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ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY

News Letter #48 Volume IV June, 1977
Walter E. Kroening, Editor.....7857 North Lake Drive.....Phone 352-9272

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

NEWS ABOUT.....

THE PICNIK

ALLEN W. WILLIAMS MEMORIAL

BEER STEIN FILLOSOPHY

ZOO PRIDE

CENTERFOLD SURPRISE

NEW BRONZE PLAQUE

and more, much more.

ACCEPTING THE CHALLENGE:

"We did not know if we could build it, but we took the order and there it stands.".....Victor Braun, President of Ladish Drop Forge (pointing to huge, complicated forging just successfully completed.)

Back in the old days of vaudeville: Jack Benny, the stand-up comic and violinst, to heckler (stooge) in box seat: "Can you play a violin?" Heckler: "I don't know; I never tried."

You'll never know if you can, unless you try!

OUR NEW PHONE NUMBER IS 258-2333

NEW BRONZE PLAQUE

NEW MAJOR CONTRIBUTORS TO BE HONORED: To be cast soon is an additional bronze plaque bearing the names of donors who have, within the last seven years, made contributions to the Society — an amount of \$1,000 or more. The plaque will be mounted alongside of those now on exhibit in the lobby of the Zoo Restaurant Building, which, including the plaque located at the entrance to the Children's Zoo, brings the total number of benefactors to 184 as of May 27, 1977. This is to be the first addition to the bronze plaques since 1969.

Major donors become Life Members: The plaque has room for 31 names and we now have only 24. We would like to have seven more new Life Members to fill the vacant space. It may be another eight years before we add the next plaque so this is your now chance to get your name cast in bronze. The how-to is easy! Simply send your check for \$1000 (or more) to the Zoological Society of Milwaukee County, 10001 W. Bluemound Road, Milwaukee, Wisconsin 53226 along with a note stating how you want your name to appear on the plaque. The amount of the donation is entirely tax deductible. Those now eligible are:

Mr. & Mrs. Dale Bancroft
Mary Bertrand Estate
Cost Inc.
Dr. Roland Cron
Anne Newton Dunn
Emch Family Foundation
Robert T. Foote
Otto Hochmuth Estate
Kiwanis Club of Milwaukee
Mr. & Mrs. Walter E. Kroening
Mr. & Mrs. Willis Littell
The N N Foundation

Mr. & Mrs. Frederick L. Ott
Dorothy Ross Pain
Mrs. Margaret Parry
Robert E. Pabst
Rahr Foundation
Mr. & Mrs. Clifford A. Randall
Mrs. Ralph Rosenheimer
John & Gertrude E. Schroeder
Segall Company Inc.
Steinman Lumber Company
Walter & Olive Stiemke Foundation
Jane Fielding Utz

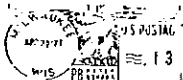
The deadline is July 1. If you have a question, please call 258-2333.

"RESERVATIONS LIMITED." *Since we can only accommodate seven donors, time is of the essence -- first come, first served!*

ZOO PRIDE, NOW 180 STRONG, HAS THUS FAR CONTRIBUTED OVER 11,500 HOURS OF SERVICE TO OUR ZOO AS GUIDES, INFORMATION BOOTH ATTENDANTS, ED-ZOO-CATION MOBILE ASSISTANTS AND CLERICAL WORKERS. AT THE LOW RATE OF \$5/HOUR THIS TOTES UP TO OVER \$57,000. THANKS TO ALL CONCERNED AND MAY YOUR NUMBERS GROW BOTH IN MEMBERS AND DOLLARS.

THERE WILL BE A ZOO PRIDE MEMBER STATIONED AT THE INFORMATION BOOTH TO ANSWER QUESTIONS ABOUT OPPORTUNITIES FOR VOLUNTEER WORK AT THE ZOO.



IBM411 East Wisconsin Avenue
Milwaukee, WI 53202

Zoological Society
10001 W. Burnside Rd.
Wauwatosa, WI 5306

Envelope received in the mail at the office of the Zoological Society of Milwaukee County.

(a la New Yorker comment:) Well, -- we sure have many specimens.

Zoo Society Asks Free Admission

The Milwaukee Journal - May 10, 1977

The County Park Commission is studying a proposal that members of the Milwaukee County Zoological Society be admitted to the zoo free.

Members would pay other charges at the zoo — parking fees, train ride fares, admission fees to the Children's Zoo.

Society officials said the request was intended as an incentive for people to join the organization, which was formed some years ago to promote the zoo. The society has about 2,000 members.

The commission deferred action last week to find out the fiscal effect of the proposal. The County Board would have to change an ordinance.

The commission also recommended to the County

Board another proposal by the society that a 1,000 square foot room be added to the zoo restaurant for activities and educational programs conducted by society volunteer workers.

The addition, estimated to cost \$50,000, would be financed from zoo railroad receipts and built by the society, then turned over to the county.

The commission also approved a plan for advertising the zoo in the Chicago area by placing about 2 million 50-cent coupons in various publications that could be used for zoo train rides. The society would pay half the \$10,000 cost of the advertising. The other half would be paid by the Wisconsin Tourism Department, if it gives its final approval.

BEER STEIN FILLOSOPHY..... Auf Deutsch---"Der was zu lang erwägt ehe er das erste Tritt nehmt wird den ganzes Leben auf ein Fuss stehen."

Hungarian Translation -- "ő aki nagyon gondolkodik mielot egy lépést lép az egész életét egy lábön tölti." (According to Zoociety Administrative Secretary Marianna Csizmadia)

In English -- (translated word-for-word from the German above) "HE WHO TOO LONG DELIBERATES BEFORE HE THE FIRST STEP TAKES, WILL THE ENTIRE LIFE ON ONE FOOT STAND."

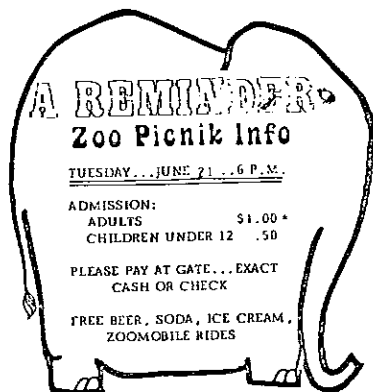
And in Persian (circa 16th century)

لَوِ الْاَلْبَابِ الَّذِينَ يُوفُونَ الدَّارِجَنَاتِ عَدْلٍ يَدْخُلُونَهَا

This is not a for-real translation, but it is beautiful calligraphy. Can you read Persian? OK; translate!

THE JOURNAL COMPANY HAS DONATED 10,000 COPIES OF ZOOPERSTARS TO THE ZOOLOGICAL SOCIETY WITH THE UNDERSTANDING THAT ALL OF THE REVENUE FROM THE SALES OF THE BOOKS WILL BE USED FOR THE IMPROVEMENT OF THE MILWAUKEE ZOO.

OUR HATS OFF IN THANKS TO THE JOURNAL FOR ITS CONTINUING CONTRIBUTIONS TO THE SOCIETY AND THE ZOO.



Mail Reservation Now to ZOOCITY, 10001 W. Blueground, Milw. 53226. A Splendid Opportunity to Sign Up a New Member in Time for that Family's Participation in Our Great Picnik. See page for Reservation Form and Membership Application.

BIITE, DO IT NOW

*Be sure to receive your Zoomobile ride tickets when you pay your admissions.

Picnik Special
ZOOLOGICAL SOCIETY
 of MILWAUKEE COUNTY

MEMBERSHIPS
 SUSTAINING \$25 Annually
 REGULAR (Individual or Family)
 100% Family
 CHILDREN'S \$100 Annually
 LIFE \$1,000
 EDUCATIONAL (Students & Teachers) 15 Annually

NAME _____
 ADDRESS _____
 CITY _____
 INVITED BY Ms. Sawyer DATE 7/1/77

Please mail application and remittance to the Secretary, 10001 W. Blueground Rd., Milwaukee, Wis. 53226

PICNIK RESERVATION

(Name - Please Print)

(Address)

We look forward to attending the 1977 ANNUAL ZOO PICNIK at 6:00 P.M. on Tuesday, June 21 and will have cash on check (in the amount shown below) ready to pay at the Zoo Entrance Gate.

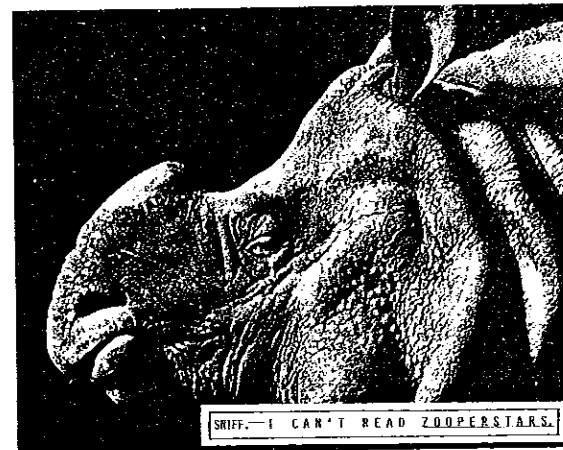
_____ Adults @ \$1.00 each \$ _____
 _____ Children @ \$.50 each _____
 Total \$ _____

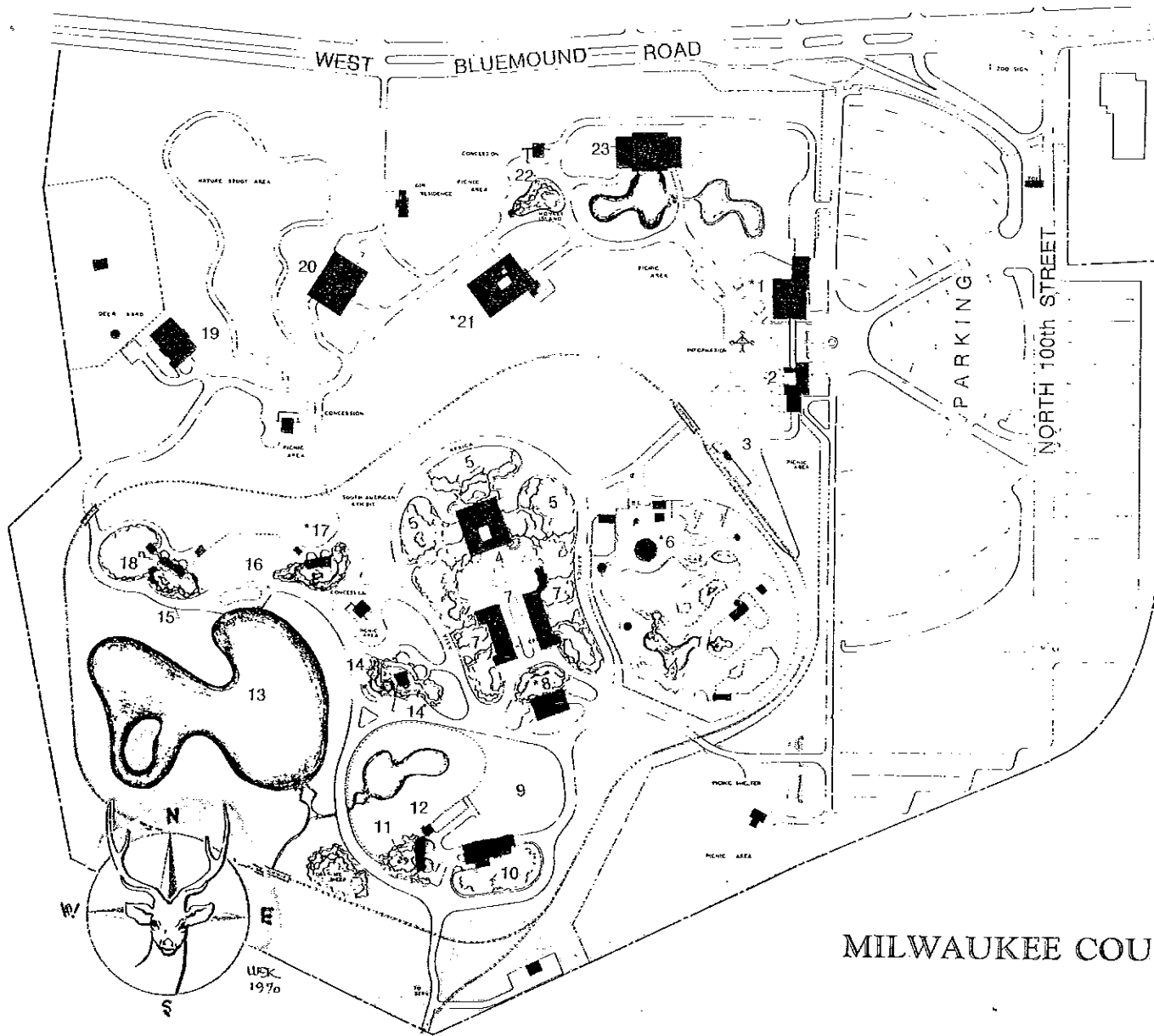
ZOOPERSTARS

★ Star reporter for The Journal, Alicia Armstrong (whose Green Sheet feature articles on a select zoo animal or happening are a continuing joy) has written a book: Z O O P E R S T A R S. It is published by The Journal, has 80 pages, profusely illustrated with both color and black / white photographs and will sell for only \$1.50. This price is about a third of what you would pay for any other best-seller, which "Zooperstars" is sure to be. The book is word-for-word as written by Alicia; not edited, cut nor expurgated -- her very own free-and-easy style. The pix are the work of The Journal's national-award-winning photographers who accompanied Zoolicia on her zoofaris in quest of a zootable subject. Readers are sure to find this collection of anecdotal animal tales (tails?) a zooprize package...delightful, chucklely entertainment...easy-to-take education...which, in eight simple syllables, is Ab-zoo-loot-ly Zooper-la-tive!

ON SALE AT THE PICNIC!

★ PLEASE
 SEE
 PAGE 5
 FOR
 ADDED
 INFO
 RE:
 ZOOPERSTARS





Legend

- *1. Restaurant
 - 2. Administration Building
 - 3. Railroad and Depot
 - 4. Lions, Tigers, Other Large Cats
 - 5. Gazelle, Antelope, Zebra, Wildebeeste, Greater Kudu, Land Birds
 - *6. Children's Zoo — Farm in the Zoo
 - 7. Elephants, Rhinoceros, Hippopotamus, Tapir, Himalayan Bears
 - *8. Giraffes
 - 9. Kangaroo, Other Australian Animals
 - 10. Mountain Sheep
 - 11. Brown Bears
 - 12. Moose
 - 13. North American Water Fowl — Lake Evinrude
 - 14. Polar Bears, Sea Lions
 - 15. Grizzly Bears
 - 16. Elk and Deer
 - *17. Black Bear
 - 18. Bison
 - 19. Small Mammals
 - 20. Aquarium and Reptile House
 - *21. Gorillas, Apes
 - 22. Monkey Island
 - 23. Bird House — Birds in Flight, Penguins
- *Public Toilets at these locations*

MILWAUKEE COUNTY ZOOLOGICAL PARK

ALLEN W. WILLIAMS MEMORIAL FUND

The following are contributors to the ALLEN W. WILLIAMS MEMORIAL FUND which, as of this printing, totals \$3133.88. The interior of the Kinkajou Exhibit in the Small Mammal House will be redecorated to simulate the natural habitat of this animal.

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 Mr. Fred C. Boyce
 Mr. & Mrs. Robert C. Brumder
 Thekla P. Brumder
 Mr. & Mrs. Adian James Bumby
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THE ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTYITS PURPOSES AND ACHIEVEMENTS

WALTER E. KROENING

FOREWORD: Today's world-famous Milwaukee Zoo got its start in one of the city's first parks just before the turn of the century. West Park, which was to be renamed Washington Park several years later, became the home of a mini-menagerie upon the donation to the City Park Commission of eight deer and an eagle in 1892. These were exhibited in a barn. Within a couple of years additional animal contributions, two bears, a bull elk and two elk cows and a number of smaller mammals, required more adequate quarters. After much deliberation the Park Commission took an important step in 1899 authorizing the expenditure of \$2,137 for the Zoo's first building. This was considered an important expenditure of tax money in those days, but it proved to be great seed money as evidenced by our present day Zoo which is Wisconsin's No. 1 tourist attraction and considered by experts to be one of the world's finest zoological gardens.

THE EVOLUTION OF THE SOCIETY AND THE ZOO: Fore-runners of today's Zoological Society were several clubs and associations, the West Park, Nineteenth Ward and Milwaukee Zoo Booster groups, more or less informal organizations which were in existence for short periods. They were, however, instrumental in securing donations of significant additions to the fledgling zoo. Here follows a tale told me in the summer of 1966 by Bob Bean, son of Edward Bean who served as Milwaukee Zoo's first Director. Bob Bean was also the Director Emeritus of the famous Chicago Brookfield Zoo, brother of George Speidel's wife Mary and an Honorary Member of the Zoological Society at the time of his death in 1975.

Back in the early days of the Zoo an itinerant exhibitor came to Milwaukee with his one and only showpiece, a wart hog named Birdie. Tired of his travels, he decided to quit and offered the animal for sale. Adam Gettelman bought the ugly beast and donated it to the zoo. At that time this was considered to be a most notable acquisition, since the then-limited collection consisted mainly of native Wisconsin mammals, a sizeable number of birds, and a few imports: one Indian elephant, one camel, one dromedary and a colony of monkeys. The Gettelman Brewery gift made news headlines which quickly came to the attention of other brewers in our fair city. Fred Miller responded first with a donation of three kangaroos. This was quickly followed by a gift from Gustave Pabst of a pair of lions, the great, great,

grandparents of our present Queenie V and who knows how many grandchildren and great grandchildren, many of which have been sold or traded to other zoos. Soon after, Joe Uihlein of Schlitz gave a pair of Siberian tigers, reported to be the first in America, which cost the brewery \$2,000. This turned out to be a great investment for the Zoo because over \$10,000 worth of cubs were subsequently sold.

In 1904 the animal collection was of such importance as to require professional care and supervision. Through the combined efforts of city officials and civic leaders, Edward Bean was enticed to leave his position at Lincoln Park Zoo in Chicago to become Director of Washington Park Zoo. At that time the Zoo exhibited 75 animals and birds, housed in dens, pens and buildings that had cost less than ten thousand dollars. These specimens were all donated since the City Park Commission believed it had no authority to purchase animals.

On September 30, 1910, leaders of the earlier groups of friends of the Zoo organized the Washington Park Zoological Society stating its purpose to "aid the City of Milwaukee to bring about the development of a zoological exhibit that shall be a credit to the city... to raise funds for the betterment of the zoo; principally, however, in the acquisition of animals." The Society's additional objectives were and are to:

- Enlarge the Milwaukee Zoo
- Exhibit animals under favorable conditions
- Foster and encourage zoological research
- Increase public interest and knowledge in and of wild animals
- Secure better protection of animal life by educational methods
- Attract people from out of town to visit Milwaukee

The Society grew, so did the collection and the Zoo.

POPULATING THE FIRST ZOO: At the end of its first ten years, the Society had 350 members; the Zoo had grown from 75 to 800 specimens — including Countess Heinie, an African elephant acquired in 1907; and Yacob, the "German" hippo who arrived in 1913 — altogether valued at \$50,000. Exhibit facilities had grown accordingly. By 1935, the Zoo listed 1,063 animals at a cost of \$65,307, all donated by the Society. By then almost 23 acres of Washington Park comprised the Zoo grounds.

(continued overpage)

The above History of the Society was written in response to a suggestion from County Executive William F. O'Donnell and President of the Board of Supervisors, F. Thomas Ament. The purpose of the Report is to outline the objectives of the Society and its contributions to the Milwaukee County Zoological Park since the inception of the first Zoo at Washington Park.

TRANSITION: All the parks in the Milwaukee metropolitan area, along with the Zoo, were put under the jurisdiction of the Milwaukee County Park Commission by public referendum in 1936. The Washington Park Zoological Society changed its name to the Zoological Society of Milwaukee County. In the mid-forties both County and Society officials concluded that, though the Zoo had ranked with the finest in the country, almost a half-century of use had taken its toll of the buildings which had become obsolete along with the types of exhibits. A great number of the major specimens were more than "senior citizens" and required replacements—in breeding pairs rather than singles. It was jointly determined to undertake a complete rebuilding of exhibit structures designed to display animals in surroundings simulating their natural environment. This "brick and mortar" job was to be done by the County. The Society established a fund-raising goal of \$150,000 for the purchase of animals, birds and reptiles to replace the aging as well as to add new interesting species. The program required more space than available at Washington Park. In 1954 the County Park Commission purchased 185 acres of land for the new zoo, an ideal site of both level and gently rolling hills, heavily wooded in some areas. The Society working in close harmony with the County was a prime mover in getting the Wisconsin Electric Company to relocate a high tension power line that transversed the property.

THE RE-DO OF THE NEW ZOO: Planning was immediately undertaken with the expert help of Zoo Director George Speidel who came to head our Zoo in 1947. The Society raised its sights considerably and aimed at raising \$400,000—\$150,000 for replacement animals and \$250,000 for new rare species—preferably in breeding pairs. In a three-month period in 1956 a total of \$528,000 was collected. As the County completed a specific exhibit structure, the Society honored its commitment and provided new tenants. From 1959 through 1970, animals, birds and reptiles, costing \$389,774, were furnished by the Society.

THE SOCIETY UNDERTAKES BRICK AND MORTAR PROJECT: In 1971 the Society undertook its first non-animal funding—the Children's Zoo, at an outlay of \$127,266. Since that breakthrough other similar projects were:

- Winter Quarters Addition to Hospital \$95,181

- Addition to Train Shed \$46,295
- Cheetah Propagation Unit \$26,192

Some of the other non-animal donations by the Society were a closed-circuit TV system and a V. I. P. battery-powered six-passenger courtesy car, among others. Still on the drawing board (as of April, 1977) but not completed are:

- Experiment in Environmental Decor of Primate House (in process) \$35,000
- Humboldt Penguin Exhibit \$60,000
- Lesser Panda Exhibit \$50,000
- Souvenir Shop \$35,000
- Additional Administrative Space for Volunteers and Educational Programs . \$60,000

In the today's-planning-for-tomorrow stage are:

- Re-signage of the Entire Zoo \$100,000
- Acquisition of a Breeding Pair of Indian Rhino, valued at \$125,000 (Negotiations now underway between Society and Officials of India)
- Wolf Woods—now on County drawing boards \$300,000
- Complete Interior Environmental Decor of Primate House \$200,000
- Educational Building and Auditorium . . . \$1,000,000

THE LITTLE/BIG MONEY MAKER: Without question, the Society's greatest non-animal contribution is the miniature railway system which cost \$80,000 in 1958. The donation was made by The Journal Company with a written stipulation that "receipts in excess of expenses are to be set aside for additions and replacements of rolling stock, purchase of animals, and other Zoo improvements as determined jointly by the County Park Commission and the Zoological Society." A fleet of Zoomobiles was one of the early investments of "surplus receipts." By the end of 1976, train riders numbered 7,495,946 and paid fares totaling \$1,929,612—Zoomobile riders totaled 2,493,977 paying \$637,012 admission . . . Grand Total Income: \$1,566,624 . . . Net Profit: \$877,300 . . . all of which has been or is destined to be used for improvements to our Zoo.

BISBING REPORT: In 1968 the Society authorized the expenditure of \$2,500 for an in-depth personal interview of 5,000 visitors to the Zoo to determine the socio-economic impact of the Milwaukee County Zoo. Bisbing Business Research reported its findings as follows:

- During the six-week period of the survey (July and August) 78,619 private cars entered the Zoo of which 18.5% had out-of-state licenses.
- "Very conservative estimate: Zoo is factor in bringing 390,000 visitors to Milwaukee from outside its Metropolitan area during June through August—63% came especially to see the Zoo."
- Expenditures in Milwaukee by visitors from outside the metropolitan area for June, July and August were \$1,342,000 of which out-of-state families spent \$870,000.

A similar subsequent report produced in 1975 by the University of Wisconsin Recreation Resources Center stated that "a total of \$4,873,034 was spent in the Milwaukee area by the non-resident Zoo visitor in these two months. July and August, 1975 . . ." Of this amount, \$3,333,000 came from outside Wisconsin, which includes \$170,000 from foreign visitors. This remarkable increase over 1968 indicates the evergrowing and sizable impact on Milwaukee's economy directly traceable to our world-famous Zoo. The report also states that the Zoo is the No. 1 tourist attraction in the State.

PROMOTION OF TOURISM: The Society has since its inception played an important role in publicizing the Zoo with the help of all news media and its own printed brochures. Over 55,000 of the latter were distributed throughout the state by Wisconsin State Bureau of Tourism during the past six years. Currently, the Society, with the cooperation of the State Bureau of Tourism and the Milwaukee Convention and Visitors Bureau, has developed a two-page, full-color pamphlet designed to attract out-of-state visitors to the Zoo. It is to be inserted in the June issue of Chicago Magazine (circulation 180,000); also as a black-and-white ad in the Tribune, Sun Times, Chicago TV Guide, and Wisconsin Holiday News . . . total cost \$15,000.

THE SOCIETY'S ROLE IN EDUCATION: Since 1974, the Society has cooperated with Milwaukee Public Schools in the operation of the Ed-Zoo-Cation Mobile Laboratory with split-funding of \$42,713 by the Society and \$53,535 by the School system. The vehicle is a 10 x 42 foot mobile home designed for instructional use. In the Fall the unit serves all fourth grade classes teaching "Animal Adaptations to Their Environments." In the Spring the study subject for fifth grade pupils is "Marine and Pond Life." Every year about 15,000 children benefit from these programs. During the Summer the "Zoo-Lab" is stationed at the Zoo for the instruction of the general public. Four subjects have been presented: "Animal Tracks," "Body Coverings," "Eating Adaptations," "Reptiles and Amphibians." A shelter in the picnic area was developed to show movies such as "Snakes are Interesting," "Africa's Vanishing Wildlife." The annual growth of the Summer Zoo-Lab visitors from 3,058 persons in 1974 to 5,235 in 1976 attests to its increasing popularity. Each summer over a thousand written laudatory and enthusiastic comments are received from adults who appreciated the Zoo-Lab instructional treat.

The Society was not only instrumental but also acted as a catalytic agent in establishing an education department at the Zoo. The Zoo Pride volunteers carry out the education program under the direction of the Education Coordinator, a full-time employee on the staff of Zoo Director George Speidel.

ZOO PRIDE VOLUNTEERS: This young organization was started by the Society in 1975 and already numbers almost 200 members. Their contributions thus far have mainly been attendance at the Zoo Information Booth, acting as tour guides with representatives at each major exhibit and general office work. It is anticipated that this group will play an important part in mounting a major Society membership drive as soon as the Society can obtain free admissions to the Zoo for its members. This is almost a universal benefit to members of Zoological Societies in other great zoos in the nation, all of which have a higher incidence of citizen membership as well as higher dues. The combination of a greater number of members over our present count of 2,500, with a more equitable dues payment, would produce a significant increase in the funds available to the Society for the improvement of our Zoo.



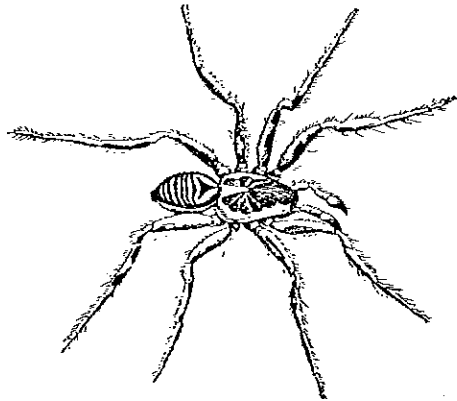
animal books

Things about Spiders I did not know until I read a book by the same name:

- The weight of insects eaten by spiders each year is more than the weight of all of the people in the world.
- Webs are only produced by females --- one kind can produce nearly 1,100 yards of silken thread.
- A spider is not an insect. Insects have six legs; spiders, eight.
- Most spiders have eight eyes.
- Females most often outweigh males; one species is 100 times as heavy as the male. (Imagine a girl friend or wife weighing 17,500 pounds.)
- Successful wooing by a male may be fatal. In many species a female will eat her lover unless he is quick on his eight feet and retreats at top speed. "Often he will mate with several females in succession and grow weaker until at last he dies. Then his last mate will eat him." (The way to go!)

There's more, much more, in.....

SPIDERS, by Ralph Whitlock and Barbara Brenner.....Raintree Publishers (Milwaukee)....79 pages with b/w photos....written for children....\$4.95



animal books

THE SIAMANG GIBBONS, An Ape Family: by Alice & Joel Schick... Westwind Press...81 pp; illustrated. Another first for Milwaukee; this highly interesting and educational book is the product of the joint talents of four natives: the author, the illustrator, the publisher and the foreword-writer George Speidel -- a team of well-known home-town talents. The story begins with a description of the Sumatran jungle, the habitat of these swinging primates. It continues with the life of this ape family at the Milwaukee County Zoo, the tender loving care which assures the health, happiness and successful breeding of this rare and endangered species. *Highly Recommended.*

OWLS: Herbert S. Zim, James Gordon Irving & Rene Martin....Morrow Junior Books...64 pp; profusely illustrated.....\$4.59.....All about the various kinds of owls, the peculiar qualities of their big eyes, their remarkable hearing, powerful talons and their silent flight that is a factor in making them deadly hunters. *Excellent reading for the 8 to 12 year old.*

