

THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | SPRING/SUMMER 2013 | ISSUE 16



**HUNDREDS of Butterflies
THOUSANDS of Smiles**

Flutter by Hershey Gardens' Butterfly House this summer! You'll be welcomed by 350 butterflies representing 25 varieties. Now in its 16th season, the outdoor house features nectar plants for food, as well as host plants for egg-laying and caterpillar-feeding. Discover the entire lifecycle of the butterfly, including the popular chrysalis box, which holds more than 100 emerging butterflies.



The Red-spotted Purple butterfly is one of 25 varieties in The Butterfly House.

This summer brings a newcomer to the Butterfly House: the Red-spotted Purple butterfly. "We've had it a few times in the past and everyone loves it," said John Fortino, Butterfly House coordinator. "It has a wing span of three to four inches and resembles a miniature swallowtail, but without the tail." The upper side of the wing is black with blue spots in the margins, and red spots in the forewing and hindwing. It also has a few white spots near the top of the forewing.

"It winters over as a caterpillar," said Fortino. "They wrap themselves in a leaf called a 'hibernaculum' for the winter, emerge in the spring as a caterpillar, and then go through the stages to become a butterfly."

The Red-spotted Purple can be seen throughout most of the eastern U.S. and into Canada. "It typically lives in open woodlands and along forest edges," said Fortino.

The Butterfly House will also be showing off a new chrysalis box and a newly expanded pond with an enhanced water feature.

The Butterfly House is open daily from 9 a.m. to 5 p.m., May 24 through September 15 and is included in general Gardens admission. In case of inclement weather, visitors are encouraged to call 717.534.3492 or visit HersheyGardens.org.

The Hershey Story Helps Connect Milton Hershey Students with Ghanaian Students

Hershey's Learn to Grow: Ghana Distance Learning Program" initiative was eagerly launched last fall thanks to several partners including The Hershey Company, Milton Hershey School, Cisco Systems, Source Trust and The Hershey Story.

This initiative brought together fourth grade Milton Hershey School students and 11- and 12-year-old students from Assin Fosu, Ghana in a virtual classroom program. Teachers from both schools, as well as educators from The Hershey Story, facilitated six lessons over the course of three months.

The Ghanaian students were located in their classroom in Assin Fosu, while Milton Hershey students conducted their class in The Hershey Story's Chocolate Lab.

Each session incorporated a fun cultural exchange activity. "The Ghanaian students were curious about pizza - what it is and when we eat it," said Beth Hiner, school programs supervisor for The Hershey Story. "So local chefs came in and gave a great pizza demonstration," said Hiner. "Likewise, Ghanaian students showed us how to make fufu, a main food staple of west and central Africa."

Each session also included an interactive lesson which tied to the curriculum and a



Dressed in a traditional Ghanaian fugu, Milton Hershey School teacher Joel Crowley assists his students in the Chocolate Lab.

general "question and answer" session between the students.

Perhaps the most amusing part of each lesson was when students in each country shared individual talents, such as singing or dancing. "Since dancing is an important part of their culture, many of the Ghanaian students showed off their dancing skills," said Hiner.

The second installation of this program continues this spring with Milton Hershey School sixth grade students.

The program is part of The Hershey Company's plan to reinforce cocoa sustainability efforts by accelerating farmer and family development in West Africa, where 70 percent of the world's cocoa is grown.

FREE Summer Fun for the Whole Family at ChocolateTown Square!

PRESENTED BY THE HERSHEY STORY

**Wednesday, July 10 at noon
Meg's Melodies**

This amusing singer and songwriter interacts with the audience as she personalizes songs for children. This concert will have the kids singing and dancing - and having a blast!



**Wednesday, July 24 at noon
Steve Pullara and the Cool Beans Band**

Steve's musical roots are rich with family inspiration and cultural traditions. Kids and parents alike will love his energetic stage performance.



**Wednesday, July 17
at noon
The Juggling Hoffmans**

This show is sure to be filled with fun and excitement! Full of tricks and silly stunts, the kids will be on the edge of their seats!

**Wednesday, July 31 at noon
Mr. David's Drawings, Songs & Silliness**



Armed with a guitar and jumbo markers, Mr. David presents a comical concert featuring music, super-sized sketches, playful puppets and props - plus a ridiculous amount of laughs.

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

Funding generously provided by The Hershey Company.

Sugar, Spice, Slugs & Snails

CHILDHOOD IN EARLY AMERICA



SPECIAL EXHIBIT

SEE ITEMS FROM THE MUSEUM'S PENNSYLVANIA GERMAN COLLECTION

Did you know? Until the early 20th century, boys under the age of four typically wore dresses.

The Hershey Story's newest special exhibit examines childhood and growing up during the 18th and 19th centuries. Guests can examine children's toys, furnishings, and clothing from the museum's Pennsylvania German collection and discover what role economics, gender and education played in the daily life of children.

Explore a 19th century schoolhouse and find your inner child by playing with vintage toys and games, including ninepins, hopscotch, dominoes and more!

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



Cast iron toy stove, circa 1895

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

Sunday May 12

Sunday June 16

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



Members Only: \$5 Fridays!

Bring any number of guests...any age... any Friday - and pay only \$5 each for the Museum Experience! Simply show your Hershey Story membership card at admissions.



HERSHEY STORY HAPPENINGS

Spring Pinwheels

April 6, 7, 13, 14, 20, 21, 27, 28
11 a.m. to 3 p.m.



Kids can capture the spring breeze with a pinwheel that they construct themselves. This old-fashioned toy features scenes of Hershey long ago, along with your own decoration. After making your pinwheel, enjoy the special exhibit "Sugar, Spice, Slugs and Snails: Childhood in Early America." The activity, along with the exhibit, is free with Museum Experience admission. Free for Hershey Story members.

Save the Date! Milton Hershey Birthday Celebration
Friday, September 13 at 6:30 p.m.
at ChocolateTown Square



Join the Hershey community to remember Milton Hershey on what would have been his 156th birthday. Bring your lawn chairs or blanket and enjoy a performance of music from Mr. Hershey's era. The concert concludes with birthday cupcakes donated by Milton Hershey School and chocolate bars donated by The Hershey Company. In case of inclement weather, the celebration will be held in the Grand Lobby of The Hershey Story.



Film Tribute to Legacy of Hershey's Chocolate-making



Free Showing of "Hershey's Next Century: Bringing Goodness to the World"
Saturdays and Sundays, September 14 through October 13 at 2 p.m.

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

MAYA Chocolate ADVENTURE



June 28 through September 2
10 a.m. to 4 p.m., daily
\$5 per participant, accompanying adults are free
\$2.50 for Hershey Story members

Trek through a rain forest setting to discover more about some of the first people to enjoy chocolate! A simulated archaeological dig will reveal puzzle pieces that form Maya hieroglyphs. Kids can



assemble and discover the 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. Great for ages 3 to 8!

Get A Behind-the-Scenes Collection Storage Tour!

The Hershey Story houses nearly 30,000 artifacts, yet only a fraction of them are on exhibit. Join our collections staff for a fascinating look at our state-of-the-art storage facility and learn more about some of our favorite items. Each 45-minute tour focuses on a different theme.

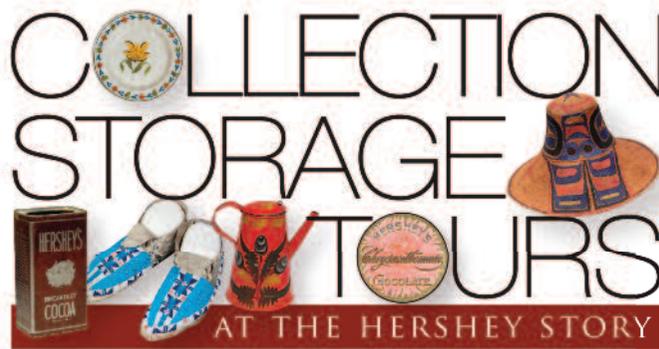
Adults (13+) are \$6; Hershey Story members are free. Advance ticket purchase is recommended; please call 717.520.5722 to make your reservation.

Sunday, April 28 at 11 a.m.

Ever wonder how the museum creates exhibits? Join the collections manager for a look at exhibit planning and preparation. Guests will receive a guided tour through the current special exhibit and then go behind-the-scenes and view the items that were not selected for display.



Child's ABC Plate, late 19th century



Sunday, July 14 at 11 a.m.

Though Milton Hershey was not one to be attached to material items, the museum has acquired and preserved some of Mr. and Mrs. Hershey's belongings. In this exclusive behind-the-scenes tour, view several of their personal possessions such as cut glassware, a beautiful scarf owned by Mrs. Hershey, and one of the museum's newest acquisitions, Milton Hershey's opera glasses!



Milton Hershey's opera glasses were made in Paris

Saturday, October 19 at 11 a.m.

Every museum has weird, yet wonderful artifacts concealed in the corners of collections storage. The Hershey Story is no different! Art made of human hair, whimsical wood carvings and unique natural specimens are some of the unusual items in the museum's collection. Join our staff as they unveil some of the more astonishing and bizarre items that the public rarely sees!



"Eye Opener" flask, late 19th century

Read More about the Collections at HersheyStory.org

At the core of every museum is its collection. Whether the museum focuses on art, history, science, or a mix of all three – it is the collection that defines a museum's mission and exhibits.

Information about The Hershey Story's collections is now available at HersheyStory.org. "Visitors can learn more about our American Indian, Pennsylvania German and Hershey collections," said Valerie Seiber, collections manager. "Plus, we'll highlight a different artifact each month." Upcoming collections storage tour times and themes are also listed.

Original Chocolate Factory Items Added to Museum Collection

Shortly before The Hershey Company's public auction in December 2012, members of The Hershey Story's curatorial staff had the opportunity to visit the original chocolate factory for the last time.

"We reviewed countless objects to determine which ones might best tell the story of the factory," said Lauren Ciriac, collections assistant. "Whenever possible, any information about the objects, such as function, age and department, was carefully documented." The museum acquired about 60 objects from the visit.

Among the acquired artifacts are several production, safety and tour route signs, as well as a cocoa bean sampling tool, plastic bathtub trucks from the Rolo and Hershey's Syrup departments, and deposit boxes used for employee bid forms and comments.

"Of the objects we acquired, one of my favorites is a watchman's clock, used by factory security guards making their rounds," said Ciriac. "The watchman's clock contains the actual device, plus recording tape and several station keys that were mounted to the walls in different sections of the factory."

The clock was manufactured by Detex, a company founded in 1923 that recently began making only electronic versions of the devices. The specific model - Guardsman - was the first of Detex's models to record information on a



Watchman's clock and station key used at the original chocolate factory, circa 1965

continuous tape instead of a circular chart, allowing for up to four days of recording time.

"It was first manufactured in 1947, as more companies established a regular two day weekend," noted Ciriac. "The particular piece that we acquired dates back to 1965." At each security checkpoint, the guard would record his presence in the area by inserting that area's key into the watchclock, and turning once. This

type of system was used for many years at the factory, and as late as the mid-1990s.

In this time of change, it is the museum's goal to thoroughly document and preserve the history of the original factory through artifacts. "We are pleased to add these new acquisitions to our existing Hershey factory collection," said Ciriac.

Springtime Fun Begins in the Chocolate Lab



Whether you choose to create a chocolate bird nest or a beach bar, the result will be delicious, hands-on fun! Plus, you'll discover where cocoa beans are grown as well as how they're harvested and processed into the world's most popular confection.

Chocolate Lab classes are 45 minutes and suitable for children ages 4 and older. Visit HersheyStory.org for a class schedule.

New! Chocolate Bird Nests

Make your own, edible nest complete with milk chocolate eggs and learn how chocolate is grown, harvested and transformed into your favorite confections.

Chocolate Beach Bars

Celebrate spring by designing your own seashore-themed milk chocolate bar using edible decals and plenty of graham cracker "sand."



Planet Chocolate

Learn some delicious geography about the many places around the globe where cocoa beans are grown and create your own unique bar to take home.

Chocolate By Design

After getting the inside scoop on the differences between white, dark and milk chocolate, you'll create your own edible art using these chocolates.



Build a Bar

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

CONTINUING THE LEGACY: The Hershey Story Scholarship Fund Assists 3,200 Students

The team at The Hershey Story believes every student should experience the sense of wonder and connection to the past that a museum provides. The artifacts, personal stories and hands-on activities can inspire kids to become life-long museum lovers who enjoy learning.

The Share the Story Scholarship Fund was established in 2010 to assist low-income school districts with the costs associated with field trips to The Hershey Story. Schools with 75 percent or more of their students receiving free or reduced lunches are eligible to apply.

"In Dauphin, Berks, Lebanon, Lancaster, Perry and York counties alone there are 85 eligible elementary and middle schools," said Amy Bischof, director. "To date, 3,129 students have visited The Hershey Story at little or no cost. The fund



THE HERSHEY STORY
THE MUSEUM ON CHOCOLATE AVENUE

has covered nearly \$30,000 of admission and transportation expenses."

Proceeds from the annual Cultural Expressions progressive dinner benefit Share the Story. To learn more about this unique event, please see below.

"We cannot thank you enough for funding our trip to the museum. Our 3rd graders had such a wonderful time. Many of our students have never had an experience like that before. They were blown away by all of the interactive learning technology in the museum, but their favorite part was the Chocolate Lab, which I'm sure is no surprise! I also want to thank the staff. The Hershey Story Museum staff was knowledgeable, organized and friendly. Every person we came in contact with seemed to enjoy interacting with the students and was willing to take time to listen to the students' questions and explain in detail different sections of the museum. Please pass along our sincere 'thank you' to everyone at The Hershey Story Museum."

Sincerely,
Kara Zubaty, 3rd grade teacher
Amanda E. Stout Elementary
Reading School District

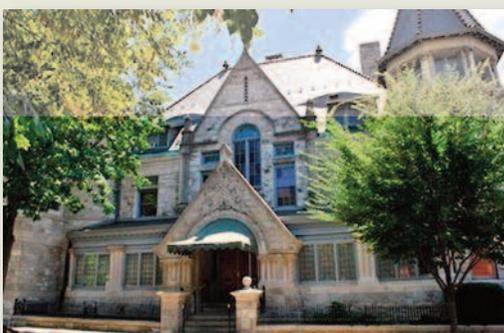
Save the Date!

Saturday, October 5, 2013
6:00 to 9:30 p.m.

New this year, Cultural Expressions goes to Lancaster

Fourth Annual Cultural Expressions

An elegant progressive dinner at historic settings



Milton Hershey joined the Hamilton Club, a private men's club, in 1891.

Learn about Milton Hershey's many ties to Lancaster at this special progressive dinner. First, experience LancasterHistory.org's new facility for drinks and hors d'oeuvres, then on to the beautiful and historic Hamilton Club for dinner and desserts.

\$200 per guest | \$175 for members
Invitations will be mailed in August.

Please call 717.298.2203 for additional information.

Proceeds benefit Share the Story Scholarship Fund.

 **LancasterHistory.org**

Lancaster County's Historical Society & President James Buchanan's Wheatland



See artifacts from Milton Hershey's time in Lancaster at this year's event.

The Hershey Story to Host Members' Reception at High Point Mansion

Join us for an "afternoon tea" on Sunday, June 2 from 1 to 4 p.m.

Nothing has as much Hershey history and significance as Milton and Catherine Hershey's former home, High Point. "Not many people have had the opportunity to experience this amazing mansion," said Amy Bischof, director of The Hershey Story. "It's the perfect setting for our upcoming members' reception."

Look for your invitation in the mail in early May. We hope you'll join us for this enjoyable and enlightening afternoon tea!

The History of High Point

Mr. Hershey hired C. Emlen Urban, a noted Lancaster architect, to design their new home. "Urban had also been hired to develop plans for the new chocolate factory and most of the other major buildings constructed during the early years of the community," said Pam Whitenack, director of Hershey Community Archives. "The mansion was completed in 1908 and Milton and Catherine Hershey soon took up residence."

Their new home was named High Point, reflecting its location on a rise above the chocolate factory. "High Point, while a gracious and comfortable home, was relatively modest for individuals of the Hersheys' financial means," noted Whitenack. "Compared with the homes of other



Milton and Catherine Hershey moved into High Point mansion in 1908.

wealthy industrialists, it was modest both in size and appointments."

In designing High Point, architect Urban created an open design for the first floor. There were no doors between the living room, dining room, library and the entry hall. The entry hall was specially designed to receive a cut glass torchere which Mr. Hershey had first seen at the 1893 Columbian Exposition. "This magnificent torchere is currently on exhibit at The Hershey Story," noted Whitenack.

"In decorating the house, the Hersheys made use of professional advice, but they also had the courage to satisfy their own tastes," said

Whitenack. "Kitty saw to it that the rooms had plenty of color. The Blue Room and the Green Room were the guest rooms. Mr. Hershey's was the Gold Room. In Mrs. Hershey's room, both walls and carpet were rose pink."

The living room had several glassed-in bookcases furnished with sets of standard authors. "On winter evenings Milton Hershey used to sit there, looking into the fireplace, which was furnished with gas logs," said Whitenack.

After Kitty's death in 1915, the house was often empty during Milton Hershey's extensive travels. In 1930 he turned High Point over to the newly formed Hershey Country Club, retaining some second floor rooms for his apartment. The Country Club moved to a new facility on Derry Road in 1970 and High Point's next occupant was Hershey Foods Corporation, who made significant repairs and renovations to the historic home. Since 1991, High Point has been home to the Hershey Trust Company. During its tenancy, Hershey Trust Company has worked hard to preserve and restore High Point as a part of Milton Hershey's legacy.

Summer Camp Groups: Discover Delicious Chocolate History!

Programs offered June through August
For Pre-K through grade 5

Space is limited; make your reservations early!

Call 717.520.5722 or email GroupTours@HersheyStory.org.

Classrooms are available for lunch; please inquire about availability.



Campers will love traveling through "Maya Chocolate Adventure" to learn the origins of chocolate and then mold their own chocolate bar to take home. The journey continues with fun, educational activities that further unlock the mysteries of this ancient culture. Approximately two hours.

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



Session 1: All About Chocolate

Campers will learn about chocolate from bean to bar. The discovery begins when campers create a bar using milk chocolate, and then add their choice of ingredients. Campers will also discover where chocolate really comes from and how it is made. Approximately one hour.

Session 2: Chocolate Expedition

This fun, interactive scavenger hunt takes campers through the museum exhibits to explore and learn the many "stories" of Hershey. Approximately one hour.

Session 1: \$7 | Session 2: \$6
Both sessions: \$11
One free chaperone with every five campers
Additional adults: \$8.50 per session | \$15 for both

Youth Volunteer Opportunity at The Hershey Story

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, please contact Lois at LMiklas@HersheyStory.org or 717.520.5587.



A Past Master answers questions about chocolate-making.

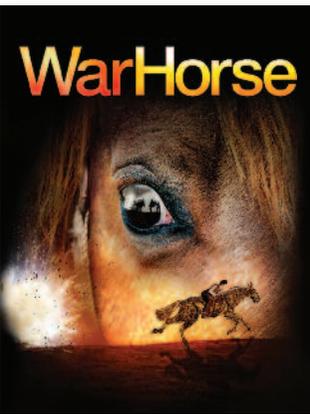
HERSHEY THEATRE
13/14 BROADWAY SERIES
 Presenting Sponsor  **Capital BlueCross**
Independent Licensee of the BlueCross BlueShield Association

Ghost the Musical

October 29 to November 3, 2013



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



War Horse

December 10 to 15, 2013

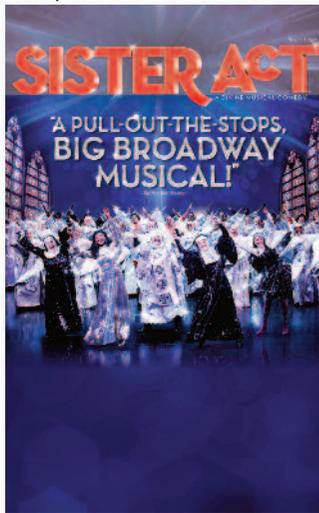
Hailed by *The New York Times* as “theatrical magic,” *War Horse* is the powerful story of young Albert’s beloved horse, Joey, who has

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

Sister Act

February 25 to March 2, 2014

Sister Act is Broadway’s feel-amazing musical comedy smash! *The New York Post* calls it “Ridiculously fun,” and audiences are jumping to their feet in total agreement! Featuring original



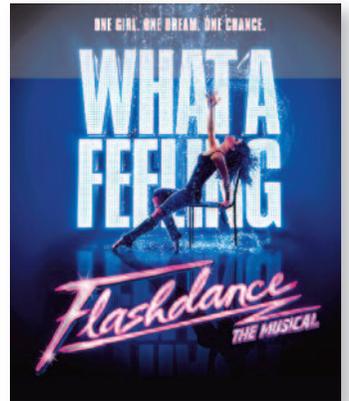
music by 8-time Oscar® winner Alan Menken (*Beauty and the Beast*, *The Little Mermaid*, *Little Shop of Horrors*), *Sister Act* tells the story of Deloris Van Cartier, a wannabe diva whose life takes a surprising turn when she witnesses a crime and the cops hide her in the last place anyone would think to look - a convent! Under the suspicious watch of Mother Superior, Deloris helps her fellow sisters find their voices as she unexpectedly rediscovers her own. A sparkling tribute to the universal power of friendship, *Sister Act* is reason to rejoice!

Flashdance- The Musical

April 29 to May 4, 2014

Celebrating its 30th anniversary, the pop culture phenomenon of *Flashdance* is now live on stage.

With electrifying dance at its core, *Flashdance-The Musical* tells the inspiring and unforgettable story of Alex Owens, a Pittsburgh steel mill welder by day



and a bar dancer by night with dreams of one day becoming a professional performer. When romance with her steel mill boss threatens to complicate her ambitions, Alex learns the meaning of love and its power to fuel the pursuit of her dream.

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

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

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

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



HERSHEY THEATRE
Apollo AWARDS



Sunday, May 19, 2013 at 7 p.m.

Celebrate and acknowledge the achievements of high school students in musical and play productions at the 5th annual Hershey Theatre Apollo Awards!

For tickets, visit HersheyTheatre.com or call 717.534.3405

Hershey Theatre: More Than Meets the Eye

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

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

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

The Main Auditorium and Curtain

When patrons walk into the main auditorium, various elements of the Theatre's European-inspired design create a sense of being in Venice, Italy. Pink granite walls, faux balconies and windows create the illusion of being outside in a plaza surrounded by the outer walls of a Byzantine castle. The fire curtain covering the stage features a painting of the city of Venice, with its Grand Canal slowly flowing past Doge's Palace. The



The Bridge of Sighs in Venice is featured on the Theatre's unusual fire curtain.

overhead proscenium arch is inspired by the design of Venice's Bridge of Sighs, an ancient canal bridge. "This style of architecture, in which the theater resembles a famous landmark, was a popular American trend during the era between 1900 and 1920," said Pam Whitenack, director of Hershey Community Archives.

Atmospheric ceilings were another popular trend of the period. "The Theatre's ceiling was specially constructed to enhance the sense of being in an outside space," noted Whitenack. Within the hanging ceiling, 88 small holes are fitted with small bulbs. "When lit and twinkling, patrons can feel as if they are seated in an Italian plaza, passing the time by stargazing," said Whitenack.

Colored lights permit the Theatre's "sky" to change from dawn to day to dusk. The Theatre also makes use of a stereopticon machine that projects moving clouds onto the ceiling. Such atmospheric ceilings were a hallmark of early 20th

century grand theaters.

Hershey Theatre's fire curtain is very unusual. For most theaters, the fire curtain is a utilitarian necessity that features a steel, grid-like frame lined with flame-retardant material. Hershey's fire curtain, with its beautiful mural of Venice's Grand Canal, continues the auditorium's Italian theme.

A fire curtain is rigged to be lowered quickly and separate the stage from the audience in case of a fire. "The Theatre's fire curtain is 50 feet long by 50 feet wide, six to seven inches thick and weighs approximately four tons," said Whitenack. "In the event of a fire alarm backstage, the curtain would fall

instantly to a height of six feet above the stage, at which point it would proceed to fall more slowly until it reached the stage floor."

By the end of the 20th century, Hershey Theatre was showing its age. "For years smoking had been permitted in the lobbies and auditorium," said Whitenack. "All the hard surfaces such as the ceilings and walls were smoke-stained. Original paint colors had been lost over the years and the grace and beauty of the architecture was obscured by modern color choices."

Recognizing the building's historic beauty, The M.S. Hershey Foundation committed three million dollars over three years toward restoring the Theatre to its original beauty. The restoration project began in 2000 and touched every room in the Theatre, from the front lobby and the dressing rooms to the auditorium interior and ceiling.

Join Our Team - Become a Volunteer!

Volunteers are a vital part of The M.S. Hershey Foundation. Last year alone, hundreds of volunteers generously donated more than 12,500 hours of their time and talents to Hershey Theatre, The Hershey Story and Hershey Gardens. Thank you!



The Hershey Story volunteers and docents assist with school groups and public programs throughout the year.



Hershey Gardens educational volunteers help with programs and special events.

Gardening volunteers assist with planting, weeding and pruning from 9:30 a.m. to noon on Wednesdays and Saturdays throughout the year.

Volunteer "flight attendants" assist guests in the Butterfly House. Training is offered in mid-May.



Hershey Theatre volunteers usher shows and special events. New usher information is sent out every June and attendance is required at an orientation in August or September.



Consider joining us as a volunteer! You'll make new friends, have fun and give back to your community. For more information, please email Debbie at DDinunzio@MSHersheyFoundation.org or call 717.508.5958.



Meet the Stars of Hershey Gardens

By George Weigel, Central PA Garden Writer and Horticulturist

All great public gardens have their own distinctive features that set them apart from the crowd.

Longwood Gardens in Chester County, Pa., has its glorious conservatories and dancing water fountains. Butchart Gardens in British Columbia, Canada, has its stunning quarry garden and rare blue poppies. Monet's Garden in Giverny, France, has its painted bridge and weeping trees that reflect in the water below.

Hershey Gardens has its share of distinguishing features, too. The Children's Garden with its Butterfly House and collection of chocolate-named plants is certainly one of them. Swan Lake, ringed by red climbing roses and capped with its "Boy and the Leaking Boot" statue, is another. And, of course, the original drawing card is the roses – currently 5,000 bushes representing some 275 different cultivars.



Weeping beech tree

For me, though, the star of any garden is the plants – especially the so-called "specimens" that give a venue its particular character or personality.

Hershey Gardens' 23 acres is studded with stars beyond the trademark rose collection.

My favorite is near the new M.S. Hershey Tribute Garden where you'll find one of the

most graceful, eye-grabbing weeping beeches anywhere. This nearly century-old beech (*Fagus sylvatica* 'Pendula') stands 50 feet tall and wide and has grown up and over the pathway. Someone years ago had the good design sense to erect an arbor under it so visitors are now invited



Weeping atlas tree

to walk inside the "door" and experience being inside this branched masterpiece. This isn't a plant you look at. It's a rare one that you actually get into.

Next to the beech is another stately weeper – a weeping blue atlas cedar (*Cedrus atlantica* 'Glauca Pendula'). This one has powdery blue needles and a much more open and horizontal

habit, including one long arm that also hangs out over the pathway. Visitors walk under this one, too, and have the option of sitting on a bench in its "lap."

A third weeper gets my vote as one of the most fun plants at Hershey Gardens. This one is a weeping Norway spruce (*Picea abies* 'Pendula') that looks to me like some kind of large animal – a woolly mammoth, maybe – drinking from a pond. It's in the Seasonal Display Garden.

The plant with the best story is undeniably the Testa fig. Planted in the Herb Garden, this fruiting fig is a division from one of the town's most famous landmarks – the fig planted in a prominent peninsula jutting out at the intersection of Hockersville Road and Route 422. Josephine and Emilio Testa had nurtured it there for some 50 years.

"People grew up seeing this tree wrapped for winter," says Hershey Gardens horticulturist Barbara Whitcraft. "The family was afraid that if the property was sold, the plant would go."

That almost happened when the property went up for sale in 2005. Townspeople and "figophiles" fretted about what would happen to the fig, so as a just-in-case, two pieces of it were transplanted to Hershey Gardens that fall, where it has thrived as a public testament to Hershey's many Italian immigrants and the figs they brought along from their homeland. "It's still covered in fruits every year," says Whitcraft.

The plant with the most distinguished past is the 'Dense Jade' Japanese cedar (*Cryptomeria japonica*) at the entrance to the Rock Garden. This 35-foot-tall needled evergreen is a "mother tree."

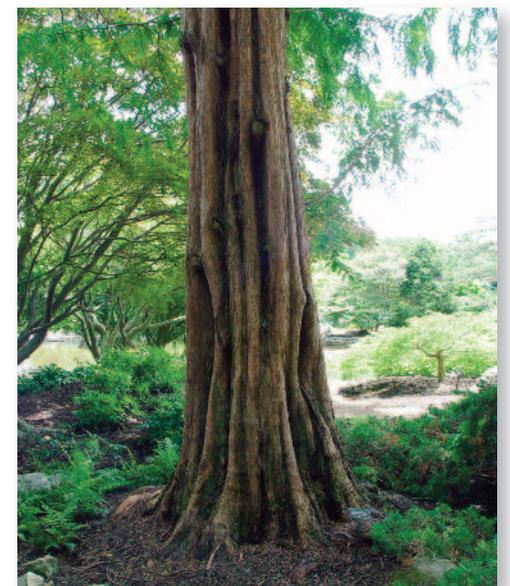
In other words, it's the original source of all the 'Dense Jade' Japanese cedars in cultivation today. The owners of the J. Vermeulen and Sons nursery in Neshanic Station, N.J., discovered in the late 1960s how one particular tree had a rich green color and unusually compact habit. Cuttings were taken, and the newly introduced cultivar became known as 'Dense Jade.' The original tree was given to Hershey Gardens in 2006, where it's been growing since. Look for the plaque near the High Point Garden.

So far as sheer impressiveness goes, it's hard to beat the dawn redwoods (*Metasequoia glyptostroboides*) growing in the Japanese Garden. Once thought to be extinct, this species is one of the few needled trees that loses its foliage in winter (which is why "conifers" are not the same as "evergreens").



Testa fig tree

The dawn redwoods tower above the Japanese pond and have flat needles and cone-bearing branches that make it look like some kind of spruce or hemlock. But come fall, the needles turn a glowing rusty-orange before dropping for the winter. That's when the tree especially shows off its muscular, furrowed, shredded, copper-colored bark. The trunks are imposing, too. They're not so big that you can drive a car through them like California's redwoods, but if there were holes, you could at least ride a bike through.



Dawn redwood trunk

And finally, of all the roses, the most distinctive is arguably the 'M.S. Hershey' rose, introduced to the market in honor of the Gardens' (and town's) namesake, Milton Hershey. Meeting at Hotel Hershey in 1938, the American Rose Society decided it should honor Milton Hershey for the incredible 12,000-bush rose garden he had just built.

New Jersey breeder L.B. Coddington proposed that a new hybrid-tea variety he was working on should be named after Hershey. In 1940, the velvety, dark-crimson rose went on sale. Some of them are growing today in the new M.S. Hershey Tribute Garden and in the main rose beds.

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

Gardenfest

Sunday, April 21

Free admission from 9 a.m. to 5 p.m.

From 10 a.m. to 2 p.m., local organizations will offer information on various community and garden programs.



Mother's Day

Sunday, May 12 from 9 a.m. to 5 p.m.

Moms admitted free!

The Butterfly House opens for the season!

Friday, May 24 at 9 a.m.



June 7 through September 15, 2013

CATCHING THE WIND

wind chimes, whirlygigs
& pinwheels

AN EXHIBIT AT HERSHEY GARDENS

Discover the power of wind through more than 150 unique, hand-crafted wind chimes, whirlygigs and pinwheels!



Exhibit Sponsors



A Whimsical Day of Fairies & Flowers

Saturday, June 15 from 9:30 a.m. to 12:30 p.m.

A magical way to spend the day! Children are encouraged to come dressed in their favorite fairy costume, search for fairy doors and participate in activities with the Garden fairies. \$15 for juniors (\$8 for members), which includes Gardens admission. Accompanying adults pay Gardens admission only (members are free). Tickets are limited. Registration is required by calling 717.508.5970.



Father's Day

Sunday, June 16 from 9 a.m. to 7 p.m.

Dads admitted free!

The Children's Garden Birthday Celebration

Saturday, June 22

from 10 a.m. to 2 p.m.

Happy 10th birthday, Children's Garden! Bring the whole family to celebrate and enjoy free activities and entertainment, including a visit from children's author Kathy Miller and her friend, Chippy Chipmunk! Included in admission.



A Star-Spangled Picnic

Thursday, July 4 from 6:30 to 9:30 p.m.

Join us for an all-American cookout and celebrate Independence Day among thousands of flowers bursting with blooms! Activities include private access to the Gardens, a catered picnic, family entertainment and parking privileges. An

exclusive fireworks viewing area will be reserved outside the Gardens for attendees of this event. Hershey Gardens will close to the public at 5 p.m. for this event. 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 at HersheyGardens.org or by calling 717.534.3900.

Butterfly Festival

Saturday, July 13

from 9:30 a.m. to 12 p.m.

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



Ugh! It's Bugs!

Saturday, August 10

from 9:30 a.m. to 12 p.m.

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 participate in activities that include live bugs. \$15 for juniors (\$8 for members), which includes Gardens admission. Accompanying adults pay Gardens admission only (members are free). Tickets are limited. Registration is required by calling 717.508.5970.

Hershey Gardens Creates a Monarch Waystation

Special blend of plants conserve and protect monarch habitats

Each fall, millions of monarch butterflies migrate from the U.S. and Canada to overwintering areas in Mexico and California where they wait out the winter until conditions favor a return flight in the spring. The monarch migration is a natural wonder, but it is threatened by habitat loss in North America. In response to that threat, Hershey Gardens introduced a Monarch Waystation last summer.



as milkweed, which is necessary for monarchs to lay their eggs. Flower nectar is also necessary for the fall migrating butterflies as they make their way to Mexico.

Located outside the entrance to The Children's Garden, the Monarch Waystation at Hershey Gardens is certified by Monarch Watch, an educational outreach program based at the University of Kansas. Each summer, this area will feature 20 varieties of perennials, annuals, shrubs and trees that attract and support butterflies.



The Value of Monarch Waystations

By creating and maintaining a Monarch Waystation, the Gardens is contributing to monarch conservation, an effort that will help assure the preservation of this butterfly and the continuation of their migration.

If you'd like to create your own Monarch Waystation at home, simply order a Monarch Waystation Seed Kit at MonarchWatch.org. Each seed kit includes nine seed packs, including milkweed and additional nectar plants.

50 Years Later: Two Great Tastes That Taste Great Together

Hershey Chocolate Corporation Acquired the H.B. Reese Candy Company in 1963

Not many people know that the H.B. Reese Candy Company got its start in Hershey, Pennsylvania. Harry Reese, inspired by Milton Hershey's success, decided to try his hand at making candy. In 1923 he started making a wide assortment of candies in his basement. The famous Reese's Peanut Butter Cup, coated in Hershey's milk chocolate, was introduced in 1928.

Milton Hershey, who only considered confectionery companies that created solid chocolate bars as his competitors, readily sold bulk chocolate to candy makers making chocolate-coated candy. H. B. Reese benefited from Milton Hershey's willingness to sell chocolate to him and built a successful, regional confectionery company.

H.B. Reese died in 1956, leaving his company to his six sons. While the business continued to turn a profit, the company was not the same without its founder.

Sam Hinkle, president of the Hershey Chocolate Corporation, had been watching the company for several years. In his 1975 oral history interview, Hinkle shared his memories of acquiring the H.B. Reese Candy Company:

I had had my eye on the Reese Company for some time. I knew Mr. Reese, Sr., I knew the brothers. I knew their product was popular. We had helped them through the years to move along. Mr. Hershey was friendly. They came up with a very good product, but it was our chocolate that they used, and so far as I know, they never bought any other chocolate but ours in making that Peanut Butter Cup.

H.B. Reese promoted his connection to Hershey on every package of Reese's Peanut Butter Cups:

"Made in Chocolate Town – So They Must Be Good!"

However, I saw, too, that Mr. Reese, Sr., in retirement and having passed away, that the boys—and there were six of them—if they were like other boys, would probably have a little trouble getting along with each other and maybe we could step in there and just acquire that business in which we had had such a vital part all these years.

When we came to negotiate, they used the services of Samuel Schreckengaust from McNeas, Wallace & Nurick, to negotiate for the Reese group, while I negotiated for Hershey. While we didn't get the place at any rock bottom price, we paid what we should have paid for it.

The sale was completed on June 24, 1963. Prior to Hershey's acquisition, Reese's Peanut Butter Cups were only sold in the mid-Atlantic region. Hershey Chocolate Corporation experienced great success taking a regional product to a national level. Today, Reese's Peanut Butter Cups are The Hershey Company's top selling brand.



Customer sales brochure, ca.1950-1955



Point of purchase advertisement, 1960

museumshop
AT THE HERSCHEY STORY

Recycled Hershey's Wrappers Transform into Chic Handbags

Candy wrappers – as handbags? Yes! In 2003, the company Nahui Ollin was established based on the increasing need for “green” alternatives in the fashion accessories market.

Designer Olga Abadi discovered the ancient Mayan technique of binding everyday materials into handbags at a cultural festival in Mexico. This process not only prevents the emission of harmful chemicals into the atmosphere during production by recycling, but also allows for the design of unique fashion products now classified as “eco-fashion.”

Defective candy wrappers are rescued before being brought to landfills and used in the construction of each bag. It can take up to 4,000 candy wrappers and four days for an individual artisan to construct one bag. The unique process ensures no two bags are the same and the bags are highly durable.



These unique handbags, made from recycled candy wrappers, are created with assistance from The Hershey Company's licensing group.

All the bags are produced under Fair Trade morals using only sweatshop-free practices in

Mexico. The company works with the Mexican government to provide jobs to communities in need and the sale of every item helps support local artisans who rely on this trade to care for their land and their families.

The Museum Shop sells many of the Hershey's wrappers bags, including Hershey's Kisses bags, and another colorful design that features a combination of Reese's Peanut Butter Cups, Mr. Goodbar, Jolly Ranchers and Good & Plenty wrappers. Prices start at \$15.99 for coin purses. Large bags suitable for small laptops are \$83.99.

Remember, Hershey Story members receive a 15% discount in the Museum Shop!



CALLING ALL SCOUTS!

Join us for these upcoming programs



Scouting for History

Scouts, explore The Hershey Story with a hunt that is designed especially for you! These self-guided hunts emphasize Milton Hershey's example as a community leader and philanthropist and partially fulfill requirements for 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

“Scouting for History” is available to Scout groups or individuals at any time and is free with Museum Experience admission. Simply ask for the hunt when purchasing tickets.

“Playing the Past” Badge

Junior Girl Scout Workshop

Saturday, April 13 from 9:30 to 11:45 a.m.

Enjoy a morning of hands-on activities at The Hershey Story! Girls will experience the many stories of Hershey through the eyes of girls and women who lived long ago. In addition to exploring the exhibits, Scouts will play old-fashioned games and create two crafts to take home. Preregistration is required by calling

717.520.5722 or emailing CJComrey@HersheyStory.org.
\$8.50 per Scout, badge included
One adult admitted free with every five Scouts.

An annual badge workshop for Boy Scouts is also offered. Please check HersheyStory.org for dates and registration information.



“Rosie Petal” Daisy Scout Workshop at Hershey Gardens

Saturday, April 20 from 10 a.m. to noon

Daisy Scouts will learn to make our world a better place as they complete all of the steps to earn the “Rosie Petal” badge. Scouts will participate in a recycling activity and learn important tips to reduce trash. The workshop also includes a make-and-take planting activity, story time and a self-guided scavenger hunt.

“Bugs” Badge Brownie Scout Workshop at Hershey Gardens

Saturday, May 18 from 10 a.m. to noon

Brownie Scouts will learn about butterflies and bugs while completing the steps to earn the “Bugs” badge. A guided tour of the Butterfly House and a video presentation about the metamorphosis of the monarch butterfly are included in the workshop. Scouts will also create a tasty

spider craft and participate in a self-guided scavenger hunt.

Pre-registration is required for the “Rosie Petal” and “Bugs” workshops by calling 717.508.5968 or emailing Education@HersheyGardens.org.

A picnic area is available for lunch.
\$8.50 per Scout, badge included
One adult admitted free with every five Scouts

Girl Scouts Bridging Day: Bridges and Butterflies

Saturday, June 1

Programs can be scheduled every 30 minutes beginning at 9 a.m., and include:

- a beautifully decorated bridge and seating for the ceremony
- a guided tour of the Butterfly House
- a scenic photo spot
- a picnic area.

\$8.50 per Scout, includes Hershey Gardens patch

One adult admitted free with every five Scouts
\$8.50 for guests over 12

\$6.00 per sibling and guests ages 3-12

To register and reserve a time, please call

717.508.5968 or email

Education@HersheyGardens.org

by Friday, May 24.

Kids Can “Play” in a New Way at Hershey Gardens!

Hershey Area Playhouse offers week-long theater camp

Monday, July 22 through Friday, July 26 from 9 a.m. - noon and an evening performance on July 26.

Students will love this new theater camp based on Alice in Wonderland!

On Monday, they will discover what goes into creating a theater performance while exploring Hershey Area Playhouse. The rest of the week will be spent at Hershey Gardens as they practice stage combat, learn how to correctly do stunts and how to wield a “weapon” on stage.



The camp will culminate with an evening performance for family and friends in the Hershey Gardens Amphitheater.

For students entering 4th through 8th grade
\$130 per student
Registration is required by July 1 by calling 717.508.5968 or emailing Education@HersheyGardens.org.

Oh, What a Year!

Hershey Community Archives’ Exhibit Looks Back at Hershey in 1963

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

Following Milton Hershey's death in 1945, his businesses and community struggled without him. Uncertain of how to move forward, Hershey clung to the past. By the early 1960s, Hershey needed to change if it was going to continue to be successful.



Hershey Highmeadow Campground, 1963



Hershey's Milk Chocolate, Canadian bar wrapper, ca.1970



The Archives' current exhibit examines several significant events from 1963 that marked the beginning of major change in Milton Hershey's corporations and the community. Photographs, documents, postcards and other materials highlight 1963 events such as the opening of Highmeadow Campground, Hershey Corporation's acquisition of the H.B.

Reese Candy Company, the opening of a Hershey Chocolate factory in Canada, and the \$50 million gift that launched the Penn State Milton S. Hershey Medical Center.

THE M.S. HERSHEY FOUNDATION

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

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



Join us for... Marvelous Mondays!



Monday July 1, 8, 15, 22, 29 & August 5, 12
10 a.m. - Noon

Free with admission

Mondays will be marvelous in The Children's Garden! Bring the whole family to enjoy a whirlwind of entertainment and crafts as the kids explore nature and this year's theme: wind!

Sweet Family Fun!



Save \$3 on a Chocolate Lab class or the Museum Experience at The Hershey Story
Choose both and save even more!

Find out why life is sweet on Chocolate Avenue!

museum
EXPERIENCE



Discover how Milton Hershey went from bankruptcy to brilliance.

THE
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Chocolate Lab



Explore the unique qualities of chocolate in a 45-minute hands-on class.

Coupon code 53604

Seating is limited in the Chocolate Lab | Good for up to four adults | Expires 6/30/13 | Not valid with other discounts

63 West Chocolate Avenue | Hershey, PA 17033 | HersheyStory.org

GET BLOWN AWAY BY THIS SUMMER'S EXHIBIT!

Be a Part of the Excitement by Sharing Your Wind Chime or Whirligig

This summer's exhibit at Hershey Gardens will be a unique combination of art and natural energy. "We wanted to show lots of color and movement, but present it in a way that visitors can learn something new," said Mariella Trosko, director of education.

The exhibit, titled "Catching the Wind," will feature various shapes and sizes of wind chimes, whirligigs, pinwheels and even wind sculptures. "When the wind blows, it'll really be an amazing sight," said Trosko.

More than 150 large pinwheels will be painted by Derry Township school students and displayed throughout the Gardens. "The kids are really excited about showing off their artwork," said Trosko.

The exhibit will be open Friday, June 7 through Sunday, September 15.

June 7 through September 15, 2013

CATCHING THE WIND

wind chimes, whirligigs
& pinwheels

AN EXHIBIT AT HERSHEY GARDENS

Discover the power of wind through more than 150 unique, hand-crafted wind chimes, whirligigs and pinwheels!



LEADERS IN ENERGY PERFORMANCE



PPL Renewable Energy

Exhibit Sponsors

Who Has Seen the Wind?

By Christina Rossetti, 1830-1894

Who has seen the wind?
Neither I nor you:
But when the leaves hang trembling,
The wind is passing through.

Who has seen the wind?
Neither you nor I:
But when the trees bow down their
heads,
The wind is passing by.

Source: *The Golden Book of Poetry* (1947)

Calling All Wind Chimes and Whirligigs!

We need your help! Do you have a wind chime, whirligig or wind sculpture you'd like to share? Perhaps you're the artsy type that can create an unusual piece – or do you have a purchased favorite you'd like others to enjoy? We'd love to make it a part of this year's exhibit!

All qualifying entries will be displayed. There is no fee to join the exhibit – and we'd be glad to recognize the creator or contributor. So join the fun!

Please visit HersheyGardens.org to read the exhibit guidelines and print the entry form. All entries must be dropped off at the Hershey Gardens Gift Shop on May 18, 19 or 20 between 9 a.m. and 5 p.m. Entries will be returned or may be donated to the Gardens at the end of the exhibit.

"We're really looking forward to this summer's exhibit," said Trosko. "The education and gardening teams have some great ideas that visitors are going to love."