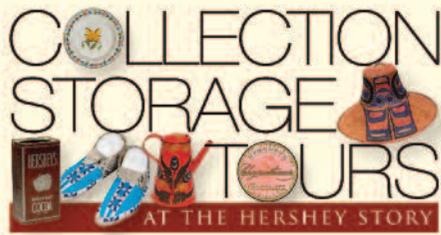


# THE LEGACY

NEWS from THE M.S. HERSCHEY FOUNDATION | FALL/WINTER 2013 | ISSUE 17



**Just in Time for Halloween:  
A Collection Storage Tour of  
the Strange and Unusual  
Saturday, October 19 at 11 a.m.**

THE HERSCHEY STORY MUSEUM



Hair work wreath, 1865

In keeping with the Halloween spirit, the staff at The Hershey Story Museum will be showcasing some of the strange, weird and bizarre artifacts from the museum's collection. Join us on Saturday, October 19 at 11 a.m. to see items made of human hair, whimsical wood carvings and unique natural specimens among other curiosities.

The 45-minute tour is \$6 for adults (13+); free for Hershey Story members. Advance ticket purchase recommended; please call 717.520.5722 to make your reservation.



Wooden chain of 279 linked rings, 1900-1940

## 50 Years Ago: The Sweet Story of the Iconic Hershey's Kisses Streetlights

While Chocolate Avenue may not be paved with chocolate, it is lined with Hershey's Kisses. The iconic Kiss streetlights were installed 50 years ago, in the fall of 1963, and were the brainchild of Samuel Hinkle, president of the Hershey Chocolate Corporation.

The story of the origin of Hershey's remarkable streetlights can be found in the Hershey Community Archives' oral history collection. Don Chubb, who worked as an electrical engineer for the Hershey Chocolate Corporation, related the story of developing the streetlights in his 1999 interview:

*Well, as far as memorable projects, I had two of them. One of them was when Sam Hinkle decided that he wanted to have streetlights in Hershey that didn't look like streetlights in Middletown, or Steelton, or Harrisburg, or Elizabethtown, or Palmyra, or any place else. He just didn't want streetlights like that. Mr. Hinkle made the statement that he wanted his town re-lighted. And, you know, at that time, when a man was chairman and president of [Hershey] Chocolate, he was chairman of just about everything else, too. You know that story.*

*Anyhow, I said, "Well, the only way you can have streetlighting like that is to get some manufacturers to come up with some prototype fixtures." Well, the three major manufacturers were Westinghouse, General Electric and Line Material. So we talked to all three of them and asked if they would make up a prototype fixture.*

The manufacturers were directed to use Hershey's Kisses as inspiration for the shape of the light, so that an incandescent bulb could be used. Chubb explained that the other option, developing a light in the shape of a chocolate bar, was not an option because he did not approve of using outdoor fluores-



Downtown Hershey boasts 55 wrapped Hershey's Kisses streetlights and 52 unwrapped lights.

cent light fixtures.

Chubb arranged for the three manufacturers to set up their prototypes in the Stadium parking lot.

*The one from Line Material is basically the one that we have today. They took the whole idea of a chocolate, or a wrapped Kiss, and made [it] out of [spun] aluminum. .... Everyone, as soon as they saw it, [said] "Hey, that's what we want."*

*Sam Hinkle was very pleased, except he said, "Can't you take that [Kiss plume] and have it rotate like a weathervane?" "Sure, no problem."*

The manufacturer created streetlights that resembled both wrapped and unwrapped Kisses. In total, 107 streetlights were installed along Chocolate Avenue, 55 wrapped and 52 unwrapped. In addition, eight lights were placed on Park Avenue between Chocolate Avenue and the railroad bridge. When the West Hershey chocolate factory was built, additional lights were placed at the entrance.

Sam Hinkle's involvement with the project led the lights to be nicknamed "Hinkle's Twinkles."

## Hershey Theatre ranks 60th in Pollstar Worldwide Top Theater Venues

Pollstar, a trade publication that covers the concert industry, ranks theaters and performing arts venues twice a year based on ticket sales.

"I'm very pleased to say that Hershey Theatre ranked 60th worldwide in the 2013 mid-year rankings," said Dennis Norton, entertainment programming manager.

"The ranking was due to great performers, loyal guests and a supportive community," said Norton. "Milton Hershey gave us this beautiful venue to keep the performing arts alive and well in Central PA. I'm proud to see us continue his legacy."



**POLLSTAR**

## "3-Minute Interview" with Executive Director Don Papson

*The M.S. Hershey Foundation's executive director Don Papson was recently interviewed by The Patriot-News as part of an on-going series "3-Minute Interview."*

### Q. Tell us about The M.S. Hershey Foundation.

**A.** The Foundation is a 501(c)3 non-profit organization founded by Milton S. Hershey in 1935 to provide educational and cultural opportunities. Over the years, the Foundation has carried out its mission in various ways. Today, it has five operating divisions: Hershey Gardens, Hershey Theatre, The Hershey Story Museum, Hershey Community Archives and ChocolateTown Square park.

### Q. What is The M.S. Hershey Foundation's relationship to The Hershey Company, Hershey Entertainment & Resorts Company and the Hershey Trust Company?

**A.** The Foundation is a non-profit organization that operates independently of these organizations, as well as Milton Hershey School. We often collaborate with them, however, since we have one common mission - to honor Mr. Hershey's legacy and vision. A recent example is a Hershey Company distance-learning initiative we are hosting with students from Ghana and Milton Hershey School.

It's an amazing program that none of us could do alone, but together we have the perfect blend of technology and education.

### Q. What is The M.S. Hershey Foundation's biggest challenge?

**A.** Like many non-profits, fundraising is difficult. Most people mistakenly believe we are part of a larger for-profit organization. We're proud to operate Milton Hershey's community assets and fulfill his commitment to education, but we rely on donations, volunteers, membership and community support.

### Q. What are the challenges of managing several different types of organizations?

**A.** It's unique for a small town like Hershey to have a botanical garden, a museum and a theater, but Mr. Hershey purposely created these assets for the community to enjoy. When challenges arise, we often find solutions as a team. All Foundation staff comes together twice a week.



It gives everyone a sense of teamwork and camaraderie. A fresh perspective is sometimes just the insight you need for resolution.

### Q. What is your favorite thing about your workplace, or what would you change if you could?

**A.** The best reason to go to work every day is because you believe in what you do. I believe in Mr. Hershey's legacy because he gave my dad an opportunity that few others would have given him.

In 1932, my father, a Greek Cypriot immigrant, met Mr. Hershey in New York City. Mr. Hershey invited my dad to become a waiter at his new hotel, Hotel Hershey. Recognizing a good opportunity, my dad took the job and spent eight years learning about fine dining and international cuisine. In later years, his knowledge of "Hershey hospitality" became his hallmark and he opened a successful restaurant, where he met my mother. My dad died when I was five, but I think he would be proud to know that I'm honoring Mr. Hershey's legacy.

## Museum Acquires Reese's Memorabilia from E.T. Movie and More

### Son conveys items from father's former job as salesman for Hershey Foods Corporation

By Lauren Ciriac, Hershey Story Collections Assistant

When you hear the words "artifact" or "museum" what comes to mind? Often the first things we think of are old, antique, or even ancient treasures - perhaps things that our ancestors used hundreds of years ago. While museums certainly value older objects, we can't forget the importance of collecting newer objects as well.



"Rainbow Reflector" and "Magic Motion" hologram stickers featuring E.T. and Reese's Pieces, 1982

Earlier this year, The Hershey Story was contacted by Patrick Grant, whose father had worked as a salesman for Hershey Foods Corporation. Over the years, his father had amassed a collection of Hershey's packaging and a leather salesman's case dating from the 1930s. The Hershey Story was fortunate to acquire a number of these items. Some of the most exciting pieces from this acquisition were the more contemporary ones, including



Reese's Pieces E.T. promotional pin from 1982

memorabilia from the 1982 film, "E.T. the Extra-Terrestrial."

Reese's Pieces were introduced to the U.S. market in 1978. When Hershey Foods Corporation agreed to feature Reese's Pieces in E.T. and launch their biggest promotional campaign for a single brand to date, it had no idea the film would become the box-office hit of the summer, and one of the highest grossing of all time. Promotional items included T-shirts, posters, sales displays, and collectible stickers and pins. Within the first two weeks of the film's release, sales of Reese's products tripled.

Part of the collection also included complete sets of Magic Motion and Rainbow Reflector hologram stickers. During the 1980s promotion, the stickers were available in 8 oz. and 16 oz. bags of Reese's Pieces.

*"...by acquiring newer items, we are preserving objects from our lifetime for future generations."*

Another noteworthy part of this acquisition is a set of Hershey's Frostin' containers. The product was available during the 1980s, but was short-lived. The set of four tubs was part of a sales sample kit used to promote the product.

It might seem like items that have existed over the last few decades will be around forever, or that they are too new for a history museum to want. While we may or may not think of the 1980s as "history," modern items are important additions to our museum's collection. Everything new becomes history at some point, and by acquiring newer items, we are preserving objects from our lifetime for future generations.



Four flavors of Hershey's Frostin', early 1980s

The Hershey Story's New Special Exhibit Opens January 27!

## CHOCOLATE WORKERS WANTED: Experience Factory Life Working for Mr. Hershey

**W**hat ingredients helped the world's largest chocolate factory to succeed? Fresh milk, cocoa beans and workers! The Hershey Story's newest special exhibit will explore life in Mr. Hershey's chocolate factory from 1905 through 1925.

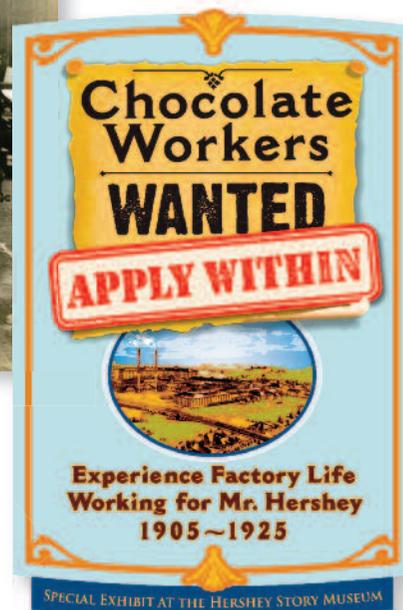
As "new hires," guests will try different jobs throughout the factory. Be sure not to burn the cocoa beans in the roasting department! In the "knock-out" area, you'll remove bars from molds without damaging the chocolate. Weigh boxes of Kisses, pack bars into boxes and fill customer orders in the finishing department. Once training is complete, guests will receive their final job assignments.

Along the way, learn how Hershey's chocolate is made from bean to bar, how men's and women's jobs were different, and how much workers were paid.

Entry to the exhibit is included with regular Museum Experience admission. Admission for Hershey Story members is free. The exhibit will be open through November 9, 2014.



Employee in the mixing department holding a scraper



Scraper used at the chocolate factory, inscribed "JAKE"

Pail used to add cocoa butter to chocolate



Grain probe used to sample cocoa beans before roasting

### Save the Date!

Hershey Story Members-Only Preview:  
Sunday, January 26 from 10 a.m. - 5 p.m.

## The Hershey Story Recognizes Winners of Annual History Contest

**"T**hanks especially for acknowledging my essay in such a special way... Everyone was so kind and supportive. I got a kick out of my PNC Bank table sponsors who agreed to be Team Maddie for a morning. I can't believe these busy professionals all took time to read my little paper."

So goes an excerpt from a light-hearted thank-you note handwritten by Madelyn Grossman, the winner of the senior non-fiction category of The Hershey Story's History Contest for Young Writers.

Now in its 13th year, the contest encourages young writers to express an interest in an historical topic through an essay, fictional account or poem. This year's first place winners were honored at the museum's Business Partners in Education Breakfast on April 19.



The Hershey Story History Contest for Young Writers First Place Winners: (L to R): Maya Dula, Madelyn Grossman, Sophia Sarnowski, Brendan O'Connell, Michelle Rodgers, Marley Kinsey, Molly Hackman, McKenna Anderson; and Michele Buck (featured speaker)

### 2013 WINNERS

#### First Place, Senior Level (7th and 8th grades)

##### Fiction

McKenna Anderson, Eagle View Middle School, "Integrated"

##### Non-Fiction

Madelyn Grossman, Eagle View Middle School, "Red White and True Blue"

##### Poetry

Maya Dula, Lancaster Mennonite School, "Mighty"

##### Science & Health

Molly Hackman, Our Mother of Perpetual Help, "Henrietta Lacks: Brief Life, Infinite Contribution to Medical Research"

#### First Place, Junior Level (5th and 6th grades)

##### Fiction

Marley Kinsey, Middletown Area Middle School, "Priestley's Legacy"

##### Non-Fiction

Brendan O'Connell, Hershey Intermediate School, "Abraham Lincoln - An American Story"

##### Poetry

Sophia Sarnowski, Eagle View Middle School, "Salem Witch Trials"

##### Science & Health

Michelle Rodgers, Milton Hershey School, "Clara Barton"



History Contest sponsors

# From Creepy Cobwebs to Candy Cane Bark, the Chocolate Lab Celebrates the Holidays!

## Halloween Classes

### Build a Batty Bar

Mold your own custom candy bar using fresh milk chocolate and a sweet selection of add-ins including bat-shaped candy sprinkles and ghoulish cereal. Plus, learn how chocolate is made as well as Milton Hershey's inspirational rags-to-riches story.

### Chocolate Cobweb Creations



Bring your imagination and love of chocolate as you "paint" your own edible spider web and finish it off with a deliciously decadent dark chocolate spider. Plus, learn how chocolate makes its way from the rainforest to your favorite sweet treats. (No tricks, we promise!)

Chocolate Lab classes are 45 minutes. Children must be at least 4 years old to enter. Please visit [HersheyStory.org](http://HersheyStory.org) for a daily class schedule.

## Holiday Classes

### Let It Snow Chocolate

Kids and adults will love "painting" and decorating an enchanting (and delicious) winter scene! Discover how cocoa beans are grown, harvested and processed into the world's most popular confection.



### Make a Very Merry Bar

Mold and customize your milk chocolate bar with your choice of holiday ingredients. Plus, you'll learn how cocoa beans are transformed into chocolate, as well as how Milton Hershey went from bankruptcy to brilliance.



### Candy Cane Bark

Layer delicious melted white and milk chocolates with a colorful splash of crushed peppermint candy. Package your handmade treat in a holiday bag as you learn how your favorite kinds of chocolate are made.

### Create a Kris Kringle

Mold fresh milk chocolate into your own vintage Santa, include some tasty decorations, and learn how chocolate goes from tree to stocking!



### New! Marshmallow Mischief

Coat giant marshmallows with chocolate and festive toppings, then package your hand-crafted treat in a holiday bag to take home. Plus, learn how milk, white and dark chocolate varieties are made. This class is only offered during the Old-Fashioned Family Christmas celebration on December 7 and 8.



ing the Old-Fashioned Family Christmas celebration on December 7 and 8.

## Check Out Our Delicious New Blog:

**Chocolate Blab** from the **Chocolate Lab**  
AT THE HERSHEY STORY

The Lab's new blog features information on all things chocolate! You'll find easy recipes and enjoy learning about everyone's favorite confection. Please share your comments and ask questions! [www.ChocolateBlab.org](http://www.ChocolateBlab.org)



homeschool day

Wednesday, October 23, 2013  
9 a.m. - 2 p.m.

Explore chocolate - from bean to bar! Students will create their own unique bars in the Chocolate Lab, using milk chocolate and their choice of delicious add-in ingredients, as they discover where chocolate comes from and how it is made.

Plus, embark on a Chocolate Expedition in the museum gallery! This fun, interactive scavenger hunt will guide students through the exhibits so they can explore and learn the many "stories" of Hershey.

\$8.50 per student; one free adult with each family. Additional adults are \$8.50 each.

Registration is required by Friday, October 18. Please call 717.520.5588 or email [ehiner@hersheystory.org](mailto:ehiner@hersheystory.org).



# HERSHEY STORY HAPPENINGS

## Free Showing of "Hershey's Next Century: Bringing Goodness to the World"

Saturdays and Sundays, now through October 13 at 11 a.m. and 2 p.m.

This documentary film offers a touching tribute to the legacy of chocolate-making in Hershey, while providing a glimpse into 21st century manufacturing in the newly expanded West Hershey plant. The 45-minute film will be shown in the Special Exhibit Gallery.



## Story Time at The Hershey Story

Thursdays, October 17 through November 14 at 10 a.m.

This fall, preschoolers can explore museum objects and themes through enchanting pictures and stories. A simple craft will follow the interactive read-aloud. Recommended for children ages 3 through 5 accompanied by an adult caregiver. This program is free and will take place in the Special Exhibit Gallery. Please register by calling 717.520.5587 or email [info@hersheystory.org](mailto:info@hersheystory.org).

### Story Time Themes:

October 17: Chocolate!

October 24: Farm Animal Fun

October 31: Long Sleeves and Falling Leaves  
(Kids, wear your Halloween costume, if you like!)

November 7: American Indian Tales

November 14: What's Cooking?



## Trick-or-Treat Time Machine

Saturdays and Sundays, October 19, 20, 26, 27 from 11 a.m. to 3 p.m.



Visit The Hershey Story for a sweet blast from the past! Design your own bag, then visit the Museum Experience to track down the history of Hershey's candy treats. Receive a sample of each treat at the end of your hunt, courtesy of The Hershey Company. Kids, come in costume! Activities included with Museum Experience admission; members are free!

## Little Elves Workshop

Saturdays and Sundays, November 16 through December 22 and December 26 through January 1

11 a.m. to 3 p.m.

A holiday favorite, the elves have once again set up shop at The Hershey Story! As you journey through the workshop, make, decorate and package a unique chocolate clay ornament that can be used as a gift or a keepsake. \$5 per ornament; \$2.50 for museum members

**M**<sup>1st</sup> MEMBERS 1<sup>st</sup>  
FEDERAL CREDIT UNION  
Program Sponsor



## Old-Fashioned Family Christmas

Saturday and Sunday, December 7 and 8 from 9 a.m. to 5 p.m.



Join us for some good, old-fashioned holiday fun! Activities include ornament-making workshops for kids and adults, clear-toy candy-making demonstrations, music, and storytelling. Visit with the Sugar Plum Fairy, and then gear up for some friendly, indoor snowball fights that are scheduled throughout the weekend! Activities included with Museum Experience admission; members are free! For a detailed schedule of events, visit [HersheyStory.org](http://HersheyStory.org).

Join us for some good, old-fashioned holiday fun! Activities include ornament-making workshops for kids and adults, clear-toy candy-making demonstrations, music, and storytelling. Visit with the Sugar Plum Fairy, and then gear up for some friendly, indoor snowball fights that are scheduled throughout the weekend! Activities included with Museum Experience admission; members are free! For a detailed schedule of events, visit [HersheyStory.org](http://HersheyStory.org).

## Rock Around the Clock on December 31!

Tuesday, December 31 from 10 a.m. to 4 p.m.

Join in a free celebration to welcome the New Year! At 11 a.m., celebrate midnight in the Philippines, at 2 p.m. midnight in Russia and at 4 p.m. midnight in Madagascar! At all three times, count down to a Bubble Wrap Stomp and rock on with the Hershey product characters. From 10 a.m. to 4 p.m., make a zany hat to wear for our celebration or for your own New Year's Eve celebration. Guests can also count down to the new year with a fun-filled scavenger hunt with Museum Experience admission; members are free!

## CALLING ALL SCOUTS!

### Girl Scout Opportunities



Registration is required, please call 717.508.5968 or print and mail the form available at [HersheyGardens.org](http://HersheyGardens.org). A picnic area is available for lunch.

### Clover Petal Workshop for Daisy Scouts at Hershey Gardens

Saturday, April 26, 2014, 10:00 a.m. - noon

Daisy Scouts will join us for story time, discovery stations, and a craft while completing all the steps to earn the Clover (White) petal. Throughout the day, Daisy Scouts will discover the importance of being resourceful. \$10 per Scout, Hershey Gardens patch included; \$8.50 per adult

### Flowers Badge Workshop for Junior Scouts at Hershey Gardens

Saturday, May 17, 2014, 10:00 a.m. - noon

Junior Scouts will discover all that is wonderful about flowers as they complete the steps to earn their Flowers badge. Scouts will become botanists, plant something to take home, learn about herbs and have fun with flowers. \$10 per Scout, badge included; \$8.50 per adult

### Bridging Ceremony Day at Hershey Gardens

Saturday, May 31, 2014, 9:00 a.m. - noon

Troops will hold their individual Bridging Ceremonies on the Hershey Gardens Japanese Garden Bridge as friends and family watch. Afterwards, Scouts and guests can enjoy a guided tour of the Butterfly House and time in The Children's Garden.

\$10.00 per Scout, Hershey Gardens patch included

\$6.00 per guests ages 3-12

\$8.50 per adult guests ages 13 and up



### Playing the Past Badge Workshop at The Hershey Story Museum

Saturday, March 22, 2014, 9:30 a.m. - noon

Junior Girl Scouts can earn their Playing the Past badge through a morning of hands-on activities! Girls will experience the stories of girls and women who made chocolate long ago while exploring the exhibits, creating costume accessories and playing with old-fashioned toys.

\$9.00 per Scout, badge included

Registration is required, please call 717.520.5596 or email [info@hersheystory.org](mailto:info@hersheystory.org).

### This one's for the boys!

### Indian Lore Merit Badge Workshop at The Hershey Story Museum

Saturday, November 9, 2013, 9:30 a.m. - 2 p.m.

Boy Scouts will explore the museum's American Indian artifact collection and earn their Indian Lore merit badge in this workshop. The intensive program includes a behind-the-scenes tour of collections storage. Scouts will also create replicas of three American Indian objects, learn to play American Indian games, and take an in-depth look at Susquehannock artifacts. Upon successful completion of the program, merit badge counselors will sign merit badge forms. Cost is \$15 per Scout; leaders may accompany Scouts at no charge. Registration is required by calling 717.520.5596 or emailing [info@hersheystory.org](mailto:info@hersheystory.org).



**HERSHEY THEATRE**  
**13 BROADWAY SERIES**  
 14

Presenting Sponsor



For tickets, please call the Hershey Theatre Box Office at 717.534.3405 or visit HersheyTheatre.com

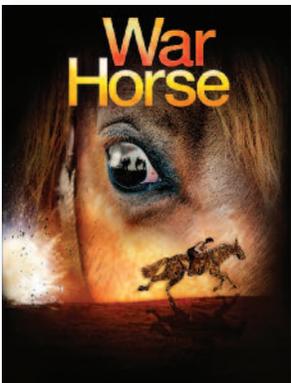
**Ghost the Musical**

October 29 to November 3, 2013



This exhilarating, new Broadway and West End show fuses mind-bending illusions, a timeless story of everlasting love and a fresh pop/rock score by Grammy® winners Dave Stewart (Eurythmics) and Glen Ballard (Michael Jackson's "Man in the Mirror," Alanis Morissette's "You Oughta Know") for a theatrical experience unlike anything you have ever seen. Adapted from the hit film by its Academy Award® winning screenwriter Bruce Joel Rubin and directed by Tony® winner Matthew Warchus (*God of Carnage, The Norman Conquests*), this astounding spectacle is "Eye-Poppingly Brilliant" (*AP*) and "Unlike Anything Seen Onstage Before" (*Newsday*).

**Note:** *Ghost the Musical* is recommended for ages 12+. Please be advised there is mild violence, mature themes and dialogue that are true to the story and plot. Parental guidance is suggested.



**War Horse**

December 10 to 15, 2013

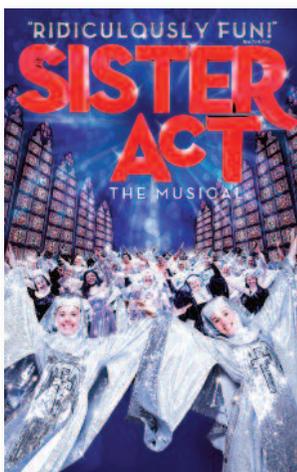
Hailed by *The New York Times* as "theatrical magic," *War Horse* is the powerful story of young Albert's beloved

horse, Joey, who has been enlisted to fight for the English in World War I. In a tale the *New York Daily News* calls "spellbinding, by turns epic and intimate," Joey is caught in enemy crossfire and ends up serving both sides of the war before landing in no man's land. Albert, not old enough to enlist, embarks on a treacherous mission to find his horse and bring him home. What follows is a remarkable tale of courage, loyalty and friendship, filled with stirring music and songs and told with some of the most innovative stagecraft of our time.

**Sister Act**

February 25 to March 2, 2014

*Sister Act* is Broadway's feel-amazing musical comedy smash! *The New York Post* calls it "ridiculously fun," and audiences are jumping to their feet in total agreement! Featuring original music by 8-time Oscar® winner Alan Menken (*Beauty and the Beast, The Little Mermaid, Little Shop of Horrors*), *Sister Act* tells the story of Deloris Van Cartier, a wannabe diva whose life takes a surprising turn when she witnesses a crime and the cops hide her in the last place anyone would think to look - a convent! Under the suspicious watch of Mother Superior, Deloris helps her fellow sisters find their voices as she unexpectedly rediscovers her own. A sparkling tribute to the universal power of friendship, *Sister Act* is reason to rejoice!



**Flashdance- The Musical**

April 29 to May 4, 2014

Celebrating its 30th anniversary, the pop culture phenomenon of *Flashdance* is now live on stage. With electrifying dance at its core, *Flashdance-The Musical* tells the inspiring and unforgettable story of Alex Owens, a Pittsburgh steel mill welder by day and a bar dancer by night with dreams of one day becoming a professional performer. When romance with her steel mill boss threatens to complicate her ambitions, Alex learns the meaning of love and its power to fuel the pursuit of her dream.



**Get that Broadway Feeling...  
 Become a Subscriber!**

There's no better way to enjoy the Broadway Series than by becoming a Hershey Theatre Broadway Series Subscriber! A subscription package comes with many benefits, including the best prices on tickets, no processing fees, exchange privileges - and the best seats in the house!

This year's four-show subscription package includes a ticket to *Ghost, War Horse, Sister Act* and *Flashdance*.

Call 717.534.3405 or visit HersheyTheatre.com for more information.

**Get your tickets now!**

beyond the footlights  
 a celebration cabaret

featuring stars from the Hershey Theatre Apollo Awards



**Saturday, January 25, 2014  
 6:30 p.m.**

**Tickets: \$75  
 Auditorium seating\*: \$10 (for show only)  
 On sale now at the Box Office  
 or by calling 717.534.3405**

\*These seats are located behind the performers

# Hershey Theatre: More Than Meets the Eye

*This is the fourth in a series of five articles to appear in The Legacy. Each article focuses on a different area of Hershey Theatre, highlighting each area's magnificent details and rich history.*

At the turn of the 20th century, Milton Hershey established a community and began a lifelong commitment to cultural and educational opportunities. In 1915, he had architect C. Emlen Urban draw up plans for a new community building. Although groundbreaking was scheduled for 1916, the arrival of World War I delayed the project. Finally, in 1928, the plans were dusted off and construction began. The new community building, which featured an impressive theater, was completed in 1933.

Because the architect's plans were drawn up in 1915, Hershey Theatre's interior design more closely resembles the opulence of early 20th century theaters than the starker "art deco" style of the 1930s found in places such as Radio City Music Hall.



Hershey Theatre's stage features a series of platforms that can be elevated to a variety of heights, 1934.

is the sound system used for movies. When movies are presented, a 3-ton steel framed screen, measuring almost 19' x 40', is lowered from the ceiling to directly in front of the gigantic speakers. Sound is projected through the screen toward the audience through millions of tiny holes in the specially coated vinyl screen.

Managing all the backdrops and stage lighting is challenging for any theater. Hershey Theatre provides 49 counter-weighted lines for sets and lights. The system was updated in 2004 from the original 39 lines to a double-purchase system to increase the number and capacity available for visiting productions. These lines permit a stagehand, or "flyman," to lower the battens, or pipes, to which the various backdrops and sets are attached. Counter-weights are added that are equal to the weight of the sets or lighting hung on the pipes, allowing a single stagehand to change scenes by "flying" the battens in and out to their appropriate spot with relative ease.

In 1981, a new house sound system was installed. At that time, the system was described as

"state of the art" and included revamping the sound amplification to all seating areas. The auditorium speakers are controlled by a complex system which was updated with digital technology in 2006 and includes a 24-channel audio board. It delays the speaker's signal by milliseconds in accordance with their distance from the stage so that the sound seems to emanate from the stage.

These systems or "house systems" often play a supporting role for the traveling shows. Since theaters vary in the quality of their in-house sound and lighting systems, most shows travel with their own sound and lighting systems. Hershey Theatre patrons attending a traveling show might notice additional speakers on the sides of the stage, as well as sound mixing consoles and computer light boards.

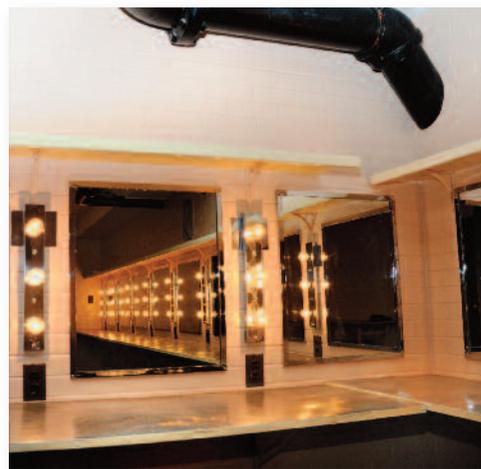
When the building was first constructed, five stories of dressing rooms were provided for the traveling performers, many with a private tub and/or shower. On the first floor is the Green Room, a theater tradition which

dates back to the days of Vaudeville when entertainers needed a place to relax and unwind between performances.

Today, the Green Room is mainly used as the show's production office and for the wardrobe department, where garments are pressed and mended during the stay of theatrical

presentations. When the Theatre undertook a comprehensive restoration project beginning in 2000, the back of the house was painted and carpeted and new lighting fixtures were installed. Speakers were added to the dressing rooms along with an updated paging and phone system.

Next time you're enjoying a performance at Hershey Theatre, take a minute to notice the remarkable ways the backstage moves with ease to bring the audience an amazing show.



The basement dressing room was originally heated by steam pipes near the ceiling that were connected to the original chocolate factory, thus earning its nickname, "the hot room."

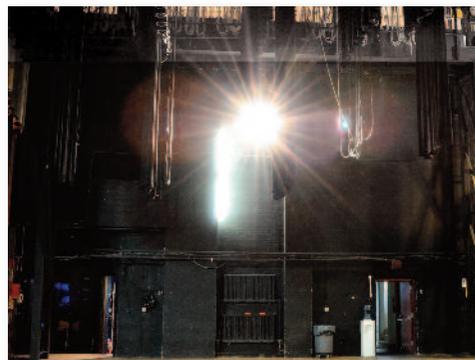
## The Magic and Mystery of Backstage

Though the front of Hershey Theatre's house is magnificent, the heart of any theater lies backstage, behind the footlights.

Over the years, its backstage has been used to prepare many Broadway shows going on the road for a national tour. The Theatre stage crew would rebuild sets that would be able to fit in a variety of sized stages, create a lighting and electrical plan and prepare the costumes and props to travel. Some of the most famous shows that were prepared for a national tour after a successful Broadway run include the musicals *South Pacific* starring Janet Blair and Webb Tilton in 1953 and *The King and I*, starring Yul Brenner the following year. Other shows that have come to Hershey to be built for touring include *As You Like It* with Katherine Hepburn (1950), *My Fair Lady* (1963) and *Give 'Em Hell, Harry* with James Whitmore (1975).

Hershey's stage is designed to be flexible. The stage floor contains four elevators and one movie sound tower, arranged in two rows which can rise to a height of seven feet. The rear elevator can also be moved below stage level to permit the transfer of scenery to and from storage. The elevators can be stopped at any level to provide a variety of settings and platforms for plays and musical performances.

Attached to the underside of the front elevator



In 2004, the "fly system" of ropes and pulleys was moved off the stage floor to free up much-needed space for traveling Broadway shows with large stage sets.

## Calling All Student Musician Groups!



### Join 2Cellos for a Sound Check Party

Hershey Theatre

Friday, October 18 at 6 p.m., concert at 8 p.m.

Free with the purchase of ten or more show tickets!

Young Croatian cellists Luka Sulic and Stjepan Hauser, known as 2Cellos, achieved sensational success by taking the cello to a new level and breaking the boundaries between different genres of music. Their unique cello version of Michael Jackson's "Smooth Criminal" took the world by storm.

Since then, the duo has appeared on major TV shows such as "The Tonight Show with Jay Leno," "The Ellen DeGeneres Show," "Lopez Tonight," "TV Total with Stefan Raab" and many others.

Please contact Janet at 717.534.3352 or [jdise@hersheypa.com](mailto:jdise@hersheypa.com) for more information or to purchase your group of tickets.

# Encore! Hershey Theatre Apollo Award Recipients Take the Stage on Broadway



Benton and Emily perform their award-winning roles on Broadway during the Jimmy Awards in New York City on July 1.



**H**ershey Theatre was proudly represented on Broadway's "Great White Way" when Hershey Theatre Apollo Award student recipients Emily Homburger and Benton Felty competed in the 5th annual Jimmy Awards in New York City on July 1.

Emily, from Bible Baptist School, and Benton, from Central Dauphin East High School, qualified to compete in the prestigious National High School Musical Theater Awards, "The Jimmys," after being named "Outstanding Lead Actor and Actress in a Musical" at the Hershey Theatre Apollo Awards last May.

While the Hershey Theatre Apollo Awards recognizes excellence in local high school theater, the National High School Musical Theater Awards, named after legendary Broadway theater owner Jimmy Nederlander, focuses on student musical theater performers from across the country. This year, 31 regional programs from across the U.S. sent their top two candidates to participate in

this intensive week-long professional theater experience with seasoned Broadway performers and faculty from New York University's Tisch School of the Arts.

After their arrival at the NYU dorms, Emily and Benton were swept up in musical arrangements and choreography. The weeklong workshop and competition became more exciting as the adjudication process began on Sunday evening when students performed two musical selections.

The big night arrived quickly when all 62 students enjoyed the performance of a lifetime on the stage of the esteemed Minskoff Theatre during the Jimmy Awards. The talented cast of students entertained the crowd with original opening and closing numbers, individual medley character performances, and scholarship and award recognition from the Nederlander organization.

Emily and Benton made the Hershey Theatre team very proud from the moment they took the stage until they took their final bows. Bravo!

**Benton and Emily were selected by Playbill.com to blog about their experience. Here are some excerpts:**

Emily, on June 26:

"The other kids are so nice and crazy talented. This is all completely overwhelming. I'm honestly super nervous for the coaching tomorrow and solos, but I'm so excited to work on the medleys and opening number!"

Benton, on June 27:

"My coach is Leslie Odom, Jr., and let me tell you, he's fantastic. Everything he has told me has helped me so much with my vocal performance — that and listening to all the other wonderful performers! They blew me away!"

## SPRIT OF THEATER AWARD RECIPIENTS

### Plays

Savanah Aqueche	Big Spring High School
Katie Albright	Camp Hill High School
Tyler George	Cedar Crest High School
Christian Johnson	Central Dauphin East High School
Gwen Strom	Cumberland Valley High School
Andrew Bush	Elizabethtown Area High School
Kate Clark	Hershey Christian School
Megan Bittinger	Hershey High School
Anuj Patel	Lower Dauphin High School
Leila McCrumb	Palmyra Area High School
Aggie Willoughby	Susquenita High School
Tessa Morrison	West Perry High School

### Musicals

Mary Papeika	Annville-Cleona High School
Mackenzie Richardson	Bible Baptist School
Sarah Ickes	Big Spring High School
Nick Devine	Bishop McDevitt High School
Drew Anderson	Camp Hill High School
John Shuman	Cedar Crest High School
Sara Mehretab	Central Dauphin East High School
MaKayla Williams	Elizabethtown Area High School
Forrest Davis	ENCORE! Home School Productions
Trevor Engle	Greenwood High School
Erin Sheffer	Harrisburg Academy
Ethan Gardner	Harrisburg Christian School
Adam Firestone	Hershey High School
Michaela Robertson	Lower Dauphin High School
Jon Bernhard	Palmyra Area High School
Benjamin Schilling	Susquehanna Township High School
Gabriella Lacroce	Susquenita High School
Kaci Berringer	West Perry High School



**Congratulations to the 2013 Hershey Theatre Apollo Award Recipients**

**Outstanding Featured Performer in a Play**  
Lauren Hayden as Elizabeth Proctor in *The Crucible* – Elizabethtown Area High School

**Outstanding Featured Performer in a Musical**  
Savannah Moyer as Jolene Oakes in *Dirty Rotten Scoundrels* – Central Dauphin East High School

**Outstanding Supporting Actor in a Play**  
Benton Felty as Lord of the Underworld in *Eurydice* – Central Dauphin East High School

**Outstanding Supporting Actress in a Play**  
Taylor Perry as Margo Crane in *The Wisdom of Eve* – Camp Hill High School

**Outstanding Supporting Actress in a Musical**  
Rachael Robertson as Hedy LaRue in *How to Succeed in Business Without Really Trying* – Camp Hill High School

**Outstanding Supporting Actor in a Musical**  
Nick Wasileski as J.B. Biggley in *How to Succeed in Business Without Really Trying* – Camp Hill High School

**Outstanding Student Playwright**  
Jessie Weber for *36 Across* – Hershey High School

**Outstanding Play**  
Camp Hill High School – *The Wisdom of Eve*

**Outstanding Student Orchestra**  
Hershey High School – *Damn Yankees*

**Outstanding Dance Number in a Musical**  
Central Dauphin East High School  
"The More We Dance" from *Dirty Rotten Scoundrels*

**Outstanding Lead Actress in a Play**  
Mary Kate Hoag as Lady Macbeth in *Macbeth: In Translation* – Lower Dauphin High School

**Outstanding Lead Actor in a Play**  
Ryan Denlinger as John Proctor in *The Crucible* – Elizabethtown Area High School

**Outstanding Lead Actress in a Musical**  
Emily Homburger as Annie Oakley in *Annie Get Your Gun* – Bible Baptist School

**Outstanding Lead Actor in a Musical**  
Benton Felty as Freddy Benson in *Dirty Rotten Scoundrels* – Central Dauphin East High School

**Outstanding Musical**  
Central Dauphin East High School – *Dirty Rotten Scoundrels*

# There's a Lot "Growing On" at Hershey Gardens!

## Bonsai: Living Art of Central Pennsylvania Bonsai Clubs Exhibit

October 11 through November 10

Visit [HersheyGardens.org](http://HersheyGardens.org) for hours

Featuring dozens of bonsai trees in various shapes and sizes, this popular annual exhibit provides information on bonsai, what they are and how they are grown. Included with admission; members are free!



## Pumpkin Glow October 18, 19, 25, 26 6 - 8 p.m.



Kids 12 and under are invited to bring flashlights and come in costume to trick-or-treat throughout the Gardens. Enjoy more than 150 carved, illuminated pumpkins along our path, watch live pumpkin carving demonstrations and participate in Halloween storytelling. Included with admission; members are free!



## Santa's Secret Garden

December 6, 7, 13, 14

4:30 - 6:30 p.m.

Children will be greeted by Santa's elves as they travel through a path of twinkling lights to discover Santa and his secret garden. Their enchanted journey includes take-home crafts, a visit with Mrs. Claus and a special gift to last the whole year. Included with admission; members are free!

**Hershey Gardens will be closed for the winter beginning Wednesday, January 1, 2014. It will re-open on Saturday, April 5, 2014.**

## Creating a "Green" Holiday:

### Gardeners Decorate for the Holidays Using Natural Beauty

Locust pods as icicles. Mum pots as gumdrops. Sweetgum seed pods as garland.

When you spend your days pruning and planting at Hershey Gardens, every part of nature becomes a piece of art just waiting to happen.

"Last fall, we put our heads together to decorate for the holidays and Santa's Secret Garden," said Alyssa Richner, gardener. "As we looked around the Gardens, we saw so many things that could be transformed into holiday embellishments. We started seeing our surroundings a bit differently."



Upside-down mum pots were painted to become gumdrops on the roof of the gingerbread house.

"We usually leave the pinecones on the ground, but we gathered them last fall to make garlands and use for kids' crafts," said Barbara Jaeger, public programs coordinator. "We recently pruned the hydrangeas and are drying the flowers. We'll spray paint them white and they'll be transformed into happy little snow men."

The Butterfly House will become a winter wonderland for Santa's Secret Garden, full of white lights and beautiful, natural pieces from the Gardens. "We are drying 'dusty millers' and 'gomphrena' to accent the Christmas trees," said Richner. "Their silver foliage and pink blooms will add subtle colors to the white background. We'll also add dried ornamental grasses and branches for height and texture."

The gardeners even found a way to recycle the summer pin-wheel exhibit. "We'll be transforming them into spinning poinsettias and sparkling snowflakes," said Jaeger.

"We love using items from the Gardens to decorate," said Richner. "It costs very little and it's

earth-friendly. Many guests have commented that they'd like to create similar pieces for their home or garden, or they share their own ideas."

*"We started seeing our surroundings a bit differently."*



The shape of locust tree pods make the perfect icicles.

## Adult Education: Edible Herbal Bonsai Demonstration

Join us!

Saturday, October 19

from 1 - 2 p.m. in the Education Center

Join bonsai expert Sylvia Braderman as she demonstrates how to transform an herb plant into a beautiful art form.

Included with admission.





# Upgrade in the Unsung Garden

Despite the boulders, this Hershey garden is still seeking rock-star status

By George Weigel, Central PA Garden Writer and Horticulturist

Ask Jamie Shiffer, Hershey Gardens' grounds and horticulture operations manager, what his favorite spot is at Hershey Gardens, and he doesn't pick the popular Children's Garden with its Butterfly House.

He also doesn't pick the Seasonal Display Garden with its 45,000 tulips, followed by wall-to-wall beds of glowing annual flowers all summer. He doesn't even pick the flagship 5,600-bush Rose Garden, where Hershey Gardens got its start in 1937.

"The Rock Garden is my favorite," he says, "especially in winter time. That's when the branching structure really shows. It's when you can appreciate the beautiful shape of the trees."

Hershey's visitors? Not so much.



This is one of the newly dug and planted beds in what will become a new wing of Hershey Gardens' Rock Garden.

They're far more attracted to the eye-popping color of the showier gardens than by the subtle forms and textures of the primarily green Rock Garden. It also doesn't help that this garden is the farthest from the entry gate. "I think many guests never come back this far," says Shiffer.

The Gardens staff hopes to remedy that by giving the Rock Garden a bit of a facelift. Maybe "rock-lift" would be more accurate. New

rocks, new plants and a new wing to the garden are in the works to upgrade this one-acre space that dates back to 1967.

The most noticeable change will be to the garden's entry.

Although the hard path that leads into the Rock Garden is planted on the left side, the space to the right has always been in grass. That area is being converted to additional boulders and plants so the path will be bordered on both sides by gardens.

"We want to give people the sense of walking into a room," says Marcus Sanford, the gardener in charge of the Rock Garden. Several beds already have been carved out of the grass, and boulders have been placed as focal points.

Plans are for the rest of the grass to be removed next spring, Sanford says. That should make the new space look and feel like a part of the existing garden.

The Rock Garden was originally home to most of the 400 varieties of interesting and unusual conifers, hollies and other broadleaf evergreens that famed nurseryman Henry J. Hohman

donated to Hershey Gardens in 1967.

Hohman was owner of Maryland's Kingsville Nursery and was a world-renowned collector and grower of rare and unusual plants. Conifers were a particular specialty. In the early days, the plantings were known simply as the "Holly Collection" and the "Henry J. Hohman Collection" of dwarf evergreens.

The space officially became the Rock Garden in 1979 as part of director Bill Bowman's shift



Groundcovers such as mazus and ferns fill much of the space under the trees and conifers in the Rock Garden.

into what was then a national trend toward theme gardens.

The Rock Garden was one of six "theme gardens" that opened that year, along with a Fountain Garden, an English Formal Garden, a Colonial Garden, a Japanese Garden and an Italian Garden. Many of Hohman's original conifers are still living – albeit with some thinning canopies and an increasing need to clean

out dead wood.

They've been joined over the years by a few clusters of flowering shrubs, several masses of perennial flowers, lots of groundcovers, and a selection of specimen flowering trees (a Chinese fringetree, a compact Southern magnolia and a handsome weeping dogwood, to name a few).

It's not exactly a classic rock garden of alpine plants or succulents, but if the defining feature of a rock garden is rocks, the title fits. Scores of boulders were set in undulating, raised mounds when this space was crafted in the 1970s.



This section of the Rock Garden features blue plants, such as a weeping blue atlas cedar, blue fescue grasses and a dwarf Colorado blue spruce.

Sanford said a few more have been added to key spots as well as to the new section. All of the new rocks are limestone boulders from The Hershey Story's construction site along Chocolate Avenue.

Placing rocks in a rock garden is more about art than rules. Sanford says he stands back and watches the front-end loader in action while trying to be as "random and natural as possible. The idea is to make it look like the rock has been there for awhile."

The new plantings around the new boulders will stick with the current theme – i.e. fairly low-key on the glitz scale and heavy on conifers. Recent adds to the garden have been mostly specimen conifers, such as a golden Oriental spruce, a weeping larch and one of Hershey Gardens' most noteworthy plants of all, a 'Dense Jade' cryptomeria that's the original "mother" plant for all 'Dense Jades' in existence today.

None of that may turn as many heads as a bed full of red roses, but it's the kind of interest that draws more seasoned gardeners to the Rock Garden, says Sanford.

"This garden is more of a textural experience," he says. "It's not so much about bright, vibrant color."



Jamie Shiffer's favorite plant in the Hershey Gardens Rock Garden is the 'Dragon's Eye' pine, a conifer with long needles of bright yellow and green. The Gardens' specimen is currently about 8 feet tall.

Marcus Sanford has two favorite plants in the Rock Garden. One is a nameless dwarf green juniper that's about 3 feet tall and has a weeping habit. The other is a weeping hemlock, a soft-needled native conifer with a gnarly, weeping habit.



A variegated 'Dragon's Eye' pine is Jamie Shiffer's favorite plant in the Rock Garden.

# Bird varieties Flock to Hershey Gardens

The colorful flowers in the Gardens this summer weren't the only attraction that provided visitors with enjoyment. Birds, too, in an array of colors and species, have become quite common, making for an enhanced visitor - and visual - experience.

The influx in variety and number of birds in the Gardens is no accident:

"Three years ago, we began receiving donations of bird feeders and seed from Droll Yankees and Lyric Premium Wild Bird Food," said Barbara Jaeger, public programs coordinator. "Each year we've seen more and more bird varieties."

Feeding stations were initially only in The Children's Garden, but the donations provided for additional feeders to be added throughout the Gardens.

"Visitors love seeing the nuthatch bird walking head-first down a tree trunk or a hummingbird zipping around one of the feeders near the entrance," said Jaeger.

Different types of seed attract different types of birds. Small hole tube feeders, called finch feeders, are filled with Lyric's Finch Mix to attract a mix of small birds such as the purple finch, goldfinches and house finches. "We have seen up to ten birds at a time," noted Jaeger.

Suet feeders are square wire cages that hold blocks of suet, which are put out during cooler months to help birds prepare for the winter.

Suet is a favorite of the downy and red-bellied woodpeckers.

Dome feeders, filled with orange halves and mealworms, attract orioles and bluebirds, while mixed seed feeders - filled with

Lyric's Supreme Mix, Fine Tunes Mix, sunflowers or safflowers - attract all bird types.

"Kids especially love seeing the birds," laughed Jaeger. "It's fun to watch the kids - while they're watching the birds!"

*Special thanks to Lyric Premium Wild Bird Food, Droll Yankees, Inc., and Brandt's Mill in Lebanon, Pa., for storing the seed.*



Ruby-throated Hummingbird



Mockingbird



Baltimore Oriole



Nuthatch



Downy Woodpecker



Cardinal (Male)



Goldfinch



Tufted Titmouse

Photography by Brian Tillotson

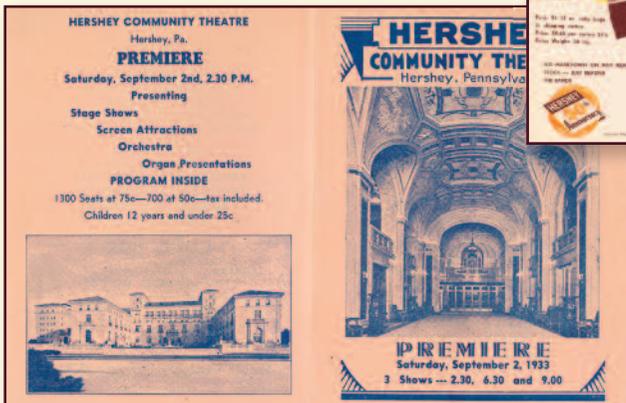
## Hershey Community Archives' Newest Exhibit *Let's Celebrate!* Marking Hershey's Milestones

Located in the Grand Lobby of The Hershey Story, the Archives' exhibit changes three times a year and is free to visitors.

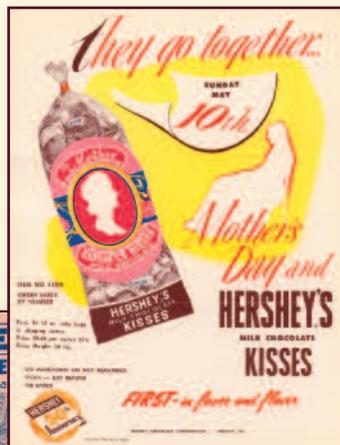
Hershey loves to celebrate. Over its history, our community has celebrated its anniversaries with parades, concerts, baseball games, picnics and fireworks.

The Archives' newest exhibit explores how Hershey has commemorated its milestones, beginning with the 1913 celebration that marked the community's 10th anniversary.

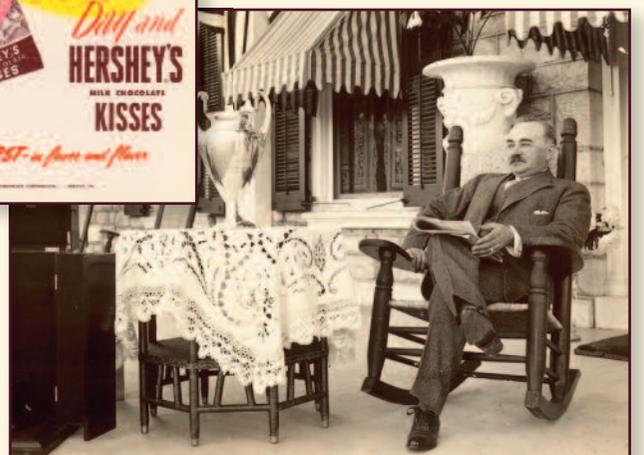
Photographs, programs, commemorative pins and other memorabilia help to tell the story of how Hershey recognized its accomplishments and came together to celebrate them as a community.



Hershey Community Theatre's dedication was held as part of the town's 30th anniversary celebration, 1933



The 50th anniversary logo was used in a variety of ways. Hershey Chocolate Corporation used the logo in its marketing materials, 1953



In 1913, Milton Hershey was presented with a commemorative loving cup in recognition of the community's 10th anniversary.



63 West Chocolate Avenue  
Hershey, PA 17033 | 717.298.2200  
MSHersheyFoundation.org

The M.S. Hershey Foundation is a 501(c)(3)  
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Historical & Museum  
Commission

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

### Hershey Community Chorus Annual Christmas Concert "Home for the Holidays"

Sunday, December 1 at 3 p.m.  
Hershey Theatre

#### Tickets:

\$15: Adult (12+) \$13: Senior (65 +)  
\$8: Child (6 - 11 years)

Children 5 years and under are free  
To order, please call 717.508.4400

### Second Annual Sights and Sounds of Christmas A Hershey Celebration

Sunday, December 15 at 2 p.m.  
Hersheypark Arena

#### Presented by

Hershey Community Chorus  
Hershey Symphony Orchestra  
Hershey Figure Skating Club  
Hershey Symphony Big Band

#### Tickets:

\$20 (lower level) \$15 (upper level)  
To order, please call 717.508.4400

## We're Going Paperless!

Sign Up for The Legacy E-Newsletter Today!

Simply send your email address to TLGlenn@MSHersheyFoundation.org.



The Legacy is a publication of the non-profit M.S. Hershey Foundation. Published twice a year, it features news and events surrounding Hershey history, as well as educational programs and events at Hershey Gardens, The Hershey Story Museum, Hershey Theatre and Hershey Community Archives.

## The Hershey Story Unveils Innovative New Xplor-O-Scope

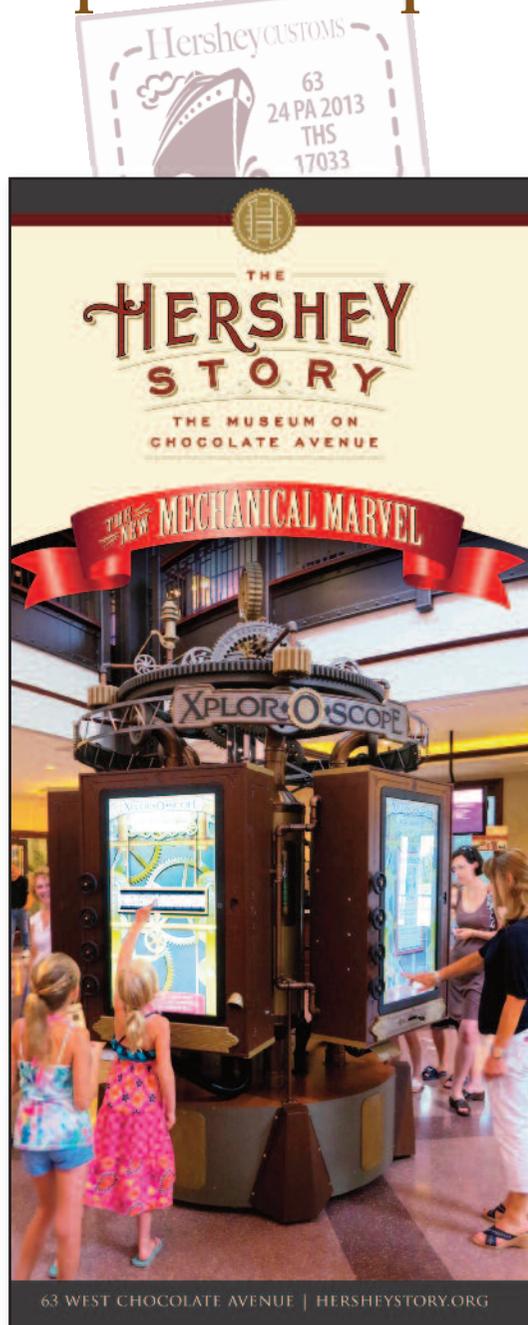
The Hershey Story's newest attraction, the Xplor-O-Scope, has arrived! This completely interactive machine allows visitors to take their photo, enter their name and answer questions about how they relate to key characteristics of Milton Hershey's personality. The result is a personalized photo passport that features a customized list of stories to look for in the Museum Experience. "It's a wonderful way to demonstrate the interactivity of the rest of our facility to our guests," said Amy Bischof, director of The Hershey Story.



"It was created in the spirit of the 1893 Columbian Exposition, where Milton Hershey purchased his first chocolate making machinery," noted Bischof. "Its unique design looks as though it was created in the late 19th century. The gears, valves and levers are reminiscent of machines used during the Industrial Revolution, the same period in which Mr. Hershey was planning his new factory in Derry Township."

The Xplor-O-Scope was created by Boston Productions, Inc. and Stoner Graphix, a local design and fabrication shop. It can accommodate up to five guests at one time. The best part? It's free!

"As The Hershey Story moves toward its fifth anniversary, we hope to continue developing new and innovative experiences for our guests," said Bischof.



63 WEST CHOCOLATE AVENUE | HERSHEYSTORY.ORG