

THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | SPRING/SUMMER 2012 | ISSUE 14

New Gardens Exhibit Features Artwork by Milton Hershey School Students

June 9 - September 30

Watering Can Wonders



An Art Exhibit by Milton Hershey School Students

Bright sunflowers and soaring birds will be part of a new outdoor exhibit coming to Hershey Gardens. Opening June 9, this creative exhibit will showcase 500 hand-painted watering cans, each a tribute to Mr. Hershey and 75 years of his horticultural legacy.



A Milton Hershey School student prepares her watering can for painting

Milton Hershey School students in grades 4 through 12 contributed their artistic skills to produce this vibrant new exhibit. Keeping with the theme, "anything that can be found in nature," these young artists came up with charming and whimsical creations that will enchant visitors.



500 colorful watering cans will create an inspirational display in the Gardens

"Our students loved painting the watering cans," said John Davis, Milton Hershey School's museum educator and visual arts coordinator. "The students worked on them both as part of their curricular classroom instruction, as well as after-school enrichment programming."

The exhibit will be displayed along "Watering Can Way" which borders The Children's Garden and will feature fun facts and educational tips on water conservation.



Hershey Gardens Celebrates 75th Anniversary

A Proud History

"Create a nice garden of roses," was Milton Hershey's simple request in 1936. A year later, the original 3½-acre Hershey Rose Garden opened to thousands of guests eager to see the astonishing mass of blooms.



Hershey Rose Garden, June 1937

Seventy-five years later, Hershey Gardens is filled with breathtaking roses, spectacular themed gardens and seasonal displays, unique specimen trees, a Butterfly House and a Children's Garden.

Hershey Gardens is celebrating by going back to where it all began – roses. But not just any rose – a very special rose for a very special garden.

The Revival of The M.S. Hershey Rose™

In 1940, the American Rose Society honored Milton Hershey's support of roses by naming a rose after him. In 1941, the M.S. Hershey Rose was introduced at Hershey Gardens.

Over the last seven decades, the number of M.S. Hershey Roses has steadily declined to only a few remaining bushes. Using cuttings from existing bushes, the Gardens is working with rose professionals to "propagate" the M.S. Hershey Rose.

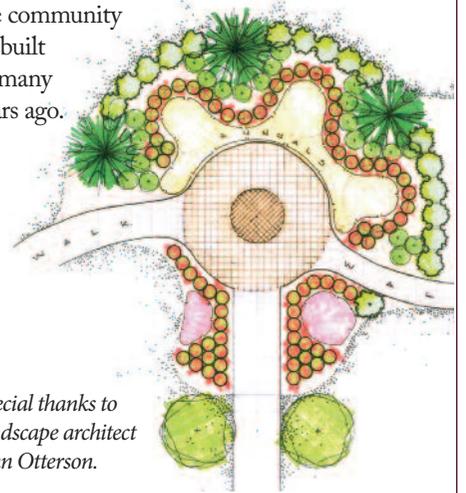
Several new M.S. Hershey Rose bushes will be welcomed to the Gardens this summer and, by 2013, 75 of these heirloom rose bushes will once again thrive at Hershey Gardens.

The New M.S. Hershey Tribute Garden

To honor Mr. Hershey's love of horticulture, Hershey Gardens is creating the M.S. Hershey Tribute Garden, which will showcase the newly revitalized M.S. Hershey Rose.

The new garden will also be filled with colorful plants and shrubs, as well as a unique feature – a special seating area that honors Mr. Hershey. The circular bench area will include 75 commemorative naming opportunities surrounding his personal quote: "The more beautiful you can make the place look, the better life the people will have." Milton Hershey insightfully said this many years ago. He dreamed of building a community where residents could enjoy a wonderful quality of life.

Today, Mr. Hershey's legacy of horticulture can still be found throughout Hershey. Most fittingly, the new M.S. Hershey Tribute Garden at Hershey Gardens will overlook the community he built so many years ago.



Special thanks to landscape architect John Otterson.

Museum Acquires Rare, Historic Set of Plates

Milton Hershey purchased colorful set of plates as a gift

Although Collections Manager Valerie Seiber certainly wasn't expecting to add painted flamingos to the museum's collection, she is thrilled to welcome these flamboyant birds.

The flamingos "landed" at The Hershey Story via a recent acquisition of a set of Royal Doulton plates dating from the early 1930s. Adorned with hand-painted colorful flamingos and a floral pattern, it is believed that Milton Hershey gave the set to Percy and Eliza Staples during the Staples' residency in Central Hershey, Cuba. With its seemingly rare pattern, this set was probably not mass-produced. Only a few other examples with a similar design have been found.

"We are very excited about this acquisition," said Seiber. "Artifacts related to Central Hershey, Cuba are unusual, given the current U.S. embargo against Cuba. The museum has a significant number of artifacts related to sugar production in Cuba, but few that document the daily lives of the people living and working there."



The plates' stamps reveal the artist who painted them, as well as the years the pattern was available.

continued on back page

The Hershey Story's Special Exhibit Gallery

Current Special Exhibit

From Field to Feast: Pennsylvania German Food

Open through June 10



Just what is "schnitz und knepp" and "hog maw"? Perhaps scrapple, shoo-fly pie and rivels sound more familiar?

The Hershey Story's current exhibit examines the unique culture surrounding Pennsylvania German food during the 18th and 19th centuries.



Guests can explore planting and harvesting, as well as food preparation and preservation through dozens of artifacts from the museum's Pennsylvania German collection, which was purchased by Milton Hershey in 1935.

The exhibit is free with admission to the Museum Experience. Free for members of The Hershey Story.

Member Reception and Special Exhibit Program
Thursday, May 24
6:30 - 8:00 p.m.



Coming Fall 2012

Beauty All Around: American Indian Art

Open September 21 through November 18

American Indian Art is the second in a series of exhibits featuring objects from the American Indian Museum established by Milton Hershey in 1933.

This new exhibit will highlight the many art forms and design motifs created by American Indian cultures to enrich their daily and spiritual lives. Objects such as painted pottery, feathered baskets, carved cedar masks and weavings of hand-spun wool illustrate the skill and artistic sensitivity of their makers.

The exhibit is free with admission to the Museum Experience. Free for members of The Hershey Story.



Northwest Coast headdress carved of cedar with sea lion whisker and woodpecker feather decorations



Plains Indian moccasins featuring geometric designs

*"With beauty before me
May I walk.*

*With beauty behind me
May I walk.*

*With beauty below me
May I walk.*

*With beauty all around me
May I walk."*

- Navajo chant

FREE Summer Fun for the Whole Family at ChocolateTown Square

Presented by The Hershey Story

Wednesdays are Kids' Days!

Wednesday, July 25 at noon

ZooAmerica presents "Paws, Claws, Scales and Tails"

Kids will learn how animals use their paws, claws, tails and scales to do everything from eating to swimming to escaping predators.

Wednesday, August 1 at noon

The Cat's Pajamas

Children can enter a wild, wonderful world of stories, dance, puppets and props with this popular group of musicians.



ChocolateTown Square

Operated by The M.S. Hershey Foundation

Wednesday, August 8 at noon

Spirit Wing and Eastern Woodland Pathways Dance Troupe

Contemporary Native American music is featured, as well as dances of indigenous people of the Northeastern United States and Canada. Don't sit this one out - audience participation is encouraged!

ChocolateTown Square is located in downtown Hershey at the corner of Cocoa & Chocolate Avenues. In the event of inclement weather, all performances will take place at The Hershey Story.

**Free admission
to the Museum Experience
for Moms on Mother's Day
and Dads on Father's Day!**



That's right! Just bring mom and dad to The Hershey Story on their special day. It's on us!

The Hershey Story Seeks "Past Master" Youth Volunteers

Spend your summer doing something worthwhile and gain valuable pre-job experience! Applications are now available for The Hershey Story's popular "Past Master" program. Past Masters are volunteers ages 12 to 15 who provide assistance and special activities for summer visitors.

For more information, contact Lois at lmiklas@hersheystory.org or 717.520.5587.

Funding generously provided by The Hershey Company

Popular Collections Storage Tours Continue in 2012

Go Behind-the-Scenes at The Hershey Story

Explore the museum's collection storage facility and discover some rarely-seen artifacts during an upcoming special collections storage tour.

September features a new tour about the recently conserved objects from the American Indian collection of the Great Plains. Tour participants can learn about the conservation work and examine delicate quill work and elaborate beading on clothing and accessories.

The storage facility holds approximately 30,000 museum objects, consisting of personal items that belonged to Milton and Catherine Hershey, as well as ceramics, glassware, textiles, agricultural tools and maps and records that document Hershey. The 4,000-square-foot facility is located inside The Hershey Story.

Each 45-minute tour will feature specific items. Adults (13+) are \$6; Hershey Story members are free. Advance ticket purchase recommended; please call 717.520.5722 to make your reservation. Please check the activities calendar at HersheyStory.org for additional tour dates and themes for 2012.

Medicine bottle, ca.1935 and Luden's Menthol Cough Drops box, ca.1940

Saturday, June 23 at 11 a.m.

World's fairs and exhibitions are the topic of this tour. Learn how these grand events shaped our culture, Hershey history and the museum's permanent collection. Souvenirs from several world's fairs from 1876 to 1964 will be featured.



Souvenir glass, World's Columbian Exposition, 1893 and Columbian half-dollar minted for the World's Columbian Exposition, 1893

Sunday, August 26 at 11 a.m.

See rarely exhibited items from the museum's collection, with a focus on medicine and remedies in the 1800s and 1900s. View items such as apothecary jars and bottles, medical and dental tools, and documents containing folk remedies and cures.



Friday, September 28 at 11 a.m.

Examine delicate clothing and accessories from the American Indian collection of the Great Plains.



Several recently conserved Plains Indians breastplate, early 20th century items will be featured. Learn about the conservation of these pieces and the culture of the Great Plains Indians.

Saturday, October 20 at 11 a.m.



See interesting artifacts from the Southwest United States, including hand-made items such as baskets, pottery, kachina dolls and rugs.

Tightly woven Pomo basket from California



Learning Never Tasted So Good!

This spring and summer, visitors to The Hershey Story will be greeted with some difficult decisions: S'mores or a chocolate beach bar? Build your own bar or create your own chocolate art masterpiece? Regardless, your decision will result in a delicious way to learn about chocolate!

New! Chocolate Beach Bars

Celebrate summer by designing your own beach-themed milk chocolate bar using edible decals and plenty of "sand." Learn where and how cacao is grown, harvested and processed into your favorite chocolate confections.

S'mores Galore

Have some summer fun as you make your own sweet version of this classic favorite. Learn the origins of this historic confection and how chocolate goes from cacao...to campfire!



Chocolate By Design

What makes dark chocolate dark and white chocolate white? This class will answer those questions as well as give you a rare look at a real cocoa pod, beans and nibs. After getting the inside scoop on what makes chocolate so tasty, you will create your own "abstract art" using three types of chocolate.

Yankee Doodle Chocolate Bars

(Memorial Day, July 4th and Flag Day only)

Mold a milk chocolate bar, top it off with white chocolate, then finish with a splash of red, white and blue star-shaped candy sprinkles to create your own edible American flag. Discover where and how cocoa beans are grown and processed into your favorite chocolate confections.



Planet Chocolate

Learn some delicious geography by discovering the many places around the globe where cocoa beans are grown. You will be guided to recognize differences in cocoa beans' appearance and taste and make your own unique bar to take home.

Build a Bar

Follow in Milton Hershey's footsteps as you design your own chocolate bar. Discover the business behind the product as you choose ingredients to add to your bar based on flavor, appearance and personal preferences.

THE HERSHEY STORY

THE MUSEUM ON CHOCOLATE AVENUE

Great for Kids!



June 28 through September 3
from 10 a.m. to 4 p.m.

Trek through a rain forest setting to discover more about the first people to enjoy chocolate! A simulated archaeological dig will reveal puzzle pieces that form Maya hieroglyphs. After assembling, kids can discover the mysterious meanings of these "artifacts," then write their names Maya-style. Along the way, adventurers will experience the steps of ancient chocolate-making and receive a sweet treat to take home. **\$5 per participant; accompanying adults are free \$2.50 for Hershey Story members**

Perfect for Summer Camp Groups!

Maya MYSTERIES

Unlock the mystery of chocolate's origin!

June through August 2012
For pre-K through grade 5

Campers will love traveling through "Maya Chocolate Adventure" to learn how chocolate was used by the Maya. The journey will include fun, educational activities that unlock the mysteries of this ancient culture. Plus, they'll mold their own chocolate bar to take home.

\$11 per student
One free adult chaperone with every five students
Additional adults: \$8.50

Please call 717.520.5722 to register.

New Discounts for Teachers, Veterans and Families of Active Duty Military

Teachers, veterans and families of active duty military personnel can now receive \$3 off Museum Experience admission with a valid school or military ID.

As always, The Hershey Story is proud to offer active duty military personnel free admission to the Museum Experience.

"We want to show our gratitude for these important professions," said Amy Bischof, director of The Hershey Story.



The Hershey Story Refines Artifact Collection

As an American Association of Museums accredited institution, The Hershey Story abides by strict ethical and professional museum practices. The use of a collection plan that guides decisions to acquire and divest the collection of artifacts is an important part of accreditation standards. Prior to 1970, the museum did not use a collection plan. As a result, many artifacts in the collection had no relevance to our mission, duplicated other items and were in very poor condition.

In 2008, the Board of Managers of The M.S. Hershey Foundation approved more than 3,000 of these items to be removed from the collection of The Hershey Story, or deaccessioned. The vast majority of this material was related to military history.

During the past three years, over 500 items have been placed with other museums or educational organizations. In 2012, the remaining objects that were approved for removal from the collection will be sold at public auction.

Proceeds from such auctions are restricted and may only be used to acquire new items for the museum's permanent collection or for direct collections care. Funds cannot be used for general operating support or staff salaries. These restricted funds covered the cost of recent conservation work on 40 items from the American Indian and Pennsylvania German collections purchased by Milton Hershey in the 1930s.

Happy Birthday, Mr Hershey!

On September 13, 1857 a boy was born in a local farmhouse and went on to create a model town, the world's largest chocolate factory and a school for orphaned boys. In September, The M.S. Hershey Foundation offers Hershey residents and guests several opportunities to commemorate our town's founder, Milton S. Hershey.

Thursday, September 13, 2012

ChocolateTown Square, 6:30 p.m.

Join fellow Hershey residents, workers and Milton Hershey School students to commemorate this special day! Bring your lawn chairs for a concert of music from Mr. Hershey's lifetime provided by The NITRO-Phonic Horns. The concert concludes with birthday cupcakes donated by Milton Hershey School and chocolate bars donated by The Hershey Company. ChocolateTown Square is located in downtown Hershey across from The Hershey Story. In case of inclement weather, the celebration will be held in the Grand Lobby of The Hershey Story.

Hershey Gardens, 9 a.m. to 5 p.m.

Enjoy the Gardens at its late-summer peak with \$2 off all admissions!

The Hershey Story, 9 a.m. to 5:30 p.m.

Explore Hershey history with \$2 off the Museum Experience. Plus, sign a giant birthday card and write what Mr. Hershey's legacy means to you. Read what one visitor wrote on the 2011 birthday card:

Happy Birthday, Mr. Hershey

It was because of you that my parents both found jobs at the Chocolate Company when their families desperately needed those incomes. It was because of the stability of your plans that my father had a 47-year career, with benefits that made my parents feel very secure. It was the salaries you paid them that bought our family home, where I still live. It was because of your values and generosity that my school and my church were able to make large strides forward. It was your foresight that, even years after you left us, enabled my class to be the first to enter kindergarten in a new elementary school and the first to graduate from a new high school.

I've been proud all of my life to say I'm a part of your town, Mr. Hershey. Happy Birthday!

Anita Meiser

Museum and Gardens Proud to Join the Let's Move! Initiative

The M.S. Hershey Foundation has answered First Lady Michelle Obama's call to action by joining the national Let's Move! initiative. As part of Let's Move! Museums and Gardens, Hershey Gardens and The Hershey Story are demonstrating a commitment to the community as well as supporting the national goal to create a generation of healthier kids.



Last year's activities included old-fashioned and modern kids' games on the museum's patio. "It was great to see kids enjoying the games and being outdoors," said Amy Bischof, director of The Hershey Story. Be sure to join us for this year's Worldwide Day of Play on Saturday, September 22 from 1 to 3 p.m.

The Hershey Story has also incorporated ideas for healthy eating throughout the current special exhibit, "From Field to Feast: Pennsylvania

A Pizza Garden

Throughout the summer, Hershey Gardens youth "volunteens" will learn about healthy eating by planting, cultivating and harvesting their own "pizza garden." The students will tend to a garden of basil, tomatoes and peppers, and then enjoy the fruits of their labor with a pizza-making-party where their harvest is the entree!

This fun activity is not only an introduction to gardening, but will also demonstrate a "harvest to healthy" meal.

New this season, guests can calculate how far they have walked by simply referring to the visitor map. So enjoy the Gardens – and get healthy!



Hula hoops were one of the activities offered during last year's Worldwide Day of Play.

German Food." Café Zooka has joined the initiative as well by adding healthy options like fresh fruit and low-fat milk to their menu offerings.

Worldwide Day of Play

The Hershey Story has also joined the Let's Move! initiative by participating in the annual Worldwide Day of Play. The day was established by Nickelodeon™ to encourage kids and families to get active and have fun playing.



SAVE THE DATE

9.22.12

Former Smithsonian Director to Speak at Annual Breakfast Event

Dr. Brent Glass led renovation of the National Museum of American History

The Hershey Story is pleased to announce Dr. Brent Glass as this year's featured speaker for the annual Business Partners in Education event.

Dr. Glass recently retired after nine years of serving as director of the Smithsonian National

Museum of American History. During his tenure, he oversaw the facility's largest renovation in its history, the installation of several new exhibits and the introduction of historical theatre in the building's public spaces. Prior to his position with the Smithsonian, he served as executive director of the Pennsylvania Historical and Museum Commission, the official history agency of the Commonwealth.

Dr. Glass will focus his remarks on the importance of museums to community memory and their value as educational resources.

Awards will also be presented at the breakfast to winners of The Hershey Story's History Contest for Young Writers. The annual contest provides 5th through 8th grade students the opportunity to be publicly recognized for exceptional historical essays in the areas of fiction, non-fiction, poetry and science/health.



Dr. Brent Glass

Join us!

The Hershey Story's Business Partners in Education Annual Breakfast

Friday, May 18, 7 to 9 a.m.

Hershey Lodge

Tickets still available by calling 717.520.5596

Proceeds benefit youth education programs at The Hershey Story

Sponsor of The Business Partners in Education Annual Breakfast



Sponsors of The Hershey Story's History Contest for Young Writers



The Patriot-News

Third Annual Cultural Expressions

An elegant dinner at three historic settings



Enjoy hors d'oeuvres at High Point

Saturday, September 29, 2012
6:00 – 9:30 p.m.

Last year's event was a sell-out, so get your tickets early! Please call 717.298.2203 for more information.

Proceeds benefit



THE HERSEY STORY

Save the Date!

HERSHEY THEATRE

Hershey Theatre Announces the 2012-13 Broadway Series



White Christmas November 4 to 11, 2012

Direct from Broadway, the classic holiday movie *White Christmas*

comes to the stage at last! This brand new musical shines with classic Berlin hits like "Blue Skies," "How Deep is the

Ocean?" and, of course, the unforgettable title song. *Irving Berlin's White Christmas* tells the story of two buddies putting on a show in a magical Vermont inn and finding their perfect mates in the process. Full of dancing, laughter and some of the greatest songs ever written, *Irving Berlin's White Christmas* promises a merry and bright theatrical experience for the whole family!

Mary Poppins December 4 to 9, 2012



Mary Poppins is bringing its own brand of Broadway magic to theaters across the country, which has *Variety* raving, "This is the rare touring production that over-delivers on every level!" Featuring an

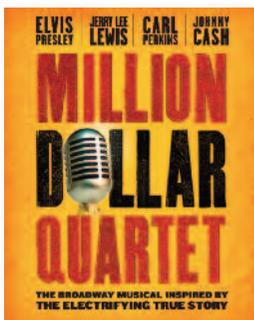
irresistible story and unforgettable songs from one of the most popular Disney films of all time, plus brand-new breathtaking dance numbers and spectacular stage-craft, *Mary Poppins* is everything you could ever want in a hit Broadway show! So get swept up in the fun of this high-flying musical the *New York Post* gives 4 out of 4 stars and calls "a certifiable super hit!"

Million Dollar Quartet January 29 to February 3, 2013

Million Dollar

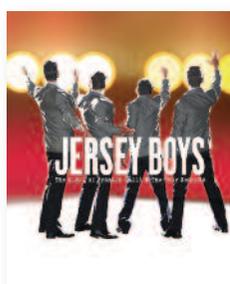
Quartet is the Tony Award® winning Broadway musical, inspired by the electrifying true story of the famed recording session where Sam Phillips, the "Father of Rock 'n' Roll"

brought together icons Elvis Presley, Johnny Cash, Jerry Lee Lewis and Carl Perkins for one unforgettable night.



Rock of Ages February 16, 2013

In 1987 on the Sunset Strip, a small town girl met a big city rocker in LA's most famous rock club and they fell in love to the greatest songs of the 80s. *Rock Of Ages*, an arena-rock love story told through the mind blowing, face-melting hits of Journey, Night Ranger, Styx, REO Speedwagon, Pat Benatar, Twisted Sister, Poison, Asia, Whitesnake and many more. This five-time Tony nominated musical is rockin' its way across the USA. Don't miss this awesomely good time about dreaming big, playing loud and partying on!



Jersey Boys February 26 to March 3 & March 5 to 10, 2013

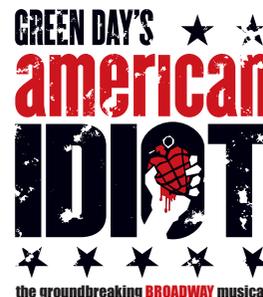
"TOO GOOD TO BE TRUE!" raves the *New York Post* for *Jersey Boys*, the 2006 Tony Award®-winning Best Musical about Rock and

Roll Hall of Famers The Four Seasons: Frankie Valli, Bob Gaudio, Tommy DeVito and Nick Massi. This is the story of how four blue-collar

kids became one of the greatest successes in pop music history. They wrote their own songs, invented their own sounds and sold 175 million records worldwide – all before they were 30!

American Idiot March 15 to 17, 2013

The New York Times calls *American Idiot* "thrilling and emotionally charged, as moving as anything on Broadway!" Based on Green Day's groundbreaking rock opera of the same



name, this daring new musical tells the story of three lifelong friends, forced to choose between their dreams and the safety of suburbia, and features the smash hits "Boulevard of Broken Dreams," "Holiday" and "21 Guns." *American Idiot* contains adult content and strong language.

Get that Broadway Feeling... Become a Subscriber!

There's no better way to enjoy the Broadway Series than 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 *White Christmas*, *Mary Poppins*, *Million Dollar Quartet* and *Jersey Boys*. You can also "rock out" your subscription by adding *Rock of Ages* and *American Idiot*.

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



HERSHEY THEATRE
Apollo
AWARDS

Tickets
still
available!

Sunday, May 20, 2012 at 7 p.m.

Celebrate and acknowledge the achievements of high school students in musical and play productions at the 4th annual Hershey Theatre Apollo Awards!

For tickets, visit HersheyTheatre.com

Hershey Theatre: More Than Meets the Eye

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

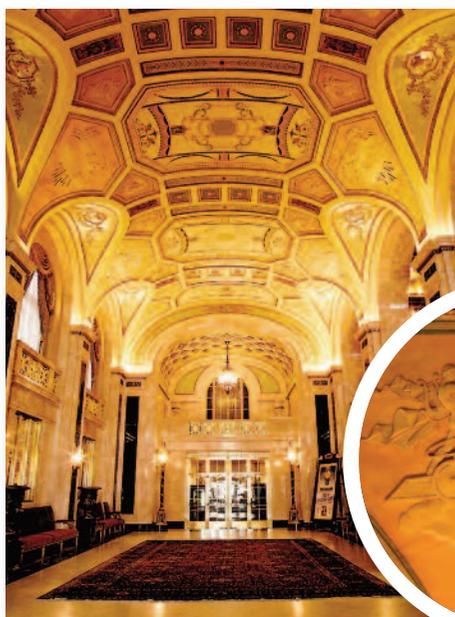
At the turn of the 20th century Milton Hershey established a community and began a lifelong commitment to cultural and educational opportunities. In 1915, he had plans created for a new community building. Although groundbreaking was scheduled for 1916, the arrival of World War I delayed the project. Finally, in 1928, the plans were dusted off and construction began. The new community building, which featured an impressive theater, was dedicated 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. This style of architecture was a popular American trend in the early 1900s.

The Symbolism of the Grand Lobby

As Hershey Theatre patrons enter the Grand Lobby, their eyes are immediately drawn upwards toward the soaring ceiling. While we don't know the symbolism behind all of these images, most of the design references the ancient Greek god Apollo, the patron god of music, poetry and the arts. As such, he is often depicted holding a lyre. Guests can also discover many other symbols in the ceiling that speak to the mythology surrounding Apollo.

Apollo is portrayed driving his horse-drawn chariot, pulling the sun across the sky. This image is repeated four times in the ceiling. In Greek mythology, the day began each morning when Apollo attached the sun to his chariot and rode across the sky.



The ancient Greek god Apollo, who represents music, poetry and the arts, is featured several times in the Grand Lobby.

He was also the patron defender of herds and flocks, which may explain the sheep in the corners of the ceiling. When horses were not drawing his chariot, he would use swans, dolphins or griffins, a half bird-half lion mythological creature. All these animals are featured in the Theatre's interior design.

Swans were important to Apollo, as they surrounded the island of Delphi when he was born. In the Grand Lobby, swans sit at both ends of the barrel-vaulted ceiling, each flanking a lyre. In the center of the ceiling, four golden swans form a square.

The ceiling decoration also includes two dolphins. According to Greek mythology, when Apollo was searching for someone to look after the island of Delphi, he transformed himself into

a dolphin and threw himself onto the deck of a passing ship. The sailors instantly threw him back into the sea. He repeated this three times and the sailors' reaction was always the same. Their concern for the dolphin convinced Apollo that they would take good care of his island. Apollo revealed himself to the sailors and told them of their new destiny. They happily accepted and became the priests of Delphi.

Along both sides of the lobby's ceiling are six triangular shapes. Shown within them are beehives and sheaves of wheat. Apollo's son Aristaeus was the beekeeper for the Gods and harvested all of the honey they drank on Mount Olympus. The wheat is representative of Apollo's role as the god of crops. The ceiling also boasts pictures of some of the Muses, perhaps because their choir was directed by Apollo.

While most of the images on the lobby's ceiling can be related to Apollo, there are still images of people, palm trees and medallions that go unexplained.

Get Behind the Scenes during a "Spotlight Tour"

From basement to balcony, you'll discover the fascinating details of this historic theater during this 90-minute walking tour.

Fridays at 11 a.m.

Sundays at 1 p.m. (from May 27 through September 3 only)

Adult: \$8, Youth (3-12): \$6

Hershey Theatre Apollo Awards Nominees: *Where Are They Now?*

Carly Hughes was nominated in 2009 for Outstanding Lead Actress in a Play for the role of Alice in *Flowers for Algernon* and Outstanding Lead Actress in a Musical for her portrayal of Maria in *The Sound of Music*. A Hershey High School graduate, Carly is currently a junior at Penn State University working toward a Bachelor of Fine Arts in Musical Theatre. We recently caught up with Carly to learn about her theater experiences.



Carly Hughes

What shows have you been involved in at Penn State?

I've performed in *Kiss Me Kate* (Betty), *Grey Gardens: The Musical* (Jackie), *The Prime of Miss Jean Brodie* (Fiona, understudy/Sandy), *The Vagina Monologues* (Angry Vagina), *Rocket Science* (Ensemble) and *The Scottish Musical* (Jo).

Do you also perform during summer breaks?

Yes, this past summer I was in *A Little Night Music* at Gretna Theatre (Malla, understudy/Fredrika) and *Into the Woods with Young Intermezzo* (Cinderella).

You have said that Maria in *West Side Story* has been your favorite role. What made this role so special?

West Side Story has always been one of my favorite shows. We did it my junior year of high school. That year the football team decided to audition, and most of them were actually really good! It was just such a fun group of people and a really great experience.

Have you thought about your plans once you graduate?

Once I graduate college I'm not sure if I want to go to New York City or Los Angeles. Ideally, I would love to book a tour right away so I can put off that decision for a little bit! Hopefully ten years from now I'll be working steadily, whether it's in theatre or film. Unfortunately, in this field, plans are always up in the air. I just want to be performing somewhere.

Tell us about your memories of participating in the Hershey Theatre Apollo Awards and the people you met.

I loved meeting and seeing the talent coming from other schools. It was a great chance to get to know new people and share our experiences and our hopes and dreams. I have stayed in touch with a few friends I made through the program.

Is there a big difference between high school and college theater?

There is more expected of you in college, and there is a lot more work done on your own. When you come in for the first reading, you are expected to know most of your music and lines. I found that out the hard way... Penn State tries to prepare us for the real world as much as possible, so they use Actors' Equity Association rules and regulations and treat us like it's a professional gig.

It is more work than you would think. There are a lot of people out there trying to do the same thing. You have to want it and, most importantly, you really have to love it. If you love it, it's not work.

BRING ON SPRING!

Beauty blossoms at Hershey Gardens

Designed to offer beauty in every season, Hershey Gardens is constantly changing. This season will offer wonderful new plants and ideas, while keeping old favorites too.

Spring is in the Air

With the succession of flowering cherries, magnolia and crabapple trees, springtime's colorful blooms began in March and continue through May. "Visitors will find something new blooming every week," said Barbara Whitcraft, horticulture specialist.

Tulip-palooza!

Perhaps the most dramatic welcome to spring is Hershey Gardens' tulip display. "The Seasonal Display Gardens feature thousands of tulips, ranging from early-to mid-season cultivars as well as late bloomers," said Whitcraft. This year's blooms started unusually early in late March.

Stop and Smell the Roses

Be dazzled by the Historic Rose Garden with more than 5,000 rose bushes representing 275 varieties. The beauty usually begins in early June and continues throughout the growing season.

"Whether you're a rose enthusiast, photographer, or simply enjoy their beauty and fragrance, this is always a highlight for visitors," said Whitcraft. "Visitors appreciate the history of this garden as much as its beauty."

Look for the new All American Rose Selection winner for 2012, 'Sunshine Daydream.' This beauty has large, fully double, soft yellow flowers. It is a wonderful disease-resistant grandiflora rose.

The Burst of Summer Color

As fireworks are bursting in July, so are dozens of varieties of annual flowers throughout the Gardens. The Seasonal Display

Gardens feature "cool" shades of blue, purple, pink and silver as well as a rainbow of color.

"Some great perennials and shrubs have been incorporated with the annuals to add textures and height to the displays," said Whitcraft. "One of my new favorite little shrubs is Pheasant Berry, 'Golden Lanterns.' This little-known, nearly evergreen shrub features bright yellow-green foliage and 4" long clusters of burgundy and white flowers that look great until December."

Autumn Beauty

As the fall season approaches, Hershey Gardens offers some of Mother Nature's most dramatic fall color displays. The late season bloom of more than 5,000 roses continues through September.

From deep red to sun-drenched yellow, hundreds of mums complement the spectacular fall trees. Ornamental grasses are also at the peak of perfection in the fall.

Be sure to look for this year's new tulip varieties



'Foxtrot' is an early double-flowering tulip that is shades of old rose pink with shimmering white highlights.



'Jackpot' is a lush, full flower in dark mahogany-purple color with brilliant white petal edges.



A new late single tulip, 'Camarque,' is a tall, classic-shaped flower of creamy yellow with red flames on the mid-veins of the petals.

Unexpected Gift Enables Lighting at Hershey Gardens

A woman with "kind intentions" is how attorney Elizabeth Morelli described Doris Wertz, the donor who recently left Hershey Gardens a part of her estate.



The Reading, Pennsylvania resident and retired school teacher enjoyed the Gardens and was a longtime member. In addition to Hershey Gardens, four other non-profit organizations benefited from her kindness.

"Knowing her affinity for the Gardens, we wanted to honor Ms. Wertz by creating something special that others could enjoy," said Don Papson, executive director of The M.S. Hershey Foundation. "Lighting the Gardens allows visitors to experience the beauty and intricacy of this special place at night. It's something that's been discussed for a long time and this seemed like the perfect opportunity."

Twelve pathway lights were recently installed in the western section of the Gardens, extending from the Perennial Garden to The Children's Garden.

"This is phase one of a larger lighting project," said Papson. "We plan to install more lights every year, eventually lighting the entire Gardens."

Please consider a tax-deductible gift to The M.S. Hershey Foundation.

Your gift will help continue Milton Hershey's vision to provide cultural and educational opportunities. You may designate your gift to Hershey Gardens, The Hershey Story, Hershey Theatre or Hershey Community Archives.

Gifts may be made in several ways, including securities, real estate, bequests, life insurance and charitable remainder trusts. Many of these gifts can provide significant tax savings. Please contact Bridget Beck, director of finance, at 717.298.2205 to discuss which option may be best for you.

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

Mother's Day

Sunday, May 13 from 9 a.m. to 5 p.m.

Moms admitted free!



A Day of Wines & Roses

Saturday, June 9 from 4 to 8 p.m.

More than 5,000 blooming rose bushes will set the stage for this popular event! Enjoy some of Pennsylvania's best wines and taste delicious cuisine from local eateries as you enjoy live music and learn how to cook with wine. Admission is \$40 in advance; \$45 after June 3. Must be 21 or older to attend. Tickets on sale at HersheyGardens.org or by calling 717.508.5970.

A Whimsical Day of Fairies & Flowers

Saturday, June 16 from 1 to 4 p.m.

A magical way to spend the day! Children are encouraged to come dressed in their favorite fairy costume and enjoy searching for fairy doors that reveal the many fairies that make Hershey Gardens their home. Children will make fairy crafts, place wishes on the Wishing Bush and meet Hershey Gardens' own Rose Fairy. \$8 per child, plus regular admission rates. Tickets are limited. Registration is required by visiting HersheyGardens.org or by calling 717.508.5970.



Father's Day

Sunday, June 17 from 9 a.m. to 7 p.m.

Dads admitted free!



A Star-Spangled Picnic

Wednesday, July 4 from 6:30 to 8:30 p.m.

Join us for an all-American cookout! Activities include private access to the Gardens, a catered picnic, family entertainment, parking privileges, and an exclusive fireworks viewing area outside the Gardens. In case of inclement weather, the picnic will move to the rain date designated for the fireworks. \$27 for adults (\$20 for members), \$15 for juniors (\$14 for members). Advanced registration is required by visiting HersheyGardens.org or by calling 717.508.5970.



Butterfly Festival

Saturday, July 14 from 9:30 a.m. to noon

Join us to learn about butterflies and their fascinating lifecycle, as well as participate in butterfly crafts and games. Included in admission.



Member Reception

Thursday, July 26 from 6 to 7:30 p.m.

Look for your invitation in the mail.



Ugh! It's Bugs!

Saturday, September 8 from 10 a.m. to 12:30 p.m.

Wear your digging duds and explore the secret world of bugs as Hershey Gardens goes under (and above!) ground to reveal our creepy, crawly residents. Kids will go buggy as they dig for worms, build a bug box, see some exotic bugs from ZooAmerica and more! \$8 per child, plus regular admission rates. Tickets are limited. Registration is required by calling 717.508.5970.



Hundreds of Butterflies. Thousands of Smiles.

The Butterfly House Opens Friday, May 25

Flutter by Hershey Gardens' Butterfly House this summer! You'll be welcomed by 350 butterflies representing 25 varieties. Now in its 15th season, the outdoor house also features nectar plants for food, as well as host plants for egg-laying and caterpillar-feeding.

Meet this year's newcomer, the Viceroy butterfly. "Although it has made a few brief appearances in the Butterfly House over the years, it will be a regular this season," said John Fortino, Butterfly House coordinator. "It has a two- to three-inch wingspan, and its wings are dark orange with black veins and a row of white spots on the edges."

This butterfly will look familiar to most guests, because its color and pattern mimic that of the popular Monarch butterfly, except for a black horizontal stripe that crosses the bottom of its back wings.



The Viceroy can be found in most areas of the continental United States, southern Canada and northern Mexico. "It typically lives in wet areas, such as meadows, marshes or swamps," said Fortino. "In fact, the genus name for the Viceroy is *Limenitis*, which comes from the Latin word 'marsh'."

The Butterfly House is open daily from 9 a.m. to 5 p.m. May 25 through September 9 and is included in general Gardens admission. In case of inclement weather, visitors are encouraged to call 717.534.3492 or visit HersheyGardens.org.

Join us in July for... Marvelous Mondays!

Monday, July 2, 9, 16, 23, 30
10:30 a.m. – 12:30 p.m.

Free with admission

Mondays in July will be marvelous in The Children's Garden! Bring the whole family to enjoy entertainment and activities as kids learn about birds, butterflies, bugs and more!

A different theme will be featured each week.

Check HersheyGardens.org for more information.



Origin of the Hershey Rose Garden

Contributed by Pam Whitenack, Hershey Community Archives

According to popular history, on April 29, 1936 Milton Hershey attended a Pennsylvania Federation of Garden Clubs dinner being held at The Hotel Hershey. At the dinner, J. Horace McFarland, a Harrisburg native and gardening enthusiast, took the opportunity to publicly ask Milton Hershey for \$1 million to create a national rose garden in Washington, D.C. Mr. Hershey declined, saying that he would rather spend the money to build a rose garden in Hershey. Milton Hershey was good to his word and the very next day he contacted the head of Hershey's nursery and greenhouses, Harry Erdman, to tell him to get started on plans for a rose garden.

While this account has elements of truth in it, Milton Hershey was not as spontaneous as he might appear in this story. The story really began almost a year earlier in June 1935 when Horace McFarland contacted Alexander Stoddart, Milton Hershey's publicist, to invite him and Mr. Hershey to visit his Harrisburg home, Breeze Hill, which was renowned for its extensive gardens and more than 750 varieties of roses. Mr. McFarland was well-known as the owner of the Mount Pleasant Press, a successful printing business, and as a noted horticulturalist and rose enthusiast. Although Milton Hershey was unable to visit

that June, Stoddart and McFarland continued to correspond trying to arrange a visit to Breeze Hill. The first mention of McFarland's desire for a rose garden to be built in Hershey came in his July 15, 1935 letter to Mr. Stoddart:

I have a desire to get Mr. Hershey to see the advantage of a rose garden. He does things in such a magnificent way and so clearly operates for human welfare that I believe he would be impressed with the possibilities afforded only by the rose for advancing human welfare. I could see a great rose garden in Hershey which would increase the attractions of that marvelous place, but there is a peculiar opportunity open right now, not yet offered to any man of means, to do something at Washington which would give international renown. It is, of

“Your kindly consent to have a rose-garden at Hershey is most pleasing, and I hope I can be of some assistance not only in making it an actuality but in having it carry along your educational ideals.”



Hershey Rose Garden, circa 1937

course, absolutely nothing to me commercially, but it is tremendously desirable sociologically.

McFarland and Milton Hershey were not able to meet during 1935. Correspondence was renewed in April 1936. In his April 14, 1936 letter to Milton Hershey, McFarland once again raised the idea of building “at some point within your judgment at or near Hershey, of a public rose-garden which could be made not only beautiful and generally attractive, but of real social value.” The letter also encouraged Milton Hershey's support of a “National Rosarium close to Washington, [D.C.]” McFarland closed the letter asking to meet and discuss the possibility of both gardens.

As a result of this April 14 correspondence, Milton Hershey and Horace McFarland made plans to meet on April 29. During that meeting the two men discussed the possibility of creating a rose garden in Hershey as well as McFarland's vision for a national rose garden now in Washington, D.C.

Milton Hershey's promise to plant a rose garden in Hershey was made public that evening during the Garden Club's banquet at The Hotel Hershey.

McFarland wrote to Milton Hershey the next day to thank him for their meeting and for agreeing to establish a rose garden:

Your kindly consent to have a rose-garden at Hershey is most pleasing, and I hope I can be of some assistance not only in making it an actuality but in having it carry along your educational ideals.

Hershey Gardens now offers

SUMMER CAMPS!

SCIENCE EXPLORERS

Perfect for kids ages 7 through 11, this hands-on approach to science gives children the unique opportunity to conduct their own experiments. The curriculum is developed by educators and lessons are aligned with the national science

standards. Choose from a half-day or full-day camp experience. Campers who elect to take both camps and stay for the full day will also have supervised lunch time in the picnic area.

Tuesday, June 26 through Friday, June 29, 2012

Take a Dive (Marine Biology)

9 a.m. - noon

Dive into the world of marine biology! Dissect a real shark, participate in a fisherman's challenge, examine the anatomy of a fish and learn the ancient technique of gyaku or “fish rubbing.” Learn how to survive at sea with a homemade solar still, create a kelp forest and make your own submarine.

Amusement Park Adventure (Engineering/Physics)

12:30 - 3:30 p.m.

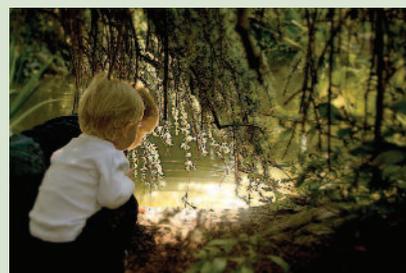
Come along for the ride as we build, mix and spin our way to an awesome Science Explorers' carnival day! Visit the Midway where you'll experience a rockin' rollercoaster and bouncing bungees. Check out creations and concoctions straight from the lab, including a super spin-art machine, homemade ice cream, awesome art potions and a “gingerly-made” soda.

Cost: Half-day camp: \$175

Register for both the morning and afternoon camp and save \$20!

Register online at ScienceExplorers.com. Space is limited.

Camp W.O.W. Wonders of Water



Kids ages 6 through 9 will love exploring the wonders of water in our world! They will discover the many animals and plants that live in water, as well as explore water wonders such as evaporation, condensation and conservation. Enjoy special visits from ZooAmerica, The Puppet Patch Players and a magician! Each day will include a take-home craft, a movement activity and a snack.

Tuesday, July 24 through Friday, July 27, 2012

9 a.m. - noon

\$125 for Gardens members, \$150 for non-members
Register online at HersheyGardens.org.

Chocolate Crossroads:

The history of Chocolate and Cocoa Avenues

This is the third in a series of four articles to appear in The Legacy. Each article highlights one of the four corners at Cocoa and Chocolate Avenues.

The Southeast Corner

Milton S. Hershey returned to Derry Township in 1903 to build his chocolate factory and model town. At that time, Derry Township was very rural, populated by dairy farms and small crossroads communities like Hockersville, Vian and Derry Church. One-room schoolhouses offered a limited education to local children. As one student remembered:

"We didn't graduate from public school in those days. There were no diplomas, no honors. We just went to school." (Maluen Jones, 1954)

Derry Township School District operated 14 one-room schools, including the Greiner School, located at the southeast corner of Chocolate and Cocoa Avenue. From the start, providing good schools was one of Milton Hershey's primary concerns. In May 1904, with Milton Hershey's encouragement, Derry Township School Board voted to establish a high school. Milton Hershey supported the school district's vision by donating land and \$500. Greiner School was torn down, and McKinley School, a new two-story building, was completed a year later. McKinley School replaced four of the township's one-room schools and it enabled the school district to establish a public high school. The student population steadily increased and McKinley School was enlarged in 1910. That addition soon proved inadequate and in 1914 the M.S. Hershey Consolidated School was built on Granada Avenue to better meet the needs of Hershey's students.

McKinley School was quickly repurposed as



McKinley School, 1908

a community center. It housed a multi-purpose auditorium that was used for showing movies, live theater, vaudeville, public rallies, community worship services, concerts and lectures. The building also housed the Employment and Information Bureau and the Hershey Public Library. The second floor provided meeting space for a variety of community groups.

In November 1915 the Hershey Press published an article announcing plans to build a new community building that would contain a full range of cultural and recreational facilities on the southeast corner of Chocolate and Cocoa Avenues. Unfortunately, World War I and subsequent financial challenges for the Hershey Chocolate Company delayed its construction. Finally, groundbreaking took place in November 1928. The building was constructed using the original 1915 plans. It was completed in September 1932 and officially dedicated in September 1933 as part of the town's 30th anniversary celebration.

The massive limestone building was six stories tall and covered nearly six acres of floor space. The building housed a gymnasium,

indoor swimming pool, bowling alley, game room, driving range, a 600-seat "Little Theater," the 1904-seat Community Theatre, meeting rooms, boarding rooms for men, an expansive reception hall, dining room, cafeteria, the Hershey Public Library, the Hershey Hospital (1932-1941) and from 1938-1965, the Hershey Junior College. The Hershey's Men's Club also operated out of the building and benefited from all the recreational facilities.

In 1964, WITF educational television got its start in the basement of the Community Building and broadcast from Hershey until 1982 when operations were moved to a new facility in Harrisburg.

During the 1960s, much of the Community Building's cultural and educational programming was transferred to The M.S. Hershey Foundation. In 1980 Hershey Public Library moved to the newly renovated former M.S. Hershey Consolidated School building. In 1982, the building was sold to Hershey Foods Corporation for use as a corporate administrative center. Today it is still owned and used by The Hershey Company and the 1904-seat Community Theatre is now known as Hershey Theatre.



Community Building, main reception hall, ca. 1935-1940

Online Access to Oral Histories Now Available at HersheyArchives.org

In an ongoing effort to promote the study and understanding of Milton and Catherine Hershey's legacy, Hershey Community Archives continues to add archival documents and photographs to its website. Earlier this year oral history transcripts were added, further facilitating direct access to these unique resources.

"By instituting online access to transcripts, the Archives provides researchers around the globe with information about Hershey's history," said Tammy Hamilton, archivist for Hershey Community Archives. "The transcripts also contain information that is unavailable in traditional documentation."

"Oral histories document stories that would otherwise go undocumented. The details, conversations and emotions in an oral history can only be expressed through spoken word," said Hamilton.

An example of how an oral history can provide emotional context to an event is a 1990 interview with former Hershey Zoo employee Raleigh Hughes. He described a memorable animal visit that took place in 1967 in a rather humorous way.

"When they brought the kangaroo here, we drove out to the School. They had hundreds of kids lined up there to see the kangaroo. And all of a sudden, the one that Bonzwitz had slipped out of his halter and began to run. Oh, the kids screamed and laughed."



Bonzwitz and Hughes with the kangaroos, 1967

Another important oral history was in 1990 with Samuel Tancredi, retired director of information services at Hershey Chocolate. His interview provided unknown details about early computer technology at the company.

"[Hershey Chocolate] installed our very first computer in 1963. It was a 1401 IBM machine with only 12K memory."

To access the collection, visit HersheyArchives.org and use the "Collections & Research" tab to access the "Collections Database." You may browse the database using the "Subject" tab or search by keyword. Transcripts are only available for select oral history interviews.

Congratulations to Hershey Community Archives Director Pamela Whitenack, who recently received the Forrest C. Pogue Award! This prestigious award recognizes outstanding and continuing contributions to the field of oral history.



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Museum Acquires Rare, Historic Set of Plates

Milton Hershey purchased colorful set of plates as a gift

continued from page 1

In 1921, Percy Staples was hired as the controller of Hershey's Cuban railroad and sugar companies. Originally a temporary position, Staples' employment with Hershey's Cuban holdings found him as president, general manager and director of these Cuban entities. He and his wife resided in Cuba until 1944, when they returned to Hershey, PA and moved into a suite at The Hotel Hershey.

"The set consists of 12 dinner, 12 salad and 12 bread plates," said Lauren Ciriac, collections assistant. "While researching the history of the plates, we discovered an advertisement for the Staples' estate auction in a copy of the *Lebanon Daily News* from 1957. It specifically lists 'a large set of Royal Doulton hand-decorated china,'" Ciriac said. "This corresponds with information provided by the owner of the plates, who explained that his wife had purchased the set at an auction in Hershey many years ago."

The Royal Doulton Company of London, England uses various markings and stamps on their products. These identify them as the maker, and provide other information on the pattern and date of manufacture. The Staples' plates are marked in several ways. The pattern name is "Le Palais Royal Havana." The registered design number reveals that this particular pattern was first used between 1925 and 1928. Most notable is the number "R.A. 248a." This "R.A. number" means the plates were made at Robert Allen's studio in London. Beginning his career as an apprentice

painter in 1870, Robert Allen became an extremely talented and valued decorative artist and designer for Royal Doulton, establishing his own design studio within the company in 1914, and continuing into the late 1920s. He produced thousands of hand-painted patterns, many of which were never repeated.

Upon seeing the lively, colorful flamingos surrounded by tropical flowers on this set of plates, one can certainly imagine them sitting in the Staples' home in bright, sunny Cuba. They are in excellent condition, perhaps never used for their functional purpose but serving as a decorative addition to the Staples' household during their life in Central Hershey, Cuba. The Hershey Story is excited to have acquired the set, as it serves as a valuable asset to our understanding of Hershey history.



The plates, which feature colorful flamingos, are in excellent condition

THE GREAT GARDEN ADVENTURE

Kids, Become a
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Your Mission? **Fun!**



AT HERSHEY GARDENS