

# THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | SPRING/SUMMER 2014 | ISSUE 18



HUNDREDS OF BUTTERFLIES  
THOUSANDS OF SMILES

## Hershey Gardens Butterfly House Opens Friday, May 23!

Flutter by Hershey Gardens Butterfly House this summer! You'll be welcomed by 350-400 butterflies representing 25 varieties. Now in its 17th season, the outdoor butterfly 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.

This summer brings a relative newcomer to the Butterfly House: the blue Common Buckeye (*Junonia coenia*). "The Buckeye isn't a new butterfly for us, but we've recently been receiving it with blue wings instead of brown," said John Fortino, Butterfly House coordinator.

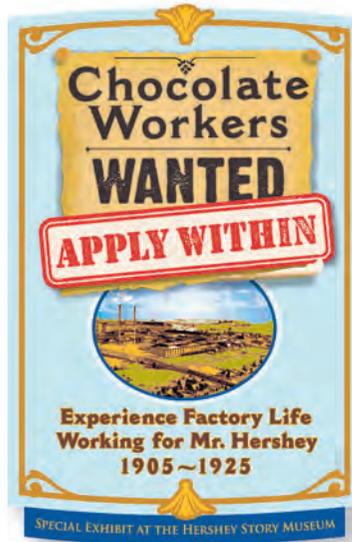
"Although blue is often seen in the spots on Buckeye butterfly wings, a Buckeye with a blue background on its wings is quite unusual," said Edith Smith from Shady Oak Butterfly Farm in Brooker, Florida. "Each time a Buckeye butterfly with blue in the background of its wings emerged, we would isolate it and collect the eggs. As time passed, each generation would bring more Buckeyes with this iridescent blue in the background of the wings," said Smith. "After several generations, the hindwings began to reveal more blue. By continually isolating these butterflies, Buckeye butterflies began to emerge with the entire background of their wings a remarkable metallic blue."

"The Common Buckeye has bold eye-spots on its forewings, which is how it got its name," said Fortino. "It is native to the southern U.S. and coastal California, but is migratory through the rest of the states and southern Canada."

The Butterfly House is open daily from 9 a.m. to 5 p.m., May 23 through September 14, and is included in general admission. In case of inclement weather, visitors are encouraged to call 717.534.3492 or visit [HersheyGardens.org](http://HersheyGardens.org).

## New Special Exhibit Now Open!

# Mr. Hershey Needs Your Help in His Factory!



- Roast Cocoa Beans
- Push the Bathtub Truck
- "Knock-Out" Chocolate Bars
- Weigh Hershey's Kisses
- Stamp your Training Card - You're Hired!



## Special Exhibit

Open through November 9, 2014

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

THE HERSHEY STORY

THE MUSEUM ON CHOCOLATE AVENUE

## FREE Summer Fun for the Whole Family at ChocolateTown Square!

Presented by *The Hershey Story*

Wednesday, July 2 at Noon

### ZooAmerica presents "Paws, Claws, Scales and Tails"

How do animals survive in the wild? Kids will learn how animals use their paws, claws, scales and tails to do everything from eating to swimming to escaping predators.

Wednesday, July 9 at Noon

### Popcorn Hat Players present "Aesop's Fables"

A delightful assortment of Aesop's famous fables! Children will laugh at the antics of Aesop's crazy characters and learn some valuable lessons along the way!



Sponsored by *Hershey Rotary Club*



Wednesday, July 16 at Noon

### The Song Imagineer: Ray Owen

All aboard! Join us on a whirlwind tour through some of the most creative, zany and downright hilarious songs and stories dreamed up anywhere down the line.

Wednesday, July 23 at Noon

### Laugh Crew

Join the Laugh Crew as they entertain and educate audiences of all ages with their songs, puppets and hilarity. They stop at nothing to put a smile on your face!



Wednesday, July 30 at Noon

### Miss Maggie Sings: Stay Healthy

Miss Maggie combines singing, guitar, percussion, poems and stories to entertain and teach children about staying healthy.

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

## Mr. Hershey's Crystal Torchère Undergoes Conservation

Many Hershey Story visitors are awed by the crystal torchère - once owned by Milton Hershey - that is on display in the Museum Experience. Made in 1893 by L. Strauss & Sons of New York, the torchère was the centerpiece of their display at the 1893 Columbian Exposition in Chicago.

The torchère is 12 feet tall and weighs 600 pounds. It features 30 electric lights and over 1,200 pieces of cut glass. "It is quite impressive, which is exactly why Mr. Hershey bought it in 1901," said Valerie Seiber, collections manager.

During its long history, the torchère has traveled from New York to Chicago and back to New York. Then it was moved to Philadelphia, and finally to the town of Hershey in 1909 when it was installed in the foyer of High Point mansion, the home of Milton and Catherine Hershey. In his later years, Mr. Hershey desired a safe place for the massive but delicate torchère to be displayed. As a result, it was moved to the former Hershey Museum in 1938, and then moved downtown in 2008 when the museum collection relocated to The Hershey Story. The torchère has been on loan from Milton Hershey School since 1977.

"With all those moves, it's surprising that the 1,200 pieces have remained relatively intact," said Seiber. "In 1938, the museum's caretaker began a tradition of signing the torchère's concrete base each time it was cleaned or moved," said Seiber. "We've continued that tradition and are now marking the 15th cleaning."



The torchère on display at Hershey Museum, 2008

In February 2014, staff was alerted to a crack in one of the large pieces that makes up the main shaft. The following day, it was dismantled, so the crack could be evaluated.

"We called in a conservator who had previously repaired a break in the torchère," said Seiber. "It was clear that the epoxy used for a previous repair had failed."

"While researching its history, we found that the original damage to the piece occurred in 1971 during a routine cleaning," said Seiber. "It

While the torchère is being conserved, Hershey Story guests can get an up-close view of select torchère pieces that will be on display.



Damaged piece of the torchère, 2014

sustained an impact which fractured the glass into several pieces."

The museum's curatorial staff will oversee the repair work by a professional conservator and clean the torchère before it is put back on display. "It may take several months until it is back on exhibit," said Seiber.

## The Intrigue Behind the Shadow Box

The focal point of The Hershey Story's Grand Lobby is a two-story "trompe l'oeil" (trick the eye) mural that spans the lobby. The mural, which celebrates Milton Hershey and his life, features him sitting on stone steps surrounded by Milton Hershey School students.

On one side of the mural is an interesting and curious painting of a "shadow box" filled with an assortment of items. The box appears to be set into a limestone wall, which represents the limestone foundation of The Homestead, Milton Hershey's birthplace.

"Most guests correctly assume that the items in the box reflect Milton Hershey, but few know that most of the items represent his life before Hershey, Pennsylvania was founded," said Amy Bischof, director of The Hershey Story. "Each item represents something meaningful or significant."

"The redware pitcher, pewter candlestick, pitcher and lamp that hangs from the shelf are reminiscent of our Pennsylvania German collection, purchased by Milton Hershey, and represents his heritage," said Bischof. "The school primer book represents his limited formal schooling."

Milton Hershey opened his first business in Philadelphia in 1876.

"Resting on the middle shelf is a ticket to the Centennial Exposition that also opened in 1876 in Philadelphia," explained Bischof. "The candy jar and other glass jars would have been found in early confectionery shops and represent Milton Hershey's apprenticeship and early business experiences."

There are also hand-written letters in the box. "Milton Hershey wrote letters to his uncle, Abraham Snavely, asking for money to help keep his first business afloat," said Bischof. "Unfortunately, this early business failed."



The Hershey Story's lobby mural features a shadow box filled with items significant to Milton Hershey.

The photos pinned to the back of the box are of his mother and father, Fanny Snavely and Henry Hershey, and his wife, Catherine "Kitty" Sweeney. If you look closely at the photo of Henry, he is standing next to a pear tree, so a pear was also included in the assemblage.

Flowers and green space were always important to the Hersheys. The artist clipped a magnolia from Hershey Gardens and included it as a tribute to their love of horticulture.

"The shadow box is an amazing display of the artist's talent, but it also provides important insight into the Hersheys' family background," said Bischof.

# No Small Task: Moving the Museum's Largest Artifacts



The steam pumper, used by the Hershey Volunteer Fire Company, was secured to a trailer prior to moving.



3,000-pound stones were reassembled in a melangeur, a piece of chocolate-making machinery.

Part of The Hershey Story's mission is to preserve artifacts for future generations. Since the museum tells the story of how Milton Hershey made milk chocolate, it maintains chocolate-making equipment as part of its permanent collection.

"Until recently, we stored these large artifacts in a rented facility that we shared with another tenant," said collections manager, Valerie Seiber. "The space was relatively small, which meant the artifacts were crowded and access to them was limited."

The museum found a larger facility in 2013 and began renovations in the new building. "We moved approximately 115 large artifacts late last year," said Seiber. "While that may seem like a small number, some of those items, like a roll-refining machine, weighed nearly 20,000 pounds."

"We had to be precise as to where each object would be placed in the new facility," said Seiber. "There was little room for error or second chances when moving such large objects."

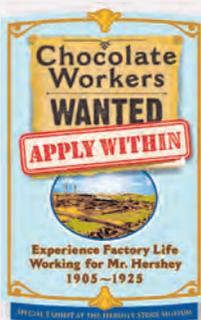
The Museum hired a professional hauling and rigging company to move these historic treasures. "They were familiar with the chocolate-making machinery and very capable of moving such large objects," said Seiber. "The move went smoothly and we are very pleased with the new space."

In addition to chocolate-making equipment, other artifacts that were relocated include a projector and spotlight from Hershey Theatre, a ticket booth from Hersheypark, several large totem poles from the Native American collection and a horse-drawn steam pumper used by the Hershey Volunteer Fire Company.

## Summer Camp Groups: Discover Delicious Chocolate History at The Hershey Story!

Programs offered June 16 through August 15  
For Pre-K through grade 5

Space is limited; make your reservations early!  
Call 717.520.5722 or email [GroupTours@HersheyStory.org](mailto:GroupTours@HersheyStory.org).  
Classrooms are available for lunch; please inquire about availability.



Campers will travel through the Special Exhibit Gallery to learn about the early history of the Hershey Chocolate factory and what it was like to be a factory worker from 1905 to 1925.

Campers will also become part of an assembly line as

they mold their own chocolate bars to take home.

Hands-on activities and a visit to the Museum Experience make for a fun-filled and educational day!

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

# Milton S. Hershey: The Man Before His Success

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

## The Early Years: Learning His Trade

Milton Hershey's first job was not as a confectioner but as a printer's "devil" in 1871 for a German language newspaper in Gap, Pa., called *Der Waffense Waechter* or the "Weaponless Watchman." Milton's father, Henry Hershey, said that working for a newspaper would make Milton a "man of letters." Unfortunately, Milton hated the work and was considered clumsy when handling printing type with his farmer fingers. After spending a few months as a printer's devil, Milton was eventually fired for his ineptitude.

*“After spending a few months as a printer's devil, Milton was eventually fired for his ineptitude.”*

Milton's mother, Fanny Hershey, believed that her son should learn a trade where he could make something useful. When Milton expressed an interest in the confectionery trade, Fanny arranged for him to work as an apprentice in Royer's Ice Cream Parlor and Garden located in Lancaster in 1872. His father did not approve of Milton entering this line of work, as he felt confectionery work was "women's work." Henry and Fanny's disagreement about their son's future was one of many they had during the course of their marriage. Henry soon left Lancaster and moved west to seek his fortune in Chicago and Colorado.



Milton Hershey, pictured on right, worked from 1872 to 1876 as an apprentice for Joseph Royer's Ice Cream Parlor.

During his apprenticeship, Milton Hershey and his mother resided in a number of locations in the city. There is mention of the two living at Frederick Cooper's Red Lion Hotel at 35-37 West King Street, across the street from Royer's. There is also a record of them living on the 200 block of Prince Street in Lancaster.

Royer's was a popular destination in town and was perhaps best known for its ice cream garden. The garden was located behind the shop and was edged with bushes, trees and vines, creating a cool and pretty place to relax and enjoy an ice cream. Royer's sold a heaping plate of ice cream for ten cents. Their most popular dish was a plate of ice cream with lemon squares.

Joseph P. Royer, the proprietor of Royer's, was a true confectioner of his time, making not just ice cream, but all kinds and varieties of candy. The confectionery treats at Royer's included caramels, cough drops, bon-bons, rock and sugar candies, as well as ice cream and lemon pastries. Chocolate at this time was not widely available. Any choco-

late confections at Royer's would probably have been limited to chocolate coated and flavored candies.

Milton did not learn the candy trade immediately. As a new apprentice, he waited on tables, took orders at the counter and delivered ice cream and treats to customers' homes. His first job in the kitchen was washing dishes and ice cream cans. The hardest job he was assigned was turning the handle of the big ice cream freezer. It wasn't until his mother intervened and offered more money to Royer that Milton began to work in the kitchen. At this time, Royer began to teach his apprentice the art of candy making. He soon discovered that his pupil had a gift for mixing ingredients and creating candies.

Candy made in the 1870s was created through experimentation and with traditions passed down from generation to generation. Recipes were very vague, consisting of ingredients and some general instruction. Many were not written down but created from memory. Milton Hershey had to learn how to combine ingredients and understand the role of heat and time. He had to learn how to feel the "crack" of the candy, which represented the right moment to remove a batch from the kettle. With this process of trial and error, there were often blunders along with success.

*“In his haste to get to the show, Milton had forgotten to turn the blower off and the burned shells were coming up the flue and blowing around like leaves.”*

Later in his life, Milton Hershey recounted the time at Royer's when he was given responsibility for roasting peanuts for peanut fudge. Friends encouraged him to come with them to see a show at the Fulton Opera House, located around the corner from the confectionery shop. While enjoying the show, Milton began to smell burnt peanuts. Reminded of his responsibilities, he left the theater and was greeted by a shower of peanut shells falling onto the street and Royer's ice cream garden. In his haste to get to the show, Milton had forgotten to turn the blower off and the burned shells were coming up the flue and blowing around like leaves.

Milton Hershey worked for Joseph Royer for almost four years. In 1876, with his apprenticeship completed, he left Lancaster to establish his own candy business in Philadelphia. While Royer's had developed Milton Hershey's innate gifts for candy-making, Milton still had much to learn about the confectionery business. The next ten years would provide him with hard and important lessons about suppliers and customers, product lines and marketing. It would not be until Milton Hershey returned to Lancaster in 1886 that he would finally achieve financial success as a confectioner. In spite of his early business struggles, the early lessons learned at Royer's provided Milton Hershey with the confectionery skills that would form the foundation of his future success.

## Archives and Museum Team Up to Create New Online Historical Resource

**H**ershey Chocolate advertisements. Seal-shaped carved ivory toggles. 1950s postcards. Frakturs.

These items and more can be viewed online at Tumblr.com as a result of a new collaboration between Hershey Community Archives and The Hershey Story.

"We wanted to share some of the amazing documents and artifacts our staff encounters each day," explains Tammy Hamilton, archivist. "This allows us to share images of historical objects online with anyone interested in Hershey's history."

The Tumblr account, "Documenting Hershey," can be accessed at DocumentingHershey.Tumblr.com. "Individuals can subscribe to the page, so they never miss a post," said Valerie Seiber, The Hershey Story's collections

manager. "Each post will be a surprise, just as we are often surprised by what we encounter each day."

Hershey Community Archives also recently collaborated with Milton Hershey School to offer online access to historical newspapers. The Hershey Press (published 1909-1926) and Hershey News (published 1953-1964) are both accessible online via AccessPA's Digital Repository. "Milton Hershey School's membership in AccessPA provides the Archives with an opportunity to add these newspapers to a statewide historical newspaper database," said Hamilton. "Users can search by keyword for articles related to the community or even their own family."

To access the newspapers, go to HersheyArchives.org and select the "Collections & Research" tab.

# HERSHEY STORY HAPPENINGS



**Join Us!**  
Special Exhibit Summer Activities

**Make a Factory Worker Hat**

May 24, 25, 26 from 9 a.m. to 5 p.m.

Experience the new special exhibit and make your own vintage factory worker hat. Free with admission to the special exhibit.

**Daily Activities for Families**

July 2 through September 1 from 11 a.m. to 3 p.m.

Visit the special exhibit to participate in a featured activity every day. Rotating activities will include hat making, experimenting with molds, cocoa bean encounters and sorting on an actual conveyor belt. Activities are included with admission to the exhibit.

**Fabulous Fridays at The Hershey Story**

July 11, 18, 25, August 1, 8, 15 from 2 to 4 p.m.

Join us on Friday afternoons for free special activities highlighting unique aspects of The Hershey Story. This program includes demonstrations and make-and-take activities designed especially for children ages 4 through 10 and their families. Visit [HersheyStory.org](http://HersheyStory.org) for more information.

**Fabulous Fridays Themes**

- July 11: When Milton Hershey Was a Boy
- July 18: You and the Chocolate Factory
- July 25: Art All Around
- August 1: Out of the Rain Forest
- August 8: What's the Story?
- August 15: Cocoa Bean Journey



**SAVE THE DATE!**

**Milton Hershey Birthday Celebration**

Friday, September 12 at 6:30 p.m. at ChocolateTown Square

Join the Hershey community on the eve of what would have been Milton Hershey's 157th birthday. Bring your lawn chairs or blanket and enjoy a performance of music reminiscent of Mr. Hershey's era by The Tunesters of Central Pennsylvania. The concert concludes with birthday cupcakes donated by Milton Hershey School and chocolate bars courtesy of The Hershey Company. In case of inclement weather, the celebration will be held in the Grand Lobby of The Hershey Story. Celebrate Mr. Hershey's birthday the next day (Saturday, September 13) at the annual Cocoa Bean Game between Milton Hershey School and Hershey High School!



**New! Behind the Scenes Museum Camp**

July 14-18 from 9 a.m. to 3 p.m.

For ages 9 – 11

\$200 per student; \$170 for members

Kids will learn about the fascinating world of museum work in this week-long camp.

They will learn first-hand from museum curators, as they encounter objects and parts of the museum not normally seen by the public. Campers will create a mini-exhibit and show it off to family members during a reception at the conclusion of the camp. Completion of this camp gives participants first priority for the popular Past Master volunteer program when they reach age 12. To register, please call 717.520.5596 or email [info@hersheystory.org](mailto:info@hersheystory.org).

## Springtime Fun Begins in the Chocolate Lab

Celebrate spring in the Chocolate Lab by creating a chocolate bird nest or a chocolate bunny to take home -- or eat on the way! You'll experience delicious, hands-on fun as you discover where cocoa beans are grown and how they are harvested and processed into the world's most popular confection.

Chocolate Lab classes are 45 minutes and suitable for children, ages 4 and older, as well as adults. Visit [HersheyStory.org](http://HersheyStory.org) for a daily class schedule.

**Chocolate Bird Nests**

Make your own edible nest complete with chocolate eggs and learn how cocoa beans are grown, harvested and transformed into chocolate.



**Hoppin' Chocolate Bunnies**

Mold and decorate your own classic milk chocolate bunny and embellish it with white chocolate and pastel candy sprinkles.



**"Eggs-citing" Chocolate Creations**

Mold a scrumptious milk chocolate bar and turn it into a colorful spring treat with unique and deliciously edible Easter chick "decals."



**Planet Chocolate**

Learn about the many locations around the globe where cocoa beans are grown and make your own unique milk chocolate bar to take home.

**Chocolate By Design**

Create masterful (and edible) art using white, dark and milk chocolates.



**Build a Bar**

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



**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!



**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 THEATRE

## 14/15 BROADWAY SERIES

Presenting Sponsor

Capital BLUE

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

### Joseph and the Amazing Technicolor Dreamcoat

September 23 – 28, 2014



One of the most enduring shows of all time, Tim Rice & Andrew Lloyd Webber's *Joseph and the Amazing Technicolor Dreamcoat* is the irresistible family musical about the trials and triumphs of Joseph, Israel's favorite son. Directed and choreographed by Tony® Award-winner Andy Blankenbuehler, this new production will feature Broadway/television star Diana DeGarmo (*Hairspray*, *Hair*) as the Narrator and Broadway star Ace Young (*Grease*, *Hair*) as Joseph. Retelling the Biblical story of Joseph, his 11 brothers and the coat of many colors, this magical musical is full of unforgettable songs including "Those Canaan Days," "Any Dream Will Do" and "Close Every Door." Book your tickets and be part of the magic!

### Elf

December 9 – 14, 2014

*Elf* is the hilarious tale of Buddy, a young orphan child who mistakenly crawls into Santa's bag of gifts and is transported back to the North Pole. Unaware that he is actually human, Buddy's enormous size and poor toy-making abilities cause him to face the truth. With Santa's permission, Buddy embarks on a journey to New York City to find his birth father, discover his true identity, and help New York remember the true meaning of Christmas. This modern day Christmas classic is sure to make everyone embrace their inner *Elf*.



### Annie

July 21 – 26, 2015

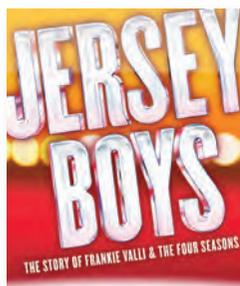
The world's best-loved musical returns in time-honored form. Directed by original lyricist and director Martin Charnin and choreographed by Liza Gennaro, this production of *Annie* will be a brand new incarnation of the iconic original. Featuring book and score by Tony Award®-winners Thomas Meehan, Charles Strouse and Martin Charnin, *Annie* includes such unforgettable songs as "It's the Hard Knock Life," "Easy Street," "I Don't Need Anything But You," plus the eternal anthem of optimism, "Tomorrow."



### Jersey Boys

January 27 – February 1, 2015

"Too Good to be True!" raves the *New York Post* for *Jersey Boys*, the Tony®, Grammy® and Olivier 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 true 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! *Jersey Boys* features their hit songs "Sherry," "Big Girls Don't Cry," "Rag Doll," "Oh What a Night" and "Can't Take My Eyes Off You." "It Will Run for Centuries!" proclaims *Time Magazine*.



Get that Broadway Feeling...  
Become a Subscriber!  
Subscriptions start at only \$100!

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

This year's four-show subscription package includes a ticket to *Joseph and the Amazing Technicolor Dreamcoat*, *Elf*, *Jersey Boys* and *Annie*.

Call 717.534.3405 or visit [HersheyTheatre.com](http://HersheyTheatre.com) for more information.



HERSHEY THEATRE  
Apollo AWARDS



Sunday, May 18, 2014 at 7 p.m.

Celebrate and acknowledge the achievements of high school students in musical and play productions at the 6th annual Hershey Theatre Apollo Awards!



# Hershey Theatre: More Than Meets the Eye

*This is the last in a series of 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 buildings such as Radio City Music Hall.

*“Milton Hershey wanted to have an organ that would match the theater's elegant design.”*

## The Marvelous Organ and Mysterious "Pit"

As is expected of such a grand performance hall, Hershey Theatre features a four-manual 78 rank Aeolian-Skinner concert organ. "Milton Hershey wanted to have an organ that would match the theater's elegant design," said Pam Whitenack, director of Hershey Community Archives. Visiting the Westchester Community Center in White Plains, New York, Mr. Hershey was impressed with the center's organ, a 4-95 Aeolian, installed in 1930. He wanted a similar organ for his own theater. One of the Westchester organ's features, the Ancillary Fanfare Organ, was



Organist Herb Fowler is seated at the organ console.

copied exactly for the Hershey instrument.

Mr. Hershey appointed Charles F. Ziegler, manager of the Hershey Estates, to select and purchase an organ for the new theater. Ziegler, a fine amateur musician himself, called in Dr. Harry A. Sykes, a noted Lancaster organist and composer, to assist him with the decisions surrounding the type and maker of the organ. Dr. Sykes recommended the Aeolian-Skinner Organ Company to build the instrument. The Hershey Theatre's 4-80 Aeolian-Skinner organ is the result of their collective efforts.

Hershey's architect worked with the organ company to properly design the space needed to house the organ's massive infrastructure of valves, air hoses and bellows of sizes from very small to very large. The organ's 4,715 pipes and 25 bells were concealed behind the French doors of the front balconies facing either side of the stage.

The organ is electro-pneumatic in design, the type of organ action with which the Skinner company made its name. Newer electric organs operate quite differently, and produce sound differently. The Aeolian-Skinner is distinctive in that it produces sound in much the same way the old cathedral organs of Europe did, except that operation is made easier by using pneumatic systems with electrical controls.

The console is the part of the organ that the audience sees, with a wooden case housing the

four manuals, or keyboards, the pedal-board and all the stops the organist operates to make music. Hershey's organ console is mounted on an elevator to the left of the orchestra platform or "pit," which also raises and lowers with the musicians along for the "ride."

When the Community Building and Theatre were dedicated in September 1933, Dr. Harry A. Sykes gave the dedicatory recital.

Over the years, many renowned organists have presented concerts on the organ, including Jesse Crawford, Dick Leibert, Lew White and Virgil Fox. Hershey Theatre has also employed a number of regular organists over the years to play

before and after movies, including J. Atlee Young, Carl Henke, Fred Sullivan, Jack Goodman, Hans Gartner, Herb Fowler and Dan Umholtz.

"Hershey Theatre's organ is a musical treasure of historical significance," said Dan Umholtz, organist. "It is a genuine example of the symphonic school of organ-building conceived by Ernest M. Skinner - the father of the American organ."



The organ and orchestra pit can be lowered together or separately, as seen in this photo, ca. 1933

## Hershey Theatre Adds Sign Language Interpreters

Thanks to a partnership with All Hands Interpreting Services (AHIS), Hershey Theatre now provides American Sign Language interpreters for Sunday matinee performances of select Broadway shows.

"Our collaboration with AHIS makes performing arts more accessible to the Deaf and hard-of-hearing community," said Dennis Norton, Hershey Theatre's event programming manager. "We're happy to open our doors to the Deaf community and to be able to give them the opportunity to experience some of the finest touring Broadway shows."

AHIS co-owner Liz Martin is also happy about the partnership. "I recently attended a 'signed' performance of Sister Act," Martin said. "It was truly music to my ears to hear the hearing impaired guests laughing at the jokes and enjoying the show. During the reprise when the



audience was on their feet, I was overjoyed to see them dancing and clapping. Some had tears in their eyes; for many of them, the performance had been the first Broadway show they had ever experienced."

"We also offer access to two infra-red listening devices," said Norton. "One device is a headphone that delivers sound directly to the ear, and the other is connected to a person's hearing aid to enhance sounds from the performance." Both options are available in the lobby at the Guest Services desk and are available for all shows and performances.

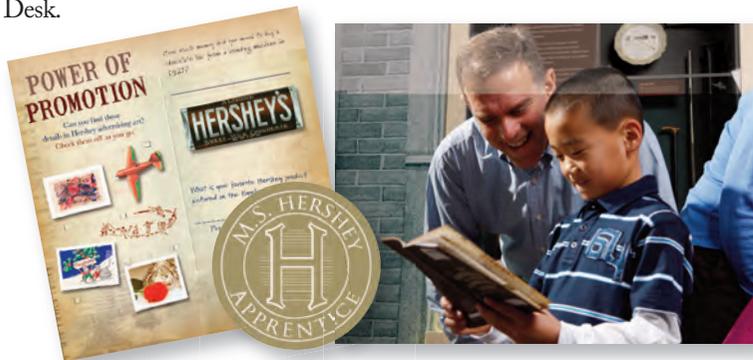
For more information about the AHIS or infra-red listening devices, please call the Box Office at 717.534.3405, TTY at 717.534.8955 or via email at [HTheatre@HersheyTheatre.com](mailto:HTheatre@HersheyTheatre.com).

# New!

## 2nd Edition: M.S. HERSHEY APPRENTICE GUIDE

New for the summer, The Hershey Story has released a second edition of its popular Apprentice Guide, offering younger guests new challenges on the road to becoming Milton Hershey's apprentice. Students will sleuth out vital facts in the Museum Experience and be rewarded along the way with embellishments for their booklet and a special photo opportunity.

Apprentice Guides are \$3 and may be purchased at the Admissions Desk.



## Past Master Volunteer Program

The Hershey Story is once again offering students the opportunity to serve as summer volunteers. This popular program, for students ages 12 and older, gives participants valuable pre-job experience and acquaints them with museum operations. Past Masters assist museum guests in a variety of ways, including providing interactive experiences within the exhibits, answering questions and helping with special programs for camp groups and families. For more information and an application, please contact Lois Miklas at [lmiklas@hersheystory.org](mailto:lmiklas@hersheystory.org) or 717.520.5587.



Past Master Molly Reeves explains how chocolate is made.

Save the Date!

## Fifth Annual Cultural Expressions

An elegant progressive dinner at historic settings

**Saturday, October 18, 2014**

**This Year's Location:**

**Hershey's Historic Community Building  
at 14 East Chocolate Avenue**



Milton Hershey's portrait has hung in the Community Building's lobby since it opened in 1932.

Experience a rare opportunity to explore three locations in Mr. Hershey's original Community Building, which opened to the public in 1932.

First, enjoy drinks and hors d'oeuvres in the "Little Theatre," then dinner in the beautiful Grand Lobby and dessert and entertainment in Hershey Theatre.

Invitations will be mailed in late August. Please call 717.298.2203 for additional information.

Proceeds benefit



## The Hershey Story Chooses History Contest Winners

On March 27 a team of judges chose first and second place winners in The Hershey Story's History Contest for Young Writers. Now in its 14th year, the contest encourages young writers to express an interest in any aspect of history through essays, fictional accounts and poetry. The contest is open to students in the seven counties nearest to Hershey and has become a valuable part of the curriculum for many schools. One local teacher commented, "Thanks so much for offering this competition each year. It is a fantastic opportunity for our students. It is a very important touch that you require research and a bibliography as part of the writing process."

The 2014 first place winners were honored at the museum's Business Partners in Education Breakfast on April 22.

### 2014 WINNERS

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

##### Fiction

Nathan Engel, Eagle View Middle School  
*"Code Name Operation Overlord"*

##### Non-Fiction

Pierce Wagler, Homeschool (Hershey)  
*"King of the Molly Maguires"*

##### Poetry

Lauren Messinger, Homeschool (Hummelstown)  
*"Valley Forge: Freedom at Risk"*

##### Science & Health

Biyar Ahmed, Eagle View Middle School  
*"The New Rays"*

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

##### Fiction

Kole Kramer, Hershey Middle School  
*"Behind the Address"*

##### Non-Fiction

Stephen Schousen, James Buchanan Elementary School  
*"A Controversial Commander"*

##### Poetry

Brooklyn Cooper, Eagle View Middle School  
*"Coal Mines and Fingertips"*

##### Science & Health

Cavan McIntyre-Brewer, Homeschool (Duncannon), *"The Science of Espionage"*

The History Contest for Young Writers is sponsored by:



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

## Mother's Day

Sunday, May 11 from 9 a.m. to 5 p.m.  
Moms admitted free!



**The Butterfly House  
opens for the season!**  
Friday, May 23 at 9 a.m.

## New! "Four Surreal Seasons" Art Exhibit

Friday, May 23 through Sunday, September 28  
Enjoy various interpretations of the four seasons in this unique display of surreal art created by students from the Pennsylvania College of Art & Design in Lancaster.



## Father's Day

Sunday, June 15 from 9 a.m. to 7 p.m.  
Dads admitted free!



## A Whimsical Day of Fairies & Flowers

Saturday, June 21  
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 to search for fairy gardens and participate in activities with our 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 June 17 by calling 717.508.5970.

## Butterflies & Beyond

Saturday, July 26 from 9:30 a.m. to Noon

Join us as we look up to the sky and beneath the soil to discover butterflies, birds and bugs! This fun day of hands-on activities, discovery stations and games will help families learn about nature's most fascinating creatures. Included in admission.



## New! Fall Fest

Saturday, September 27 from 10 a.m. to 2 p.m.

Bring the whole family to welcome the fall season with activities such as scarecrow stuffing, pumpkin carving and easy yard clean-up techniques. Included in admission.

**Members Only:**  
**\$5 Fridays!**

**Bring any number of guests...any age...any Friday - and they're only \$5 each!**  
Simply show your Hershey Gardens membership card at admissions.

## Café Menu to Feature Garden Fresh Items

This summer will bring deliciously fresh items to the Garden Gate Café -- picked right from Hershey Gardens.

"We will be planting several vegetables and herbs for the Café," said Barb Whitcraft, horticulture specialist. "At the peak of the season, we hope to provide many of the basic items like tomatoes, cucumbers and carrots, as well as the herbs."

The Gardens' newest garden, the "Kitchen Garden," will be the source for many of the vegetables used in the Café's salads, wraps and sandwiches. The new garden is in collaboration with high school students who entered the new Garden Design Scholarship competition. "The herbs for the Café will come from the Herb Garden," added Whitcraft.



"We don't typically grow many vegetables at Hershey Gardens, so we're looking forward to each day's 'harvest'."



**Featuring fresh sandwiches, salads, snacks and refreshments**

**Open May 23 through September 1, 2014  
from 11 a.m. - 2:30 p.m.**

## Love the Gardens? Become a Volunteer!

Volunteers are a vital part of Hershey Gardens. Whether it's introducing children to nature through youth education programs, answering questions in the Butterfly House or just digging in the dirt to beautify the Gardens, there's something here for everyone.

Interested in joining the fun? Consider these volunteer opportunities:

**General Gardening:** Help staff with planting, trimming, weeding, mulching and dead-heading the roses. The volunteer days are Wednesdays and Saturdays, 9:30 a.m. until noon.

**"Flight Attendants"/Butterfly House:** Serve as guides for guests touring the house. An orientation session is held in May for anyone interested in volunteering in this area. Hours are flexible.

**Education Department:** Assist with school tours, classes and projects. Volunteers are also needed for special events on the weekends.

For more information, please contact Debbie DiNunzio, volunteer specialist, at 717.508.5958, or email [DDinunzio@MSHersheyFoundation.org](mailto:DDinunzio@MSHersheyFoundation.org). Minimum age for volunteering is 18.



# A DAILY DOSE OF JOY: Creating Your Own Kitchen Garden

By Michelle Wohlfarth, Hershey Gardens Advisory Board Member



**N**ow is the season to plant a kitchen garden and enjoy the beauty of nature each time you cook. The joy of walking outside to gather a handful of aromatic herbs for a recipe is what makes the experience of cooking so fulfilling. A garden gives us the opportunity to appreciate all the senses that contribute to the process of gardening and cooking, such as the beauty and aroma of herbs and vegetables, the sounds of the birds and bugs, and the taste of warm cherry tomatoes that you can instantly pop in your mouth. These experiences always bring me back to the reason I love to cook and eat wholesome food.

If you are considering planting a kitchen garden that you can use and enjoy, consider these important factors.

### Easy Access

Accessibility is crucial because so often we are hurrying to prepare a meal and will forgo using fresh herbs and ingredients if they aren't quickly accessible. I am fortunate to have a large main garden with a big selection of vegetables, herbs and fruit trees that is located a few minutes from my kitchen door. My smaller kitchen garden is separate, however, and contains only recipe essentials. It is located right outside my kitchen door. When I'm in the midst of preparing a meal, I use this kitchen garden. I love the

daily contact with nature that touches all the senses and brings me joy.

### Plant With the Seasons

Be sure your garden only includes those items you will actually use, especially if space is at a premium or your time for gardening is limited. This may not be the garden to experiment with unusual herbs and vegetables that you may never use. You can pick those up at the farmers' market.

Think about the meals and recipes you prepare weekly. Which herbs are your favorites? Which vegetables would you use daily in your salad or in a soup? What vegetables could you eat at every meal? These are the items you will want to plant. Consider the progression of the season in your planning. Make way for the cool weather plants like kale, broccoli, lettuce and spinach to be

planted in spring and fall. Be sure to save space for annual herbs like basil, dill, cilantro and marjoram. Leave a spot or two for a fall squash or pumpkin and some root vegetables like parsnips to stretch the garden season.

### Pleasing to the Senses

Consider the five senses as you plan your garden. I particularly enjoy the aroma of mingling herbs or when I cut sprigs for a salad. I love the beauty of the plants growing in unison and the sounds of insects and birds as they buzz in the hot sun. Consider which ideas and creative visuals will appeal to you and make this your personal expression of joy.

## See the New Kitchen Garden at Hershey Gardens!

In collaboration with Ames True Temper, Hershey Gardens is proud to sponsor the new "Garden Design Scholarship Competition."

The top design will be installed in mid-May near the Butterfly House. The winning entry will receive a \$1,200 scholarship and gardening tools from Ames True Temper.



# Hershey Gardens to Feature This Year's Best New Plants

**E**very winter, the Gardens staff eagerly researches new plants to find exciting new varieties. "We look for plants that will grow well in the desired area," said Barb Whitcraft, horticulture specialist. "Sometimes we need something new in a bed that receives full sun or part shade; sometimes it's a bed that is particularly dry or moist." Here are a few new varieties to look for this year.

### Kosmo Purple Red (Celosia spicata)

This Celosia is a dwarf plant with crisp flower heads that top well-proportioned leaves.



### Zinnia 'Profusion Double Deep Salmon'

This 2013 All-America Selections award winner features beautiful large flowers that are fade-proof and have a nice spreading habit.

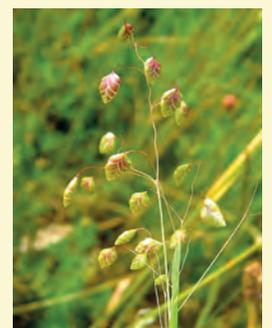
### Stonecrop (Sedum kamtschaticum)

The Bill Bowman Garden will feature this new succulent. It is drought-tolerant and features glossy green leaves with a creamy edge. Its golden yellow flowers change from pink buds in early summer. It grows to about 6", making it an ideal groundcover.



### Quaking Oat Grass (Briza media)

Perfect for The Children's Garden's ABC Border, this perennial grass with ornamental seed heads appear in May and June. This full-sun plant will grow up to two feet tall.



### Hibiscus 'Fantasia'

This compact, vigorous and sturdy cultivar typically grows up to three feet tall. It features large, rosy pink flowers that are eight to nine inches in diameter.

# Plans Unveiled for New Conservatory with Historic Roots

## Capital Campaign to Launch Summer 2014

For more than 75 years, Hershey Gardens has deepened its roots in the community while looking to the future to preserve Milton and Catherine Hershey's vision of horticulture and education.

### A Proud History

In the early 1900s, Milton and Catherine Hershey built glass conservatories as a way to display plants in the winter. The conservatories soon became a popular destination for visitors to enjoy the beauty and variety of spring-time and tropical plants during the cold, winter months. Featuring plants such as palms, ferns, bay trees, azaleas and boxwood, the displays reached their colorful peak at Easter when the foliage exploded with colorful primroses, flowering annuals and spring bulbs such as daffodils, tulips and hyacinths.

### Preserving Their Legacy

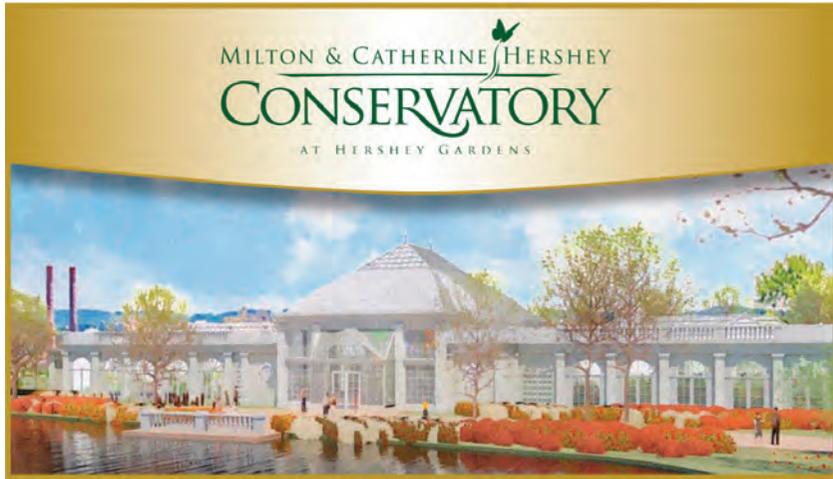
Hershey Gardens is proud to be continuing the Hershey tradition of conservatories by embarking on a new project - the Milton & Catherine Hershey Conservatory at Hershey Gardens. Groundbreaking for the new facility will be held in spring 2015, with a planned completion date of summer 2016.

The design for the new 14,000 square-foot conservatory was inspired by the elegant structure



High Point Conservatory, Hershey, Pa. Gift of the Hershey Chocolate Co.

In 1909, shortly after High Point was completed, a conservatory was built adjacent to the home's gardens.



Groundbreaking for the new facility will be held in spring 2015, with a planned completion date of summer 2016.

built for Milton and Catherine Hershey in 1909. The new conservatory will include an indoor Butterfly Atrium, Welcome Pavilion and an Educational & Horticultural Wing, as well as an overlook and a terrace.

Located just south of "Swan Lake," the conservatory will also serve as the new visitor entrance for Hershey Gardens. Before entering, guests can enjoy impressive views of the town of Hershey from the overlook area. Once inside the Welcome Pavilion, visitors can also enjoy sweeping views of the Gardens, visible through large Palladian-style windows. During warmer weather, the garden side terrace will offer guests the opportunity to sit and enjoy Swan Lake and the historic rose garden.

The conservatory will also present horticultural exhibits, which will change with the seasons. This space will also serve as a year-round classroom for students and other groups.

### Butterflies From Around the World and Throughout the Year

Perhaps the most unique part of the new conservatory will be the atrium devoted to presenting spectacular tropical butterflies that can be seen throughout the year. Unlike the current outdoor

Butterfly House, which features North American butterflies only in the summer months, the new Butterfly Atrium will showcase hundreds of exotic, tropical butterflies from South and Central America, Africa and Asia.

### Be a Part of Their Vision

Since 1936 when Milton Hershey requested "a nice garden of roses," Hershey Gardens has flourished. It started as a spectacular rose garden and grew over the years to include distinctive themed gardens, seasonal displays, unique specimen trees, a Butterfly House and a Children's Garden, each one featuring its own treasures.

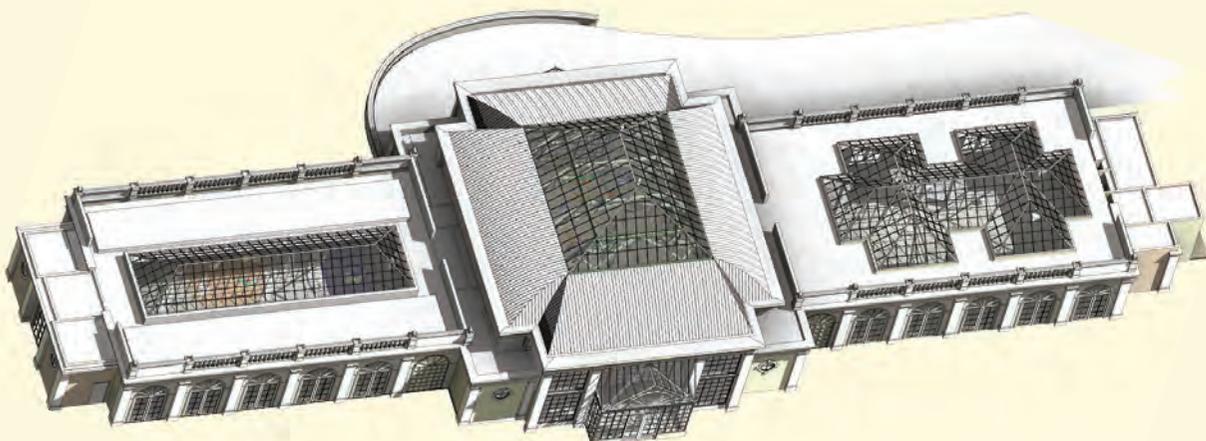
As part of that legacy, we invite you to join us in creating this lasting tribute to Milton and Catherine Hershey. Look for more information on how to give in future issues of The Legacy or at [HersheyGardens.org](http://HersheyGardens.org).



As part of the capital campaign, the Welcome Pavilion will feature large stained-glass butterflies, created by local artist Luise Howell.



## A Closer Look...



The glass panels on the conservatory roof are designed for aesthetics and function for each unique space. The Butterfly Atrium (on the right) will feature ceiling heights of 14 to 16 feet, so guests can better observe the butterflies.



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MSHersheyFoundation.org

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



Pennsylvania  
Historical & Museum  
Commission

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## The Hershey story Goes Green!

In an effort to become more energy-efficient, The Hershey Story recently replaced 900 incandescent and halogen bulbs with energy-saving LED bulbs. "This represents a 25 percent savings in electricity, which is about \$27,000 a year," said Brian Tillotson, director of facilities. "This is great news for our bottom line, but it also shows our awareness and commitment to a better environment."



## Wind Down Wednesdays

Wednesday, June 25, July 30 and August 27  
from 5 to 7 p.m.

Wind down your day with a stroll through the Gardens, or pack a blanket and enjoy musical entertainment from 5:30 - 6:30 p.m. The Butterfly House will remain open until 6:45 p.m. Included in admission.



## New! Marvelous Mondays

Monday, June 30, July 7, 14, 21 & 28, August 4 & 11  
10 a.m. to Noon

Free with admission Mondays will be marvelous in The Children's Garden! Bring the whole family each week to enjoy entertainment, crafts and discovery stations. Each week brings a new theme, see HersheyGardens.org for more information.



## New Art Exhibit for 2014!

May 23 through  
September 28, 2014

Pennsylvania College of Art & Design presents  
**FOUR SURREAL SEASONS**  
An art exhibit at Hershey Gardens



Discover this unique display of surreal art created by local art students.

## Love Chocolate? Don't Miss the Chocolate Blab blog! Read the blog at ChocolateBlab.org

Chocolate Lab Manager, Kyle Nagurny, is blogging about all things chocolate – and it's delicious fun! Visit [ChocolateBlab.org](http://ChocolateBlab.org) and read about Kyle's delectable creations, then add your own sweet experiences on this light-hearted and educational blog.

Here is an excerpt from February 6:

It seems like the Polar Vortex has settled in for a long winter's nap and we're all working overtime to stay warm. Enormous ear muffs, thick wooly mittens and fuzzy sweaters are musts but we need something more to warm our insides, too. Enter six variations on hot chocolate!

I don't mean to be too technical here but hot chocolate should not be confused with hot cocoa. The term chocolate in this context refers to a drink made using the full complement of chocolate, including cocoa butter — the naturally-occurring fat found in real chocolate.



Cocoa butter isn't all that bad for us. It's been shown to have a neutral effect on blood cholesterol — neither raising nor lowering it. Cocoa butter also adds to the satisfaction of eating, or in this case, drinking chocolate.

Cocoa as a beverage, on the other hand, gets its primary flavor from some form of unsweetened

cocoa powder, the by-product of pressing cocoa butter out of chocolate. When mixed with sugar and milk, cocoa powder makes a perfectly fine chocolate flavoring but without cocoa butter, isn't chocolate at all.

When temperatures hover just around what the body can tolerate, real hot chocolate is the way to remain in a thawed state. And as I found out, hot chocolate easily takes on simple ingredient additions like peanut butter cups, peppermint candy and coffee to satisfy our personal flavor preferences.

See the recipes at [ChocolateBlab.org](http://ChocolateBlab.org)!

