

# THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | FALL/WINTER 2018 | ISSUE 27

## Looking Back: Milton Hershey's Extraordinary Gift 1918 - 2018

When Milton and Catherine Hershey established the Milton Hershey School in 1909 (then the Hershey Industrial School), the School's trust fund was endowed with 486 acres of farmland, including the Homestead, Milton Hershey's birthplace. The Homestead served as both home and classroom to the first students.

During the early years, Milton Hershey paid for many of the School's expenses out of his own pocket. That same year (1909), Milton Hershey also completed his last will and testament. His will designated the Hershey Industrial School as his primary beneficiary, once his wife, Catherine, was deceased.

Catherine Hershey died in 1915. Three years later, Milton Hershey decided to not wait until his death to endow the School with his fortune. He consolidated his considerable wealth under the umbrella of the Hershey Chocolate Company and transferred it to the School's trust fund, with Hershey Trust Company serving as the trustee.

At the time, in 1918, Milton Hershey's wealth included ownership of the Hershey Chocolate Company, 8,000 acres of land, and all of the non-chocolate Hershey enter-



Milton Hershey poses with students on the steps of The Homestead in 1913.

prises, including the Hershey Improvement Company, the Hershey utilities (water, sewer, electric, phone), Hershey Park, Hershey Transit Company, the Hershey Department Store, the Greenhouse and Nursery, and the Hershey Inn. In addition to the Hershey enterprises,

the gift also included Milton Hershey's Cuban holdings.

The gift was not made public until November 9, 1923, when the story appeared on the front page of the *New York Times*.

## New at Hershey Gardens: The Christmas Tree Showcase

What's better than a fabulously decorated Christmas tree? Six of them!

Hershey Gardens is spreading the joy of the season with a display of professionally decorated Christmas trees. Six 8-foot live trees will accompany the 14-foot red and white poinsettia tree in the Milton & Catherine Hershey Conservatory. These trees, each exquisitely decorated by a local florist, will be on display from Saturday, November 17 through Monday, December 31 from 9 a.m. to 5 p.m., excluding Thanksgiving day and Christmas day.

### Local florists include:

- Paper Moon Flowers & Events
- Floral Designs of Mt. Joy
- Royer's Flowers & Gifts (Hershey)
- Rhapsody in Bloom
- Maria's Flowers
- Jeffrey's Flowers

"Kids will especially love these trees, because we'll be giving them a special pair of glasses that will allow them to see something special in the tree lights," said Megan Talley, program and administrative manager.

The Children's Garden is also getting in on the holiday festivities. "Six trees in the Education Center will also be decorated

## THE CHRISTMAS TREE SHOWCASE



### AT HERSHEY GARDENS

with handmade ornaments crafted by local elementary students," said Talley. "Each class of students will create their ornaments around a specific color theme."

Plus, on select days, kids can paint a wooden ornament to take home as part of a new program called "Crafty Christmas Creations."

"For those who prefer to spend the holidays in the tropics, the Butterfly Atrium will be adorned with seasonal embellishments," said Talley. "Even the butterflies and bugs are hoping Santa will stop by."



## Interesting New Artifacts Added to The Hershey Story's Collection

Part of the The Hershey Story Museum's mission is to collect and preserve artifacts. The curatorial department is always on the lookout for artifacts that enhance their understanding of Hershey history.

"In 2017, over 100 new objects were added to the collection," said Valerie Seiber, collections manager. "Some are put on display soon after acquisition, but most are cataloged and stored until they can be used in an exhibition or for long-term preservation."

### New Acquisitions



Steamer trunk used by Hershey Hockey Club. ca. 1938-1945

Fans of Hershey Bears Ice Hockey will be interested in a recently acquired steamer trunk used by the team to carry equipment in the 1930s. "The players traveled by train to away games," said Seiber. "Their gear and equipment were packed into large trunks and stowed in the baggage car."

Fashionistas will appreciate a recently acquired holiday window display designed by Christian Siriano. The Hershey Company partnered with the fashion designer to promote Hershey's Kisses Kissmas Collection. "Using the festive holiday-wrapped Hershey's Kisses for inspiration, Siriano designed four outfits including a red evening gown, a frilly green party dress set within a wintry landscape, a red holiday sweater paired with an ankle-length green skirt and a green cocktail dress embellished with Hershey's Kisses," said Seiber. Window banners featuring Siriano's



Bob "Red" Nilon, left wing, 1932-1935. Originally known as Hershey B'ars, the name was changed to Hershey Bears in 1938 after American Hockey League officials deemed B'ars too commercial.



One of four outfits by fashion designer Christian Siriano for Hershey's Kisses Kissmas Collection.

originally introduced for the 2013 Independence Day celebrations at the White House," said Seiber. "It is also available on Air Force One, in the President's Box at the Kennedy Center, and at Camp David, the President's retreat in Maryland." Gifts such as these are selected by the White House to share with guests, dignitaries and staff as a way to showcase American-made products. "The museum's collection also contains a keepsake box from President Barack Obama's administration," said Seiber. The keepsake boxes are not commercially available.



White House Keepsake Boxes filled with Hershey's Kisses wrapped in blue foil with silver stars.

creations were displayed at the Hershey's Times Square store in New York City in 2016. Siriano has dressed Oprah Winfrey, Angelina Jolie, Jennifer Lopez and former First Lady Michelle Obama.

"If you find politics more appealing, we have recently obtained two Hershey's Kisses Milk Chocolates White House Keepsake Package for the current administration," said Seiber. The patriotic-themed box features President Donald J. Trump's signature in gold on the front of the box.

"The keepsake box was originally introduced for the 2013 Independence Day celebrations at the White House," said Seiber. "It is also available on Air Force One, in the President's Box at the Kennedy Center, and at Camp David, the President's retreat in Maryland." Gifts such as these are selected by the White House to share with guests, dignitaries and staff as a way to showcase American-made products.

## Behind the Scenes: Museum Collection Inventory

The Hershey Story Museum has more than 30,000 objects in its collection, yet only a fraction of them can be on display at one time. The remaining objects are stored in a specially designed room, with controlled temperatures and humidity.

"Each of the items is carefully stored, but every ten years we physically examine each object so we can note any changes in its condition," said Ashley Famularo, collections assistant. "A good example is when a framed artifact has an acidic mat that is causing damage to the print. In cases like that, we would simply unframe it, discard the mat, and then place the print in an acid-free enclosure."

Staff members and volunteers print reports of every object by location and go shelf-by-shelf, picking up and examining

each artifact.

"As you can imagine, it takes quite some time to inventory 30,000 objects," said Famularo. "We began the process in May and expect to finish by next summer."

"Our last inventory, in 2009, actually took twice as long because we recorded everything by hand. Since then, we have upgraded our database program to include the ability to print checklists," noted Famularo.

The inventory also identifies any objects placed in the collection that haven't been properly recorded. "It's not unusual to find an object that has never been officially catalogued, although it happens much less frequently since we began performing regular inventories in 2001," said Famularo.

"It's always neat to see what the museum has," said Maggie Raid, a museum volunteer.



Collections Assistant Ashley Famularo and volunteer Maggie Raid inventory Milton and Catherine Hershey's glassware.

"It has helped me better appreciate our local history and the stories that each object tells."

"While the inventory process is tedious, it ensures that these pieces of Hershey history will be available for future generations to enjoy," added Famularo.

# On the Homefront: Hershey and World War I

Though no battles were fought on American soil, World War I had a major impact on American life. While the United States maintained official neutrality after war broke out in Europe, many American companies worked to provide aid to their European allies. For many countries food was in short supply. In 1914, Hershey Chocolate Company came to the aid of Belgium, donating barrels of flour and cocoa. Milton Hershey took a personal interest in aiding the war effort, donating three cars to the American Red Cross.



Hershey Chocolate Company sold millions of Hershey's Milk Chocolate bars to the military during World War I.

urged Americans to reduce their consumption of meat, wheat, fats and sugar to be able to ship food to Europe. Following government admonitions, Hershey, along with communities across the United States, promoted conservation efforts. The local newspaper, the *Hershey Press*, encouraged residents to conserve food by planting vegetable gardens and cooking meatless and wheatless meals.

To support the war effort, community garden plots were established behind the Central Theatre at the southeast corner of Chocolate and Cocoa Avenues. The 33 plots were offered to the community's youth, who quickly signed up. In addition, residents embraced vegetable gardens in their own yards, many for the first time. Harry Haverstick, Mr. Hershey's head gardener, provided guidance and advice.

The town also held scrap metal and paper drives. Hershey's Red Cross chapter organized groups of women to produce bandages, surgical dressings and other things needed by soldiers. Hershey Trust Company, the local bank, encouraged everyone to buy Liberty bonds to support the war effort.

After the United States entered the war, the military turned to the Hershey Chocolate Company to supply chocolate and cocoa for its servicemen. The factory expanded and Hershey increased chocolate production to meet the growing demand for its products.



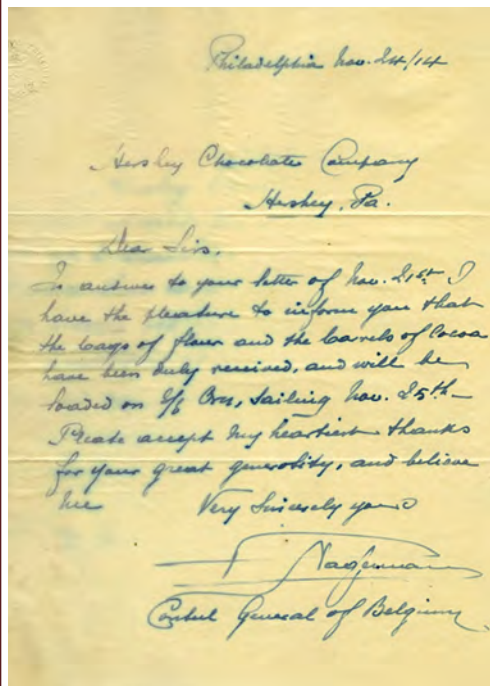
Specially-sized postcards were included with Hershey's Milk Chocolate bars between 1909 and 1918. Many soldiers mailed them back to the Company to express their appreciation of this taste of home. *Transcript of postcard below.*

Shorncliffe, England	August 18, 1916
Advertising Manager Dear Sir: One of the boys had a number of your 5c bars of chocolate sent him today and he shared up with the crowd. In my package I found this card and am	sending same back as a souvenir. The chocolate was great, best I have had since leaving Canada and you may be sure the boys voted it fine. Yours sincerely, Pt RWP Newman C.A.M.C. Training School Cheriton Camp Shorncliffe

Hershey's Milk Chocolate bars were a welcome reminder of home for soldiers fighting in Europe. The bars included specially-sized postcards with images of the Hershey community. Many soldiers used the postcards to send messages home to loved ones. Some soldiers even sent messages of appreciation back to the Hershey Chocolate Company.

Even though Germany surrendered on November 11, 1918, American soldiers remained in Europe for several months to help its Allies return to peacetime life. The United States government placed an order for two million half-pound milk chocolate bars for soldiers serving overseas during Christmas. The order, placed in mid-November 1918, needed to be ready for shipment by December 5th. In Hershey, 300 women answered an appeal to help wrap and box the chocolate. The order was so large that it filled more than 60 freight train cars.

By the end of the war, Hershey had fulfilled contracts for over 36 million bars of Hershey's Milk Chocolate and one million pounds of Hershey's Cocoa. Between 1917 and 1918, Hershey Chocolate Company profits grew from \$15.5 to \$19.5 million.



Hershey Chocolate Company donated 410 bags of flour and 50 barrels of cocoa to the Belgium relief effort in 1914. Paul Hagemans, the Belgium Consul General, responded with a hand-written letter of appreciation.

By the time the United States entered the war in 1917, its European allies were facing starvation. The United States government

## The Hershey Story Earns Reaccreditation

The Hershey Story Museum is pleased to announce its reaccreditation from the American Alliance of Museums (AAM). To earn accreditation, museums must demonstrate standards and best practices and show themselves to be core educational entities that are good stewards of the collections and resources they hold in the public trust.

“Earning AAM’s reaccreditation is affirmation that education and collections preservation are the two key linchpins of The Hershey Story Museum,” said Amy Bischof, director of The Hershey Story. “We’re honored to receive this prestigious recognition.”



**American Alliance of Museums**

The process of accreditation/reaccreditation is a rigorous one, involving self-assessment and review by museum peers. Museums are subject to a site visit and required to complete a detailed application that asks for policies and procedures and information to tangibly quantify their educational mission and collections stewardship.

Earning accreditation is the ultimate mark of distinction in the museum field, signifying excellence and credibility to the entire museum community, to governments and outside agencies, and to the museum-going public. Developed and sustained by museum professionals for more than 45 years, the museum accreditation program is the field’s primary vehicle for quality assurance, self-regulation, and public accountability.

## See the Exhibit!

Guests to The Hershey Story can see a new exhibit, titled “Supporting the War Effort: Hershey and World War I”. The display, created by the Hershey Community Archives, is located in the Museum’s Grand Lobby, and is free to guests. The exhibit, on display through the end of the year, delves into the Hershey homefront and the significant role Hershey Chocolate played in supporting the military during “the war to end all wars.”



# Hershey's Chocolate World Celebrates 45 Years

Almost as soon as the Hershey Chocolate Factory began operating in 1905, visitors wanted to tour the facility to see how Hershey's milk chocolate was made.

The Company began offering formal tours as early as 1910. "In 1915, the Hershey Visitors Bureau opened in the Cocoa House as an information center for Hershey's rapidly growing tourist market," said Pam Whitenack, director of Hershey Community Archives. "The bureau provided information about Hershey's attractions and handed out admission cards to visitors who wished to tour the factory." Opened in July 1915, the bureau distributed over 10,000 factory tour admission cards during its first three months.

"By the late 1920s, the Hershey Chocolate Factory fully embraced providing factory tours as part of its public relations efforts," said Whitenack. "In 1928, the factory began keeping formal statistics about factory tours."



Visitors received a cup of cocoa and samples of Hershey's Milk Chocolate at the end of the factory tour. ca. 1950-1960

By 1970, almost one million people were touring the factory each year. "The factory had never been designed to handle so many people," said Whitenack. "The high number of visitors were causing traffic jams downtown, overwhelming the building capacity and jeopardizing product safety."

**“The factory had never been designed to handle so many people.”**

Ken Bowers, who came to Hershey Foods Corporation in 1970 to head up the public relations department, remembered that a task force had been assembled to determine how best to address the challenge of a factory tour that had outgrown its capacity. "He recalled that the committee considered three options," explained Whitenack. "First, just terminate the tour program. Second, renovate the existing tour to separate visitors from actual factory production. Or third, develop a new facility dedicated to tours."

"The option to discontinue the factory tour was not seriously considered," said Whitenack. "Hershey Foods Corporation recognized the tour's great value in promoting its products and it was particularly important in a town like Hershey, which had a strong orientation towards tourism."

Likewise, it was quickly realized that the factory would not lend itself to being remodeled to accommodate touring guests.

Even after deciding to build a new facility, a number of decisions remained. "Should it be a model factory, actually producing product or should Hershey build a facility that would lend itself to longer hours of operation and be attractive to a broader audience?" explained Whitenack. "Deciding between these two options was not a simple matter."

The team's final recommendation was to "establish a 'Visitors Tour Facility' in the general area of the existing Park/Stadium complex." Hershey Foods decided to build Hershey's Chocolate World, a corporate visitor center that could welcome the millions of people visiting Hershey each year and would teach visitors how Hershey's Milk Chocolate is made in a fun and informative way.



R. Duell & Associates created the original plans for Hershey's Chocolate World. ca.1971

Hershey Foods Corporation hired R. Duell & Associates to develop plans for the new visitor center. "The firm was already working on design plans for Hersheypark's modernization and expansion," said Whitenack. "By employing the same firm, Hershey Foods Corporation was able to benefit from their understanding and knowledge of the general site and could facilitate the interaction of the two attractions."

The new visitor center would be located near Hersheypark's newly-constructed "tram circle."

Plans called for the visitor center to illustrate the steps necessary for manufacturing chocolate, from growing and harvesting cocoa beans, through the manufacturing steps to producing Hershey's Milk Chocolate. The ramp leading to the tour ride included murals that illustrated the history of chocolate, from Christopher Columbus to Milton Hershey.



Hershey's Chocolate World included a tropical garden and three "grass" huts that offered chocolate and merchandise for sale. ca. 1973

The facility also included a small retail area, a small café, a large exhibit area that explored the history of chocolate and Hershey, and an Arboretum. "This tropical garden was a highlight of the facility and featured a variety of tropical plants, including cacao trees, Chinese banana trees, pink banana trees, chocolate banana trees, coffee trees, chewing gum trees, Bird of Paradise, Australian tree ferns, California daisies, orchids, fishtail palms, silk floss trees, and coconut palms," said Whitenack.

The last public Hershey Chocolate factory tour was held June 29, 1973 and the new Hershey's Chocolate World opened the very next day.

Hershey's Chocolate World was an immediate success. It saw its one millionth visitor on November 25, 1973, less than five months after the attraction had opened. Two million people had visited by August 15, 1974.

# THE HERSHEY STORY HAPPENINGS

## Chocolate Monster Mischief

**Saturday, October 13, 20 and 27 from 10 a.m. to 1 p.m.**

Kids who visit the Museum Experience can create their own “monster pop” using a Hershey’s bar, decorative icing, Twizzlers Pull ‘n’ Peel and edible candy eyes. They’ll also receive a vintage Hershey’s mask to assemble. For a fun Halloween photo opportunity, children are encouraged to come dressed in costume and pose with our monster photo prop or in front of a vintage Hershey’s advertising backdrop. Included in Museum Experience admission; free for members. Hershey bars generously provided by The Hershey Company.



## Homeschool Day: All Things Hershey

**Wednesday, October 17 from 9 a.m. to 1 p.m.**

Homeschoolers can learn about Milton Hershey, Hershey, PA and Hershey, Cuba! Plus, students will learn about cacao beans and make a candy bar in the Chocolate Lab. \$10 per person ages 3 and over, including adults. Register at HersheyStory.org.

## Indian Lore Merit Badge Workshop for Boy Scouts

**Saturday, November 10 from 9:30 a.m. to 2:15 p.m.**

Scouts will earn the Indian Lore merit badge through exploration of the museum’s American Indian artifact collection, identifying the different American Indian cultural areas, creating replicas of American Indian objects, playing American Indian games, and learning the history of the Susquehannocks. \$15 for Scouts, \$12 per leader.

Register at HersheyStory.org.



## Little Elves Workshop

### Little Elves Workshop

**November 17, 18, 23-25, December 1, 2, 8, 9, 15, 16, 22-24, 26-31,**

**January 1 from 10 a.m. to 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 memberships.



## Snowball Saturdays

AT THE HERSHEY STORY

### Snowball Saturdays

**Saturday, December 1, 8 and 15 from 10 a.m. to 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 or create a snowy holiday scene in “Let It Snow Chocolate,” offered only on Snowball Saturdays. Chocolate Lab classes require a ticket purchase; other activities are free. Check HersheyStory.org for a detailed schedule.

## 2019

### NEW YEAR'S EVE COUNTDOWN



### New Year's Eve Countdown

**Monday, December 31 from 11 a.m. to 3 p.m.**

Celebrate New Year's Eve throughout the day at The Hershey Story! Kids can make some noise with the Hershey's 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.

## NEW! SENSORY-FRIENDLY ACTIVITIES

Individuals with autism spectrum disorders and sensory-related sensitivities can now enjoy a fun, friendly experience in a comfortable and relaxed environment at The Hershey Story. During these activities, audio volume will be reduced and lights will be dimmed.

Registration is not required and all events have both free and paid components.

Sensory-friendly **Chocolate Lab** classes will take place on **Saturday, October 20 from 9 to 10:30 a.m.** Walk-up activities include grinding cocoa beans using a mortar and pestle and touching real cocoa beans and pods. Guests can also mold their own milk chocolate bars and add toppings of their choice. The price is \$5 per chocolate bar; all other Chocolate Lab activities are free.



**Little Elves Workshop** will have sensory-friendly hours from **9 a.m. to 10 a.m. on Saturdays, November 17 and 24, and December 22 and 29.** Guests can make an ornament using chocolate clay and icing, pose for a holiday-themed photo op and play with old-fashioned toys. The cost is \$5 per ornament; free for family memberships.

Two sensory-friendly **backpacks** are available for guests with autism spectrum disorder during visits to the Museum Experience. The backpacks include noise reduction headphones, sunglasses, a small plush toy, fidget tools and copies of “social stories” to help prepare for each area of the museum. Backpacks may be signed out at no cost on a first-come, first-served basis. Social stories are also available at HersheyStory.org and at the admissions desk.

# HERSHEY THEATRE

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

### Finding Neverland

October 2 - 7, 2018



The winner of Broadway.com's Audience Choice Award for Best Musical, this breathtaking smash "captures the kid-at-heart," says *TIME Magazine*. *Vogue* cheers, "It's a must-see you'll remember for

years to come!" Directed by visionary Tony Award® winner Diane Paulus and based on the critically-acclaimed Academy Award® winning film, *Finding Neverland* tells the incredible story behind one of the world's most beloved characters: Peter Pan.

Playwright J.M. Barrie struggles to find inspiration until he meets four young brothers and their beautiful widowed mother. Spellbound by the boys' enchanting make-believe adventures, he sets out to write a play that will astound London theatergoers. With a little bit of pixie dust and a lot of faith, Barrie takes this monumental leap, leaving his old world behind for Neverland, where nothing is impossible and the wonder of childhood lasts forever. The magic of Barrie's classic tale springs spectacularly to life in this heartwarming theatrical event. *Finding Neverland* is "far and away the best musical of the year!" (NPR).

### Monty Python's Spamalot

January 29 - February 3, 2019

The Tony Award® winning Best Musical, *Monty Python's Spamalot*, begins its search for the Holy Grail in the fall of 2018. This outrageous musical comedy is lovingly ripped off from the film classic *Monty Python and the Holy Grail* with a book by Eric Idle

and music and lyrics by the Grammy Award® winning team of Mr. Idle and John Du Prez. *Spamalot* tells the tale of King Arthur and his Knights of the Round Table as they embark on their quest for the Holy Grail. Flying cows, killer rabbits, taunting Frenchmen, and show-stopping musical numbers are just a few of the reasons audiences worldwide are eating up *Spamalot*!



and iconic songs of the past quarter-century and one of the most inspiring stories in music history.

### Cats

August 20 - 25, 2019

*Cats*, the record-breaking musical spectacular by Andrew Lloyd Webber that has captivated audiences in over 30 countries and 15 languages, is coming to Hershey!



Audiences and critics alike are rediscovering this beloved musical with breathtaking music, including one of the most treasured songs in musical theater—"Memory." Winner of seven Tony Awards® including Best Musical, *Cats* tells the story of one magical night when an extraordinary tribe of cats gathers for its annual ball to rejoice and decide which cat will be reborn.

The original score by Andrew Lloyd Webber (*Phantom of the Opera*, *School of Rock*, *Sunset Boulevard*), original scenic and costume design by John Napier (*Les Misérables*), all-new lighting design by Natasha Katz (*Aladdin*), all-new sound design by Mick Potter, new choreography by Andy Blankenbuehler (*Hamilton*) based on the original choreography by Gillian Lynne (*Phantom*) and direction by Trevor Nunn (*Les Misérables*) make this production a new *Cats* for a new generation!

Experience *Cats* for the first time as it begins a new life for a new generation... or let it thrill you all over again!



### On Your Feet!

April 2 - 7, 2019

From their humble beginnings in Cuba, Emilio and Gloria Estefan came to America and broke through all barriers to become a crossover sensation at the very top of the pop music world. But just when they thought they had it all, they almost lost everything.

*On Your Feet!* takes you behind the music and inside the real story of this record-making and groundbreaking couple who, in the face of adversity, found a way to end up on their feet.

Directed by two-time Tony Award® winner Jerry Mitchell (*Kinky Boots*), with choreography by Olivier Award winner Sergio Trujillo (*Jersey Boys*) and an original book by Academy Award® winner Alexander Dinelaris (*Birdman*), *On Your Feet!* features some of the most



classic films

### A Double-Feature at Hershey Theatre! Saturday, October 27



#### Beetlejuice at 7:00 p.m.

When a recently-deceased ghost couple find their now-vacant home invaded by an obnoxious family, they hire a sleazy ghost who gets rid of humans to help them. **Rated PG-13.**

#### 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.

# The 10th Annual Hershey Theatre Apollo Awards: A Night to Remember!

Students from 23 public and private schools across Central Pennsylvania gathered at Hershey Theatre on Sunday, May 20, for the 10th annual Hershey Theatre Apollo Awards. The awards program recognizes local students for outstanding performance in a high school play and/or musical.

During the awards show, students nominated for outstanding lead actor and actress in plays and musicals performed monologues and medleys. Additionally, each school nominated in the category of "Outstanding Musical" performed a number from its production.



Central Dauphin East High School won Outstanding Musical for their production of *In the Heights*.

Public and private schools in Cumberland, Dauphin, Lebanon and Perry counties, in addition to high schools in the Elizabethtown area and Donegal High School were eligible to participate. All Apollo Award recipients and nominees receive scholarships, and each school receives \$150 per nomination for its theater arts program.

The 11th annual Hershey Theatre Apollo Awards will be held on Sunday, May 19, 2019. Tickets will go on sale January 2, 2019.



Tori Gaffey received the Apollo Award for Outstanding Lead Actress in a Musical for her portrayal of Cinderella in Palmyra Area High School's production of *Cinderella*.

## Congratulations to the 2018 Hershey Theatre Apollo Award Recipients!

### Outstanding Featured Performer in a Play

Elisabeth Kreider as Miss Wilhelmina in *The Curious Savage* – Donegal High School

### Outstanding Featured Performer in a Musical

Carly Haas as Daniela in *In the Heights* – Central Dauphin East High School

### Outstanding Supporting Actor in a Play

Alex Winnick as James Keller in *The Miracle Worker* – Hershey High School

### Outstanding Supporting Actress in a Play

Elizabeth Tesler as Octavius in *Antony and Cleopatra: Undone* – Central Dauphin High School

### Outstanding Supporting Actress in a Musical

Jessica Mowery as Abuela Claudia in *In the Heights* – Central Dauphin East High School

### Outstanding Supporting Actor in a Musical

Sam Shughart as Benny in *In the Heights* – Central Dauphin East High School

### Outstanding Student Playwright

Michael Hair for *Love is Blind* – Bishop McDevitt High School

### Outstanding Play

Cumberland Valley High School – *The Great Gatsby*

### Outstanding Student Orchestra

Hershey High School – *Peter Pan*

### Outstanding Dance Number in a Musical

Encore! Home School Productions for "To Life" from *Fiddler on the Roof*

### Outstanding Lead Actress in a Play

Ellen Grosh as Ethel Savage in *The Curious Savage* – Donegal High School

### Outstanding Lead Actor in a Play

Trent Cappelli as Nick Carraway in *The Great Gatsby* – Cumberland Valley High School

### Outstanding Lead Actress in a Musical

Tori Gaffey as Cinderella in *Cinderella* – Palmyra Area High School

### Outstanding Lead Actor in a Musical

Shawn Mathews as Usnavi in *In the Heights* – Central Dauphin East High School

### Outstanding Musical

Central Dauphin East High School – *In the Heights*

beyond the footlights  
a celebration cabaret

featuring stars from the Hershey Theatre Apollo Awards

Saturday, January 26, 2019 at 6:30 p.m.

Join us for an evening of culinary delights, entertainment, and a silent auction.

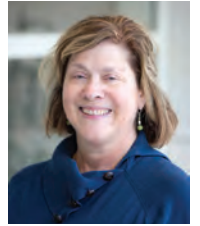
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[HERSHEYTHEATRE.COM](http://HERSHEYTHEATRE.COM)



# Cannas - Then and Now

## Large, tropical flower has long history in Hershey

by Lois Miklas, Penn State Master Gardener Coordinator, Lancaster County  
& Retired Educator, The M.S. Hershey Foundation



Canna flowers were undoubtedly a favorite landscape plant in the early years of Hershey. Henry Haverstick, head gardener of Hershey for 12 years, describes cannas as, "...the finest of bedding plants for the American climate" in *The Hershey Flower Book*. One of the most beloved images in Hershey history is boys from the Hershey Industrial School (now the Milton Hershey School) peering out of the canna bed while on a visit to High Point Mansion.

Due to the absence of color photography, we do not know the color of the cannas in early 20th century Hershey. I have always pictured them as vivid red, though Haverstick, writing in 1917, notes the availability of yellow and orange cannas, as well.

Cannas have spikes of large showy flowers atop erect stems; their large leaves resemble ceiling-fan blades. They originated in the tropical areas of North, Central and South America. The tall, primary-palette cannas of the early 20th century have been hybridized into a vast number of sizes, blossom and foliage choices. Today one can find canna dwarf cultivars as small as two feet high to "giants" that can grow to eight feet tall. Blossom colors now include salmon, burnt orange, deep and hot pink, bi-colors and shades of red from crimson to burgundy. Cannas lend an exotic air to gardens even when not in bloom because of their large,



On the occasion of his mother's 80th birthday in 1915, Mr. Hershey prepared a surprise birthday party for her at High Point. The event was big news in the *Hershey Press*, which noted, "It was one of the jolliest breakfasts ever served. Mrs. Hershey was of course the chief guest and presiding at the table was her son, while all around were the happy youngsters from the Hershey

Industrial School, their appetites keen, their voices musical with merriment. Afterwards, Mr. Hershey told them to hide themselves in the big canna bed (as seen in this photograph) and let the photographer take their pictures. The result was a remarkable photograph in which flowers, urchins, and sunshine are delightfully combined."



The first students to live in the Hershey Industrial School student home Kinderhaus sit in front of the canna bed in 1912. Photo courtesy of Milton Hershey School

lush leaves ranging from bronze to chartreuse; some foliage is even brightly striped.

Cannas do produce seeds, but home gardeners customarily grown them from rhizomes. A rhizome is a specialized stem that grows underground. You can expect one canna plant to grow from each bud, or eye, on the rhizome, so space rhizome sections one to two feet apart and plant about four to six inches deep. Although canna rhizomes are sometimes referred to as "bulbs," they are not like daffodil and tulip bulbs and are not planted in fall. They should be planted

in spring, when danger of frost is past. Choose a spot in full sun with well-drained soil that is rich in organic material. Dwarf varieties of canna also make excellent container plants.

Because of their tropical nature, canna rhizomes cannot overwinter in the soil in Central Pennsylvania. They should be carefully dug up after the foliage has succumbed to frost, but before the soil freezes for

the winter. Then follow these steps to preserve canna rhizomes for the following season:

- Remove foliage and dirt and excess soil
- Dry at 70–80° for a week
- Pack rhizomes in peat, vermiculite, shredded paper or between layers of newspaper (use a container such as a cardboard box or wooden crate, not plastic)
- Store in a cool area (ideally around 50–55°F), such as an unheated basement

“You can grow a little piece of Hershey history in your own garden.”

As cannas flourish during the summer their underground rhizomes grow and multiply, therefore many gardeners find they have more than they need when they pull them in autumn. If you are lucky enough to have a neighbor or fellow gardener offer you canna rhizomes this fall, I suggest you take them, along with their best advice for canna storage and planting. You can grow a little piece of Hershey history in your own garden!



Current Milton Hershey School students plant canna near Kinderhaus, now part of the Milton Hershey School Heritage Center. Photo courtesy of Milton Hershey School



# November's Feat Makes April Sweet!

## How Hershey Gardens Plants 27,000 Tulip Bulbs

As the frost strips the beauty from the annual flower displays at Hershey Gardens, it is time to plan for spring's annual tulip extravaganza.

"We get so many questions about our tulips," said Alyssa Hagarman, horticultural specialist. "Visitors are always curious about how and when they are planted, and then what happens to them after the season is over."

### Fall Planting Begins

"In the first week of November, all the annuals and mums are removed and the beds are edged, the soil is tilled and raked, then a 10-10-10 fertilizer is added," said Hagarman.

Each bed is designed based on color and blooming cycle. Then, the bulbs are laid in patterns drawn on the soil with a rake handle; each bulb is placed about 6" to 8" apart.

"The pointy end of the bulb is where the flower buds and foliage will emerge, so that is the side that should face up," describes Hagarman. "If planted with the root side up, it will grow but will have to loop around itself."

There are many tulip colors and styles to choose from. "We have more than 100 varieties that are each planted in blocks," said



Tulips generally begin blooming in mid-April.

Hagarman. "Sometimes we mix a block with two or three colors that bloom well together. Others are mixed with early and late bloomers."

"Sometimes we put three, five or seven bulbs in the same hole for a different effect. Whichever way you choose, it looks best if each row is between the next, sort of like a 'V' pattern instead of soldiers lined in rows."

### After the Bloom

The most popular question from visitors is what happens to the tulips after they've bloomed. "Most are composted because we use new bulbs every year," said Hagarman. "Although

several tulip varieties will come back for many years, they need special treatment to bloom again. It would be a challenge for us to sort all the varieties if they were replanted."

Hagarman recommends that home gardeners plant tulips among perennials or around shrubs so they don't need to be moved. "It is best not to cut off the foliage until it starts to turn brown and die," noted Hagarman. "This will put as much energy back into the bulb as possible for next year's blooms."

### Waiting for Spring

"It's hard to see the empty beds in the fall, knowing those beautiful bulbs are planted below, just waiting to emerge," said Hagarman. "Once the days start getting longer and the weather gets warmer, the bulbs awaken and 27,000 colorful blooms grace the landscape. It's amazing."



Tulips bulbs are laid out on top of the soil prior to planting.

## The Perfect Holiday Gift: A Hershey Gardens Membership

This holiday season, give the gift of unlimited,  
free admission to Hershey Gardens - for an entire year!

**Individual: \$50**  
**Dual: \$75**  
**Family/Grandfamily: \$100**  
**Flex: \$175**

### Membership Benefits

- Unlimited admission to Hershey Gardens for one year, including the Milton & Catherine Hershey Conservatory and Butterfly Atrium
- Subscriptions to Hershey Gardens' newsletter, *Twigs & Gigs*, and *The Legacy*, the newsletter of The M.S. Hershey Foundation
- A 15% discount on Garden Shop items
- Discounts on adult and youth programs
- Annual member reception
- Free admission and/or other benefits at over 300 participating gardens through the American Horticultural Society's reciprocal admissions program



Purchase online today at [HersheyGardens.org](http://HersheyGardens.org).

# Hershey Gardens Shares the Harvest

As the growing season comes to an end, the Hoop House at Hershey Gardens has boasted a bountiful harvest of vegetables and fruits, which began in mid-summer.

“Some of our early pickings were sampled by staff, but as the size of our weekly yield grew, we took most of it to the Hershey Food Bank,” said Jody Davey, horticulturalist at Hershey Gardens. “Last year, we donated about 120 pounds of produce; this year should be similar.”

“We use the Hoop House to help teach families how to grow their own food, then we get to donate that food to nourish local families in need,” said Davey. “It makes me



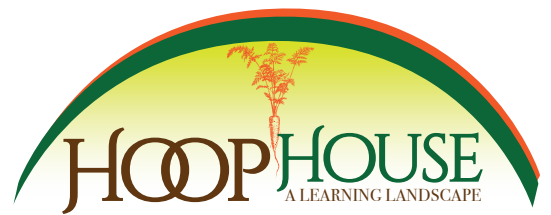
This “Shooting Star Eggplant” is purple with delicate white stripes. It can be grown in a container or a garden.

proud to be able to do that.”

“This year’s colorful bounty included tomatoes, peppers, cantaloupe, eggplant, cucumbers and ‘cucamelons,’ which look like tiny watermelons but taste like tangy cucumbers,” noted Davey.



The Hoop House, located in The Children’s Garden, features sustainable gardening displays designed to introduce guests to unique, space-saving ways to grow fruits and vegetables.



“Sweet Savour Peppers” are perfect for patio planters and small gardens. Their tricolor fruit look like hot peppers, but taste like sweet peppers.

## The ‘M.S. Hershey Rose’ Celebrates 80 Years



*To illustrate just what we mean:  
Here’s one for which we’d all be keen  
‘Twould lend a Rose enduring fame  
How’s M.S. Hershey for a name!*

The rose that became the ‘M.S. Hershey’ rose was bred by L.B. Coddington, a New Jersey hybridizer who had developed a double-petaled hybrid tea rose with large, fragrant, deep-red flowers. By 1940, the ‘M.S. Hershey’ rose was ready for retail sale.

At one point, Hershey Gardens boasted more than 600 ‘M.S. Hershey’ rose bushes. Over the years, the numbers declined until there were only six ‘M.S. Hershey’ rose bushes remaining. As part of the plans for its 75th anniversary, Hershey Gardens worked with a rose hybridizer to propagate the ‘M.S. Hershey’ rose. The M.S. Hershey Tribute Garden was created in 2012 to showcase the revitalized rose. Today the garden features 75 ‘M.S. Hershey’ rose bushes.



Created as part of the Gardens’ 75th anniversary, the M.S. Hershey Tribute Garden showcases the ‘M.S. Hershey’ rose.

In 2011, Hershey Gardens worked with a rose hybridizer to revitalize the ‘M.S. Hershey’ rose.

In September 1938, the American Rose Society held its annual meeting at the Hotel Hershey. During the meeting, the Society formally dedicated the Hershey Rose Garden. Both Milton Hershey and Horace McFarland, who encouraged Mr. Hershey to develop the rose garden, made brief remarks. At the closing luncheon, a poem dedicated to naming a rose after Mr. Hershey was read.

# Mark Your Calendar!

## Bonsai: Living Art of the Susquehanna Bonsai Club

Friday, October 5 through Saturday, November 3  
from 9 a.m. to 5 p.m.



Experience the living art of bonsai with this popular annual exhibit provided by the Susquehanna Bonsai Club. The exhibit will be displayed in the Hoop House. Included in admission; members are free.

## PUMPKIN GLOW

October 19, 20, 26 and 27 from 6 to 8:30 p.m.



Join the glow and walk the Gardens pathway with more than 150 carved, illuminated pumpkins of various themes. Kids ages 12 and younger are invited to come in costume while trick-or-treating at candy stops through-

out the Gardens. Discover a unique collection of insects on display in the Creepy Crawly Gallery, and watch live pumpkin-carving demonstrations by students from the Lebanon County Career & Technology Center. *The Butterfly Atrium will be closed during Pumpkin Glow.* Pumpkin Glow is a special after-hours event requiring a ticket purchase at the door or **Fulton Bank** Sponsor online at [HersheyGardens.org](http://HersheyGardens.org). Members are free.

## Free Presentation: Climate Change & Penn's Woods – What Does the Future Hold?

Tuesday, October 23 from 7 to 8 p.m.

As the climate changes, plants and animals have three options: adapt, move or die. This is already beginning to happen in many places across the globe, including here in Pennsylvania.



Greg Czarnecki, climate change and research coordinator for the PA Department of Conservation and Natural Resources, will share his vast understanding of the effects of a changing climate. His presentation will look at the current and projected impacts of climate change on our native species and forests, and the challenges and opportunities conservationists face in helping to ensure their survival. This program is free and open to the public. Please register by contacting the Manada Conservancy office at [office@manada.org](mailto:office@manada.org) or 717-566-4122.

## Crafty Christmas Creations

November 17, 18, 23, 24 and 25,  
December 1, 2, 8, 9, 15, 16, 22-24, 26-31, 2018;  
and January 1, 2019 from 10 a.m. to 2 p.m.

Kids, celebrate the holidays at Hershey Gardens! Join us in the Education Center for some holiday crafts. Create an ornament using items from nature, such as pine cones and wooden "cookies." A display of holiday trees decorated with ornaments made by local grade school students will add to the holiday spirit. Included in admission, members are free.



## New! The Christmas Tree Showcase

Saturday, November 17 through Monday, December 31  
from 9 a.m. to 5 p.m. (Closed Thanksgiving & Christmas)

Experience all things merry and bright at Hershey Gardens this holiday season! New this year, guests can enjoy a festive showcase of holiday trees in the Milton & Catherine Hershey Conservatory. Each tree will be exquisitely decorated by a different florist and will feature a variety of tree decorating styles and themes, while a stunning 14-foot poinsettia tree will take center stage. The Butterfly Atrium will be decorated for the holidays, too! Included in admission, members are free.



## Orchid Show, hosted by the Susquehanna Orchid Society

Friday, February 1 through Sunday, February 3  
from 9 a.m. to 5 p.m. (Member Preview:  
Thursday, January 31 from 2 to 5 p.m.)



Returning for the third year, the Susquehanna Orchid Society presents the 34th annual orchid show and sale in the Milton & Catherine Hershey Conservatory. More than 1,000 orchids representing dozens of orchid varieties

will be on display including rare species and unique hybrids. In addition, vendors will have orchids for sale and showy displays that will be judged onsite and presented with awards. Included in admission; members are free.



## TAKE A CLASS WITH US!



### Meadowbrooke Gourds presents "Make a Turkey Gourd" Workshop

Sunday, November 18 at 10 a.m.  
Members: \$55, Non-Members: \$65  
Advance registration required at [HersheyGardens.org](http://HersheyGardens.org).

Enjoy the fall splendor of the Gardens as you create a turkey gourd for yourself or as a gift for the Thanksgiving hostess! This cute turkey is approximately 6" in diameter, 10" – 12" tall and comes with the accessories shown.

### Winter Wreath Making

Saturday, December 8 at 10:30 a.m.  
Members: \$55; Non-members: \$65  
Advance registration required at [HersheyGardens.org](http://HersheyGardens.org).

Celebrate winter by creating a festive wreath, perfect for the holidays! Using fresh limbs, twigs and pods pruned from the Gardens, class participants will learn how to create a stunning, long-lasting 24" wreath for their door or table. All supplies and materials are provided. Led by Jody Davey, Hershey Gardens horticulturist.



THE **M.S. HERSHEY** FOUNDATION

63 West Chocolate Avenue  
Hershey, PA 17033 | 717.298.2200  
[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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15 East Caracas Avenue  
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**HERSHEY COMMUNITY  
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Hershey, PA 17033  
717.533.1777  
[HersheyArchives.org](http://HersheyArchives.org)



**HERSHEY THEATRE**

Join Us for “Brushes on Broadway” Paint Night  
Thursday, November 8 at 7 p.m.

- Sit on the stage
- Listen to show tunes
- Enjoy Hershey’s chocolate
- Paint a Broadway scene
- BYOB

**Benefits Hershey Theatre Apollo Awards**

\$45 per person, all supplies provided.  
Registration required at [HersheyTheatre.com](http://HersheyTheatre.com).

**The Hershey Story to Celebrate 10 Years  
by Enhancing Museum Experience**



The Hershey Story is turning 10 next year - and we’re celebrating by adding some exciting new additions to the Museum Experience. “Plans include state-of-the-art interactive elements that incorporate life-size images of Milton and Catherine Hershey, as well as a large-scale projection finale,” said Amy Bischof, director of The Hershey Story. “Guests love personal stories of Mr. and Mrs. Hershey,” noted Bischof. “This will help visitors get a better sense of their personalities.”

The new additions will be unveiled early next year. Stay tuned for updates!