

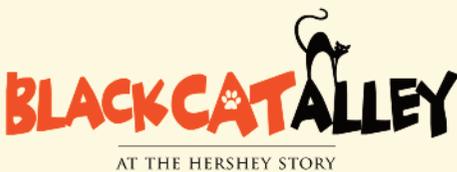
THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | FALL/WINTER 2014 | ISSUE 19



Halloween Fright & Snowball Fights!

Read more about The Hershey Story's fall and winter festivities at HersheyStory.org



Black Cat Alley

October 18, 19, 25 & 26
11 a.m. to 3 p.m.

Kids, follow the black cat to Halloween fun!



Little Elves Workshop

November 22, 23, 28, 29, 30;
December 6, 7, 13, 14, 20-23, 26-31,
January 1

11 a.m. to 3 p.m.

A holiday favorite, Santa's elves help kids create their own chocolate clay ornaments.



New!



AT THE HERSHEY STORY

Snowball Saturdays

December 6, 13 & 20
10 a.m. to 2 p.m.

Get ready for winter with friendly indoor snowball fights and other kids' activities.



"Rock Around the Clock"

Wednesday, December 31

Kids can make some noise with the Hershey's product characters and "bubble-wrap stomps" at 11 a.m., 1 and 3 p.m. Activities are free.

New Hershey Gardens Conservatory to Showcase Legacy and Horticulture

Hershey Gardens is proud to be continuing the Hershey tradition of conservatories by embarking on a historically-inspired new project – the Milton & Catherine Hershey Conservatory. Groundbreaking is planned for 2015, with a planned completion date of 2016.

The new 16,000-square-foot structure will feature an indoor Butterfly Atrium, Welcome Pavilion and an Educational & Horticultural Wing, as well as an overlook and a terrace.



"The new conservatory will create an indoor environment for guests to observe and discover the natural world," said Mariella Trosko, director of education.

The Butterfly Atrium will feature 500 native and tropical butterflies, as well as a chrysalis view-



ing area where guests can learn about the lifecycle of the butterfly.

"The atrium will offer year-round educational experiences, which will be especially valuable to school groups," added Trosko.

Help Preserve Their Legacy

"The capital campaign has received numerous gifts and pledges, both big and small," said Don Papson, executive director of The M.S. Hershey Foundation. "It is wonderful to see so many people want to be a part of this tribute to Mr. and Mrs. Hershey."

There are many levels of giving and all gifts are welcome and appreciated. For more information on the conservatory and ways to give, please visit HersheyGardens.org or call 717.298.2203.

Special Thanks to Capital Campaign Leadership

Honorary Chairs

JEANNE & ED ARNOLD
ELAINE & JIM MEAD

Campaign Co-Chairs

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CRYSTAL HUFF

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David Tacka
Leslie Turner
Debbie Ulrich
Ned Wehler
Robert & Sharon Woelfling
Michelle Wohlfarth
Sean Young
LeRoy Zimmerman

Meet the Team: Architect and Design

LSC Design is a full service design firm located in South Central Pennsylvania. A few of their projects include The Hershey Story, Gettysburg Museum, The Agricultural and Industrial Museum and the York YWCA.

"As architects, we are always humbled when asked to create additions to the incredible town that Milton Hershey built. The new conservatory is an amazing opportunity to extend the mission of one of Mr. Hershey's original cultural institutions, but it comes with responsibility."

"Many of the town's most important buildings were inspired by Milton and Catherine Hershey's travels abroad. The new conservatory will follow that lead. The building's form will reflect both historic 18th century European garden architecture, as well as some of Hershey's early 20th century conservatories."

LSCdesign



Rob Kinsley, President

"The new building will operate as a 'two-way looking glass' on the history of Hershey. First, the new building will allow visitors to inwardly explore the rich horticultural history of the Gardens and secondly, the new observation deck will provide the perfect spot to look out on the full scope of this utopian town; from Milton Hershey School to Hersheypark, from The Hotel Hershey to the factories - and right into the center of town."

The Hershey Story Receives Prestigious Gift from Shanghai Golden Monkey

The Hershey Company recently announced plans to acquire one of the leading confectionery and snack manufacturers in China, called Shanghai Golden Monkey. The company makes a wide variety of candies flavored with fruit such as green apple, banana and honey peach, while others have more interesting flavors – yam, corn, litchi and red bean.

Shanghai Golden Monkey's chocolate and milk flavored confections are extremely popular with Chinese consumers. In June, The Hershey Company hosted a dinner at The Hershey Story to celebrate the agreement between the two companies. During the evening's festivities, the chairman and president of Shanghai Golden Monkey, Mr. Zhao Qisan, presented a beautiful porcelain vase to the museum, as gift giving is an important part of traditional Chinese culture.

The 26-inch tall vase, by esteemed artist, Mr. Zhang Jian, features a pair of monkeys perched in a tree. The vase symbolizes the brand of Shanghai Golden Monkey milk candies, the year 1992 (the year of the monkey) when their milk candies were intro-

duced to Chinese consumers, and the Chinese symbol of a clever and energetic monkey.

Zhang lives and works in Jingdezhen, China, an area renowned for high-quality porcelain ceramics for over a thousand years. He is a member of the China Art and Crafts Association, dean of Songqing Art Academy and was named Outstanding Contemporary Artist in 2004. The vase is now part of the permanent collection at The Hershey Story.



The vase symbolizes the year 1992, the year of the monkey and the year Shanghai Golden Monkey's milk candies were introduced, and the Chinese symbol of a clever and energetic monkey.



The vase is now part of the permanent collection at The Hershey Story.

Thank You, Past Masters!



Past Master Aadi Mongia assists a young guest with an outdoor activity.

This summer, 36 community youth ages 12 through 15 volunteered their time to provide activities and interact with guests at The Hershey Story. Guests were impressed with their knowledgeable assistance, frequently asking about their age and "how they learned all this information."

Summer 2014 Past Masters:

Owen Bennett	Carli Little	Sean Sellers
Julia Briselli	Catherine Martinez	Nidhi Singh
Jack Clark	Daniel Mazus	Samina Singh
Grady Cole	McKenzie McLeod	Tyler Via
Aniika Craddock	Julia Michaelson	Liam Wagler
Lynn Dang	Spencer Miller	Pierce Wagler
William Field	Advay Mongia	Eamonn Wrightstone
Zachery Gazzio	Timothy Nevil	Martina Yee
Liam Hamilton	Katie Oh	
Sarah Hamilton	Delainey Olinger	
Anna Hession	Angel Patel	
Derrick Hillman	Molly Reeves	
Joe Horner	Megan Sassaman	
Kathy Li	Brittany Scharpf	

story TIME

AT THE HERSHEY STORY

Thursdays in October at 10 a.m.

This fall preschoolers can explore museum objects and themes through enchanting pictures and stories. Each week will feature a different topic; a simple craft will follow the interactive read-aloud. Recommended for children ages 3 through 5 accompanied by an adult caregiver. Attend as many sessions as you like. This program is free and will take place in the museum classroom. Space is limited and pre-registration is required for each session. Please call 717.520.5596 or email info@hersheystory.org to register.



Story Time Themes:

October 2	Chocolate and Other Treats
October 9	Hooray for Firefighters
October 16	Rainforest Fun
October 23	Toy Time
October 30	Halloween Scene

Sensory Friendly Evenings on Oct. 16 & Dec. 2

The Hershey Story invites guests with Autism Spectrum Disorder or other sensory disorders to have a relaxed evening at the museum. A special price of \$8.50 per person includes access to all exhibits and a drop-in interactive experience in the Chocolate Lab, Café Zooka and the Museum Shop will be open. Little Elves Workshop will be open on December 2.

Please visit HersheyStory.org for pre-visit stories and more information about the museum. Pre-payment is not required, but please register for the evening by calling 717.520.5596 or emailing info@HersheyStory.org.



A Love Letter to Hershey

The travel section of *The Huffington Post*, an internet newspaper, features a series of letters submitted by readers, called "Love Letters." The series of letters are written to a city by "the local people who define it," writes the *Post*, who describes the letters as "an anthology of reflections on places the world over."

The series has featured letters to dozens of towns from Cincinnati, Ohio to Florence, Italy and beyond.

The M.S. Hershey Foundation Executive Director, Don Papson, was recently asked to write his own "Love Letter" to Hershey. It was published by *The Huffington Post* on August 20, 2014.

Dear Hershey,

Some folks write love letters to their hometown as if the place were a person. But I don't need to pretend. In profound ways, you, Hershey, of all cities, really are a person.

You're the infectious charm of a chocolatier rendered in brick and mortar. The vision and spirit and twinkling eye of an extraordinary candy maker made material. The pluck and vitality of a company town that matured into a close-knit community. Hershey the man, and Hershey the city, are impossible to disentangle. And that gives you a distinct and irresistible personality.

My father, Christos Michael Papadopoulos, moved here 80 years ago, a Greek immigrant who had met Milton Hershey in a New York City hotel. Dad spoke no English, but when he came to visit the little town in Pennsylvania, following up on Mr. Hershey's invitation to work at the brand new Hotel Hershey, he immediately recognized his hometown.

Not that your tidy streets and shops, or the dairy farms and the rolling greenery of Dauphin County, looked much like dad's native village in Cyprus. He never mistook the remarkable aroma of warm chocolate that often wafts through your avenues for the pungent scent of olives and rosemary he grew up with. But he, like many others drawn to settle in the newly created town, did recognize a familiar feeling—a warmth, a sense of community, a welcoming openness.

That openness has been part of your DNA from the beginning. Milton Hershey envisioned a place that welcomed people from around the world, both residents and visitors. You've always been a small town with global connections. Some cities become tourist destinations; you were born as a tourist destination, a living (and livable) confection that would be as much a treat as a Hershey's chocolate kiss. Mr. Hershey cast a global eye when he planned you in the early 1900s, naming your streets Caracas, Granada, Trinidad, Areba, Java—exotic places where cocoa beans were grown. He drew inspiration from the utopian, model communities of industrial Britain and France, and borrowed enthusiastically from the graceful architecture of Venice for the Hershey Theatre and other landmarks. From the very start, Hershey, you have melded small town American values with a grand, worldly perspective.

I also cherish the way you combine a warm heart with an open hand. That too grows from the spirit of your founder. Mr. Hershey famously gave away his entire chocolate company holdings in 1918, decades before he died, to found the Hershey Industrial School for orphaned boys. That school, spanning

thousands of acres, thrives today as the Milton Hershey School, taking in disadvantaged boys and girls from across the region, giving them a home, a top-notch education, a sense of community, and an enduring commitment to service. That deep-rooted philanthropic and child-loving mission continues to shape your character. Who could not love a town that gives the world chocolate and gives kids a chance?

But your century-long commitment to children isn't the only aspect of your nurturing character. You were conceived as a model industrial community, and throughout your adolescence your founder supported an extraordinary range of amenities unheard of in other cities your size, let alone other factory towns. An amusement park, a museum, a public rose garden, a world-class arena—all help to define you. All make you greater than the sum of your parts: much more than just a collection of streets and structures. The chocolate factory at your heart is not simply the kernel from which you sprang, nor the primary business that sustains you. It's the sweet soul that molded your outlook from your earliest years.



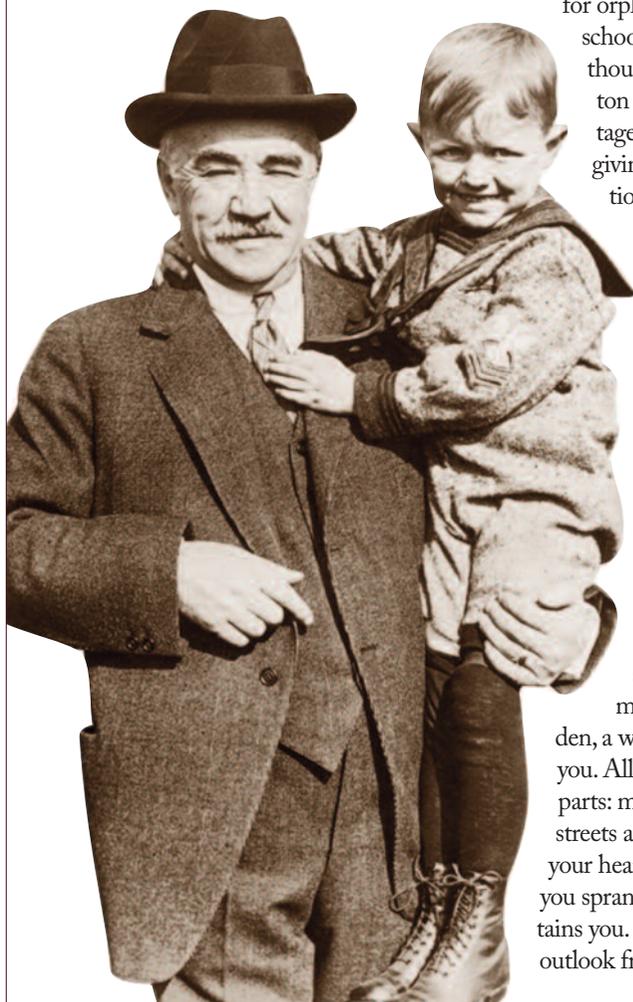
Of course, it's not just your institutions or your Italianate buildings or your town square at the enticingly named intersection of Chocolate and Cocoa Avenues that matter. It's also what's not there—the miles of landscape that is not dotted with buildings. It's the hundreds of acres of undeveloped farmland and the gentle fields I pass every morning on my five-mile trek to work, still maintained in their agrarian state by various Hershey interests. All of us are molded by our surroundings, and that's equally true for you. After all, you were built in this part of Central Pennsylvania in large measure because of the location: the easy access to railroads to ship the factory's confections far and wide, and equally important, the



nearby dairy farms that put the milk in your milk chocolate. Much of that land remains undeveloped today, supporting your iconic businesses or preserved for future generations of Milton Hershey School students. You are "green" in outlook and green in fact.

But to be honest, Hershey, one of the things I love most about you is the effect you have on people when I say where I'm from. Their eyes widen with a glint of wonder when I tell them what it's like to step out of the office at dusk under the soft glow of chocolate kiss streetlights. I love being able to put a smile on someone's face just by naming my hometown. And maybe also I love the hint of envy I see in their faces, or hearing, "Wait. You mean that's really a place?"

Most people think that your motto—"The Sweetest Place on Earth"—refers to the mountains of chocolate you have given us over the past century. But I know you better, Hershey. The slogan also is a description of your singular ability to blend small town charm with a global name profile, tourist destinations alongside beloved family businesses, a vast and savvy global enterprise amid merry street names and quirky candy-shaped streetlamps. Everything that makes you simultaneously welcoming and prosperous and playful and one of a kind.



Milton S. Hershey: The Man Before His Success

The story of how Milton S. Hershey established the highly successful Hershey Chocolate Company and used his wealth to fund a school for orphaned boys is familiar to most Hershey residents. Many are not as familiar with the story of Milton Hershey's youth. This is the second in a series of four articles based on Milton Hershey before his financial success.

Seeking Success in Philadelphia, 1876-1882

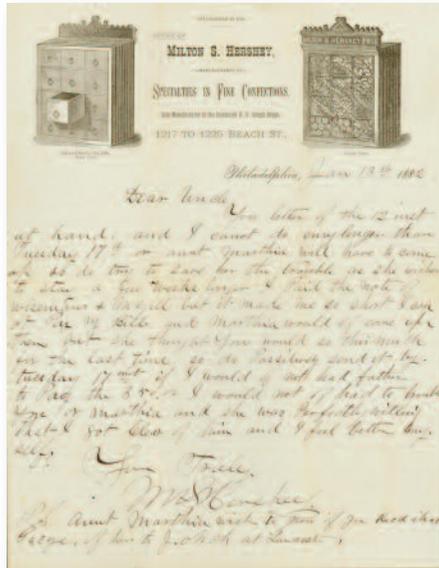
After Milton Hershey completed his apprenticeship with Lancaster confectioner, Joseph Royer, he wanted to open his own candy shop. Not wanting to compete with his teacher, Hershey traveled to Philadelphia in May 1876 to look for a suitable space to rent for his new business.

1876 was an important year for Philadelphia, as the city was hosting an international exposition celebrating the nation's centennial anniversary. Hundreds of thousands of people visited Philadelphia that year to attend the nation's first world's fair.

Milton Hershey found a shop to rent at 935 Spring Garden Street, a main pathway to Fairmount Park and the Centennial Exposition. He hoped his new business would benefit from the large crowds attending the Exposition and even printed business cards decorated with an image of the Exhibition's Machinery Hall.

At first, the candy shop did turn a small profit. As his business expanded, the shop became too small and a few years later Hershey moved down the street to larger quarters at 925 & 927 Spring Garden Street for his retail business. He also established a separate wholesale business located at 532 Linden Street. He worked long hours, not going home many nights, but instead sleeping at the store under the counter.

Instead of concentrating on one product, Hershey produced a variety of goods in an effort to appeal to everybody. Besides candy, he



A letter from Milton Hershey to his uncle, Abraham Snavely. The letterhead features an image of his new candy display cabinet, 1882.

sold fruit and nuts and made ice cream. One year on the Fourth of July, he paid a German band to play in front of the store while he served ice cream at five cents a plate to the crowd that had gathered to listen to the music.

Confectionery competition in Philadelphia was fierce. Milton Hershey's product line was good but the volume of candy produced was too small to make much of a profit. He had neither the equipment nor a large enough staff to permit him to mass produce and distribute enough candy to make money from the sale of penny goods. Though his sales kept up with production, Hershey was not able to earn enough to keep ahead of his bills. The sugar dealers that supplied his ingredients demanded cash in payment while his wholesale customers expected credit and were slow to pay their bills. Hershey fell behind paying his bills, and lived in fear of impatient sugar dealers suddenly cutting off his supply of raw ingredients.

As Milton Hershey tried to grow his business, he needed help. In 1880 he hired Harry

Lebkicher, who had been a clerk in a Lancaster lumberyard.

In 1881 his father, Henry Hershey, arrived. It is said he worked for his son peddling candy because he wanted to help his son make a good start. Henry was a man of both imagination and action. "If you want to make money," he said to his son, "you have got to do things in a big way."

To support his son's business, Henry Hershey designed a new candy display cabinet for his son to market. (An original cabinet is on display at The Hershey Story.) He also developed a formula for cough drops that he encouraged his son to produce. In the December 1880 issue of the *Confectioners' Journal*, Milton Hershey placed a large ad featuring the candy cabinets and cough drop candies.



Milton Hershey business card, 1876

Henry Hershey's ideas spread his son's resources too thin. Having invested in his father's idea, Milton Hershey slid further into debt each month. Hershey appealed to his mother's brother, Abraham Snavely, for repeated loans. At first, Abraham loaned his nephew the requested monies, but he soon decided that loaning his nephew more and more money was not a smart idea.

After operating his first candy shop for six years, Milton Hershey's first business venture collapsed in bankruptcy, but he learned many lessons about supply and demand, credit, cash flow and the importance of limiting your product line. These were all lessons that he would put to use in future business ventures.

Calling All Scouts!

Scouting for History

Any day can be a Scout day! Explore the Museum Experience with a scavenger hunt created especially for Scouts. "Scouting for History" is available to Scout groups or individuals at any time. Museum Experience admission must be purchased to complete the hunt. Please ask for your free "Scouting for History" guide at the admissions desk, or print a copy at HersheyStory.org.

Participation satisfies one requirement for each of the following achievements:

- Cub Scout – Collecting Belt Loop, Bear Scout Achievement 8
- Brownie Scout – Celebrating Community and Computer Expert Badges
- Junior Girl Scout – aMUSE Award and Product Designer Badge



Earn a Hershey Story Patch!

Simply complete "Scouting for History" and attend a Chocolate Lab class or a special holiday program, such as Black Cat Alley, Little Elves Workshop, or take part in a Countries of Origin Chocolate Tasting.

Patches will be awarded at the admissions desk upon completion of the activities. For reservations and group rates, please contact groupstours@hersheystory.org or 717.520.5722.



This One's For the Boys!

Boy Scouts: Indian Lore Merit Badge Workshop

Saturday, November 8 from 9:30 a.m. to 2 p.m.

Boy Scouts can explore the museum's American Indian artifact collection and earn their Indian Lore merit badge. This 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. Pre-registration is required. Please call 717.520.5596 or email info@hersheystory.org to register.

From Creepy Cobwebs to Kris Kringles, the Chocolate Lab Celebrates the Holidays

Experience delicious, hands-on fun this fall and winter in the Chocolate Lab, as you discover where cocoa beans are grown and how they become the world's most popular confection.

Forty-five minute classes are ideal for adults and children ages 4 and older. Visit HersheyStory.org for a daily class schedule.



New! Chocolate by Design

You'll "fall" for this special fall-themed class where you can design your own deliciously edible chocolate oak leaf and acorn.

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.



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.

New! Be a Chocolate Worker

Guests can make a delicious chocolate creation reminiscent of the early factory days and learn what it was like to work there.

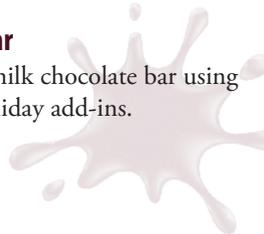
Candy Cane Bark

Layer milk and white chocolate with chunks of peppermint candy to create your own candy cane bark.



Make a Very Merry Bar

Customize your own milk chocolate bar using a selection of sweet holiday add-ins.



Let It Snow Chocolate

Create your own deliciously edible winter scene using chocolate and snow-flake candy sprinkles.



Create a Kris Kringle

Mold a vintage chocolate Santa to take home.

Marshmallow Mischief

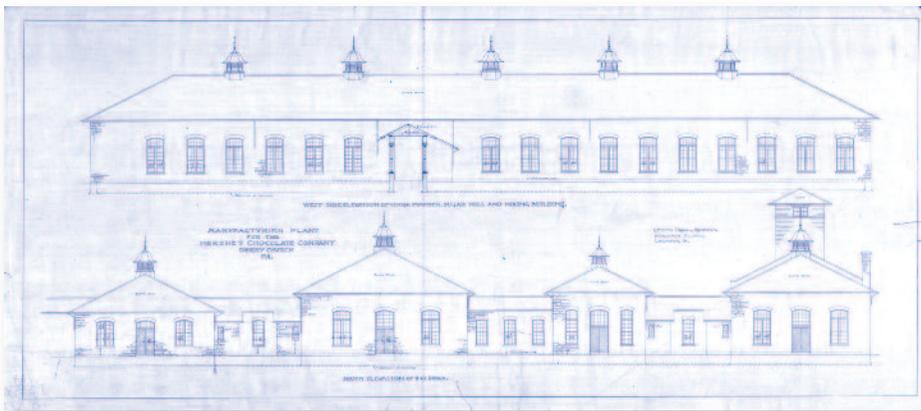
(Offered on Snowball Saturdays only)

Coat a giant marshmallow with melted fresh chocolate, then roll in holiday toppings. Finish by packaging your custom treat in festive wrappings!



Archives Receives Original Chocolate Factory Architectural Plans

The original Hershey Chocolate factory has dominated the east end of Chocolate Avenue in Hershey, Pennsylvania since ground was broken for the structure in 1903. The factory was not a single building, but a complex of buildings, each serving a specific purpose. Once Milton Hershey started construction, he didn't stop; new buildings and renovations were added to the factory as Hershey Chocolate's business grew.



Elevation of cocoa powder, sugar mill and mixing building, drawn by C. Emlen Urban, 1903

tailed information as to the layout and construction of the factory, but also, each individual plan serves as a hand drawn work of art. The exceptional details on the architectural plans ensure that although the physical buildings may be gone, the Archives will continue to preserve Mr. Hershey's extraordinary vision and model of mass production.

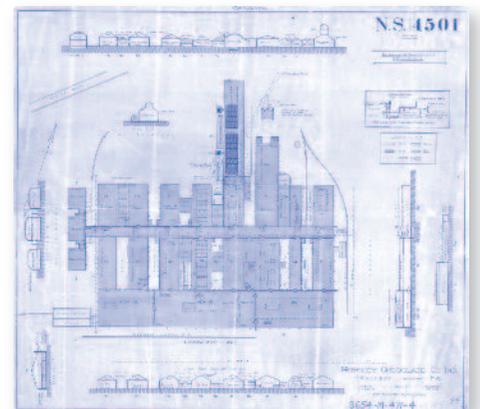
The factory was closed in 2012 and has since been partially demolished. Although the buildings may not have withstood the test of time, their blueprints have. Collected by the Hershey Community Archives in 2013, the architectural plans document the changes to the Hershey Chocolate factory site over the last 110 years.

Lancaster's C. Emlen Urban was the original architect of the Hershey Chocolate factory. Emlen worked with Mr. Hershey on the development of Hershey, Pennsylvania from 1903 into the 1920s and is responsible for many of Hershey's most beloved buildings. Twenty-four of Urban's earliest blueprints of the factory, drawn

in 1903, remain and were among the architectural plans collected by the Archives. Many of these blueprints are detailed floor plans revealing the flow of production; others are exterior elevations.

Site plans of the factory complex reveal how the factory changed over time with the removal and addition of buildings. The site plans also document how various buildings were utilized and illustrate production through the factory complex. Raw ingredients such as cocoa beans, sugar and milk were stored and processed on the east end of the factory, while the west end was home to the finishing, wrapping and shipping departments.

The historic architectural plans of the Hershey Chocolate factory not only provide extremely de-



Site plan, 1909

Like to learn more about the original Hershey Chocolate factory through architectural plans, photos and videos? Visit the Museum Experience at The Hershey Story and explore Hershey through an interactive map!

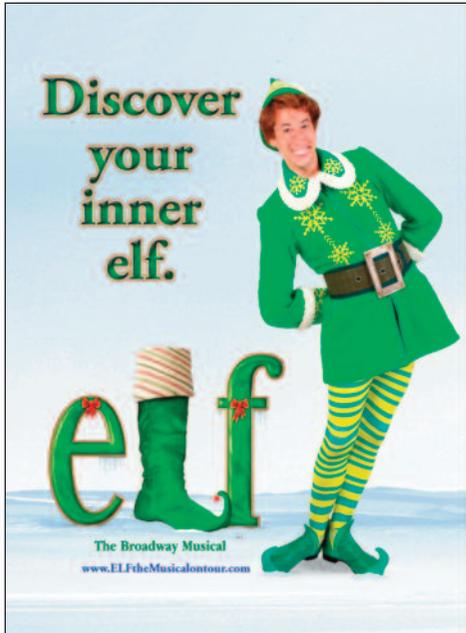
HERSHEY THEATRE

14/15 BROADWAY SERIES

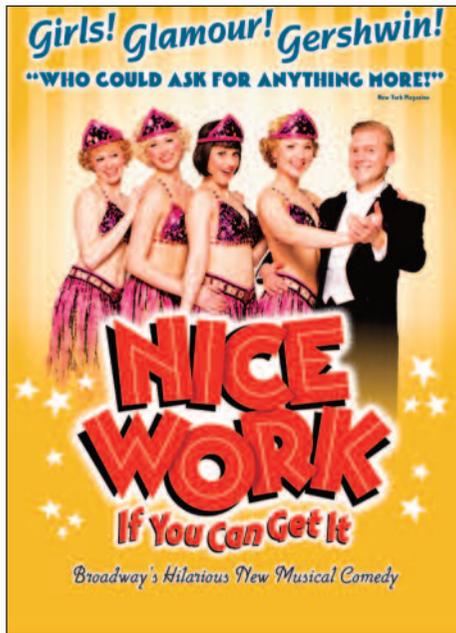
Presenting Sponsor



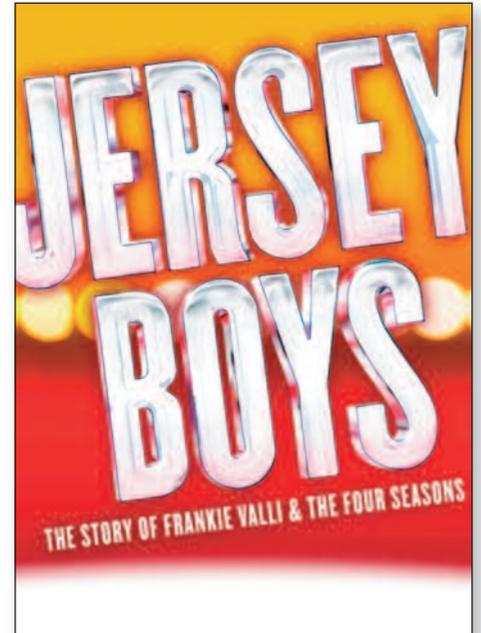
For tickets, please call the Hershey Theatre Box Office at 717.534.3405 or visit HersheyTheatre.com



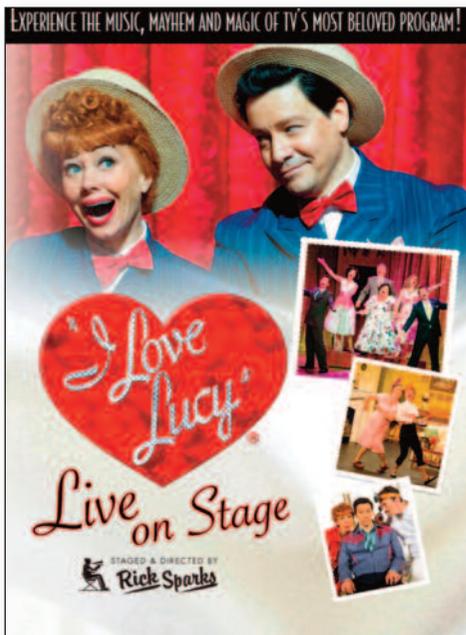
December 9 - 14, 2014



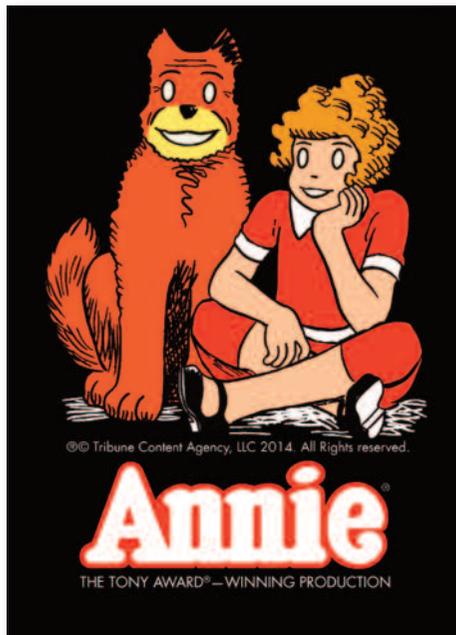
January 16 & 17, 2015



January 27 - February 1, 2015



February 17 & 18, 2015



July 21 - 26, 2015

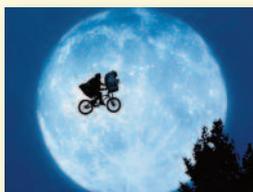
Additional Attractions

- Kevin James**
October 9 & 26, 2014
- Disney Live: Mickey's Music Adventure**
November 1, 2014
- Ray LaMontagne**
November 7, 2014
- Alton Brown**
November 11, 2014
- Garrison Keillor**
November 12, 2014
- Ron White**
November 21, 2014
- Karolyn "Zuzu" Grimes**
November 23, 2014
- Getting Wild With The Kratts**
November 29, 2014
- Mannheim Steamroller**
November 30, 2014
- Straight No Chaser**
December 6, 2014
- Sesame Street Live! Make A New Friend**
December 27 & 28, 2014
- Chuggington Live!**
February 7, 2015
- Red Hot Chilli Pipers**
February 28, 2015
- The Great Gatsby**
April 7, 2015
- 2CELLOS**
April 29, 2015



classic films:

A Double-Feature at Hershey Theatre!
Saturday, October 25



E.T., The Extra-Terrestrial at 7 p.m.

A troubled child summons the courage to help a friendly alien escape Earth and return to his home-world. Also, enjoy complimentary Reese's Pieces, courtesy of The Hershey Company.

The Rocky Horror Picture Show at 11:59 p.m.

The ultimate fan participation film! This bawdy film tells the far-fetched tale of a young couple coming to a haunted castle on a rainy night. Prop bags will be available for \$6, starting at 11 p.m. No outside props allowed. Rated R.



General admission tickets are available at the Box Office for \$8 per film.

Hershey Theatre's Performing Arts Through the Years: 1930s and 1940s

This is the first in a series of articles to appear in The Legacy. Each article will focus on dramatically different eras of performing arts at Hershey Theatre.

Hershey Theatre was an enigma from its inception. In 1930, Hershey boasted a population of less than 2,500 residents. Some questioned the wisdom of building a 1,904-seat theater in the heart of rural central Pennsylvania. How could such a small town sustain a theater that would often be compared to Radio City Music Hall? Hershey Theatre succeeded, and continues to succeed today, by being an important part of Milton Hershey's plan to make Hershey a popular tourist destination.

The theater was certainly a remarkable addition to the community's amenities when it opened in 1933.



Hershey Industrial School commencement, 1945

The 1930s

Vaudeville was thriving when Hershey Theatre opened its doors for the first time. Best described as a series of unrelated acts, vaudeville shows

often featured comedians, dancers, magicians and other musical acts. Hershey Theatre's opening weekend featured a "Spectacular Stage Show" with some of vaudeville's best known performers, organ concerts and three different movies. Throughout most of the 1930s, Hershey was a regular stop on the vaudeville circuit.

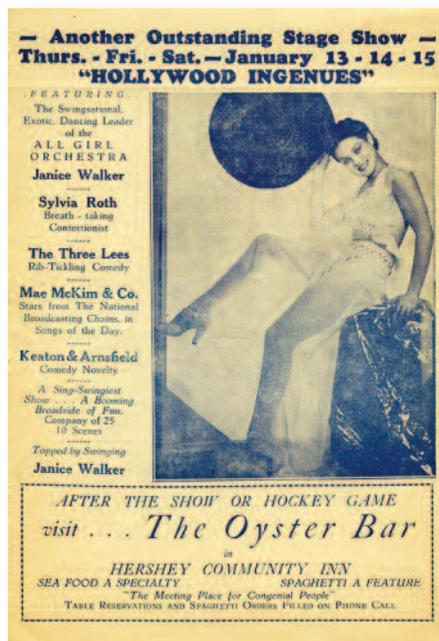
During those vaudeville years, such notable entertainers as Blackstone the Magician, Roy Rogers, Mr. and Mrs. Tom Thumb, the Roxyettes (forerunners of the Rockettes), Fanny Brice, Ed Wynn, Ethel Barrymore and Jackie Cooper took their star turns on Hershey's stage. These acts were often supplemented with the Hersheyettes,

16 precision dancing girls, who appeared regularly on the stage.

However, the 1930s were the last hurrah for vaudeville. Motion pictures, which were less expensive for theater owners to present, grew in popularity. At first, movies were shown alongside the live acts. In Hershey, on Thursday, Friday and Saturday nights, for the price of a single ticket, patrons could enjoy both a vaudeville show and a movie. On weekdays, different movies were presented each evening.

Hershey Theatre was not just a movie house. It also presented plays and musicals offered by national touring companies.

The Theatre also played an important role in community life. Community programs were held regularly during this period. On Sunday afternoons, community members were invited to the Theatre for a special program of music and devotions.



Hershey Theatre's "Upcoming Events" program, 1938



Hershey Theatre orchestra, ca 1933

The 1940s

With the passing of vaudeville, first-run movies became the Theatre's most popular offering. In fact, during 1943, 213 different full-length pictures were shown. During the 1940s, Broadway touring companies came more regularly to

Hershey, with shows like *The Student Prince*, *Arsenic and Old Lace*, *My Sister Eileen*, *The Corn is Green*, *Annie Get Your Gum*, *Carousel*, *Show Boat*, *Harvey* and *Oklahoma!* With the shows came the stars of Broadway and Hollywood, including Tallulah Bankhead, Jack Haley, Basil Rathbone, Zasu Pitts, Jack Gilford and the amazing theatrical couple, Alfred Lunt and Lynn Fontanne.

Hershey Community Archives' Newest Exhibit: A PASSION FOR TRAVEL

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

Milton Hershey enjoyed a lifelong passion for travel. He traveled extensively for pleasure as well as business. Intensely curious, he traveled the world, spending many months each year traveling to Europe, New York City and other locations throughout the United States. After he married, he shared his passion for travel with his wife, Catherine.

Using hotel receipts, foreign bank drafts, postcards, trans-Atlantic steamship schedules and photographs, the Archives' new exhibit paints a picture of Milton and Catherine Hershey's travels in the United States and Europe.



Milton and Catherine Hershey visited Egypt during the winter of 1912-1913.

HERSHEY COMMUNITY
ARCHIVES



The Spotlight Shines on Student Talent at the Sixth Annual Hershey Theatre Apollo Awards

Backstage was bursting with excitement on Sunday, May 18 as the Hershey Theatre Apollo Awards filled the house with students, friends and supporters of the annual event. Featuring emcee and host Dennis Owens, the live show featured numerous performances from nominated high school students.



Outstanding Lead Actor in a Musical, Brendan McAlester, performs "Singing in the Rain".

The Hershey Theatre Apollo Award scholarship program recognizes excellence in local high school theater productions and applauds talented students in Cumberland, Dauphin, Lebanon and Perry counties and Elizabethtown area high schools.

Participation in the program led to a once-in-a-lifetime opportunity for two students. Rachael Robertson, a recent graduate of Camp Hill High School, and Brendan McAlester, a cyber school graduate, traveled to New York University in June for the sixth annual National High School Musical Theater Awards. During this week-long theater arts training program, talented students from across the country participated in rehearsals, master



Outstanding Lead Actress in a Musical, Rachael Robertson, performs "By the Sea" from *Sweeney Todd*.

classes, private coaching and interviews with professionals. The week culminated in a Broadway performance at the Minskoff Theatre on Broadway, which featured the students.

The Hershey Theatre Apollo Awards program is named after the Greek god who adorns the decorative ceiling in the Grand Lobby of the Hershey Theatre. Apollo was the patron god of music, poetry and the arts – a fitting namesake for this tribute program.

The 2015 Hershey Theatre Apollo Awards is scheduled for Sunday, May 17. Ticket sales will begin January 5.

CONGRATULATIONS TO THE 2014 HERSHEY THEATRE APOLLO AWARDS RECIPIENTS



The cast from Susquehanna Township High School perform a number from *Shrek, the Musical*.

Outstanding Featured Performer in a Play

Kat Allison, *The Good Doctor*, Elizabethtown Area High School

Outstanding Featured Performer in a Musical

Kara Miller, *Shrek, the Musical*, Susquehanna Township High School

Outstanding Supporting Actress in a Play

Becca Robertson, *The Rimers of Eldritch*, Camp Hill High School

Outstanding Supporting Actor in a Play

Josh Peffley, *The Foreigner*, Cedar Crest High School

Outstanding Supporting Actress in a Musical

Kelsey Kindall, *Singin' in the Rain*, Lower Dauphin High School

Outstanding Supporting Actor in a Musical

Nick Wasileski, *Sweeney Todd*, Camp Hill High School

Outstanding Student Playwright

Kaela Curcillo, *A Word to the Wise*, Bishop McDevitt High School

Outstanding Play

Camp Hill High School, *The Rimers of Eldritch*

Outstanding Student Orchestra

Hershey High School, *Once Upon a Mattress*

Outstanding Dance Number in a Musical

Central Dauphin East High School, "With You" from *Pippin*

Outstanding Lead Actress in a Play

Rachael Robertson, *The Rimers of Eldritch*, Camp Hill High School

Outstanding Lead Actor in a Play (tie)

Brendan McAlester, *FRONT*, Lower Dauphin High School
Josh Miccio, *The Rimers of Eldritch*, Camp Hill High School

Outstanding Lead Actress in a Musical

Rachael Robertson, *Sweeney Todd*, Camp Hill High School

Outstanding Lead Actor in a Musical

Brendan McAlester, *Singin' in the Rain*, Lower Dauphin High School

Outstanding Musical

Bishop McDevitt High School, *Seussical, the Musical*



The cast from Bishop McDevitt High School perform a number from *Seussical, the Musical*.

Hershey Theatre's Projection Booth: Shine A Little Light on Me

Thousands of patrons visit Hershey Theatre each year to enjoy various musical, dance or theatrical performances. Many of these theater-goers are naturally focused on the stage, with little thought as to what goes on behind the scenes to make the performance special.

While many elements of “stage magic” emanate from above, below or behind the stage, there is one space in the theater that is critical to every performance, but is nowhere near the stage -- the projection booth.

This rather small room sits behind the mezzanine, above the highest row of chairs. This space often goes unnoticed; it's only telltale signs are the five small, square openings in its wall.

Called the “projection booth,” it is home to three spotlights and two original carbon art film projectors. This room is necessary for



One of three spotlights is positioned in an opening in the projection booth wall. The spotlights are shaded with colored, transparent gels to create mood.

lighting technicians and spotlight operators to light the performers and objects on stage.

Although the room's purpose is simple, its history is quite unique.

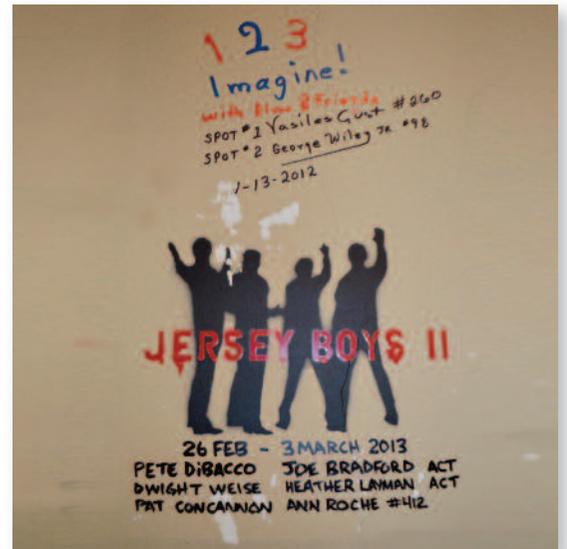
“In the mid-1980s, the spotlight operators who worked on various shows began signing their names on the walls, along with the name of the show they worked on,” said Tony Measley, education coordinator. “It's now a tradition that continues to this day.”

Almost like graffiti, the signatures and show titles pay tribute to the hundreds of shows that the Theatre has hosted throughout the years. While most of the titles on the wall are Broadway shows, some are titles of bands and other acts.

“This is one of my favorite areas to show on the Spotlight Tour,” added Measley. “People are always amazed at the beauty of Hershey Theatre, but they don't expect this. It's neat to think about all the people who have been here before them. It's a little hidden gem.”



The practice of a lighting crew signing their names on the projection booth walls at the end of a show began in the mid-1980s. Today, hundreds of signatures and show titles make up the room's “show wall.”



Signatures of technicians from touring shows appear on the walls in the Theatre's projection room. *Jersey Boys*, slated to return to the Theatre in January 2015, first performed on the Hershey stage in 2013.

HERSHEY THEATRE

Spotlight tour

Get behind the scenes

From basement to balcony, experience the opulence and intrigue of “Mr. Hershey's Show Palace” during this 90 minute walking tour.

Fridays at 11 a.m.

Adults: \$8, Juniors (3 – 12): \$6

Tours are subject to cancellation due to shows and events. Please call 717.533.6299 to inquire.

Private 90-minute tours available for groups.

Get your tickets now!

beyond the footlights

a celebration cabaret

featuring stars from the Hershey Theatre Apollo Awards

Saturday, January 24, 2015

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

EXTENDING FALL COLOR IN YOUR GARDEN

As summer winds down, many homeowners begin their fall clean up in the garden. “Rather than picking up a rake, pick up a shovel and plant some colorful fall perennials,” said Brooke Umberger, horticulture coordinator at Hershey Gardens. “Just because the summer is over doesn’t mean your garden needs to be put away for the year. There are plenty of colorful plants that can be added now.”

White is Just Right



Montauk daisy

To brighten up your fall garden, consider planting a montauk daisy. This plant features gorgeous white flowers and only blooms in the fall. “While many plants are spring and fall bloomers, this one waits all spring and summer before producing blooms that are deer and rabbit resistant,” noted Umberger. “It is also known for attracting butterflies, which is great not only for pollination but also provides nectar for migrating species.”

Red: Not Just for Roses

While most people think of perennials as only offering color in the fall, there is an annual that stays hardy through most of the season.

“Salvia is great for attracting hummingbirds and butterflies, but is also known for providing pollen and nectar for honey bees,” said Umberger. “You would not want to plant this vivid red flower in the fall because it is an annual, so it should be planted in spring.”

Another stunning red plant in the fall garden is Sedum “Autumn Joy” or Stonecrop.



Sedum telephium “Autumn Joy”

“This plant is similar to the montauk daisy and only blooms in the fall,” said Umberger. “The flowers open with a pink or red hue and fade to a copper color in autumn. The plant attracts butterflies and does best in dry soil and full sun.”

Orange You Glad You Planted This?

Every fall garden needs some orange color to highlight the season.

“Various sneezeweed (*Helenium*) cultivars consist of orange and yellow petals that add texture and height to your garden,” said Umberger. “Some hybrid varieties are compact, making them great for borders and even containers. Other varieties are great for adding height to the back of your garden.” Sneezeweed is known for its long bloom time, rabbit resistance and for attracting butterflies.



Chrysanthemum “Fancy Ursula”

One of the most popular fall blooming plants is the chrysanthemum.

“Mums come in a number of colors, varieties and shapes,” said Umberger. “Some varieties are great in containers while other, hardier varieties are best suited for perennial gardens. Mums also can be early, mid or late fall bloomers, so be sure to do your research to find the right plant for your garden.”

Not-So-Mellow Yellow

To add some traditional yellow into a fall garden, consider planting some tickseed (*Coreopsis*).

“There are over 100 varieties of tickseed, including the traditional yellow flowers or cultivars that contain yellow petals with red centers,” noted Umberger. “The tickseed family is native to



Helianthus “Flore Pleno”

American prairie and woodlands. It is known for its drought tolerance and long bloom time. This plant is also a great addition if you enjoy bird watching, as goldfinches in particular love the seeds that form in fall.”

For a taller plant variety, consider planting the perennial sunflower (*Helianthus*).

“This is another brilliant yellow bloomer that is known for its long-lasting blooms,” said Umberger. “They are natively found in American bogs and prairies, but do best in moist, organic soil and full sun.”

A Passion for Purple



Aster divaricatus “Wood’s Purple”

Although not a traditional fall color, purple flowers add beauty to any fall landscape.

“The Aster cultivar

‘Wood’s Purple’ is very hardy and tolerates drought and full sun,” said Umberger. “It is very showy with mounds of flowers and is rabbit resistant.” This fall perennial attracts butterflies in late summer and early fall as they migrate.

60 Years Ago: Catherine Hershey Memorial Rose Garden Moved to Hershey Gardens

Landscaping and beautification of grounds and property were always a priority for Milton and Catherine Hershey. The community of Hershey was noted for its extensive garden beds, as well as lush lawns and trees.

Catherine Hershey took particular responsibility for the gardens surrounding their home, High Point, personally supervising the placement and planting of the flower beds. Open to the public, High Point’s gardens were a popular destination for visitors and residents alike.

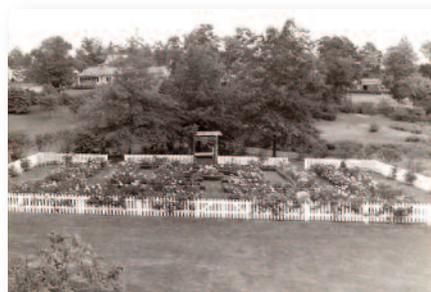
Catherine Hershey died in 1915 after a long illness. Around 1918, Milton Hershey had a rose garden planted at High Point in her memory that was edged with boxwoods and peonies. According to Hershey Gardens first director, Harry Erdman, the memorial garden was

located about 400 feet south of High Point and east of the home’s formal garden beds.

The memorial garden was maintained at High Point even after Milton Hershey established the Hershey Country Club and provided his home as its clubhouse.

In 1954, Hershey Country Club made plans to construct an outdoor pool for the enjoyment of its members. It was decided that the best location for the swimming pool would be where the memorial garden was located. This prompted the move of the original 1918 Catherine Hershey Memorial Rose Garden to Hershey Gardens.

The roses were transplanted in the same form



High Point Garden, after being transplanted to Hershey Gardens, 1954

or pattern as the original garden. Instead of a boxwood border, the garden was surrounded with a picket fence. Ever frugal, Hershey Estates reused some picket fence that had been part of the decorations

for President Eisenhower’s birthday party held in Hershey the previous fall.

Today, High Point Garden at Hershey Gardens proudly features old garden roses as a tribute to Catherine Hershey.

Fall & Winter at Hershey Gardens Will Be... A Little Bit of **SCARY** and A Whole Lot of *Merry!*

PUMPKINGLOW

October 17, 18, 24 & 25 from 6 to 8 p.m.

Enjoy more than 150 carved, illuminated pumpkins, whimsical scarecrows, a variety of gourds and hundreds of colorful mums!



Children ages 12 and under can come dressed in costume and trick-or-treat their way throughout the Gardens. Plus, listen to storytelling and collect candy treats donated by The Hershey Company. Be sure to bring a flashlight!

Guests can also watch pumpkin-carving demonstrations given by students from Lebanon County Career and Technical Center's Culinary and Pastry Arts program.

Pumpkin Glow is included in admission; Gardens members are free.



December 5, 6, 12 & 13 from 4:30 to 6:30 p.m.

Santa and his elves await your arrival during the most wonderful time of the year! The journey to his secret garden begins with a walk down an enchanted path of twinkling lights. During your travels, meet the elves and experience the colorful holiday decorations.

Kids can listen to live entertainment, participate in holiday activities and receive a sapling given by Santa himself!

Plus, enjoy storytelling with Mrs. Claus.

Most activities are outdoors; please dress accordingly. Santa's Secret Garden is included in admission; Gardens members are free.



BONSAI:
Living Art at Hershey Gardens

Exhibit courtesy of the Central Pennsylvania Bonsai Clubs

Friday, October 10 through Sunday, November 9;
open during regular Gardens 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 cultivated. The exhibit will be displayed in the Butterfly House. Included in admission; Gardens members are free.



Congratulations!

Volunteer Maggie Raid Wins Rotary Community Service Award

Hershey Rotary Club recently presented the 2014 Community Service Award to Maggie Raid for her outstanding commitment to the community. Over the past ten years, Maggie has generously volunteered more than 1,500 hours at The Hershey Story and Hershey Gardens, as well as the Mohler Senior Center.

"The magnitude of Maggie's volunteer service and the unassuming manner in which it is given truly exemplify the Rotary tenet of 'Service Above Self'," said Hershey Rotary Club president Susan Cort. The award included \$500 to the charity of Maggie's choice. "She chose to divide it among The Hershey Story, Hershey Gardens and the Mohler Senior Center," noted Cort.

"Much of her volunteerism is behind the scenes," said Valerie Seiber, collections manager at The Hershey Story. "Several years ago, we embarked on a collection inventory, which is quite a large undertaking that should have taken four or



Maggie Raid was given the Rotary Community Service Award in June, 2014.

five years. Maggie's assistance proved invaluable to this project. Not only

was she enthusiastic about such an intimidating task, but she recruited another volunteer to assist. With their help, the project was completed in only two years."

Her next project was just as daunting.

"We asked her to begin taking photographs of our historic glassware, which is almost 1,100 pieces," said Seiber. "She readily learned new skills and unfamiliar technology. After the photos were taken, she edited each one, incorporated its catalog number and uploaded it into the database -- a very tedious job."

Maggie also spends many volunteer hours working at Hershey Gardens.

"The magnitude of Maggie's volunteer service and the unassuming manner in which it is given truly exemplify the Rotary tenet of 'Service Above Self.'"

"She works two or three days a week, helping with labor-intensive tasks such as cutting back roses, weeding and planting," said Jamie Shiffer, operations manager at Hershey Gardens. "She will happily

perform any task you ask of her."

As a non-profit organization, The M.S. Hershey Foundation relies on volunteers to carry out its mission of educational and cultural enrichment. During the past year, 802 volunteers contributed 11,666 hours at the Foundation's four operating divisions, which include The Hershey Story, Hershey Gardens, Hershey Theatre and Hershey Community Archives.

"While many volunteers make important contributions of time and expertise to The M. S. Hershey Foundation, only a few give significant amounts of time at more than one property," said Don Papson, executive director of The M.S. Hershey Foundation. "We are grateful to Maggie and all our volunteers. Their work is invaluable."



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

The M.S. Hershey Foundation is a 501(c)(3)
non-profit educational and cultural organization.



Pennsylvania
Historical & Museum
Commission

The Hershey Story's school and Chocolate Lab programs
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Need a Special Location for a Special Event?

The Hershey Story Offers Unique (and Delicious) Rental Opportunities

Beauty, history – and delicious fun! The Hershey Story has all the right ingredients to make your special event perfect.

“We offer evening rentals for receptions, corporate parties, reunions – and everything in between,” said Amy Bischof, director. “Our caterers offer amazing cocktails, a variety of dinner options and unique desserts. Plus, the guests can explore the Museum Experience, which is always a big hit.”

“We also offer a variety of team building activities, truffle demonstrations in the Chocolate Lab and Countries of Origin Chocolate Tastings,” said Bischof. “Or we can customize an experience to meet their needs.”

The Grand Lobby can accommodate up to



150 guests for a seated dinner and up to 250 for a cocktail party.

To learn more, please call 717.534.3343 or email lamorelli@HersheyStory.org.

The Hershey Story Announces Annual History Contest

Starting November 1, students can submit entries to the 2014/2015 History Contest for Young Writers. The contest, sponsored by The Hershey Story, offers students an outlet to express an interest in a historical person or event through non-fiction, fiction or poetry. Fifth through eighth grade students in Adams, Cumberland, Dauphin, Lancaster, Lebanon, Perry or York counties may submit an entry through the museum's online process.

Prizes are awarded for first and second place in eight categories. Entry deadline is February 15, 2015. For more information and to view last year's winning essays, visit HersheyStory.org.



Memberships make great gifts!



This holiday season, consider giving a membership to The Hershey Story, Hershey Gardens or Hershey Theatre Guild.

Call membership specialist Denise Frantz at 717.520.5581 for more information.

Save \$2!

Good for up to four admissions.



Visit Hershey Gardens and enjoy luminous fall colors, 700 mums, late flowering annuals and perennials.



Coupon not valid on October 17, 18, 24 & 25 (Pumpkin Glow)
or December 5, 6, 12 & 13 (Santa's Secret Garden).

Not valid with other coupons or discounts. Expires 12/31/14. Code 43066