

# THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION

|

FALL 2008

|

ISSUE 7

## Bonsai Exhibition to Visit Hershey Gardens

October 26 through December 27

Featured trees are courtesy of Susquehanna Bonsai Clubs



Nature and creative expression will converge at Hershey Gardens October 26 through December 27. The third annual exhibition, "Bonsai: Living Art of the Susquehanna Bonsai Club", will feature 35 bonsai trees of various shapes and sizes as well as information on bonsai, what they are and how they are grown.

"Bonsai is an art form that is composed partly of horticulture and partly three-dimensional design," said Jane Black, member of the Susquehanna Bonsai Club. "To qualify as a bonsai, the growing miniature tree must be both a representation of nature and creative expression."

Bonsai, developed by the Japanese more than a thousand years ago, is derived from the Chinese practice of growing miniature plants. In bonsai cultivation, woody plants are kept small and in true proportion to their natural models by growing them in small containers, feeding and watering them only enough for healthy growth, pruning, and training branches in the desired shape by the application of wire coils; the term bonsai also refers to the plants dwarfed by this method.

"We're thrilled to showcase this amazing exhibition at Hershey Gardens again," noted Craig George, director. "Bonsai represent art and horticulture, so it's a perfect fit for the Gardens as well as a great opportunity for visitors of all ages to learn about this fascinating technique."

A preview reception will be held on Saturday, October 25. The reception, requiring advance registration, will feature a special presentation, as well as allow guests to preview the exhibition before it is open to the public. For more information or to receive an invitation, please call 717.508.5972.

The Gardens' outdoor Butterfly House, which is not currently featuring butterflies, will house the exhibition. Admission to the exhibition is included in Hershey Gardens' general admission price.



## THE HERSHEY STORY PREPARES FOR GRAND OPENING

New Museum on Chocolate Avenue to Open in January



For well over 100 years, the word " Hershey " has been synonymous with the Great American Chocolate Bar. Now, The Hershey Story takes visitors on an inspirational journey through the life of Milton S. Hershey, the man, his chocolate company, the town that bears his name, and his generous legacy.

From the interactive Museum Experience to the Chocolate Lab, the results of Mr. Hershey's entrepreneurship, ingenuity and philanthropy are guaranteed to inspire all who enter...



Be fascinated, inspired and filled with wonder as you explore the state-of-the-art Museum Experience. Telling a tale of innovation and entrepreneurship, this second floor experience is devoted to telling the many stories of Hershey - the man, the company and the town.

### Area 1: Failures to Fortunes

"If at first you don't succeed, try, try again." That adage might have been coined with Milton Hershey in mind. America's most famous confec-

tioner bounced from failure to fiasco before hitting on a winning recipe.

In the first gallery of the exhibition, visitors follow Hershey's bumpy path to success through a series of evocative settings that evoke key points in his early life and career.

Stepping through the door of Hershey's birthplace, visitors are surrounded by three additional facades: a recreation of Hershey's first shop in Philadelphia, the thriving Lancaster Caramel Company, and finally his chocolate factory in Hershey, Pennsylvania. Activities, images, and artifacts at each site capture Hershey's ambitions, setbacks, and the unquenchable entrepreneurial spirit that overcame the odds.

The journey begins at the Hershey Homestead, introducing Hershey's family and apprenticeship. Next it recreates Hershey's first, short-lived shop in Philadelphia. Visitors then step into his office of the Lancaster Caramel Company, where Milton Hershey finally found the formula for success.

The last stop is at Hershey's great chocolate factory in the town that bears his name. It was here that Hershey perfected his process of mass-producing milk chocolate, transforming an elite sweet into a treat for all.

*continued on page 2*



## New Hershey Theatre Program to Recognize Student Excellence

You've heard of the Tony Awards and the Academy Awards. Now meet a new award... Hershey Theatre proudly announces the creation of the Apollo Awards. Developed specifically to recognize excellence in local high school drama and musical productions, this new award program will applaud talented student performances. Productions from high schools in Dauphin, Cumberland and Lebanon counties and Elizabethtown Area Senior High School will be eligible for the award. Although the program is still in its formative stages, the first Apollo Awards ceremony will be held May 18, 2009 at Hershey Theatre. The Broadway Tony-style ceremony will include musical numbers by nominated casts and will be hosted by a master of ceremonies.

An advisory committee has been organized to develop award categories, which will include outstanding performances by lead and supporting actors and actresses. The awards program is one of



many fresh initiatives created by Hershey Theatre's new education department.

The Apollo Awards are named after the mythological Greek god Apollo who is a prominent design element in the Theatre's Grand Lobby. Apollo was known as the patron god of music, poetry and the arts.

For information on Apollo Award volunteer opportunities, please email [mtrosko@mshersheyfoundation.org](mailto:mtrosko@mshersheyfoundation.org).



Sweet Innovations

**Area 2: Sweet Innovations**

Cocoa was around for centuries before Milton Hershey came along. But his innovations—and the creativity he nurtured in others—revolutionized the confection.

Visitors get a taste of these inspired ideas, beginning with Hershey’s groundbreaking approach to milk chocolate. They will see a working Kiss wrapping machine, engineered by two self-taught brothers at the Hershey factory, and try to guess the use of eccentric tools invented by factory workers.

The centerpiece of this area, a conche machine for mixing chocolate, comes to life with a roar and a rumble. Panels detailing the chocolate-making process, plus archival footage of the Hershey factory in the 1930s, surround the authentic equipment.

This exhibit area also explores the 1893 Columbian Exposition, which provided a pivotal “aha!” moment for Milton Hershey: It was at that celebration of ingenuity and invention that Hershey bought his first chocolate-making machines. Other displays evoke the Philadelphia soda fountain that Hershey operated, a savvy way to keep his name in the public eye between the sale of his Caramel Company in 1900 and the unveiling of his chocolate factory in 1905.

The area concludes with a spirited look at varied products Hershey manufactured from the byproducts of chocolate making, from cocoa butter soap to cocoa shell mulch.

**Area 3: Power of Promotion**

Milton Hershey understood that even excellent products won’t sell if nobody knows about them. His instinct for promotion was an essential ingredient in his success. From extraordinary artwork on packages, to colorful postcards wrapped inside each chocolate bar, Hershey was a master of making his wares and his name famous.

Five freestanding pillars highlight various fascinating themes, from Hershey’s emphasis on the purity and health benefits of his chocolate to the unprecedented way he used the town of Hershey to promote his products...and used his products to promote the town. These fully interactive displays invite visitors to explore both the extraordinary artwork and the innovative ideas that made Hershey’s promotions so powerful.

Exhibits focus mostly on the decades before The Hershey Company began using mass media in the 1970s. A particular highlight is a streetscape with three early 20th century era storefronts. Each features elaborate window displays designed to attract customers into shops. These original artifacts will change seasonally—just as they once did in real shop windows.



Power of Promotion

The Power of Promotion concludes with a timeline of products from 1894 to today. Find out when your favorite Hershey product made its debut.

**Area 4: Hershey Builds Hershey**

Milton Hershey didn’t just build a factory in the town that bears his name. He built a community. He chose the area for practical reasons—its proximity to dairy farms, available land, and good rail transportation. But he also had sentimental reasons: this was his birthplace. For nearly 40 years, Milton Hershey devoted himself to creating a gracious, enriching, and congenial home for his employees, for tourists, and for himself.

At the heart of this gallery is a spectacular, interactive mini-theater experience that combines a multimedia experience with artifacts and images. Visitors can explore the town’s history, growth, and people. Displays leap from the computer-driven map table, surrounding visitors with sound, film, and oral histories.

Other exhibits explore varied aspects of Hershey, Pennsylvania. They trace its lavish architecture, much of it inspired by Milton and Kitty Hershey’s

travels abroad, as well as the Hershey mansion and life in the factory. Displays also spotlight Hershey-Park and other attractions that made the “Sweetest Place on Earth” a truly extraordinary community.

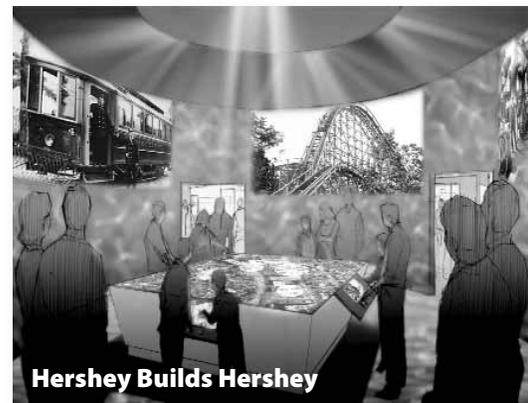
**Area 5: A Living Legacy**

“One is only happy in proportion as he makes others feel happy,” wrote Milton Hershey as a young man. Many years later, Hershey had a chance to put that philosophy into practice.

In the final gallery, visitors meet Milton Hershey the philanthropist, whose helping hand touched countless lives—and whose legacy lives on. They see the fruit of the remarkable M.S. Hershey Foundation, which has supported educational and cultural opportunities since 1935. And they discover extraordinary local resources, from the Community Gardens and ChocolateTown Square to the Community Archives, and of course, The Hershey Story.

Displays highlight Hershey’s support of public schools, his gifts to local churches in the depths of the Depression, and the Penn State Hershey Medical Center, established after Milton Hershey’s death, but reflecting his concern for the community’s wellbeing.

Milton Hershey’s most enduring legacy, however, may be Milton Hershey School, which nurtures children in social and financial need. Through video, photos, and text, visitors will hear about the School from those who understand it best: students and alumni whose lives it continues to change.



Hershey Builds Hershey

The Special Exhibit Gallery, located on the first floor, will provide visitors with an in-depth look at important Hershey stories as they relate to the larger world. The Gallery will feature the museum’s artifacts as well as host traveling shows supplemented with museum artifacts.



Guaranteed to bring out the kid in you, the Chocolate Lab offers participatory classes such as tempering, molding, dipping and making chocolate from scratch.

Inspired by Milton Hershey’s own candy-making apprenticeship and his flair for experimentation, the Chocolate Lab explores the unique qualities of chocolate through playful, hands-on experiences and interactive demonstrations.



Located on the main level, Café Zooka offers a nostalgic atmosphere where you can enjoy a variety of light fare, beverages, baked goods and creative chocolate desserts.



Named after Zooka Chocolate Sticks, these penny candies were one of Milton Hershey’s early chocolate novelties. Made from 1892 through 1904, they were manufactured in Lancaster, PA.



Chocolate geography comes to life! Located within Café Zooka, Chocolate Tasting features exotic chocolate flavors from around the world. Enjoy warm drinking samples made from an intriguing array of “country of origin” cocoa beans. From fruity African chocolate flavors to Indonesian chocolate with caramel overtones, you can be a cocoa connoisseur or simply enjoy a taste of indulgence from around the world.



Whether searching for the perfect gift or seeking a keepsake for yourself, you’re sure to discover something at the Museum Shop that truly captures Hershey’s rich tradition.

You’ll find a wide array of confections from childhood favorites to gourmet chocolates, as well as a large collection of books on all things Hershey - the man, the town and of course, chocolate.

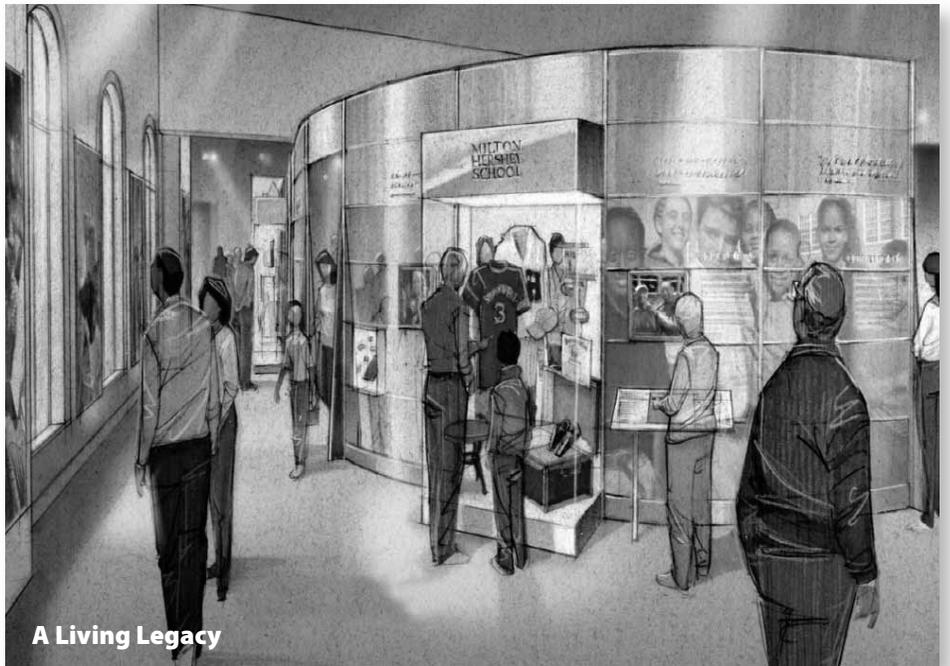


# A CLOSER LOOK inside the Museum Experience

The last two editions of *The Legacy* have featured an in-depth look at each of the five exhibit areas of the new museum. This edition will explore the final area, *A Living Legacy*.

The Museum Experience at The Hershey Story will introduce visitors to Milton Hershey's early life, his business failures and successes, and the development of the community of Hershey. While these areas explore historical themes, our culminating exhibit, *A Living Legacy*, is an inspirational tribute to the many philanthropies of Mr. Hershey. From The M.S. Hershey Foundation, which supports educational and cultural programs, to Milton Hershey School, which provides a nurturing environment and education to children in need, residents and visitors to Hershey continue to be positively impacted by his generosity.

The exhibit space for *A Living Legacy* takes advantage of the many windows along the front of the building, offering visitors glimpses of the beautiful community of Hershey, including Chocolate Avenue, Chocolate Town Square and the First United Methodist Church, one of five churches to receive gifts of \$20,000 each from Mr. Hershey in 1935. In addition, this space will feature several interviews with current Hershey residents sharing personal stories about the positive impact of Hershey Theatre, Penn State Milton S. Hershey Medical Center, and Mr. Hershey's commitment to green space and community service.



**A Living Legacy**

Mr. Hershey's selfless and quiet gift of \$60 million to Milton Hershey School in 1918 guaranteed the longevity of his largest philanthropy. *A Living Legacy* will close with a moving and uplifting video production of stories told by students, alumni, staff and parents who have experienced his generosity first-hand.

This final exhibit area will demonstrate to visitors that Milton Hershey's vision lives on in our

thriving community, a point made even more apparent by the numerous graphics featuring community events and organizations including the Hershey Community Chorus, Hershey Symphony, Hershey Area Playhouse and Hershey Volunteer Fire Department. Serving as a call to action, this exhibit will show that the actions of a single person can make a difference in thousands of lives.

## Community Builder

The Hershey Story strives to honor Milton Hershey, his contributions to the world of business and his unselfish generosity to the community he founded. Perhaps the most visible will be a large-scale mural in the Grand Lobby. Facing the main entrance on Chocolate Avenue and spanning two stories, this commissioned piece of art will be a beautiful and meaningful addition to The Hershey Story.

William Cochran, a renowned "trompe l'oeil" artist from Frederick, Maryland will create this original work of art. Trompe l'oeil, or "trick the eye," refers to a painting style which makes subjects appear three-dimensional, when in fact they are part of a two-dimensional painted surface. Mr. Cochran has completed several large-scale public works throughout the country including the Community Bridge in Frederick.

The mural, entitled *The Idealist*, will consist of three large panels. A recreation of the steps and limestone wall at the Homestead, Milton Hershey's birthplace, will appear in the foreground across all three panels. The center panel will feature a lifelike representation of Milton Hershey seated on the steps surrounded by six children. The children represent children impacted by the Milton Hershey School as well as Mr. Hershey's contribution to public education and cultural enrichment in Hershey. These incredibly realistic figures will be at eye-level to encourage interaction between the art and the viewer.

The background will consist of a landscape, complete with green space, important buildings in Hershey and farmland -- all important parts of Mr. Hershey's model community. Three quotes by Milton Hershey relating to his values of helping others and sustainable community building will be included at the top of the mural. The open design of the atrium and second floor will allow this magnificent piece to be viewed from a number of vantage points.

Work on the mural has begun and will be completed in sections. The background painting of the sky and quotes will take place later this year. The foreground elements, which require much more time, will be painted off-site and applied to the wall in pieces next spring and summer.



The center section of the two-story mural features a lifelike representation of Milton Hershey surrounded by six children.



## Will Be Hershey's Sweet Spot

The grand opening of the one-of-a-kind Chocolate Lab is coming! The Lab will dive into chocolate geography, art and fun in January with regular classes scheduled throughout the month. In February, the Chocolate Lab explodes with new, exciting programs as we celebrate Chocolate-Covered February. A tentative schedule is listed below. Check [HersheyStory.org](http://HersheyStory.org) for updates and ticketing information.



### Chocolate Lab Class Schedule

#### The Art of Chocolate

January and February, weekends at 10:15 a.m. and 4:15 p.m.

What makes dark chocolate dark and white chocolate white? This class will answer those questions and give you a rare look at a real cocoa pod, beans and nibs as well as other ingredients of chocolate. After getting the inside scoop on what makes chocolate so tasty, you will create your own "abstract art" by using three types of chocolates to form a design. This class is suitable for families with children ages 4 and up. 45 minutes.

#### Where in the World?

January, weekends at 12:15 p.m. and 2:15 p.m.; weekdays at 2:15 p.m.

Where else can geography be so delicious? Discover the many places around the globe where cocoa beans are grown. You will be guided to recognize differences in cocoa beans' appearance and taste and make your own unique bar to take home. This class is best suited for families with children ages 8 and up and for adults. 45 minutes.

#### Try it with Truffles

February, weekends at 11:15 a.m., 12:15 p.m., 2:15 p.m., 3:15 p.m.; weekdays at 2:15 p.m.

Even the most inexperienced cooks can produce delicious truffles in this class. You choose the fillings to squirt into pre-moulded chocolate shells. Your truffles can then be customized with a variety of toppings and textures. This class is suitable for families with children age 4 and up. 45 minutes.

### Chocolate Lab Special Events

#### Temper, Temper! Couples' Class

February, Saturdays at 5:30 p.m.

Bring your sweetheart to the Chocolate Lab in February to find out why temper is a good thing when it comes to chocolate making! An expert will demonstrate the art of hand-tempering—the gradual heating and cooling process that gives chocolate its snap and shine. Couples will then collaborate, using tempered chocolate to produce their own moulded confection to take home. 45 minutes.

#### Box of Chocolate Adult Class

Saturday, February 7, 6:30 to 9 p.m.

Learn to make a chocolate box that you can eat—along with the chocolates inside! Pastry Chef Brian Peffley will instruct this in-depth adult class.

#### Hosting a Birthday Party? Let us!

Chocolate-themed parties coming to The Hershey Story. Celebrate your child's special day with a private party room and a unique experience in the Chocolate Lab!

#### Parties include:

- Private party room with birthday banners or bring your own decorations
  - Chocolate Lab Session, "The Art of Chocolate"
  - A chocolate activity in the classroom
  - Favor bag for each child
  - Special gift for birthday child
- For details and scheduling information, please visit [HersheyStory.org](http://HersheyStory.org).

## Be a Part of Mr. Hershey's Legacy

As construction of The Hershey Story nears completion, the Capital Campaign supporting Mr. Hershey's legacy continues forward. Recently, the campaign entered the "community phase."

"It's the perfect opportunity for the residents of Hershey, and beyond, to recognize Milton Her-

shey and his benevolence, entrepreneurship and vision of community" said Diane Paul, director of community relations. "Your donation not only supports the museum, but ensures future generations will know the Hershey story."

All donations will receive a listing in a commemorative Hershey Story book. Donations of

\$1,000 or more will receive a complimentary one-year household membership, as well as an invitation to a special "Children & Families Preview Reception."

For more information or to make a donation online, please visit [HersheyStory.org](http://HersheyStory.org) or call Barbara Latz at 717.520.5581.

## ART + inspiration

a juried community art exhibit

Milton Hershey's life was one of inspiration. His persistence in the face of failure, his determination to succeed and the creativity he inspired in others now serve as inspirations to others.

The Hershey Story wants to see how you are inspired! The inaugural exhibit "Art + Inspiration" in the Special Exhibits Gallery will display the works of local artists and craftspeople. The exhibit will run from May 23 through November 8, 2009 and will be free to the public.

Artists may submit up to three works in any medium for inclusion in the show. Artists should ask themselves, "What inspires me?" Artists must submit a brief explanation of how the piece fits into the theme.



Artists may submit works in one of two categories: junior (high school students 18 years and under) or adult (all other artists 18 and over). To be eligible artists must reside or attend school in the following counties: Adams, Cumberland, Dauphin, Lancaster, Lebanon, Perry or York. All entries must be original and must have been completed in the past five years. Prizes will be awarded to the first, second and third place for both Junior and Adult categories.

All entries must be received by January 15, 2009. For complete eligibility requirements, entry fee, submission guidelines and entry form, please visit [HersheyStory.org/exhibits/special-exhibit.aspx](http://HersheyStory.org/exhibits/special-exhibit.aspx).

# Hershey Museum to Refine Collection

As Hershey Museum transforms into The Hershey Story, it is also refining its permanent collection. The collection currently contains approximately 22,000 artifacts, which is divided into three main collections: the Native American collection, the Pennsylvania German collection and the Hershey collection. Each of these collections comprises 4%, 12% and 38% respectively. The remaining 46% of the Museum's holdings are not Hershey-related and were not acquired by Mr. Hershey.

Hershey Museum routinely evaluates artifacts in its collection for appropriateness to its mission and vision, as well as exhibit and educational programming goals. After careful consideration, the Museum will be removing a portion of unrelated items, including military artifacts, furniture



Cape with floral embroidery, 1890 - 1900

and textiles from its permanent collection.

It is preferred to sell, exchange or donate removed items to another museum or cultural institution as dictated by standard museum practice. The benefit is that artifacts remain in the public trust where they are used in exhibitions and educational programs and are available for research. For example, military items currently in Hershey Museum's collection could be sold or donated to a museum that focuses on military history. Only as a last resort will items be sold at public auction. Funds from such auctions are restricted in that they may only be used to acquire new items for the permanent collection or for direct collections care. Funds cannot be used for general operating support, staff salaries or capital expenses.

The Museum does not take this action lightly and only after careful consideration of appropriateness and condition,

and with board approval will any item be removed from the collection. The Native American and Pennsylvania German collections acquired by Mr. Hershey will be housed and maintained at The Hershey Story. These collections will be used in upcoming special exhibits, available to qualified researchers and lent to other museums and

cultural institutions. Artifacts from the museum's collection are currently on loan to the Hershey-Derry Township Historical Society, The State Museum of Pennsylvania, the Susquehanna Art Museum, and Historic Manheim Preservation Foundation.



Civil War era canteen and buckle.

## BECOME PART OF THE STORY...VOLUNTEER!

When the doors open to The Hershey Story, volunteers will serve a vital role. From hands-on help in the Chocolate

Lab to storytelling in the museum, volunteers will help to tell the many stories of Hershey as well as welcome visitors.

Training sessions will begin soon and include a building tour. For more information, please contact the Volunteer Coordinator at 717.508.5958 or visit [HersheyStory.org](http://HersheyStory.org).



Join us in one of the following rewarding opportunities:

- Docents: Work with school groups in exhibit areas
- Chocolate Lab Docents: Assist staff working with school groups in the Chocolate Lab
- Chocolate Lab Volunteers: Distribute supplies to classes; provide guidance to individual groups; facilitate entry and retrieval of items made in the Lab
- Visitor Service Volunteers: Interact with the public by answering exhibit questions, participate in storytelling program and ticket taking
- Special Event Volunteers: Assist with special events, such as Career Day and other family programs
- Curatorial Volunteers: Assist with unpacking and cataloguing collection items
- Youth Past Masters: 12- to 14-year-olds assist summer visitors with crafts and demonstrations.

## Hershey Museum History Contest Winners 2008

A group of top-notch students were chosen as this year's winners of the annual History Contest for Young Writers. First place entries were, coincidentally, all thoughtful reflections on some aspect of America at war, ranging from the Revolutionary War to World War II. The History Contest will move to The Hershey Story in 2009; details and this year's winning entries can be found at [HersheyStory.org](http://HersheyStory.org).

Congratulation to this year's winners!

### Junior Non-Fiction:

First place: Teresa Chambers, Home School, Mechanicsburg

Second place: Doug Wilson, Hershey Intermediate School

### Junior Fiction:

First place: Joanna Ye, Mooreland Elementary School, Carlisle

Second place: Hali McKinley Lester, Good Hope Middle School, Mechanicsburg

### Senior Non-Fiction:

First place: Grace E. Wagler, Home School, Hershey

Second place: Cassandra Baddorf, Home School, Mechanicsburg

### Senior Fiction:

First place: Greg Flury, Elizabethtown Area Middle School

Second place: Taylor Webster, Good Hope Middle School, Mechanicsburg

### Junior Poetry:

First place: Tiffany Reed, Home School, York

Second place: Ethan Gatchell, Home School, Red Lion

### Senior Poetry:

First place: Audrey A. Stydinger, Middletown Area Middle School

Second place: Robert Shreiner, Landisville Middle School



First place winners, from left to right: Joanna Ye, Teresa Chambers, Grace Wagler, Greg Flury, Audrey Stydinger, Tiffany Reed.

**HERSHEY THEATRE**  
*Celebrating 75 Years of Performing Arts*



# Broadway Series

## The Pajama Game

Tuesday, October 21 to Sunday, October 26



The must-see musical of the season!

Bright and riotously funny, this fast-paced, frisky tale is theater at its very best with this sparkling, all-new production of the Tony Award® winning Broadway smash hit –

“The Pajama Game.” The feisty employee representative has found her match in the pajama shop superintendent and when the two get together, they wind up discussing a whole lot more than job actions! The high-energy score by Richard Adler and Jerry Ross brims with popular hits and musical theater standards such as “Hey There,” “Steam Heat” and the hilarious “Hernando’s Hideaway” that will keep you humming all the way home.

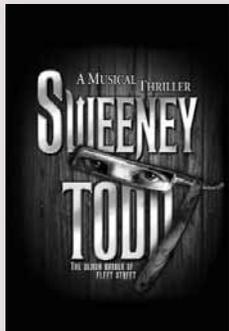
For solid musical comedy, it’s hard to beat “The Pajama Game.”

## Sweeney Todd The Demon Barber of Fleet Street

Tuesday, January 13 to

Sunday, January 18

Experience, live on stage, the musical that inspired the Tim Burton and Johnny Depp movie.



This revolutionary revival features a multi-talented ensemble of ten actor/musicians. When the infamous demon barber takes up with his crafty neighbor, Mrs. Lovett, the two embark on a delicious plot to slice their way through London’s upper crust. Justice is served—along with lush melody, audacious humor and hair-raising excitement. Don’t miss this phenomenal production—with full music and lyrics by multiple Tony Award® winner Stephen Sondheim.

## Avenue Q

Tuesday, February 3 to Sunday, February 8

“Avenue Q” is Broadway’s smash-hit 2004 Tony Award® winner for best musical, best score and best book. A



from L to R are Carla Renata, Minglie Chen, Nicky, David Benoit (C) Carol Rosegg 2007

hilarious show full of heart and hummable tunes, “Avenue Q” is about trying to make it in NYC with big dreams and a tiny bank account. Called “one of the funniest shows you’re ever likely to see” by Entertainment Weekly, “Avenue Q” features a cast of people and puppets who tell the story in a smart, risqué and downright entertaining way. The New Yorker calls it “subversive and uproarious!” WARNING: Due to adult situations like full puppet nudity, “Avenue Q” is not suitable for all audiences.

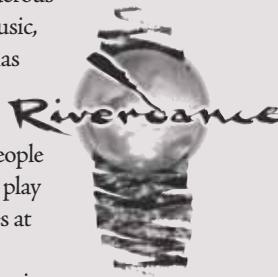
[Avenue Q has not been authorized or approved by The Jim Henson Company or Sesame Workshop, which have no responsibility for its content.]

## Riverdance - The Farewell Tour

Tuesday, March 24 to Sunday, March 29

Riverdance, the thunderous celebration of Irish music, song and dance that has tapped its way onto the world stage thrilling millions of people around the globe, will play Farewell Performances at Hershey Theatre. “A Phenomenon of Historic Proportions!” raves the Washington Post (6/10/2007),

“An explosion of sight and sound that simply takes your breath away,” cheers the Chicago Tribune. “A family evening unlike anything else!” explains The London Times. Discover why nothing in the world compares to The Original International Phenomenon! Whether it’s your first time or your fifth, you won’t want to miss these FAREWELL performances of Riverdance!



## HAPPY DAYS A New Musical

Tuesday, April 21 to Sunday, April 26

Goodbye gray skies, hello blue! Happy days are here again with Richie, Potsie, Ralph Malph and the unforgettable “king of cool” Arthur “The Fonz” Fonzarelli. Based on the hit Paramount Pictures’ television series, “HAPPY DAYS – A New Musical” reintroduces one of America’s best loved families, the Cunninghams, and the days of 1959 Milwaukee complete with varsity sweaters, hula hoops and jukebox sock-hoppin’.

The famed drive-in malt shop and number one hang-out, Arnold’s, is in danger of demolition, so the gang teams up to save it with a dance contest and TV-worthy wrestling match. This perfectly family-friendly musical will have you rockin’ and rollin’ all week long!



“HAPPY DAYS – A New Musical” has a book by the legendary Garry Marshall. Music and Lyrics by Oscar winning composer Paul Williams. Directed by Gordon Greenberg. Music Arrangements and Music Supervision by John McDaniel. Choreographed by Michele Lynch.

For tickets, please call the Hershey Theatre Box Office at 717.534.3405, or visit [HersheyTheatre.com](http://HersheyTheatre.com).

## THE RAT PACK IS BACK!

Holiday Show  
December 12 & 13



This spirited tribute recreates one of the famous free-wheeling, no-holds-barred nightclub acts starring Vegas’ four favorite sons: Frank Sinatra, Sammy Davis, Jr., Dean Martin and Joey Bishop.

## Bob the Builder LIVE! SPUD’S BIG MESS

January 24 & 25

Come see Bob the Builder and his team embark in a brand new adventure! Based on the popular international television show sensation, “Bob the Builder Live!” is guaranteed to delight, educate and entertain!



2 Shows  
October 18

Stanley Lambchop is your normal, everyday kid until one day he wakes up flat! “The Musical Adventures of Flat Stanley” brings this beloved character to a new generation of families through song, dance and the spectacle of live theater.

Amy Grant	November 20
Mannheim Steamroller	December 4
Dublin Philharmonic Orchestra	February 20
The Irish Rovers	March 6
National Acrobats of China	March 14
Jesus Christ Superstar	April 2
Russian National Ballet	April 3

# Hershey Theatre Hosts "From Page to Stage"

Speaker to discuss how to transform text into a stage production

**O**f all forms of literature, drama may be the most involved with community life, transforming issues of social significance first expressed on the page into live, public performance. Join us on Monday, November 10 as Carlyn Aquiline, Literary Manager and Dramaturg at Pittsburgh's City Theatre Company, discusses how a theater company transforms a written text into what you see on stage, beginning with how to read a script and imagine it as a stage performance. She'll explain the issues and timeline of the production process, from set design to casting and rehearsal. Asking participants to join in as actors in scene readings, Aquiline will suggest how a reader of a script can imagine it as a stage performance. Using costume sketches, set models and lighting plots, she will guide the audience through the production process and illustrate every step from casting to rehearsal to the final production. Some fascinating stage tricks using real props, costumes, and set materials will be revealed.

**PHC** | Pennsylvania  
Humanities  
Council

Monday, November 10 at 7:00 p.m. Free admission



## Lights, Camera, Action!

Back by popular demand, youth workshops return to Hershey Theatre

**M**any accomplished actors found their love of acting through early theater classes. This fall, students will have the opportunity to follow in this tradition as they take to the stage during Hershey Theatre's Youth Workshops. From the energy of backstage to the limelight of center stage, there is something for everyone.

Each workshop is \$40 per student, lunch is included. For more information or to register, please call 717.533.6299.

### "Lights, Camera, Action"

Saturday, November 8  
from 9 a.m. to 3 p.m.

It's show time! Students will begin their day on an empty stage and end with an original production. From hanging the lights to dressing the set, they'll learn about the many fascinating behind-the-scene jobs of theater production during this fast-paced day.

For students grades 7-12.



**Young actors take to the stage in Theatre youth workshop**  
From Miss Universe's gown to Garfield's ears and tail, these aspiring actors used only newspapers to create scripts, costumes, props and sound effects for their own production. The day ended with a performance for family and friends live on stage, complete with curtains and lighting.

## Classic Film Series

**The Maltese Falcon**  
Tuesday, October 7, 2008 at 7:00 p.m.

**Phantom of the Opera**  
Friday, October 31, 2008 at 7:30 p.m.

**A Christmas Story**  
Sunday, November 16, 2008 at 2:00 p.m.

**White Christmas**  
Saturday, December 6, 2008 at 7:30 p.m.

**The Princess Bride**  
Saturday, February 14, 2009 at 7:30 p.m.

**Rear Window**  
Sunday, March 15, 2009 at 2:00 p.m.

**Dr. No**  
Saturday, April 4, 2009 at 7:30 p.m.

General admission tickets available for \$7.00  
Arrive early and enjoy a concert on the historic Aeolian-Skinner organ 30 minutes prior to each movie presentation.

## Hershey Theatre Hosts Food Drive

Guests to Amy Grant concert encouraged to donate food



Amy Grant

Hershey Theatre is teaming up with the Central Pennsylvania Food Bank for a food drive at the Amy Grant concert on November 20. Guests are asked to bring non-perishable food items to be donated to local needy families.

The Central Pennsylvania Food Bank distributes food and grocery products to more than 500 soup kitchens, shelters, and food pantries in 27 central Pennsylvania counties. These agencies directly feed thousands of hungry families throughout central Pennsylvania.

For more information, or for tickets to the concert, please visit [HersheyTheatre.com](http://HersheyTheatre.com) or call the Box Office at 717.534.3405.

# Hershey Gardens' Horticultural Center "Goes Green" and Declares "New Digs"

For several decades, Hershey Gardens' Maintenance and Horticultural Center was located in a green metal building east of the Gardens. In spring, the center moved to its new home south of the Gardens at a former Milton Hershey School facility called "Rosemont Barn."

"Rosemont Barn gives us more capability, makes us more efficient and allows us some much-needed space for equipment," said Jamie Shiffer, Grounds Maintenance Supervisor. "We're also grateful to utilize an existing building, rather than building new."

When the barn was being restored, the crew discovered a cavernous underground cistern. "So we added plumbing from the barn's guttering, and we now harvest rainwater there," said Shiffer.

The new barn is being leased from the Milton Hershey School. It is similar to other early century Pennsylvania bank barns - built from wood and limestone between 1900 and 1920. It was remodeled mid-century and again in later years, but has now been completely restored and strengthened.



## Homeschool Days

Homeschool families, enjoy these programs created just for you! Ideal for students in grades kindergarten through five, these nature-themed classes use the outdoors to teach students in a fun, engaging way.

**Monday, October 13, 10 a.m. to 2 p.m.**

### A Day in the Life of the Eastern Woodland Indians

New! Explore the important role of nature in the everyday life of the Eastern Woodland Indians. Discover how Native Americans used natural resources to feed, clothe and shelter themselves. Other hands-on activities include furnishing a wigwam, grinding corn and handling regional artifacts.

**Wednesday, April 15, 10 a.m. to 2 p.m.**

### Green Thumbs

Children will cultivate their own green thumbs as they explore the importance of plants. Planting a seed to take home, tending to our garden and examining plants up close are some of the activities they will enjoy. Children even take the green thumb pledge as new gardeners!

Homeschool Days feature a special admission rate of \$5 per student and \$8 per adult; children under 3 are free.

For more information, please call 717.508.5968 or e-mail [education@hersheygardens.org](mailto:education@hersheygardens.org). Registration is not required for these programs.



## Green Thumbs



## the Garden Wonderers

### Preschool Program for ages 3 to 5

Spend a fun and educational hour re-discovering nature with your preschooler!

Kids will love this fun program that builds on their natural curiosity and enriches their understanding of nature. Each theme day includes garden exploration and a story, craft, snack or take-home surprise!

Choice of program times: 10:00 a.m. or 1:00 p.m.  
Cost: \$10 per child, plus Gardens admission.  
Discounted rate for all sessions below:  
\$40 per child.

Please call 717.508.5968 or e-mail [education@hersheygardens.org](mailto:education@hersheygardens.org) for information and registration. Registration and pre-payment are required.

#### October 2 | Enjoy the Harvest

Come help the gardens harvest some of our many vegetables.

#### October 16 | Fall into Fall

The gardens are alive with fall color! Be a detective as we look for clues to the changing season.

#### November 6 | A Long Winters Night

Explore some of the flowers that sleep all winter and help the gardeners plant tulips to enjoy next spring.

#### November 20 | Giving Thanks

Give thanks for the harvest and other wonders of nature.

#### December 4 | Exploring Evergreens

Help decorate our evergreen trees with edible ornaments for our furry and feathered friends.

#### December 18 | Gifts from the Garden

December is a special time to reflect upon all the gifts we have received from the garden all year. Come party with your friends for one last time in 2008.

# Boo!

## Halloween at Hershey Gardens will be a Haunting Good Time

Whether its fun or fright you're looking for, Hershey Gardens will feature both this Halloween. Bring your flashlights to the Pumpkin Glow on Friday, October 17 as you walk the garden path and marvel at the spooky illuminated carved pumpkins. Kids - come in costume and "trick or treat" at the Gardens! New this year, Milton Hershey School's Springboard Academy will join the gardeners in creating all the ghoulish pumpkins.

Saturday, October 18 brings the Jack 'O Lantern Jamboree. From 11 a.m. to 2 p.m. the Gardens will come alive with festive fall and Halloween games, crafts and activities. Children in costume will add to the merriment!

Come enjoy both days for one regular admission fee. Admissions purchased after 6 p.m. on Friday, October 19 are also valid for entry on Saturday, October 20. Happy Halloween!



**Pumpkin Glow, Friday, October 17 from 6 to 9 p.m.**

**Jack 'O Lantern Jamboree, Saturday, October 18 from 11 a.m. to 2 p.m.**

*Admissions purchased after 6 p.m. on Friday are also valid for entry on Saturday.*

## DISCOVER THE UNITED STATES...AT HERSHEY GARDENS!

National Christmas Tree Walk a Great Way to Explore the States



Hershey Gardens is often host to visitors from across the U.S.A. As the holidays approach, the Gardens will be celebrating its visitors with the National Christmas Tree Walk, November 14 through January 4, except December 25.

The walk, now in its second year, will feature dozens of trees decorated with ornaments from all 50 states and the District of Columbia. Other themed trees will also be on display, such as a Native American tree and a patriotic tree.

"Kids especially love these trees," said Craig George, director. "They're curious about the states and it's a great opportunity for them to learn more."

Have an ornament from another state you'd like to donate to the Walk? We'd love to have it! Please bring your like-new ornament to the Gift Shop before November 1.

## An Old-Fashioned Classic Christmas

Need a holiday respite from the hustle and bustle of the season? Hershey Gardens' Classic Christmas celebration is it. Enjoy nature's beauty, music, festive decorations and everything you'll need to dress your home and complete your holiday shopping.

Local choirs will be performing at various times throughout the weekend, while the Gardens glisten with holiday decorations and the National Christmas Tree walk. The Gift Shop will feature special holiday items, as well as the popular garden greenery sale that only Hershey Gardens can offer. Choose from beautiful wreaths, table decorations and other decorative pieces made from many varieties of Hershey Gardens' own conifers and other unique greens.

**Hershey Gardens' Classic Christmas**

Friday, December 5 to Sunday, December 7 from 10 a.m. to 4 p.m.



# There's A Lot "Growing on" at Hershey Gardens

## Education

### Art in the Gardens

Fridays: October 3,10,17,24; November 7,14, 21 and December 5,12,19 from 10 a.m. to 12 p.m.

Enjoy the Gardens while learning to draw and paint the beautiful landscape. Class fee: \$14

### Tai Chi at the Gardens

Wednesdays: October 1,8,15, 22, 29; November 5,12,19 and December 3,10,17 from 7:30 to 8:30 p.m.

In this ancient Chinese exercise, the slow and relaxed movements add an enriching quality to the body and soul. Class fee: \$14

### Yoga at the Gardens

Wednesdays: October 1,15, 22, 29 from 5:30 to 6:30 p.m. November and December dates to be announced.

Create a relationship with your spirit through prescribed postures and controlled breathing. Class fee: \$14

### Golf Course Turf Management vs. Turf Management at Home\*

Tuesday, October 21 from 7:00 to 8:30 p.m.

This class will compare care given to grasses on a golf course to the care needed for a home lawn. Learn about mowing, grass make-up, fertilization and aeration of greens, tees and fairways. Class fee: \$14 per session, or \$40 for set of three classes

### Beautiful Bloomers of Hershey Gardens

Tuesday, October 28 from 7 to 8 p.m.

Enjoy an illustrated lecture tour of some of the most beautiful plants in the Gardens. Discover what makes them special and learn how the staff keeps them healthy and looking their best. Class fee: \$14

### Holiday Table Decorations

Thursday, October 30 from 7:00 to 8:30 p.m.

Demonstrations on making centerpieces for the Thanksgiving and the holiday season with local florist Cherylann Wagner. Class fee: \$14 plus supplies

### Maintenance of a Golf Course

Tuesday, November 11 from 7:00 to 8:30 p.m.

Learn about the use of computer-driven irrigation technology and equipment used on the golf courses of Hershey. Class fee: \$14 per session or \$40 for set of three classes

### Holiday Wreaths

Saturday, December 13 from 2:00 to 3:30 p.m.

Make a holiday wreath with the staff from local florist "Flowers by Cherylann." Class fee: \$14 plus supplies

### Construction of a Golf Course\*

Tuesday, January 13 from 7:00 to 8:30 p.m.

Review the USGA's guide for building tees and greens and take a look at plans for renovations of Hershey's golf courses, including the recent transformation of Spring Creek Golf Course. Class fee: \$14 per session or \$40 for set of three classes

\*Note: For those attending all three golf course classes, there will be a follow-up class in the spring.

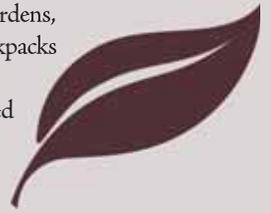
For more information or to register, please call 717.508.5972.

Hershey Gardens members receive a \$2 discount. Classes will be in the Gardens or the Education Building.

## Discovery Backpacks Are Tree-mendous!

Gardens introduces new backpack theme

A great way to discover the many wonders of Hershey Gardens, Discovery Backpacks include all the activities and materials you'll need for launching a fun, self-guided tour through the Gardens.



October will introduce a new backpack theme: Tree-rific, Tree-mendous Trees! Set out on an adventure to explore one of our great natural resources: trees. Discover the relationship between people and trees and learn a few surprises along the way. Some of the activities include reading a book underneath a shady oak tree, learning how to identify trees and leaves, and designing your ultimate tree house. Document your discoveries through journal entries to write your own tree adventure!

Discovery Backpacks are ideal for youth

groups and families and take about two hours to complete. There is a rental fee of \$5 per backpack and \$1 per youth, in addition to general admission. Please call 717.508.5968 to reserve your backpack.



## Eastern Woodland Indian Program Moves from Museum to Gardens

New Focus on Horticulture Revamps Popular Museum Program

The beauty and bounty of Hershey Gardens in autumn will be the ideal setting for a new program being offered to school groups in October. Teachers and students visiting Hershey Gardens will have the opportunity to take part in an exciting new school program, "A Day in the Life of an Eastern Woodland Indian."

Designed for students from preschool through fifth grade, this interactive program will utilize the Native American and Pioneer Patch gardens in the Children's Garden.

"Students will learn through hands-on activities how the Native Americans used nature and their surroundings to meet their needs," said Mariella Trosko, director of education. "Children can learn by doing. They'll

grind corn, use pump drills, furnish a wigwam and examine the plants that were vital to the people of this region."

Over the years, similar programs offered at Hershey Museum were among the most popular with educators and students alike. This new program, now with a horticultural focus, will be enhanced with educational materials and expertise from the Museum. All Native American collections will continue to be maintained at The Hershey Story and utilized for research, loans to other museums and special exhibits. However, the educational materials specific to the Eastern Woodland Indians will now be shared with Hershey Gardens in this special new collaboration.



Local native Americans lived in wigwams, shown here in the Children's Garden.

# Acquisition of Journals Offers Glimpse of Early Hershey

Daily journals are kept as a personal record of the activities in an individual's life. Although never intended for a public audience, many journals provide us with a better understanding of what daily life was like for the individual. What may seem mundane or ordinary has rich historical value if placed within the right context.

Hershey Community Archives recently acquired a collection of journals that details one man's work experience in the Hershey Chocolate Factory during the Great Depression and World War II. Born in 1908, Raphael Eckenroth began working for the Hershey Chocolate Corporation in 1928. Perhaps to accurately record his income during a period of financial uncertainty, or possibly due to a meticulous personality, Eckenroth recorded his daily wages and work assignments in the factory. The collection, which consists of ten journals dating between 1934 and 1943, was donated to the Archives by Eckenroth's daughter, Mary Mayer.

In the chocolate factory, Raphael Eckenroth worked primarily in the "carver room" with the cocoa butter presses. However, he was frequently reassigned to a different area of the factory, sometimes for as little as one hour a day. His daily work assignments are recorded in his journals and a researcher can track the fluctuations in his income based on these reassignments. In a few of the journals, Ecken-

His journal entries reflect a labor situation that differs greatly from that of today. In 1936, on the Fourth of July, Eckenroth worked a 14 hour day. On Labor Day he worked 16.5 hours. His records indicate he made his standard rate of \$0.31 an hour on both of these days.

*"Work in park — was terrible full. Sold 410 gallons ice cream and also was very hot."* (August 23, 1936)

There is little information about the personal lives of the Eckenroth family in the journals. Deaths, major illnesses, and social activities are recorded, however only rarely does Eckenroth reflect on the events he chronicles. These rare instances of Eckenroth's reaction to both local and world events help the researcher to place him in context within the community. Of great interest is his reaction to the labor strike in 1937. The journals offer a timeline of events and Eckenroth's feelings regarding



Raphael Eckenroth

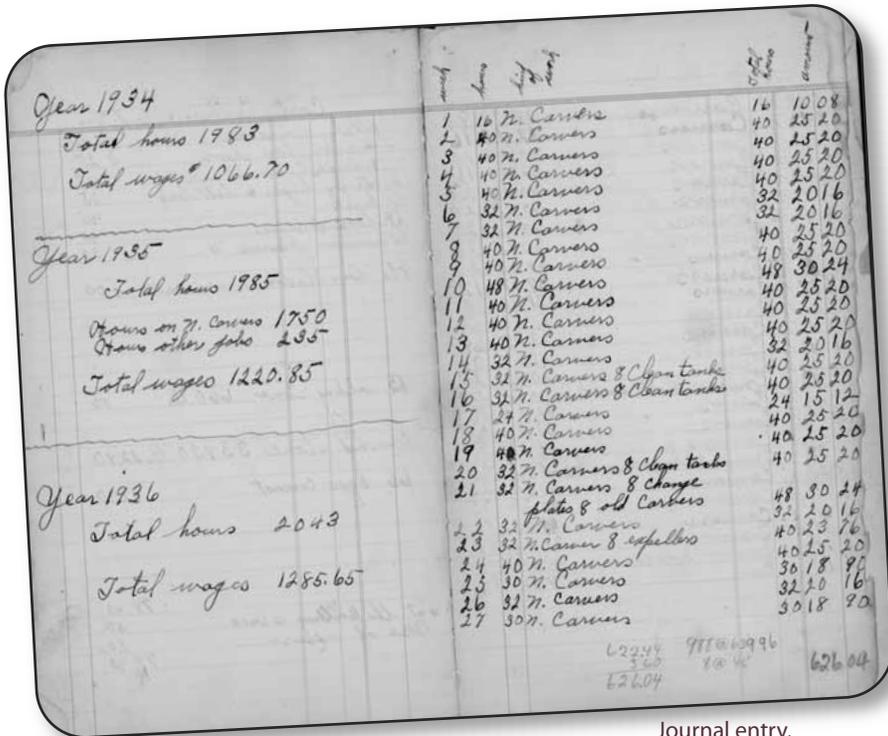
*"Junior had sore ear. Had him with doctor in Lebanon. The old sawhorse charged 5 dollars."* (November 23, 1935)

In 1934, when the journal entries begin, Eckenroth is supporting a family of four. He and his wife, Virginia Swope, had two children, Raphael Jr. born in 1929 and Mary born in 1933. Eckenroth's journals provide a unique perspective into the economic situation in Hershey during the Great Depression.

The detailed entries aid in understanding how an individual family in this area struggled through those times.

*"This year 1940 was full of events. A number of countries including France were conquered this summer and the war still going on in full blast. I lost my regular job February of this year and been working extra since than."* (December 31, 1940)

Raphael Eckenroth worked for the Hershey Chocolate Corporation for 45 years until his retirement. His journals, although spanning a brief 10 years, are an extraordinary asset to the Archives and our understanding of the Great Depression's impact on the Hershey community and businesses. The community's ability to weather the Depression was due in part to the residents and employees, like Raphael Eckenroth, who worked long hours in demanding jobs to support their families.



Journal entry.

roth also records how many hours each shift is working in the department and the hours of operation for the "old" and "new" carvers. These entries offer insight into the factory's production schedule and the increase in hours and output during the war.

*"All old carver presses started again to press and are operating three 8 hour shifts. The [new] carvers are operating two 7 hour shifts today."* (February 24, 1942)

In 1936 and 1937, when he was not in the factory, Eckenroth was working for Hershey Estates. One week after the Hershey Arena opened in 1936, Eckenroth was ushering at a Hershey Bears game for \$0.30 an hour. When Hershey Park was in season he served ice cream and worked in the beer garden.

unionization are evident. By his own estimate, Eckenroth lost \$18.00 in wages due to the strike.

*"Had election today. C. I. O. had 786. Loyal 1542. Was happy day for Hershey. Spent the night drinking and being merry."* (April 23, 1937)

The journals also provide insight into the local economy, as a few household expenses are detailed. At the end of 1935, Eckenroth's son, Raphael Jr., becomes ill. In the journal a \$5.00 doctor's visit and a \$12.00 x-ray are recorded. At the time, Eckenroth is earning \$0.63 an hour, or \$5.04 a day. Additional expenses related to home improvements and automobile maintenance are listed. The family's water and electricity usage are recorded, although the related expenses are not always provided.



Carver Press

*"Work [old] carvers 6 hours, scrape floor 2 hours, labor gang 2 hours. Hot. Was 100 on back porch this p.m."* (June 25, 1943)

The Raphael Eckenroth papers are available to researchers at the Hershey Community Archives. Please contact an archivist at 717.533.1777 for more information.



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[MSHersheyFoundation.org](http://MSHersheyFoundation.org)

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The M.S. Hershey Foundation prints most materials on recycled paper using environmentally friendly soy-based ink.

# Trips and Excursions

HERSHEY STORY TRAVEL

Please call 717.520.5585 for more information or to make reservations.

### Young Frankenstein, New York, NY Saturday, October 25

It's alive! A wickedly inspired re-imagining of the Frankenstein legend based on Mel Brooks' classic comedy masterpiece, the story follows bright young Dr. Frankenstein as he attempts to complete his grandfather's masterwork and bring a corpse to life. He succeeds in creating a monster - but not without scary and quite often hilarious complications. This matinee show includes dinner after the performance. Trip fee: Members: \$240, Non Members: \$250.

### Holiday Tours at Nemours Mansion and Longwood Gardens Friday, December 5

Description:  
Nemours Mansion and Gardens, originally constructed in 1910, is one of the grandest buildings ever constructed in Delaware and includes the largest formal French garden in North America. The Mansion has just completed a dazzling \$39,000,000 restoration and will be featuring a festive holiday display. Enjoy lunch at the Mendenhall Inn, then visit Longwood Gardens and their fairytale holiday Christmas lights. Trip Fee: Members: \$90, Non Members: \$100



### Cuba Revisited Friday, March 20 through Saturday, March 28, 2009

Don't miss this rare and special invitation to explore Milton Hershey's connections as well as participate in a licensed Cuban humanitarian program where supplies are delivered to an independent charity. Ride the "Hershey train" to the town of Hershey which still remains intact today. Bring medical supplies to Caritas, a Catholic charity in Havana where we'll spend five nights.



Next, discover the sugar industry as well as the lives and culture of Trinidad de Cuba, a world heritage site. A portion of each day's activities will be devoted to humanitarian activities. An English-speaking Cuban guide will accompany the group. Cost: \$4,095 including air from Philadelphia.

### Venice with a Mediterranean Cruise Wednesday, April 22 through Saturday, May 2, 2009

Celebrate Hershey Theatre's 75th Anniversary with a very special trip.

Venice, noted for its splendid architecture and art, was the inspiration for Hershey Theatre. Enjoy a special itinerary of this magical city which begins at the Piazza San Marco, once the gateway to the city and proceeds to canals and neighborhoods. Stay at the Hotel Monaco & Gran Canal, a former palace, located in the center of this beautiful city, allowing you a chance to explore on your own. A professional guide will lead us to St. Marks Basilica and Doge's Palace, a private reception and tour of the Teatro La Fenice, a Mask Makers Shop, a chocolate making demonstration at the VizioVirtu Chocolate Shop, Frari Church, the Guggenheim Museum and the Accademia Gallery.

After Venice, embark on a 7-day Mediterranean cruise

via Royal Caribbean's Splendour of the Seas. Sail to Croatia where you'll enjoy medieval architecture and beautiful landscapes. Next is Kusadasi (Ephesus) Turkey where you'll explore the ancient site of 11th century Ionians. On to Santorini where you'll marvel at the black sand, crystal waters and whitewashed villages. The last stop is in Corfu, Greece where you'll discover the scenic beauty and artwork before returning to Venice for our return home.



Visit [HersheyStory.org](http://HersheyStory.org) for a brochure or call 717.520.5585 for more information.

Want to be on our Trips & Excursions email list?  
Please email [jhester@hersheystory.org](mailto:jhester@hersheystory.org) and let us know.