

# THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | FALL/WINTER 2016 | ISSUE 23

## Hershey Halloween Family Fun

HERSHEY  
GARDENS

## PUMPKIN GLOW

October 21, 22, 28 and 29  
6 to 8:30 p.m.

Hershey Gardens lights up the night with more than 150 carved illuminated pumpkins! Kids are invited to bring a flashlight, come in costume and trick-or-treat throughout the Gardens.



Enjoy a variety of whimsical characters, watch live pumpkin-carving demonstrations and have story time with a scarecrow. Plus, discover a unique collection of live spiders and insects on display in the Milton & Catherine Hershey Conservatory.

The Butterfly Atrium will be closed during Pumpkin Glow.

*Pumpkin Glow ticket purchase is required at the door or online at [HersheyGardens.org](http://HersheyGardens.org).*

*Members are free!*

**Fulton Bank**  
Sponsor

THE  
HERSHEY  
STORY



October 29 and 30  
10 a.m. – 1 p.m.

Kids, come in and show off your Halloween costume at The Hershey Story, and create some "ghostly" treats using Hershey's candy! Free for kids 12 and younger.

**HERSHEY**  
THE HERSHEY COMPANY

All candy generously provided by The Hershey Company.

## ANTIQUATE CHOCOLATE-MAKING MODEL DONATED TO THE HERSHEY STORY

The Hershey Story Museum tells the history of making Hershey's milk chocolate and uses artifacts from the original factory whenever possible. But what do you do when the real artifact weighs 20,000 pounds and is more than 10 feet tall?

"Putting large chocolate-making equipment on display has always been a challenge," said Valerie Seiber, collections manager. "Some pieces, like a triple mill, are enormous and very heavy. The museum's floor load capacity was not designed to hold that much weight," said Seiber.

Finally -- a solution. "We're very excited about our newest acquisition -- a miniature version of the machines used in Mr. Hershey's chocolate factory," said Seiber. "The electrified model includes a triple mill, melangeur, cocoa butter press and roll refiner. It's a great way for visitors to see how the machines work, in a safe environment."

The model, which is just over 2 foot tall and 4 foot long, is operated simply by pushing a button to start the motor, which is connected to an overhead drive shaft. Each machine is connected to the drive shaft with a series of belts and gears.



This miniature chocolate-making model was recently donated to The Hershey Story.

"This is exactly how the machines in Mr. Hershey's factory were driven in the early 20th century," said Seiber.

Union Confectionery Machinery Company graciously donated the chocolate-making model to the museum. "This model has been in our offices for more than 70 years," said Jim Greenberg, co-president. "We recently sold our warehouse in the Bronx and we debated about what to do with the model. We decided that The Hershey Story was the perfect place for it."

The museum staff hopes to include the model as part of the permanent exhibition in the near future.

**See it on exhibit for one night only!**  
**The Hershey Story Member Reception**  
Thursday, November 10  
5:30 - 7:00 p.m.

**Members, look for your invitation in the mail.**

**Not a member?**  
**Join online at [HersheyStory.org](http://HersheyStory.org).**

## What's Old is New Again *A dying tree gets new life*

In 2015, the Gardens staff noticed that a 125-year-old oak tree near the main entrance was starting to decay.

"We hated to have to take it down," said Jamie Shiffer, senior manager. "But for safety reasons, we had to."

"We called Good's Tree Care to take down the tree," said Shiffer. "The owner, Bob Good, suggested we use the wood to create something for the Gardens."

At the same time, the new Conservatory was beginning to take shape, and focus had turned from the exterior construction to interior details. One of those details was the need for display tables for the new Garden Shop. An idea was born.

The tree slabs were delivered to Stan Miller, a woodworker in Halifax who grew up in Hershey. "I used Danish oil to bring out the beauty of the grain," said

Miller. "Because this tree was so old, it had gorgeous markings."

In all, Miller created three tables for the Shop, and a bench for the Conservatory.

"I really enjoyed this project," said Miller. "I grew up in Hershey, so I have a lot of respect for Mr. Hershey. I think he would have liked what we did."



Bob Good (left) and Stan Miller (right) survey the unfinished oak slabs

# Now – View the Museum’s Collection Online

## *HersheyStory.org features photos of artifacts in the collection*

**D**id you know that there are more than 30,000 artifacts in The Hershey Story’s collection? However, only a small fraction of these items can be displayed in the museum’s galleries at one time.

“Our mission is to collect and preserve artifacts, then share this collection for their educational value,” said Valerie Seiber, collections manager. “Currently, guests can only see items when they are on display, or during an occasional collections storage tour.”

The Hershey Story has recently invested in technology that now makes it possible for anyone to view the museum’s collections at HersheyStory.org.

“We are excited to launch this new initiative,” said Seiber. Visitors to the museum’s website will be able to search the database for items that interest them, such as Southwest pottery, masks from the Northwest Coast, or beaded clothing in the museum’s collection.

“We’re in a pilot program phase, focusing only on artifacts from the John G. Worth col-

lection, which contains American Indian artifacts from across the United States,” said Seiber. “It was the first collection purchased by Milton Hershey to found the museum in 1933.”

“The collection contains about 1,000 artifacts, so it’s the perfect size for our first test,” said Seiber. “It is also the collection that our staff is most frequently asked about.”

Each object record will contain basic catalog information such as date, place of origin, materials and who made the object. Photographs are also included when appropriate. “Some of the American Indian artifacts in the museum’s collection are considered sacred by the tribes that created them,” said Seiber. “In order to show respect for their cultural beliefs, we have decided not to show images of the sacred items through the online catalog.”

New records will be added to the online database as objects are reviewed and photographed, and new acquisitions are cataloged.

To search the museum’s database, please visit HersheyStory.org.



Items such as this bandolier bag are now searchable at HersheyStory.org. The bag was made by the Anishinaabe (Chippewa), late 19th century. Its intricate design was created with small, colorful glass beads.

## World Culture Club Programs to be Held at The Hershey Story



The Hershey Story Museum is excited to be partnering with the World Culture Club of Central PA to present free programs covering topics relating to inclusion and diversity.

“The Hershey Story strives to present a complete picture of how the Hershey community has evolved over the past century, and what forces will shape it in the future,” said Amy Bischof, director. “These programs will help to do just that.”

Programs are free to the public. Each session begins with a light dinner from 5:30 – 6:00 p.m., then continues with a presentation from 6:00 – 7:15 p.m. and ends with dessert from 7:15 – 7:25 p.m.

The mission of the World Culture Club is to overcome intolerance, misunderstanding and prejudice through educational programs that expand knowledge about local, regional and global communities and cultures.

Penn State Health’s “Inspiring Excellence Through Inclusion Academy” is also sponsoring the event, along with The Hershey Company and Hershey Entertainment & Resorts Company.

All sessions are free and open to the public. Registration is required at HersheyStory.org.

### Upcoming World Culture Club Events

Register at HersheyStory.org

**Monday, October 10, 2016**

**Removing the “Dis” from Disability**

**Tuesday, November 8, 2016**

**Understanding the Military Experience**

**Monday, December 5, 2016**

**Balancing Culture, Diet and Healthy Living**

**Tuesday, January 24, 2017**

**Creating an Inclusive LGBT Community/Understanding the Issue of Access to Restrooms**

**Tuesday, February 7, 2017**

**Understanding the Growing Diverse Population in Hershey, PA**

**Monday, March 6, 2017**

**Cultural Traditions of Money**

**Monday, April 24, 2017**

**Understanding Microaggressions**

**Tuesday, May 9, 2017**

**Understanding Health Disparities of Diverse Populations**

# ARCHITECTURAL GEM UNDERGOING RESTORATION

## The Hershey Company Invests in Former Community Building at 14 East Chocolate Avenue

**M**aintaining and preserving historic properties are important in keeping Mr. Hershey's model community as a place for all to enjoy. Two such structures are presently undergoing renovations.

The Hershey Company is investing in the exterior infrastructures of both the Community Building and adjacent Hershey Theatre. Enhancements include replacing the terra-cotta roof system, installing energy efficient, historically accurate windows to match the existing windows and restoring the limestone walls. Parking at Hershey Theatre will likely be affected through late 2018. Updates and alternative parking options will be available at [HersheyTheatre.com](http://HersheyTheatre.com).



In 1915, architect C. Emlen Urban created this rendering of the future Community Building.

begin building the structure in 1915, work didn't begin until 1928, just before the Great Depression. The building was part of a major construction program that became known as Milton Hershey's "Great Building Campaign." Hershey took advantage of depressed prices for building materials and a readily available labor force to build several structures, including the Community Building. Many would become major tourist attractions.

### A Rich History

The Community Building once served as the

town's community center and housed a dining room, cafeteria, gymnasium, swimming pool, assembly rooms, a men's dormitory, a hospital and two theaters: a small theater for local productions and a large, 2,000-seat professional theater. It remains home to the world-class Hershey Theatre.

Although Milton Hershey had planned to

Building was placed on the National Register of Historic Places. As a result, strict guidelines will be followed throughout the restoration process to ensure the renovations reflect the time period in which the facility was built.

In 1980, the Community

## SELECTIONS from the EYE COLLECTIONS AT THE HERSHEY STORY MUSEUM

See A Different Artifact Treasure Each Week -- Free to Guests!

**M**any of The Hershey Story's artifacts are proudly on exhibit for guests to enjoy. But there are hundreds more that are carefully stored for future exhibits - and for future generations.

Selections from the Collections showcases some of the amazing artifacts in storage that guests rarely get to see. The featured items, which change every week, are from the museum's American Indian, Pennsylvania German or Hershey collections, and include items related to historic events, new acquisitions and even staff favorites.

*“The museum's collection contains some really interesting artifacts that most people rarely get to see.”*

Items are placed in a special display case in The Hershey Story's lobby every Thursday. Visit [HersheyStory.org](http://HersheyStory.org) for more information on the artifacts.

### Upcoming Artifacts on Display



**October 20**  
Canning Jars, 1860-1910



**October 27**  
Luden's Confectionery Boxes, 20th century



**November 3**  
Reese's Scotchies Peanut Butter Cups, 1965-1968



**November 10**  
Dishware from Hershey Industrial School Cafeteria, 1934-1951



**November 17**  
Prehistoric Stone Tools and Pipe Fragment and Beads, 1500-1800, Susquehannock Culture



**November 24**  
Pitcher, Buffalo Pottery, 1907



**December 1**  
Northern Plains Pouch, 1875-1925



**December 8**  
Hershey Drug Store Collection, 20th century



**December 15**  
U.S. Mail Cart Pull Toy, 1915-1920



**December 22**  
Hershey's Kisses Streetlight, late 20th century



**December 29**  
Weather indicator at the Windowless Office Building



# HERSHEY STORY HAPPENINGS

## Little Elves Workshop

November 12, 13, 19, 20, 25-27  
December 3, 4, 10, 11, 17, 18, 24, 26-31, January 1  
10 a.m. – 2 p.m.

Kids, have some holiday fun as you journey through the "Little Elves Workshop!" Use chocolate clay, icing and ribbon to fashion a unique ornament to use as a gift or a keepsake. Try out some vintage toys and snap a unique holiday photo against a snowy Hershey scene. \$5 per ornament; free for museum family membership holders.



## Snowball Saturdays

AT THE HERSHEY STORY

December 3, 10, 17  
10 a.m. – 2 p.m.

Friendly indoor snowball fights are the centerpiece of this holiday event! Kids can visit with Coco the Bear and our own friendly snowman, as well as enjoy storytime. Chocolate Lab participants can make an edible snowball in a "Marshmallow Mischief" class, offered only on Snowball Saturdays. Chocolate Lab classes require a ticket purchase; other activities are free. Check HersheyStory.org for a detailed schedule.



# 2017

## NEW YEAR'S COUNTDOWN

Saturday, December 31  
11 a.m. – 3 p.m.

Celebrate the New Year throughout the day at The Hershey Story! Kids can make some noise with the Hershey product characters and "bubble-wrap stomps" at 11 a.m., 1 p.m. and 3 p.m. Activities take place on the patio (weather permitting). Free.

# The Holidays are Sweet in the Chocolate Lab

From chocolate reindeer to molded Santas, create something amazing (and delicious) in the Chocolate Lab this holiday season! Learn how cacao beans are grown, harvested and processed in these hands-on, 45-minute classes.

Lab classes are ideal for adults and children, ages 4 and older. Visit HersheyStory.org for a daily class schedule. Tickets are available at The Hershey Story admissions desk on the day of the class on a first-come, first-served basis; space is limited.



### Make A Very Merry Bar

Customize your own milk chocolate bar using holiday sprinkles, crushed peppermint candy and edible holiday decals.

### Create a Kris Kringle

Mold an old-fashioned milk chocolate Santa Claus and take it home in festive holiday wrappings.



### Candy Cane Bark

Swirl white and milk chocolate with crushed candy canes to create your own holiday bark.

### Chocolate Reindeer

Create an adorable, edible reindeer from milk chocolate, pretzels and colorful holiday candy.



### Let It Snow Chocolate

(Offered on December 3, 10 and 17 only)

Make a "snow-covered" holiday scene using milk and white chocolate and a splash of sweet snowflake sprinkles.



### Marshmallow Mischief

(Offered on December 3, 10 and 17 only)

Dunk a giant marshmallow into warm chocolate and your choice of holiday toppings.

## And the 2016 Hershey Theatre Apollo Award Goes To... The Spotlight Shines on Student Talent at the 8th Annual Awards Show

Backstage was bursting with excitement on Sunday, May 22 as the Hershey Theatre Apollo Awards filled the house with students, friends and supporters of the annual event. Featuring emcee and host Dennis Owens, the live show featured numerous performances from nominated high school students.

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



Outstanding Lead Actress in a Play, Abigail Whitehead-Zimmers

Four students received an exciting three-day theatre experience to New York City in June as recipients of their award categories. Participating students included Drew Patti from Capital Area School for the Arts and Paxton Zeis from Hershey High School, named Outstanding Lead Actor and Actress in a Musical, respectively, and James

Griffith from Central Dauphin High School and Abigail Whitehead-Zimmers from Susquenita High School, named Outstanding Lead Actor and Actress in a Play, respectively.

During their stay, the group participated in a master class with actor Michael Glavan and visited with Craig Stelzenmuller, associate lighting designer at the Neil Simon Theatre, in addition to visiting Brooklyn's Barclays Center. The students also attended two Broadway musicals, *Ruthless! The Musical* and *Kinky Boots*.

The 2017 Hershey Theatre Apollo Awards is scheduled for Sunday, May 21. Tickets will go on sale January 3, 2017.

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



Hershey High School won the 2016 Hershey Theatre Apollo Award for Outstanding Musical for its production of *Into the Woods*.



Outstanding Musical nominee, ENCORE! Home School Productions, performs a number from *Peter Pan*.



Outstanding Lead Actor in a Musical, Drew Patti

## CONGRATULATIONS TO THE 2016 HERSHEY THEATRE APOLLO AWARD RECIPIENTS

### Outstanding Featured Performer in a Play

Elizabeth Tesler as Rebecca Hilliker, Trish Stiger and Catherine Connolly in *The Laramie Project* – Central Dauphin High School

### Outstanding Featured Performer in a Musical

Rhys Pinder as Orin Scrivello, D.D.S., in *Little Shop of Horrors* – Camp Hill High School

### Outstanding Supporting Actress in a Play

Melissa Kline as Amanda Grimes, Sgt. Hing and Marge Murray in *The Laramie Project* – Central Dauphin High School

### Outstanding Supporting Actor in a Play

Julian Cook as Bensonhurst in *Murder's in the Heir* – Susquehanna Township High School

### Outstanding Supporting Actor in a Musical

Kaylor Long as Fester in *The Addams Family* – Lower Dauphin High School

### Outstanding Supporting Actress in a Musical (tie)

Meredith Hazen as Alice in *The Addams Family* – Lower Dauphin High School

Julia Rippon as Little Red in *Into the Woods* – Hershey High School

### Outstanding Student Playwright

Paige Beck for *Steven, From Camp* – Hershey High School

### Outstanding Play

Central Dauphin High School – *The Laramie Project*

### Outstanding Student Orchestra

Elizabethtown Area High School – *Cinderella*

### Outstanding Dance Number in a Musical

ENCORE! Home School Productions for "Ugh-A-Wug" from *Peter Pan*

### Outstanding Lead Actress in a Play

Abigail Whitehead-Zimmers as Ebenezer Scrooge in *A Christmas Carol* – Susquenita High School

### Outstanding Lead Actor in a Play

James Griffith as Dennis Shepard, Jon Peacock, Philip Dubois and Moises Kauffman in *The Laramie Project* – Central Dauphin High School

### Outstanding Lead Actress in a Musical

Paxton Zeis as The Witch in *Into the Woods* – Hershey High School

### Outstanding Lead Actor in a Musical

Drew Patti as Pippin in *Pippin* – Capital Area School for the Arts

### Outstanding Musical

Hershey High School – *Into the Woods*

**HERSHEY THEATRE**  
**16/17 BROADWAY SERIES**  
 Presenting Sponsor **Capital BLUE**

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

**A Gentleman's Guide to Love & Murder**  
 November 1 – 6, 2016



Getting away with murder can be so much fun... and there's no better proof than the knock-'em-dead hit show that's earned unanimous raves and won the 2014 Tony Award® for Best Musical - *A Gentleman's Guide to Love & Murder!*

Coming direct from New York, where a most gentlemanly NPR critic said he'd "never laughed so hard at a Broadway musical," *Gentleman's Guide* tells the uproarious story of Monty Navarro, a distant heir to a family fortune who sets out to jump the line of succession by - you guessed it - eliminating the eight pesky relatives (all played by one fearless man) who stand in his way.

All the while, Monty has to juggle his mistress (she's after more than just love), his fiancée (she's his cousin but who's keeping track?), and the constant threat of landing behind bars! Of course, it will all be worth it if he can slay his way to his inheritance... and be done in time for tea.

**The Book of Mormon**  
 November 22 – 27, 2016

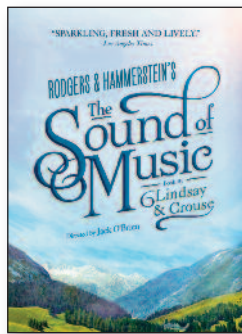
*The New York Times* calls it "the best musical of the century." *The Washington Post* says, "It is the kind of evening that restores your faith in musicals." And *Entertainment Weekly* says, "Grade A: the funniest musical of all time." Jimmy Fallon of *The Tonight Show* calls it "Genius. Brilliant. Phenomenal." It's *The Book of Mormon*, the nine-time Tony Award®-winning Best Musical.



**The Sound of Music**  
 March 21 – 26, 2017

The hills are alive! A brand new production of *The Sound of Music*, directed by three-time Tony Award® winner Jack O'Brien, is coming to Hershey.

The spirited, romantic and beloved musical story of Maria and the von Trapp Family will once again thrill audiences with its Tony®, Grammy® and Academy Award® winning Best Score, including "My Favorite Things," "Do-Re-Mi," "Climb Ev'ry Mountain," "Edelweiss" and the title song.



*The Sound of Music* features music by Richard Rodgers, lyrics by Oscar Hammerstein II, book by Howard Lindsay and Russel Crouse, suggested by "The Trapp Family Singers" by Maria Augusta Trapp.

**Motown the Musical**  
 July 19 – 23, 2017

It began as one man's story... became everyone's music... and is now Broadway's musical.

*Motown the Musical* is the true American dream story of Motown founder Berry Gordy's journey from featherweight boxer to the heavyweight music mogul who launched the careers of Diana Ross, Michael Jackson, Smokey Robinson and many more. Motown shattered barriers, shaped our lives and made us all move to the same beat. Featuring classic songs such as "My Girl" and "Ain't No Mountain High Enough," experience the story behind the music in the record-breaking smash hit *Motown the Musical!*



**Get that Broadway Feeling...  
 Become a Subscriber!**  
 Subscriptions start at only \$75!

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 three-show subscription package includes a ticket to *A Gentleman's Guide to Love & Murder*, *The Sound of Music* and *Motown the Musical*.

This year's four-show subscription package also includes a ticket to *The Book of Mormon*.

Visit [HersheyTheatre.com](http://HersheyTheatre.com) or call 717.534.3405 for more information.



**classic films:** **A Double-Feature at Hershey Theatre!**  
 Saturday, October 29, 2016



**The Goonies at 7:00 p.m.**

A band of pre-teens who live in the "Goon Docks" neighborhood of Astoria, Oregon, attempt to save their homes from demolition, and, in doing so, discover an old Spanish map that leads them on an adventure to unearth the long-lost fortune of One-Eyed Willy, a legendary 17th-century pirate. **Rated PG.**

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

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



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

# Hershey Theatre's Performing Arts Through the Years: A New Century, A New Millennium

*This is the fifth and final article in a series to appear in The Legacy. Each article highlights the evolution of performing arts at Hershey Theatre.*

By the end of the 20th century, Hershey Theatre was showing its age. For years, smoking had been permitted in the lobbies and auditorium. The result was smoke-stained ceilings and walls. Original paint colors had been lost over the years, and the grace and beauty of the architecture was obscured by modern color choices.

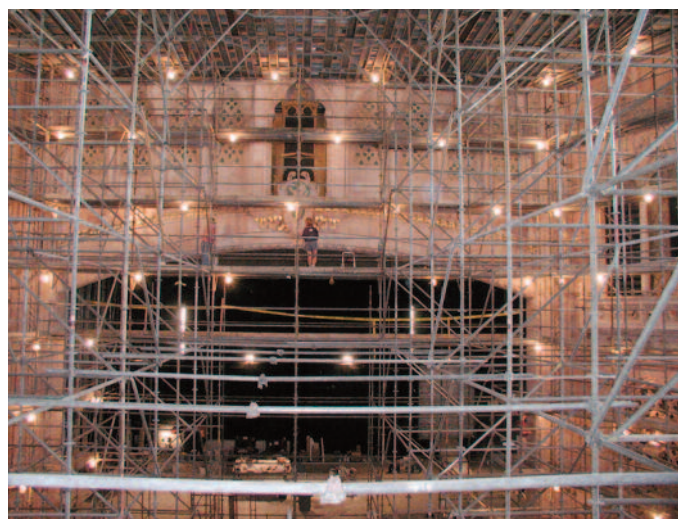
Recognizing the building's historic beauty, The M.S. Hershey Foundation committed three million dollars over three years towards restoring Hershey Theatre to its original beauty. The restoration project began in 2000 and touched every room of the Theatre, from the Grand Lobby and the dressing rooms to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



A conservator from Albert Michaels works to restore the Apollo bas-relief in the Grand Lobby, 2001

The Foundation employed Albert Michaels Conservation, Inc. of Harrisburg to handle the intricate and delicate work of restoring the building's decorative finishes, murals, marble and stained glass. Their work involved historic paint studies to accurately determine the original vision for the space. Throughout the Theatre, conservators cleaned and restored original gilded finishes using a complex application of gold leaf, bronze powders and Dutch metals.

The restoration also included replacing the carpet throughout the building and rebuilding the auditorium's original seats from the springs out. Restrooms were modernized and expanded.



The main auditorium was filled with scaffolding during the Theatre's restoration, 2002



Hershey Theatre seasons included a wide range of cultural entertainment, including opera, ballet and award-winning Broadway shows.

Improvements also occurred in the back of the house. The dressing rooms received a fresh coat of paint, new carpet and light fixtures. New speakers were added, along with an updated paging and phone system.

With the Theatre restored to its original glory, Hershey continued its commitment to bring the best in live entertainment to its stage. Performers such as James Galway, Rich Little, Savion Glover, Cherry Jones, Valerie Harper, Julie Harris, Lewis Black and George Carlin entertained audiences at Hershey Theatre. Broadway touring shows such as *The Scarlet Pimpernel*; *Copacabana*; *The Civil War*; *The Music Man*; *Fosse*; *Kiss Me Kate*; *Bring in da' Noise, Bring in da' Funk*; *Riverdance*; *The Full Monty*; *Jersey Boys*; *The King and I*; *RENT*; *Big River*; *Spamalot*; *Beauty and the Beast*; *Hairspray* and *Movin' Out* all performed in Hershey, often headlined by leading actors.

HERSHEY THEATRE

## Spotlight tour Get behind the scenes

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

Fridays at 11 a.m.

Adults: \$8, Juniors (3 – 12): \$6

Tours are subject to cancellation due to shows and events.

Please call 717.533.6299 to inquire.

Private 90-minute tours available for groups.

**Get your tickets now!**

beyond the footlights  
a celebration cabaret

featuring stars from the Hershey Theatre Apollo Awards



**Saturday, January 28, 2017  
6:30 p.m.**

Dinner & Show Tickets: \$90

Auditorium seating\*: \$15 (for show only)

On sale now at the Box Office

or by calling 717.534.3405

\*These seats are located behind the performers

# The Wings of a Blue Morpho...Are Clear?



by Dan Babbitt, Associate Director, Hershey Gardens

When guests first enter the new Butterfly Atrium at the Milton & Catherine Hershey Conservatory at Hershey Gardens, they are often amazed by the diversity of butterflies...so many colors, sizes and shapes. But one butterfly in particular stands out - the blue morpho.

The blue morpho is a large butterfly that flies low and slow, flashing bright, shimmering blue with each beat of its wings. When you look at its wings from different angles, the



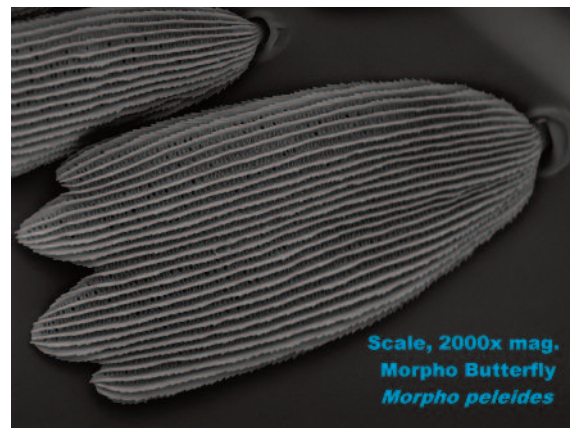
The blue morpho butterfly comes from Central and South America.

color seems to shift and change. A number of tropical butterflies have this iridescent effect on their wings. How, exactly, does that occur in nature?

Most of the colors we see in nature are created by pigments. Remember that sunlight is made up of all the colors of the rainbow. When sunlight hits the pigment, certain colors are absorbed and the rest are reflected. A red pigment reflects red and absorbs the rest of the colors; this phenomenon is how most butterfly colors are created. The blue morpho butterfly, however, gets its brilliant blue wings in a different way, called "structural coloration."

Structural coloration is color created by the microscopic surface shape of an object.

The color we see on butterfly wings is on small scales that are layered on the wings like roof shingles. The actual wings are clear - yes, clear. With most butterflies, the scales contain different pigments and are arranged in a way to create the patterns we see. Yet the scales of the blue morpho wings contain no color pigmentation at all. It is the structure of the surface of the scale that creates the color. There are microscopic ridges and divots on the scales that diffract the sun-



The ridges and divots in this single butterfly scale give the morpho its blue color.

light, acting a bit like tiny prisms. The blue morpho scales have divots that are exactly half the length of a blue wavelength deep. When blue light enters, the wave bounces back on itself amplifying the color blue. So we see that shimmering blue color when the wing scales have no color pigment at all, completely created by the surface structure of the scale.

There are several other examples of structural coloration in nature, such as the neck feathers of a pigeon, the body of a bottle fly or the "golden crown" on a monarch butterfly chrysalis. These are all created by shape and not pigments.

## HERSHEY GARDENS EVENTS

### BONSAI: Living Art at Hershey Gardens

Exhibit courtesy of the Susquehanna Bonsai Club

#### Bonsai: Living Art of the Susquehanna Bonsai Club

Friday, October 7 through Sunday, November 6

Featuring dozens of bonsai trees in various shapes and sizes, this popular annual exhibit provides information on bonsai, what they are and how they are cultivated. The exhibit will be displayed in the former outdoor Butterfly House. Included in admission; members are free!



### HO-HO-HOLIDAY HAPPENINGS

Saturday, December 3 and 10

3 to 5 p.m.

#### Visit with Santa at Hershey Gardens

Kids can share their Christmas wishes with Santa as they visit with Kris Kringle in the Milton & Catherine Hershey Conservatory. Included in admission; members are free.



Saturday, December 17

3 p.m.

#### Happy Holidays with "Miss Maggie Sings"

Celebrate the holiday season with Miss Maggie! This popular children's performer combines singing, guitar, percussion, poems and stories to entertain and teach children (and adults) of all ages! Listen to Miss Maggie and her friends as they sing some favorite holiday songs. Included in admission; members are free.



Sunday, December 4, 11 and 18

1 to 3 p.m.

#### Music and Holiday Crafts in the Milton & Catherine Hershey Conservatory

Join us to deck the halls and fill the air with the sounds of holiday favorites from local choirs and musicians. Children will create an ornament out of natural materials in the Educational & Horticultural Wing. Included in admission; members are free.



# Looking Back: Hershey's Conservatories Over the Years

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

To protect the tropical plants that enhanced Hershey's summer landscaping and offer residents and visitors a respite from the cold winter months, between 1909 and 1930 Milton Hershey asked that several conservatories or greenhouses be built in the community.

Although several were built over the years, only one remained until 2016 when the Milton & Catherine Hershey Conservatory opened.



## High Point Conservatory

This conservatory was built in 1909, next to Milton and Catherine's home, High Point. Visitors and residents were welcome to tour the conservatory as well as the home's landscaped grounds. The conservatory was removed circa 1928, when the grounds were redeveloped as a golf course.



## Hershey Park Conservatory (1910)

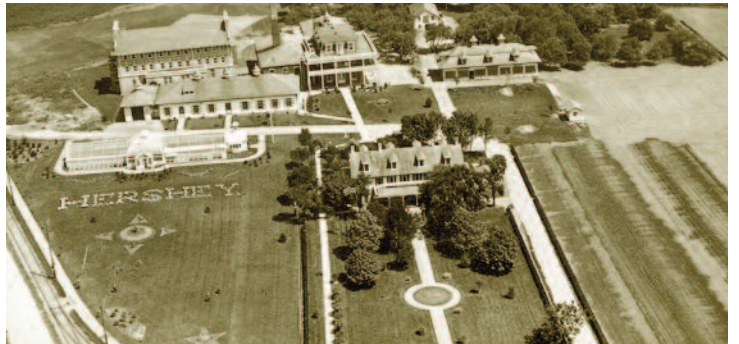
Opening in 1910, the first Hershey Park conservatory was located near what was then the main entrance to the Park in the vicinity of what is today ZooAmerica's Southern Swamps exhibit. By 1915, the Zoo's bear enclosure adjoined the building. The conservatory was removed around 1924 in anticipation of the new Hershey Estates Greenhouse.

## Hershey Park Conservatory (1914)

In 1914, a second Hershey Park conservatory was built in the middle of the quickly expanding Zoo. Shortly after it opened, a portion of the building was used by the Zoo for their primate enclosure. The building is now home to ZooAmerica's Great Southwest exhibit.



## Hershey Industrial School (Milton Hershey School) Greenhouse



Opening in late 1919, the greenhouse was located adjacent to the Homestead, Milton Hershey's birthplace. Hershey Industrial School students used the greenhouse as part of the horticultural curriculum, and for cultivating plants for retail sale. In 1961, the greenhouse was relocated to the School's farm, Rosemont, where it remained in use until 1992.

## Hershey Estates Greenhouse



In 1930, the Hershey Estates Greenhouse was constructed on the north side of the railroad underpass on Mansion Road. The greenhouse was removed in 1961, although portions of the structure were reclaimed in 1998 and used in the construction of the original outdoor Butterfly House at Hershey Gardens.

## The Milton & Catherine Hershey Conservatory at Hershey Gardens



Opened in July 2016, the building was inspired by Hershey's early conservatories. Serving as Hershey Gardens' main entrance, the new conservatory features a Butterfly Atrium and the Educational & Horticultural Wing, making it a year-round destination for students and visitors.

# “THE HERSHEY FLOWER BOOK”

## A Historic Book Revisited

By Lois Miklas, Master Gardener-Coordinator, Lancaster County  
& Retired Educator, The M.S. Hershey Foundation

In 1917, Milton Hershey’s head gardener Henry Haverstick (1866–1943) wrote an information-rich book of gardening advice, “The Hershey Flower Book,” subtitled “One Hundred Flowers, All the Old Favorites and the Best of the New.”

Published by the Hershey Press, the book first appeared at the 1917 Hershey Flower Show, a spectacular indoor greenhouse event that took place between Palm Sunday and Easter with an estimated attendance of 10,000 to 15,000. With a price tag of 50 cents, the soft-cover book was praised by reviewers such as *The Harrisburg Patriot* (predecessor of *The Patriot-News*), saying, “A veritable store-house of practical pointers for the lover of flowers is found in ‘The Hershey Flower Book,’ just off the Press. . . Advice on the proper planting of 100 flowers is given in a concise form, together with hints as to the care that should be given the flower while it is in a state of maturity.” (*Hershey Press*, April 12, 1917)

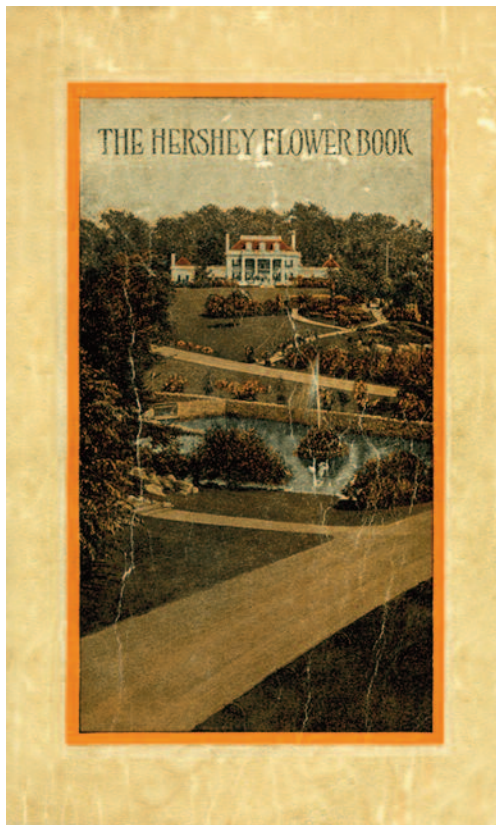
Though printed in black and white, the book is generously illustrated with floral scenes in Hershey, including the spring flower display in the greenhouses, landscaping around the elk statue at Hershey Park and the Italian and Japanese gardens on the grounds of High Point, Milton and Catherine Hershey’s home.

“Modern gardeners owe a debt to experienced horticulturalists such as Haverstick, who distilled their gardening knowledge into print.”

Illustrations in “The Hershey Flower Book,” in addition to period pictures and postcards of High Point’s grounds, bear witness to Haverstick’s gardening expertise. However, it is interesting to examine his list of favored plants from the point of view of a modern gardener. Expected old favorites are given generous play, such as roses, petunias (“They are splendid for borders or pots. . .”) and hollyhocks (“Hollyhocks are fine old-fashioned flowers and are splendid ornamental plants.”)



This image, captioned “Once an Old Quarry” describes the “Rock Garden” below High Point Mansion. “In many respects, this is the most remarkable transformation that has been wrought in Hershey.”



“The Hershey Flower Book,” published in 1917, offered home gardeners practical advice.

Haverstick’s view on cannas is also no surprise, given their frequent appearance in early Hershey landscapes: “The Canna is unquestionably the finest of bedding plants for the American climate.” Haverstick endorses some flowers that were new to the home garden at the time, such as the “Cardinal Climber” (probably *Ipomoea sloteri*), introduced in 1912. Other plants, though recommended, had clearly not reached their garden potential, such as the sunflower, which at the time was best known for its large seeds, and the orange daylily—today hybridized in a dizzying array of color combinations.

Hindsight empowers the modern gardener to rue Haverstick’s validation of kudzu—now on Pennsylvania’s noxious weed list (“. . . in July and August the vines will grow two feet or more in

12 hours”), and English ivy and kochia (fireweed), both considered invasive. And what does a modern gardener make of *achyranthes* (chaff flower), *cobaea* (cup and saucer vine), and *xeranthemum*? Haverstick’s descriptions are tantalizing, but these once-popular plants are difficult to find on the internet, let alone in a nursery or catalog.

By examining “The Hershey Flower Book,” one can detect gardening trends that have taken place in the last 100 years. Almost one-quarter of the plants that Haverstick has selected are recommended as houseplants, bringing to mind grandmother’s parlor or a Victorian conservatory. Houseplants are not currently in vogue, except perhaps in fairy garden or terrarium mini-landscapes.

As our environmental conscience has become more acute, native plants and “pollinators” are taking center stage in many home gardens. Yet there is no mention of many popular native plants, such as coneflower (*Echinacea*), bee balm (*Monarda*), milkweed (*Asclepias tuberosa*), black-eyed Susan (*Rubeckia*) or coral bells (*Heuchera*). Haverstick does discuss a few native plants, but not for their benefit to pollinators and wildlife. For example, Dutchman’s pipevine is noted for its rapid climbing ability, not for its role as the host plant of the pipevine swallowtail butterfly.

“The Hershey Flower Book” is rounded out by sections on lawn care, water gardens, arranging and mailing flowers, and plants for special uses, such as shade and “tropical effects.” Despite changes in trends, technology and varieties, much of Haverstick’s advice is as true today as it was nearly 100 years ago: “The first thing to insure success with your plants is to see that you have the proper soil. . .”

Modern gardeners owe a debt to experienced horticulturalists such as Haverstick, who distilled their gardening knowledge into print. The wealth of information about plant propagation, care and best uses contained in “The Hershey Flower Book” fueled the home gardening movement of his day and provided information for future gardeners to build upon.

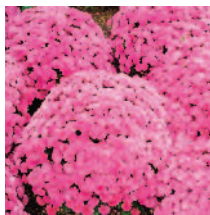


The book features this image, captioned “In a Dutch Garden,” which depicts the beds below High Point Mansion. The author describes the designs as “rather out of line with the plans that prevail in the general scheme at Hershey. At the same time, many people like them.”

# Ten Tips for Outdoor Fall Decorating

By Anthony Haubert, Communications and Public Relations Specialist

**1** When it comes to adding color to the outdoors, “mums” the word. Mums come in a range of colors, from creamy white to deep burgundy and every autumn color in between. Hues of orange, gold and rust, mixed with bright yellows and burgundies make for a perfect fall display. (See a thousand mums on display at Hershey Gardens, now through late October).



**1** Scarecrows rock. Take two sticks, tie them together with string to make a “T” and you have the basics of a scarecrow. The rest is up to your imagination. Use discarded milk jugs for heads, plastic grocery bags for the stuffing and just about anything you have around the house for the head, eyes, nose and mouth.



**2** Kale and cabbages aren't just for ham hocks and corned beef.

Ornamental cabbages and kale, in fact, add leafy texture to an outdoor fall display. Kales and cabbages range in various colors of green, with variegation of purple, pink, red and white. Cabbages are great for border fronts, edging, and containers. Some more colorful varieties include Kamome Red, Coral Prince, and Red Bor.



**7** Straw bales add to the fall look. If your home is not on the range, you can purchase straw bales at your local farming supply store or farmer's market. For a focal point on your porch or steps, a straw bale or two with gourds, pumpkins, Indian corn, and mums arranged at various heights add interest and dimension.



**3** Consider decorating with ornamental grasses instead of cornstalks.

Ornamental grasses come in many varieties and look their best in the fall, when most of them tassel. Tassels on giant reed grass, for instance, turn a deep red during this time of year. Some other favorites are Northern sea oats, feather reed grass and zebra grass.



**8** Decorate with apples and apple gourds. An old wire basket with pine cones, apples and apple gourds say “fall is here.”

**9** Throw in some pine cones, leaves and acorns for good measure. For smaller outdoor displays, pine cones, dried leaves and acorns make a nice display. For the crafty person, make a wreath from these items and other things found in your yard, such as seed pods.



**4** Be “gourd-just!” From knotty, twisted squashes in variegated tones of orange, green and gold, to ones that look like pumpkins and squashes, gourds make a colorful display when arranged together or paired with other fall plants, Indian corn or pumpkins.



**5** Get creative with pumpkin carving. The traditional jack-o-lantern with triangle-shaped eyes and a nose and crooked teeth always looks good. For a more artistic jack-o-lantern, try carving a cartoon character, a haunted house or your own clever design of paisleys or polka dots. Websites for free pumpkin carving templates include pumpkinmasters.com and pumpkinpile.com. You can pick up a pumpkin carving kit fairly inexpensively at your local hardware store. TIP: For easier lighting, cut out a circle in the bottom of the pumpkin rather than cutting the top of the pumpkin, then put a battery-powered light in the opening at the bottom for a perfect glow. See 150 carved illuminated pumpkins at Hershey Gardens during this year's Pumpkin Glow, being held October 21, 22, 28 and 29, from 6 to 8:30 p.m.



**10** Plan now to have color in your garden next fall. Several plant varieties bloom in the fall, adding color to your garden. Plants that add color to your fall garden include Sedum, sneezeweed, Aster and Montauk daisies.



See Hershey Gardens decorated for the fall season. In addition to a thousand mums, Hershey Gardens is adorned with fall displays of pumpkins, gourds and ornamental grasses.



## New "Butterfly Guide" Now Available at Hershey Gardens

A colorful, new "Butterfly Guide" is now available to Hershey Gardens guests who want to learn more about many of the butterflies in the Atrium.

The guide features photos of 19 North American varieties and 24 tropical varieties, each with the common and scientific name. It also includes information on the lifecycle of the butterfly, the difference between a chrysalis and a cocoon and other interesting facts about butterflies and moths.

Guides are available at the admissions desk for \$1 each.





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[MSHersheyFoundation.org](http://MSHersheyFoundation.org)

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



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*Funding for The Hershey Story is supported by a grant from the Pennsylvania Historical and Museum Commission, a state agency funded by the Commonwealth of Pennsylvania.*

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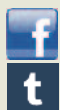
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- Priority admission to the Butterfly Atrium
- Newsletters mailed directly to member's home
- Discounts on educational programs and in the Garden Shop
- Invitation to annual member reception
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### Membership Prices:

Individual membership: \$50  
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Family/Grandfamily membership:  
\$100 (2 adults and children or grandchildren under 18)

Visit [HersheyGardens.org](http://HersheyGardens.org) or call 717.520.5581 to order your gift membership today.

Gift memberships can be mailed to you or directly to the recipient.



## Love Chocolate?

### Don't Miss the "Chocolate Blab" Blog!

All chocolate, all the time! Find your inspiration at the Chocolate Blab -- the official blog of the Chocolate Lab. The "Blab" features dozens of easy, kitchen-tested recipes for chocolate confections and baking ingredients. Find more yumminess at [ChocolateBlab.org](http://ChocolateBlab.org).



AT THE HERSHEY STORY