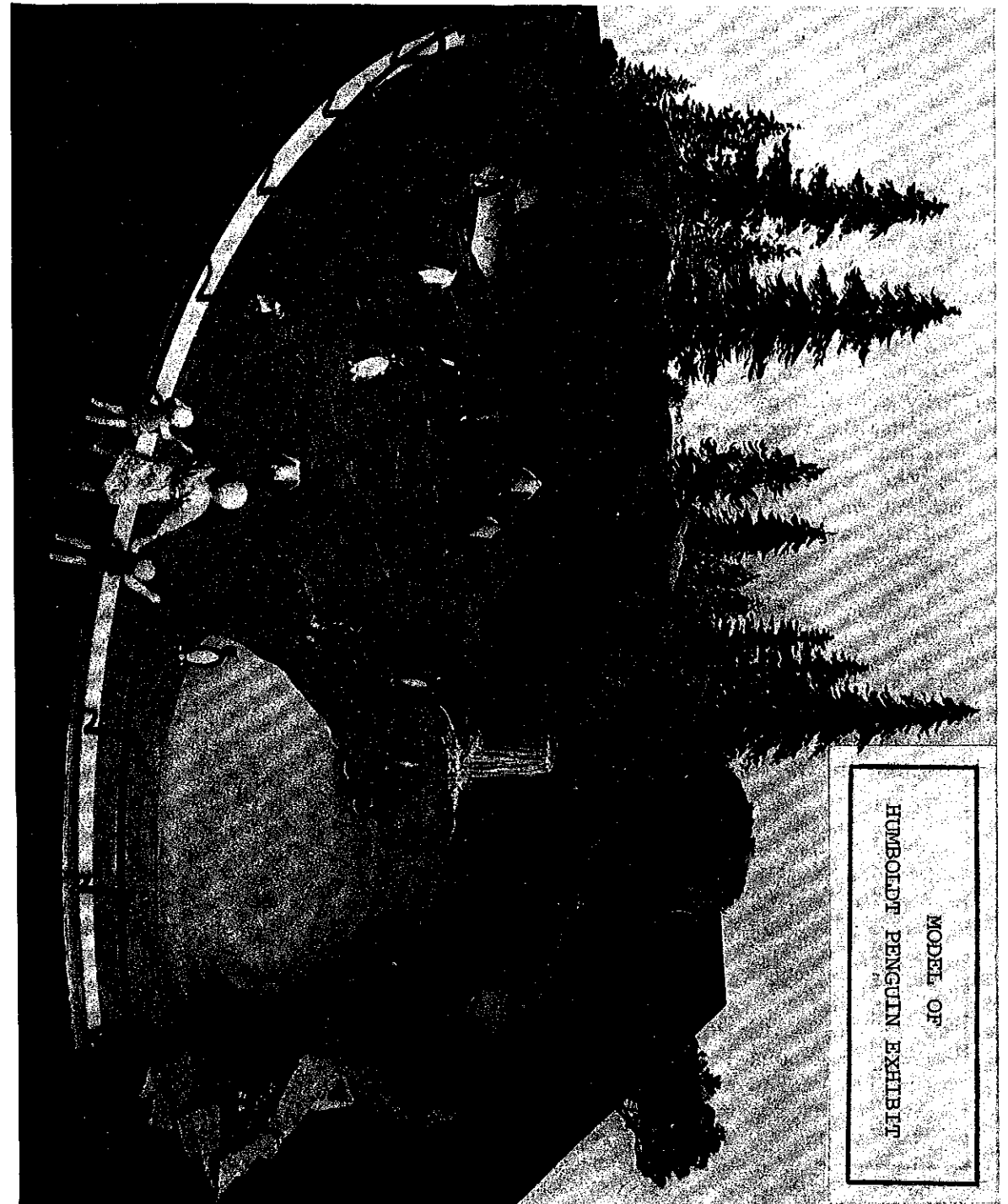
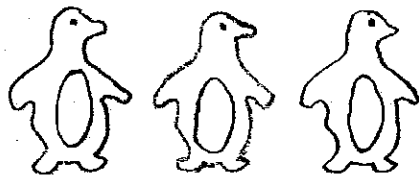
HUMBOLDT PENGUIN EXHIBIT BECOMES A REALITY

Facing page shows a photograph of a model depicting the Humboldt Penguin Outdoor Exhibit now under construction and expected to be completed about mid-October. It is located near the exit of the Aviary and across from Monkey Island. It is another Zoological Society achievement made possible by a substantial contribution from Krause Milling Company.

Twenty Humboldt Penguins are on order and are expected to take over their year-round occupancy as soon as the premises are ready. These flightless birds' habitat is the rocky shoreline of islands lying off the coast of Peru for which reason they are sometimes also called Peruvian Penguins. They are the one family of penguins that are not found in the Arctic areas as are the Emperor, King, Rock-hopper and Adelie that reside in one of our Zoo's spectacular exhibits — The Penguin Pool amid simulated rocky shoreline surroundings. These Arctic species are very susceptible to aspergillosis, a respiratory disease, which requires absolute control of humidity, temperature and bacteria-free sanitation; hence the clean and careful climate control in their Bird House glass-enclosed quarters.

The project will have its own waterfall emptying into a lake (see the right-hand area of the picture), a salt bath (left) and eight nests and breeding areas sheltered in the rock formations. Not shown in the model are three trees which will provide shade areas for the tenants in hot weather. Adjustable spray nozzles directed over the area will also help the penguins keep their cool on hot occasions.

The conceptual planning and design team was Zoo Director George Speidel, Park Commission Landscape Architect Irving Heipel and yours truly, WEK, who is a civil engineer by trade.



MAN BITES DOG

OR

IT'S MY TURN

n a number of occasions throughout my life I have been interviewed (questioned, that is) by By-line Journal Reporters. Now it's my turn! Alicia Armstrong, author of ZOOPESTARS, current best seller published by the Journal, and weekly Green Sheet by-liner, was chosen as my "maiden" enture. Here we go...

EK: *When did your Zoo hangup begin?*

A: My zoo hangup began years and years ago when I realized, as all sensible reporters would, that the Milwaukee County Zoo was a great place and a gold mine of excellent feature stories. And one of our (The Journal's) best writers told me that there was only one assignment on the paper that he coveted — the Zoo. It also would be interesting to cover the Brewers or the Packers (other relatively strong attractions in the community), but I have an advantage where I am. Samson and his colleagues never lose any games. I also like animals. They are more like us than many of us would like to admit. There are other advantages in covering the Zoo. One of them is that few of my subjects are likely to sue me for libel.

EK: *How come your occasional flaky writing?*

A: What do you mean "occasional"? Others say that I am constantly flaky. In any event, it is an affliction that has plagued me since birth. When I was 5 or 6 years old, I wrote little news accounts about our neighbors in Dubuque. Unhappily, the reports were not as lively as material available (or unavailable) might have warranted. I wrote about how the Tobin's dog had puppies — that sort of thing. As you can see, the affairs (?) of animals always have interested me.

EK: *Where did you learn animal talk?*

A: I learned animal talk from a family pet, a German (Hooray!) shepherd named Duke, who was my closest friend when I was a very little girl. He had a somewhat limited vocabulary, however, and his conversation consisted mostly of barking orders, such as "Don't leave the yard!": Duke also taught me to bark, snarl and howl, skills which were somewhat embarrassing to my parents but, fortunately, have stayed with me.

WEK: *What is your favorite animal — outside of Samson — and why?*

AA: I have no permanent favorites. The animal I am interviewing is, at the moment, my temporary favorite. I find that all animals are interesting and appealing in some way. Also, all are flaky in varying degrees — providing an enduring bond with the author.

WEK: *Sprechen sie Deutsch? If not, why?*

AA: It is a sorry lack which, if generally known, might well provide the grounds for deportation from Milwaukee. I have often tried speaking German but only Spanish comes out. Do you know why this is? If so, do you think I can be helped? Even cured perhaps?

WEK: *Never you mind, Alicia. Stay as Swede as you are midoudt the Cherman already. Dankeschoen for das interview.*

AA: Thanks for the opportunity, Walter. It was fun — but I'm not Sweetish, aber ein Homo Sapiens.

(Curtain)



ZOOIETY UNDERTAKES RESIGNAGE PROJECT

A comprehensive study by graphics experts consisting of George Speidel, members of the Park Commission Staff and the Society Board of Directors has been made over the past two years on the important subject of updating as well as replacing worn out signs throughout the entire Zoo.

The program relates to several different types of signage:

- Directional - "You Are Here" signs indicating in simple form the location of all exhibits and how to reach them from the point of a visitor's location in the Zoo.
- General Information - Locations of building designations, refreshment stands, rest rooms, telephones, and other public facilities.
- Identification - Names and, where needed, pictures of specific animals or groups of animals.
- Educational - Habitat and interesting facts about each species.

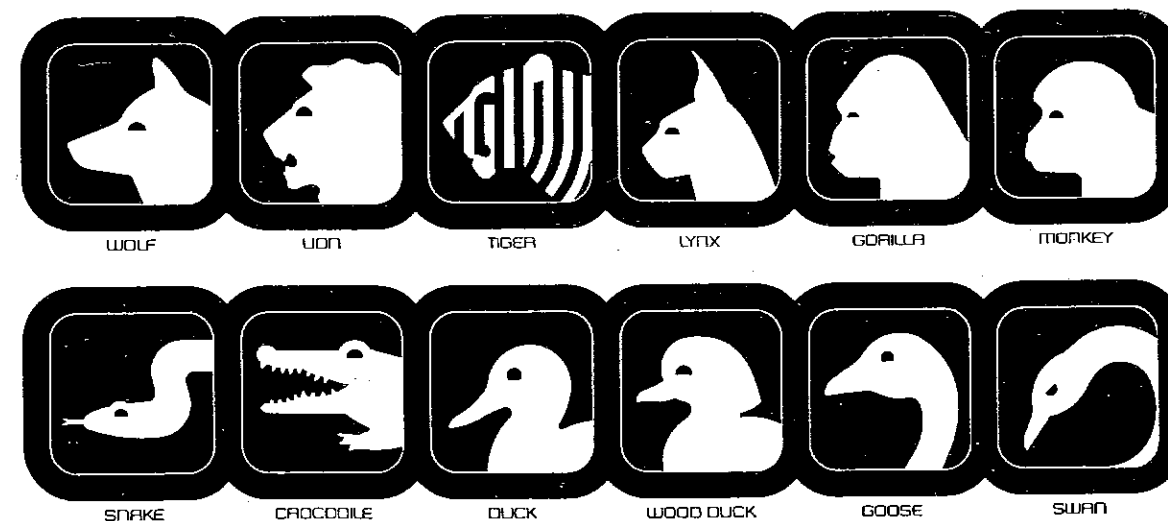
The undertaking is sponsored by the Society and will be one of its major contributions to the Zoo. The total cost of the entire program may run as high as \$150,000 or possibly more depending upon the outcome of the research in which the Society is now engaged. There are numerous forms of signage for outdoor use that have been developed since the Zoo was designed in 1957. The modern method to assure long life of a sign is to encapsulate it in plastic by various methods. Use of illustrations, particularly those in color as are essential for proper identification of birds for instance, is imperative and can be accomplished by several means: color photo enlargements (which have a short outdoor life because of fading if not protected from the ultraviolet rays of the sun by a rather expensive plexiglass over the encapsulated sign (OK for indoor use however); 35 mm color slides, back lighted (too small); paintings by bird portrait artists (good art, that is); the new process utilizing Xerox enlargements of 35 mm color slides which are again on the high side; silhouettes (appropriate for certain mammals and a few birds) — just to mention those most prominent in the current state of graphic art.

A substantial part of the program might be accomplished by volunteers of Zoo Pride which organization offered to help in whatever manner it could in order to bring this project into fruition. The most likely portion of the project appears to be, at this time, the bird identification signs. As a part of our preliminary program the Society arranged to

bring Mrs. Linda Taylor, graphics specialist at the San Francisco Zoo, to Milwaukee to demonstrate the method by which volunteer workers produced such signs at the San Francisco Zo. A two-day workshop occurred the latter part of July at the Moebius Printing Company where space was made available and where its President Howard Moebius, a member of the Society Board of Directors, delegated the company's Art Director, Mr. Kurt Loeffler, to attend these sessions as an advisor and consultant.

Penny Dunker, Zoo Pride	Ann McNeer, Zoo Pride
Elaine Klieger, Zoo Pride	Jolly Ott, Zoo Pride
Walter E. Kroening, Soc. Sec.	Pat Pfiefer, Zoo Pride
Howard Krueger, Zoo Pride	Ken Schoenrock, Aquarium Supvr.
Sybil La Budde, Zoo Pride	Jane Utz, Zoo Pride
June Ladish, Zoo Pride	Judy Van Till, Zoo Pride

The above group of volunteers under the leadership of Mrs. Charles (Ann) McNeer has already illustrated its collective artistic ability to undertake the first phase of the Identification Signs Project. As a further investment in the exploration and determination of methodology, the Society Board of Directors, at its August meeting, appropriated \$1,000 to provide basic materials, equipment and supplies to produce examples of the various processes. The product should enable the Society's Directors in cooperation with representatives of the Park Commission to select the most effective as well as the most economical signage. It was also decided that this initial venture is to be devoted to the Aviary where identification signs are most urgently needed. more



EXCELLENT EXAMPLES OF SILHOUETTES USED AT NATIONAL ZOO, WASHINGTON, D. C.

More RESIGNAGE PROJECT

Some of the basic tools and equipment needed to set up the workshop, which will be located in the basement of the Reptile-Aquarium Building, are listed below. If you have any of these items, new or used, your contribution to a worthy cause will be most appreciated. Obtain further information by phoning the Society Office (258-2333) and speaking either with Marianna Csizmadia or Walter Kroening.

FURNITURE AND EQUIPMENT NEEDED TO SET UP

ZOO PRIDE SIGN WORKROOM

Step Stool	Large Washing Tank or Photography Sink with drain
Kitchen Cart	Three (3) Work Tables, banquet size - 4' x 8'
Pica Pole Ruler	Deep Shelves for storing paper supplies
Metal Straight edge ruler	Flat Draw Storage Cabinet (locking) for negative storage
Brandt Scaliograph	Two (2) Drafting Tables at least 42" wide
#11 X-Acto Knives	Two (2) Drafting Table Lamps
Good Paper Scissors	Two (2) Stools for drafting tables
Pencil Sharpener	Stand to hold equipment beside Drafting Table,
Set of Castel Pens	about 24" square
Small Heater	Rug about 80 sq. feet, any size or color
Dehumidifer	Treck T. Square flexible metal with beveled edge
Book Shelves	Triangles - One 14" metal & several smaller plastic
Desk Lamp	Metal Dividers for Caliphers
Chalk Board	Three (3) "Kitchen" work chairs
Stapler	Two (2) Bulletin Boards, Large
3-Hole Punch	Bulletin Board for Wall
Hand-held Hair Dryer	Electric Waxer (small model)
Water pipe, fittings and faucets	Six (6) Drawing Boards
	Cabinet (locking) with Shelves

If we haven't lost your attention by now, please take time to look in your attic, basement, warehouse, or archives room for any or all of the above. All gifts are final — no exchanges. WEK

BIER STEIN FILLOSOPHY

TÜCHTIGKEIT/THOROUGHNESS

Niemand wird fragen "Wie lang hat es genehmt?" aber "Wer hat es getahn?"
Übersetzung: Nobody will ask "How long did it take?" but "Who did it?"

"Wer restet, rustet"...or "Who rests, rusts." — "Don't become an arm-chair retiree," sez WEK. "Join ZOO PRIDE and be a volunteer worker — many opportunities to help your Zoo and Zoociety. For information phone Grace Jessel, 258-2213.

VANISHING SPECIES TOUR



The ZOO PRIDE is proud to offer a guided tour of approximately 25 endangered animals including such favorites as Samson, our lowland gorilla. The tour is conducted by ZOO PRIDE volunteers who make this an interesting and educational tour.

Tours are offered Monday through Thursday at 10:00 A. M. and 1:00 P. M. The approximate length of tour is two hours and comfortable walking shoes are a must.

The number of people in a group can range from 10-200 at any one time. Tours can be scheduled throughout the year.

If you have specific questions about planning a tour or would like more information, please call: MRS. LEE MEYER, ZOO PRIDE Tour Coordinator, 691-0279.

DUTCH PHILOSOPHY

"The future belongs to those who are virile; to whom it is a pleasure to live, to create, to whet their intelligence on that of others."

Hendrick Wilhelm August Deterding 1866-1939

(Born in Amersterdam, son of a poor seaman....began work at age 16 in Dutch East Indies as employee of Netherland's Trading Society; later transferred to Royal Dutch Company working on oil wells...became managing director in 1900 and amassed a substantial fortune as an international oil magnate.)

MYTHICAL BEAST DEPARTMENT

*Is It a Rabbit?
Is It an Antelope?
No, It's a Jackalope*

* * *

Some Call It a Mythical Beast,
But the People of Douglas
Say It's Great for Business

By TIM METZ

Staff Reporter of THE WALL STREET JOURNAL.
DOUGLAS, Wyo.—There are those who believe that the jackalope, like the unicorn, is a mythical beast.

Why then is there an eight-foot-high statue of the jackalope in the middle of Center Street here? (Cynics may think it looks like a large rabbit with antlers. But it says right on the base that it's a jackalope.)

Why else would there be a large sign on Interstate 25 outside Douglas proclaiming, "Watch out for Jackalope"?

And why else would a man from the Douglas Chamber of Commerce by the name of Adam Lyre ("chief licenser") issue jackalope hunting permits?

The fact that no one has ever actually seen a real, live jackalope is entirely beside the point. Because, like the Loch Ness Monster, the jackalope is great for business. Since it was "discovered" in the early 1930s, thousands of tourists have visited Douglas in search of the creature. And the town's merchants, from Slick's Sportin' House to Frontier Drug, have profited nicely from sales of jackalope statuettes, jackalope bumper stickers, jackalope postcards and stuffed and mounted jackalope heads.

"Biggest Thing" in Town

In fact, until the area began exploiting its reserves of oil, gas, uranium and coal, "the jackalope was about the biggest thing Douglas had going for it," says Harry Johnston, who owns the La Bonte Hotel in town.

There are some disbelievers in this fast-growing ranch town of 6,500 who say the jackalope was the creation of a local taxidermist by the name of Ralph Herrick and his brother, Douglas.

As the story is told, back in 1934 the Herricks bagged a jackrabbit, brought it home

and tossed it into a shed. Later, they noticed that the rabbit was lying next to some antlers, giving the rabbit the appearance of a fabulous, horned creature.

Then, the story goes, the Herrick boys mounted the antlers on the jackrabbit's head and took their jackalope (the name having been suggested by their mother) down to the bar of the La Bonte where Roy Ball, the late owner, said it sure would make a fine tourist attraction.

Since then, some 3,300 of those stuffed jackrabbit-with-deer-antler heads have been sold to tourists for \$30 to \$75 apiece, many of them made by the Herricks (Ralph is still turning them out, but Douglas, who works in an oil refinery in Casper, Wyo., hasn't produced a jackalope in 20 years).

"The Phantom Echo"

But of course, jackalope promoters don't hold with such scurrilous talk. If you want to see how some people in Douglas wax lyrical about their creature, read the back of the official jackalope hunting license. There you will learn that "the jackalope is perhaps the rarest animal in North America" with the curious ability to imitate the human voice.

"Cowboys singing to their herds at night have been startled to hear their lonesome melodies repeated faithfully from some nearby hillside. The phantom echo comes from the throat of some jackalope," the inscription reads.

Hundreds of thousands of these licenses have been given away by the Chamber of Commerce over the years. And presumably they inspire tourists less to go out gunning for jackalopes than to pick up a souvenir, such as a postcard.

Not all jackalope items sell well. Mr. Johnston of the La Bonte Hotel recalls that local stores used to sell canned jackalope milk and a line of jackalope salt-lick blocks. But tourists never showed much interest.

Of course, if you're bored with jackalopes, you could always go after the fur-bearing trout. As illustrated on local postcards, this aquatic creature is trout-like but with sleek fur instead of scales.

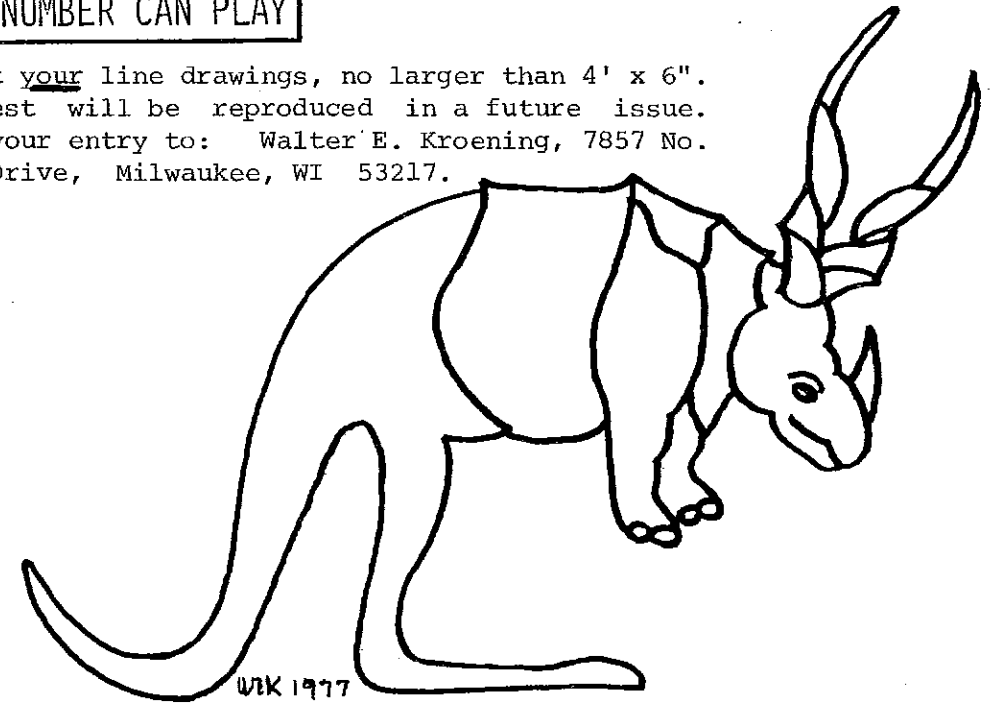
Then there are postcards showing a cowboy saddling up a giant rabbit and hunters carrying home monster grasshoppers.

There can be no doubt that all of these curious creatures exist. After all, the people of Douglas aren't given to telling tall tales.

MYTHICAL BEAST DEPARTMENT - PART II

ANY NUMBER CAN PLAY

Submit your line drawings, no larger than 4' x 6". The best will be reproduced in a future issue. Mail your entry to: Walter E. Kroening, 7857 No. Lake Drive, Milwaukee, WI 53217.



KANGARHINELOPE

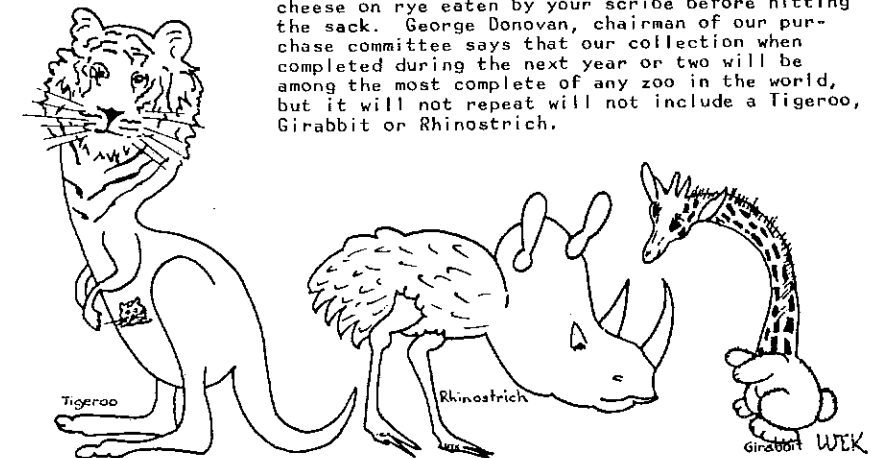
Vanished Species (*Nightmarus Peculiarus*)

- has no ears, uses horns for antenna -

* * *

DIE ABSCHUEULICHE UND GEFÄHRLICHE TIEREN: (ugly and dangerous animals)

pictured alongside are the result of a ham and cheese on rye eaten by your scribe before hitting the sack. George Donovan, chairman of our purchase committee says that our collection when completed during the next year or two will be among the most complete of any zoo in the world, but it will not repeat will not include a Tigeroo, Girabbit or Rhinostrich.



from *Animal Talk*, January 1964

Thanks, Wall Street Journal — front page, circa mid-August, 1977.

ANOTHER ZOO LAUD

Yet another nationwide article referring to the excellence of the Milwaukee Zoo! It appeared in the August issue of BETTER HOMES AND GARDENS which contains a nine-page spread highlighting the best features of what are called "the most zingy zoos in the U. S."

Those named as "zingy" are (shown in the same order as listed in the article): St. Louis...San Antonio...Gladys Porter-Brownsville, Texas... Arizona Sonora-Tucson...San Diego...Denver...Cheyenne Mountain-Colorado Springs...MILWAUKEE...Lincoln Park-Chicago...Brookfield-Chicago...Cincinnati...Detroit...Bronx...National-Washington. Listed as "commendable" are Los Angeles...San Francisco...Philadelphia...Houston...Dallas... Portland, Oregon.

The several paragraphs devoted to the Milwaukee County Zoological Park leads off with the following statement: "WITHOUT DOUBT, THE MILWAUKEE ZOO IS THE BEST ZOO IN THE COUNTRY IN TERMS OF OVERALL CREATIVITY AND INTELLIGENT DESIGN." (*The caps are mine.*) It continues with plaudits concerning our Continental Groupings — The Reptile Building & Aquarium Exhibits — The Small Mammal Displays, particularly the nocturnal section — and the "outstanding" Aviary, with its quad-umvirate,* the open-environment separations: Penguin Hall, The Rainforest, Shorebird Area and Aquatic Hall.

THE ZOOLOGICAL SOCIETY THANKS YOU, BETTER HOMES AND GARDENS.

You may remember that the book THE BEST, which contains worldwide "firsts" in all categories, proclaimed our Zoo the top rank in the world. Prior to that, Roger Caras, famed zoologist, also highly praised our Milwaukee County Zoological Gardens. In fact, many other national publications have contained references to our Zoo as being an outstanding example of the best in modern design as well as excelling in wild animal care and breeding.

These reoccurring nationwide laudatory remarks are noteworthy and give rise to the following word-play which surfaces to my mind:

"Lauds help us to keep doing our best."

As before, your Society pledges its best efforts to help keep the Milwaukee County Zoological Gardens in top quality, "*Laud help us!*"

**Triumvirate is in the dictionary — quad-umvirate is obviously one more.*

PROVERBS:

OLD AND COMMON SAYINGS EXPRESSING SOME PRACTICAL WISDOM.....

Gleaned from my perusal of one of Marily's (Mrs. WEK) rare-to-medium volumes, specifically NOUVELLE GRAMMERIE ANGLOISE (New English Grammar), 1685 edition.

"Why lose a goose to get a feather."

*

"The lion's skin is never cheap."

*

"Every bird thinks his own nest is best."

*

"Every ass thinks himself worthy to stand with the King's horses."

*

QUIET! — PLEASE!!

Another generous gift from a Society benefactor is the installation of a sound absorbent ceiling in the Reptile/Aquarium Building. *Dankeschoen* WISCONSIN ELECTRIC POWER COMPANY for this long-needed improvement to the acoustics of one of the Zoo's most favored attractions.

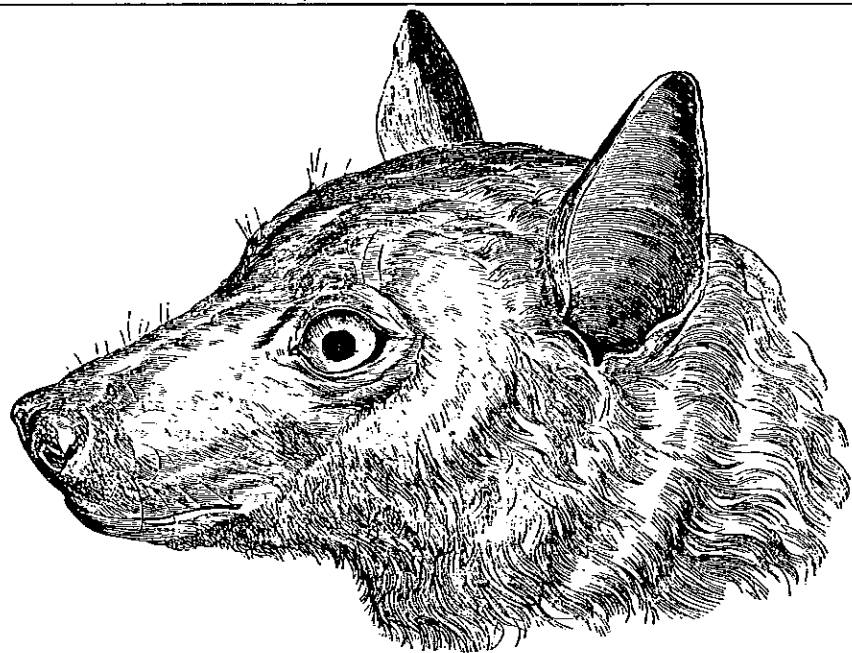
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HEAD OF ROUSSETTE BAT, THE KALONG—SIZE OF LIFE.

ORDER 3. CHEIROPTERA.

We now come to one of the most remarkable groups in the whole circle of animated nature—the *Cheiroptera*.

This order embraces the BATS, consisting of a great variety of species, spread over nearly every portion of the globe. In different countries they have different designations—all somewhat descriptive of their character and appearance. In England, they are sometimes called *Flutter-mice*; in France, their name is *Chauve-souris*, or *Bald-mice*; in Germany, they are called *Fleder-mauser*, or *Flying-mice*. They constitute the *Hand-winged* family, denominated *Vespertilio* by Linnæus—a name derived from the Latin, and signifying *bat*. Though possessed of a skeleton like that of quadrupeds, their fore-paws, or hands, are developed into long fingers, sustaining an exceed-

ingly fine, thin, hairless, and semi-transparent membrane, on both sides of the body, which serves them as wings. Their flight is light, noiseless, and wavering, and less vigorous than that of birds; yet they turn hither and thither with great facility, and are thus able to pursue and catch insects—like themselves on the wing—which constitute their chief sustenance. All the family have four canine teeth, and some of them feed on small birds and small quadrupeds. Some kill and suck the blood of smaller bats; and Mr. Blythe says that in India the megaderms may be heard on quiet evenings crunching the heads and bones of frogs. Their legs, by means



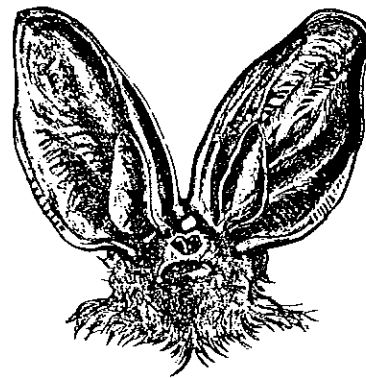
HEAD OF SPECTRE BAT—SIZE OF LIFE. (See p. 131.)



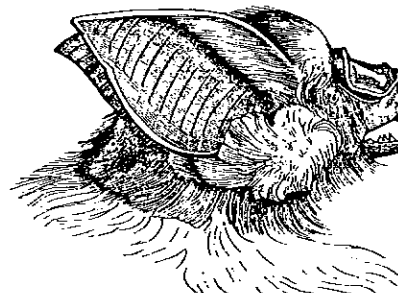
JAVELIN BAT—SIZE OF LIFE.

Herewith the beginning of a serial "All That Was Known About Bats in 1874" reproduced from my copy of JOHNSON'S NATURAL HISTORY ILLUSTRATING & DESCRIBING THE ANIMAL KINGDOM.

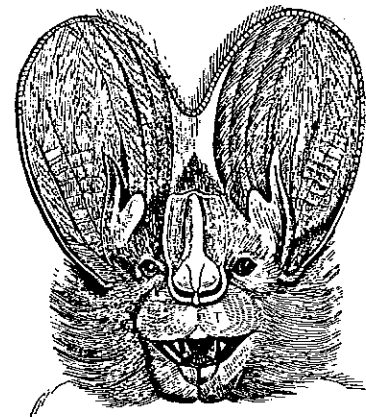
SEE EPISODE II IN THE NEXT ISSUE OF ANIMAL TALK.



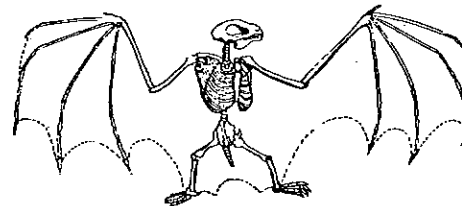
LONG-EARED BAT—SIZE OF LIFE.



RHINOLOPHUS NOBILIS—SIZE OF LIFE.



HEAD OF MEGADERM—SIZE OF LIFE.



SKELETON OF BAT.

of which they move easily on the ground, terminate in strong claws, which they use in clinging to the crevices of walls, rocks, and buildings: the thumbs are each furnished with a hook, which also answers the purpose of support in the hidden places they select for their abodes. In one large division of the family there is a curious leaf-like appendage on the nose, variously developed in the different species, whence they are called *Leaf-nosed Bats*. Some have the ears enormously expanded, and some have a prehensile power in the tail.

Though the bats are, upon the whole, useful rather than hurtful to man, they are creatures to which poetry and superstition have in all ages had recourse to deepen the feelings of loathing and horror. They are not only of strange forms, but they are things of the doubtful light—the dim twilight—which in ages of ignorance converts white stones into ghosts and bushes into specters. They dwell in the ruined wall, or riven earth, or gloomy cavern: in Eastern countries they often find their way into the sepulchres and catacombs of the ancients. They have been observed, therefore, as dwellers with desolation and death; and it was stretching the imagination but a little further to suppose that they were in league with these loathed and dreaded powers.

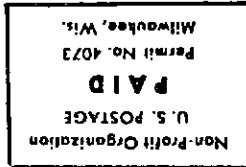
The rapacity of the larger bats, such as are found in the warm countries, feeding during the twilight gloom, gave color to these suppositions. Hovering about the Pagan temples, they ate greedily the blood and other remains of the sacrifices. When famine or pestilence, which were then of frequent occurrence, strewed the earth with the bodies of the dead, or when night closed upon the horrors of the battle-field, the bats thronged to the nocturnal feast. As in all cases they came dim and apparently formless, with wing most unlike any organ bearing the same name which is spread to the light of day, they perfected their claim of poetical alliance with the infernal regions, and the powers which hold dominion over them. Hence, as the peacock was the bird sacred to Juno, the queen of Heaven, so the bat became the creature sacred, or accursed, as it may be, to Proserpine, the empress of Hell.

The use of bats for these purposes is as old as Homer, who very skillfully manages them in heightening the graphic effect of the splendid passage in which he describes the shrieks and wailings of the ghosts in the regions of woe; and after Homer, all poets and painters who have ventured upon similar delineations have made

use of the bats for the purposes of effect. Even to this day, painters must borrow the wings of bats for their devils, in the same way that they borrow the wings of doves for their angels; and..

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Zoological Society of Milwaukee County
10001 W. Bluemound Road • Milwaukee, Wisconsin 53226

ANNUAL MEETING DATE — TUESDAY, OCTOBER 18, 1977
DETAILED PROGRAM TO COME MARK YOUR CALENDARS NOW

ALICE KARLL, secretary to Society President Thomas B. Fifield, sent this along, for which she does not claim credit — however, she says "I am the ever-appreciative audience, and we are also necessary." (Incidentally, she also is an appreciative reader of ANIMAL TALK. WEK)

HIPPO BIRDIE TWO EWES,
HIPPO BIRDIE TWO EWES,
HIPPO BIRDIE DEER EWE,
HIPPO BIRDIE TWO EWES.

A. Nonny Mouse

* * *

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