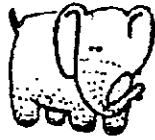




# animal talk



ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY

NEWS BULLETIN NO. 41

Volume III

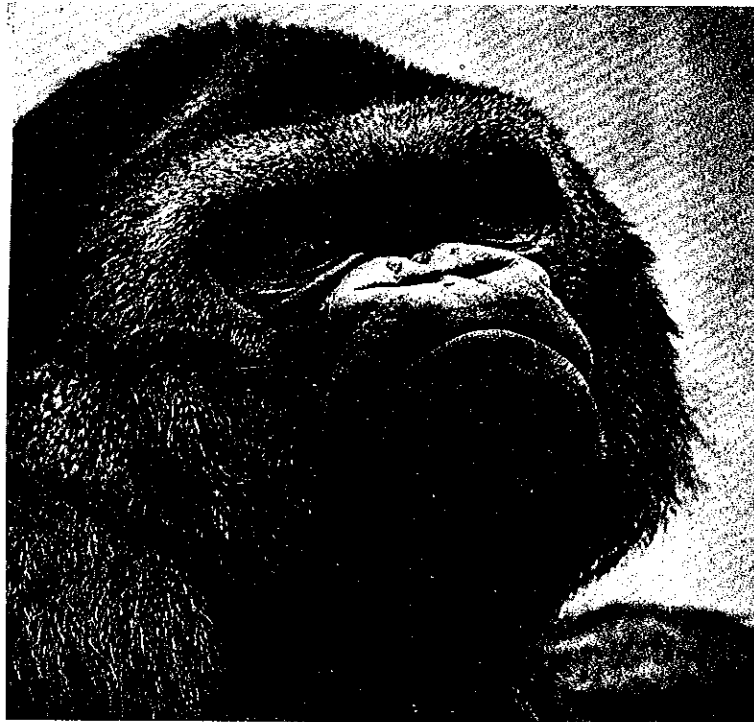
April, 1975

Walter E. Kroening, Editor...7857 North Lake Drive...Phone 352-9272

## SAMSON TELLS ALL!

Will Samson marry Terra?

Exclusive story on page 2.



Terra seeks "HELP" (page 8)  
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PICNIK INFO, p9&12

## Samson tells all!

Thousands of words have been spoken and written in these past few months about the attempt to kindle a love affair at the Zoo between our world-famous primate Samson and Terra, a previously unheard of female of the same species. (See center fold for repros of news stories.) These efforts thus far have been fruitless despite the use of all modern as well as ancient drugs and devices...aphrodisiacs hidden in oranges, massive doses of powdered vitamin E (the tasteless, colorless kind) sprinkled over his breakfast banana, drinking water laced with absinthe and wormwood with his vegetables, African fertility statuettes and symbols, in fact just about everything except R rated movies. Finally, Matchmaker George Speidel, determined to achieve success, sought outside advice. Your reporter was fortunate to be involved and ANIMAL TALK is proud to present the following as still another Zoo scoop.

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2 "There's something unusual about the taste of this orange."



"Not tonight, I've a headache."

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(Overheard by an Invisible Eavesdropper at a session between Herr Doctor Zigfried Freut-des-Lebens\* and his patient Samson Gorilla-Gorilla.)

Doctor Freut-des-Lebens: "Guten Morgen, mein friendt! Nu vas iss los already?"

Samson: "Doc, I got a problem. It's this dame, Terra. My good friend, Mr. George Speidel is up to his old tricks again...he's a great one for arranging love affairs and he's trying to push Terra, as a primate mate for me. What bugs me, Doc, is that he never asked me whether it would be all right. He just shoves her into my living room and takes it for granted that I am a pushover"... (a brooding pause).

Doctor Freut: "Yahwohl. Bleeze — go on mit it."

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\*Translation: Enjoy-your-life

S: "Well, Doc, I'm mixed up...what with this planned parenthood, the vanishing species, the population explosion, and the survival of the fittest — I've got an image to protect. In other words, I'm entitled!"

Dr F: "You got something der. Go aheadt."

S: "Like — I am Chairman of the Board of the Milwaukee Zoological Gardens, but I get no respect! My territorial rights are violated — my pride is wounded — my ego is deflated — what's a guy to do? Uncle George knows that I would like nothing better than to have a son to follow in my footsteps and take over the Chairman business when I retire. But, Doc, I should have something to say as to who is to be the mother of my Junior. You know there are people in this town who question my masculinity. This is a dirty piece of slander! I've just as much biological urge as the next guy — maybe more."

Doctor F: "Haf you discussed dis mit Herr Scheidel?"

S: "Golly, Doc, that's an idea. Uncle George is a genuine friend and is very understanding. I know he has his heart in his work and realize he

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"I've just as much biological urge as the next guy—maybe more"



"Listen Babe — where can I find the gorilla my dreams?"

.....

has my best interests in mind. Besides that, he has one of the finest records in the world for matchmaking right here. For example, you take the long list of successful marriage counselor deals he has worked out... first with the Polar Bears, then the Moose, the Siaming Monkeys, the Gibbons, Giraffes, Siberian Tigers and many many more — each one of these love-at-first-sight matings produced children, grandchildren and even great grandchildren. I am not about to ruin his great records and I will cooperate with him if he'll let me do it my way. After all, Doc, I'm for women's lib up to a certain point, but I think us men have to maintain at least an equal position particularly when it comes to the selection of a suitable wife. Terra is a fine figure of a Gorilla and would most likely make a wonderful mother — but after all..."

Doctor F: "Vel, Samson, my boy, your time iss up, and I tink you are on your vay to a solution. Tink it over! Nicht wahr?"

S: "Doc, it was nice talking to you and I'm glad we see this eye to eye. I'm sure that after I talk to Uncle George, we can issue a suitable joint statement to clarify my position and have a complete understanding of the objectives and the various prime mate elements that are involved."

# They're Engaged

## Will Samson and Terra Be Happy Ever After?

By Alicia Armstrong  
of The Journal Staff

Samson met his fiancée for the first time Wednesday, and it was over at first sight.

It really was. But it was the girl friend's pulse that was beating a little faster. No one knew for sure how Samson felt about his engagement.

Now, in case you've just returned from the moon or Mars, we may tell you that Samson

years and he'll tell you that the great one is the Milwaukee County Zoo's gorilla superstar.

Anyway, Samson has been a bachelor for all his 26 years. There just was no female gorilla for him to ask for a date.

When the divorce between Samson and Terra was announced to the public, it was reported that Samson was the finest that could be expected.

# Samson Cordial to Terra, but He's Not Going Ape

By of un



the finest that could be expected.

Tired looking George spent a restless night of the

seems to indicate that he's completely bananas about the ape who's been his neighbor — so near and yet so far — for the last 3 1/2 months.

Samson is about 26 — late middle age for a gorilla — he has never been with a female before.

## SAMSON Playful Fun Marks First Day Together

Continued From Page 1

that the incomplete "Is he with him? He is. An rough for h because he b

## Will it Be a Gorilla Love Story?

From page 1

moved in, and then a door was opened to let him move from his exhibit cage down a ramp that leads to the cages below. There was a barred door between him and his fiancée.

When Terra saw Samson approaching, she immediately started grunting in the friendliest way. There's nothing shy about her, that's for sure. Samson more



—Journal Photo by Stephen C. Liljgren as Terra walks the floor rather restlessly.

## Why, Hello!

### Samson Takes Notice of His New Neighbor



will ling

## Showman Samson Hardly Valentino

By PATTI COLLA

Samson, the Milwaukee County Zoo's famous land gorilla, may have a lot to learn as a showman, but he's a lot to learn as a land gorilla. He's a lot to learn as a showman, but he's a lot to learn as a land gorilla.

thing even Samson, because of his great weight, is unable to do very well. But in one of all — it seemed — she liked Samson. "She's the aggressor," said George Spivey, the introduction of the new gorilla.

## Samson's Trysting Stage Set

BY PATTI COLLA

Terra is willing to Samson? Milwaukee officials may day when abriter will be

## ALEX THIEN City Goes Ape About Samson

2/19/75

However, in the last day to Samson began to reach Terra with interest on stairs bars and her head. Twice, also let her automobile piece.

WHEN YOU'RE HOT you're hot in this case all the interest in Samson and Terra. Dave Schwab says the only reason Samson doesn't go to sleep at night humming "Gorilla of My Dreams" is because he's so hot. He's so hot that he's not even sleeping at night humming "Gorilla of My Dreams" is because he's so hot.

## Don Juan? Don Yaww!

Samson played anything but the dashing lover Wednesday. Within hours after his new bride was turned loose in their honeymoon quarters, Samson gave a big yawn and clutched his security blanket (a burlap bag) instead of Terra, as he stretched out on a ledge. (Continued on Page 5)

a big yawn and clutched his security blanket (a burlap bag) instead of Terra, as he stretched out on a ledge. (Continued on Page 5)

This is a progress — or lack of progress — report on the alleged romance between Milwaukee's most famous gorilla and his new bride.

arms in a monumental embrace would make the romantic of the world's most legendary gorilla romance if not completely is



Samson (left) relaxed and let Terra the work entertaining visitors to the County Zoo's primate house Sun



EXPLANATORY FOREWORD: The following correspondence, initiated by Terra, was "borrowed" by Z.I.A.\* operative Ellen Langill, our Waukesha agent.  
 \*Zoological Intelligence Agency

**ZOOLOGICAL SOCIETY**

HARRY APE HOUSE - BRIDAL SUITE  
 1000 Jungle Road  
 Milwaukee, Wisconsin

DOCTOR MASTERFUL JOHNSON:

WHAT CHOICE DOES A "GIRL-ILLA" HAVE IN THIS WORLD? BEING ENGAGED IS ALL RIGHT, BUT SUDDENLY I'M ENGAGED TO A LARGE, HAIRY NEXT-DOOR NEIGHBOR WITH THE UNLIKELY APE-PELLATION OF SAMSON!

THE "FOUR-GOING" INDIVIDUAL HAS RECENTLY COMPLAINED TO YOUR ESTEEMED PARTNER THAT HIS PRIDE HAS BEEN WOUNDED BY MY ENTRY INTO HIS CAGE. TO MAKE THE BEST OF THINGS (AND BECAUSE THE EYES OF THE WORLD ARE UPON US), I'VE TRIED TO BE FRIENDLY TOWARD HIM, BUT TO NO AVAIL. DESPITE ALL MY OVERTURES, HE'S RESISTED. IN FACT, HE'S MAKING A PERFECT "APE" OUT OF HIMSELF. I'M FIT TO BE "TREED". WHAT SHOULD I DO?

SHOULD I STUDY O'NEILL'S PLAY, "THE HAIRY APE", TO GAIN INSIGHTS?

SHOULD I TELL HIM BEDTIME STORIES ABOUT THE ANCIENT AFRICAN MATRIARCHIES?

SHOULD I TELL HIM TO "SWING ON A BAR" OR DEMAND AN "APE-POLOGY"?

I'D APE-PRECIATE YOUR HELP.

SINCERELY,  
*Terra*

TERRA-FIED

EDITOR'S NOTE-SEE pg. 11 FOR REPLY

**This is a RIP OFF!**

PICNIK RESERVATION

(Name - Please Print)

(Address)

We look forward to attending the 1975 ANNUAL ZOO PICNIK at 6:00 P. M. on Monday, June 23 (Full Moon) and will have cash or check (in the amount shown below) ready to pay at the Zoo Entrance Gate.

\_\_\_\_\_ Adults @ \$1.00 each      \$ \_\_\_\_\_

\_\_\_\_\_ Children @ \$.50 each      \_\_\_\_\_

Total      \$ \_\_\_\_\_

APPLICATION FOR MEMBERSHIP  
**ZOOLOGICAL SOCIETY**  
 of MILWAUKEE COUNTY

*Picnik Special*

MEMBERSHIPS

- SUSTAINING \$25 Annually
- REGULAR (Individual or Family) \$10.00 Annually
- CONTRIBUTING \$100 Annually
- LIFE \$1,000
- EDUCATIONAL (Students & Teachers) \$5 Annually

NAME \_\_\_\_\_ (PLEASE PRINT)

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZIP \_\_\_\_\_

INVITED BY \_\_\_\_\_ DATE \_\_\_\_\_

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



"Just hanging around is giving me a hang up!"

## Rudolph Zimmerman Dies

Rudolph C. Zimmerman, former vice president and controller of the Pabst Brewing Co. and a longtime civic leader in Milwaukee, died Friday at Columbia Hospital.

Zimmerman, 75, of 3121 E. Hampshire St., was admitted to the hospital Thursday afternoon. An autopsy will be performed.

He was active in many business and civic organizations and causes. He was a founder and director of the Greater Milwaukee Committee, past president of the Better Business Bureau, a former president of the Zoological Society of Milwaukee County and a former chairman of the legislative committee of the Metropolitan Milwaukee Association of Commerce.

In 1957, he served as chairman of a campaign that raised \$427,291 for the County Zoo.



Rudolph C. Zimmerman

and in 1959 he was vice president of United Hospital Fund.

Zimmerman was responsible for persuading Pabst to buy four gorillas — Samson, Sambo, Tanka and Terra — for the Zoo. Sambo died of tuberculosis in 1959.

A 1922 graduate of the University of Wisconsin, Zimmerman was a past president of the University of Wisconsin Foundation in Madison.

He received distinguished service awards from the UW Alumni Association in 1967 and the Wisconsin Alumni Club of Milwaukee in 1962.

Zimmerman joined Pabst in 1923 as an accountant and became vice president of the company in 1953. He was a former president of the Milwaukee Brewers' Association and the Wisconsin State Brewers' Association. He also was a former president of the Wisconsin Club.

He retired from Pabst in 1961, but continued his civic activities.

Surviving are his wife, Jane; a daughter, Mrs. George (Jane) Priester Jr. of Glendale; a sister, Mrs. Dorothy Meyers, of West Allis, and a brother, Theodore, of Key Biscayne, Fla.

*Sunday, April 13, 1975*

Several Sundays ago Zim and I talked about this issue of Animal Talk then under my pencil. My theme, Samson's love affair, not only tickled his ever-present sense of humor but also resulted in several creative suggestions. This issue is dedicated to him...our gorillas are only one of his many significant contributions to our Zoo.

Zim was the perfect example of the German word "tüchtigkeit" which means thoroughness. His many civic activities all prospered under his leadership and exemplified tüchtigkeit.

All of Milwaukee will miss him.

WEK

The Zoological Society has established

THE RUDOLPH C. ZIMMERMAN MEMORIAL FUND.

Contributions are completely tax deductible.

If you wish to add to this tribute,

please make checks payable to:

Zoological Society of Milwaukee County  
and mail to: 10001 West Bluemound Road,  
Att: Walter E. Kroening, Secretary  
Milwaukee, Wisconsin 53226

**Masterful Johnson M.D., Ph.D., R.C.A., Q.E.D.**



1234 Teeter Totter Heights  
Sweet 16  
Chicago, Alabama 00000

Dear Terra-fied,

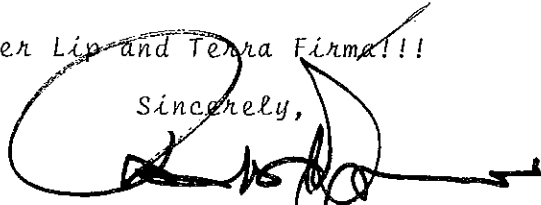
Don't be frightened! Samson has been "aged in his cage" too long and resents your aggressiveness. He doesn't know that the laws of the jungle have changed in the last 26 years and that girl-illas now have equal "apeportunities".

Relax and give him thyme.\* Perhaps he doesn't like being g-aped at by outsiders. Maybe he's afraid your encounters are being t-aped. In a while he'll learn the "ape-propriate" behavior and get over his "hang-ups".

Meanwhile, settle back and get your teeth into a good book like "The Girl-illa Mystique".

Remember...Stiff Upper Lip and Terra Firma!!!

Sincerely,

  
Masterful Johnson M.D.,  
Ph.D., R.C.A., Q.E.D.

\*a little-known gorilla aphrodisiac

Member: Royal Congress of Apeology  
Institute of Queer Esoteric Diseases

*Zoological Society of Milwaukee County*  
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## Zoo Picnik Info

In order to maintain the gemuetlichkeit character of the ANNUAL ZOO PICNIK, we must, reluctantly, establish prices of admission at levels necessary to make it self-supporting.

The prime purpose of the Zoociety is to use its funds for the purchase of animals. Our lawyers have advised us that we cannot continue to subsidize the picnic.

Admission fees for adult members will be one dollar ... children under 12, fifty cents.

This year's PICNIK is on Monday, June 23 at 6:00 p.m. — Full Moon!  
We will again provide beer, soda, ice cream and Zoomobile rides.

Please mark your calendar and rip off the completed Reservation Blank provided on page 9.

Here is a glorious opportunity to sign up a new member in time for that family's participation in our Great Picnik. See page 9 for a Membership Application ... send it in as soon as possible.