

THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | SPRING/SUMMER 2019 | ISSUE 28

New Enhancements to The Hershey Story Help Guests See Mr. Hershey In A Whole New Way

Everyone has heard about Milton Hershey, his delicious chocolate, his model industrial community and his philanthropy, but few know what Milton Hershey was like as a person. Now, The Hershey Story Museum has enhanced the Museum Experience with additional technology to help guests discover more about America's most prolific chocolate maker.

"Museum visitors have asked to know more about Milton Hershey," said Amy Zeigler, director, The Hershey Story. "What was he like? What was his wife like? These new enhancements help to answer those questions and give guests the opportunity to experience stories about Mr. Hershey captured in a fresh and clever way."



In addition to the only recording of Milton Hershey, the new finale features a visual component aimed at inspiring guests to do good.



Using an innovative new approach that employs digital technology, animation, sound and radio frequency identification (RFID), the enhancements are aimed at connecting guests to Mr. Hershey in a personalized and dynamic way for a more immersive museum experience. A wooden coin embedded with an RFID chip will be given to museum guests; they can personalize their experience at a registration kiosk. Visitors will then use the coin to activate a brief animated story at four new kiosks stationed in the main exhibits of the Museum Experience. Each 20-second story uses light humor to depict momentous decisions that profoundly changed the course of Milton Hershey's life, his company and the community named after him. There are 32

rotating stories in total, with different stories for children and adults.

"These stories bring Milton Hershey to life by capturing his intriguing personality," added Zeigler. "He was frugal, yet generous; a risk taker, yet practical."

The new enhancements culminate into a thought provoking finale. After having learned about Milton Hershey's philanthropy, guests will be asked to contemplate what inspires them. The finale also features the only existing recording of Milton Hershey's voice from an interview Mr. Hershey gave in 1936 for "It Can Be Done," a radio show hosted by poet Edgar Guest.

"These stories bring Milton Hershey to life by capturing his intriguing personality."

"This fascinating interview of Mr. Hershey is the only recording of him known to exist," added Zeigler.

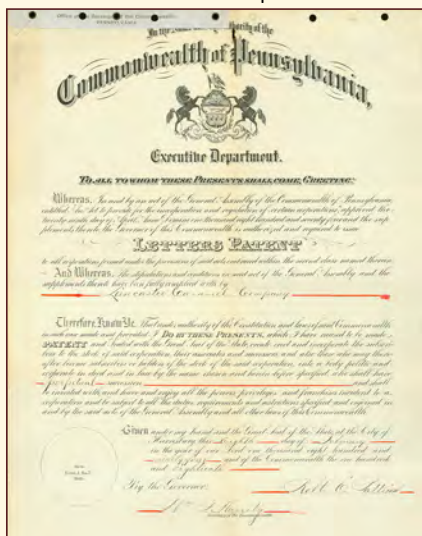
On Track Themes, Burbank, Ca.; Marketechs Design Studio, York, Pa.; and Quay Designs, York, Pa. innovated the digital, infrastructure and design elements exclusively for The Hershey Story Museum. The new enhancements are included in Museum Experience admission.

HERSHEY CHOCOLATE COMPANY: LAUNCHING AN AMERICAN ICON

See the new Hershey Community Archives Exhibit at The Hershey Story

2019 marks The Hershey Company's 125th anniversary. In recognition of this significant anniversary, Hershey Community Archives has created a new exhibit that explores the origin of the Hershey Chocolate Company.

Hershey Chocolate Company was established after Milton Hershey's visit to the Columbian Exposition, a World's Fair held in Chicago in



Lancaster Caramel Company was officially incorporated on February 8, 1894.

1893. It was there that he saw an exhibit of German chocolate-making equipment. Even though his Lancaster Caramel Company was the largest caramel confectionery company in the United States, Milton Hershey told his companion, "Caramels are a fad. Chocolate is permanent. I'm going to make chocolate."

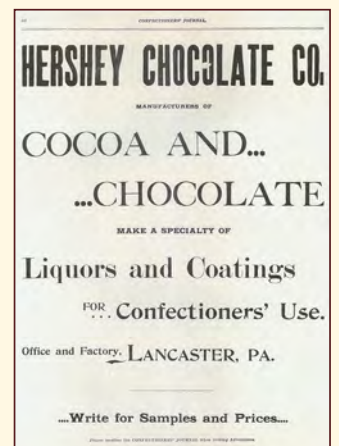
After purchasing two pieces of equipment on exhibit, Milton Hershey had the machinery (and additional machinery purchased from the company's

New York office) delivered to his Lancaster, Pennsylvania caramel factory. As soon as the equipment was installed, he began learning how to make chocolate.

In January 1894, he filed papers to incorporate his caramel business. In the application, he noted that the company's purpose was "to manufacture caramel paste, caramels, candies and chocolate." Lancaster Caramel Company was officially incorporated February 8, 1894 and Hershey Chocolate Company was soon recognized as a wholly owned subsidiary.

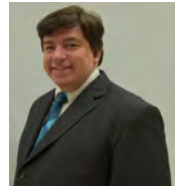
At first, the chocolate produced was used to flavor and coat caramels. In 1895, Hershey Chocolate Company began external sales. By 1900, Milton Hershey was convinced that chocolate was the future of the confectionery industry, so he sold his Lancaster Caramel Company to concentrate exclusively on his growing chocolate business.

See the free exhibit in The Hershey Story Grand Lobby through June 16, 2019.



Hershey Chocolate Company began marketing cocoa, baking chocolate and an extensive line of sweet chocolate novelties in 1895.

The History of Hersheypark's Dark Rides



By Harry Michelson, author of AmusementParkives.com and Facebook group "Hersheypark History Group"

While Hersheypark is in the midst of a major expansion that will open in 2020, smaller additions will open for the 2019 season. This year, Hersheypark will debut a redesigned dark ride, "Reese's Cupfusion," which will offer a gaming experience for riders.

Dark rides have been a popular attraction in amusement parks since the late 19th century. Hershey Park added its first dark ride, the Mill Chute, in 1929. An early water flume ride, it was built over the Park's first swimming pool when a new, larger pool was constructed near what is now Hershey's Chocolate World. A popular ride, the Mill Chute was located in an area now known as Comet Hollow. In 1963, the ride was updated and re-themed as The Lost River, which featured creatures of the Amazon (see box below). In 1972, Hurricane Agnes flooded the Park and destroyed the ride, which was not rebuilt.



In 1963, the Mill Chute was remodeled and renamed The Lost River. It featured a dark ride through the jungle before riders exited to plummet down the water flume.

Hershey Park's second dark ride, The Pretzel, was installed in 1931. Riders boarded cars that carried them along a roller coaster track through a darkened path with slightly scary scenes. It was remodeled and renamed the Golden Nugget in 1964 and finally removed after the 1972 season.

Hersheypark went without a dark ride until 1986, when the Cinema Vision theater (1982-1985) was repurposed and remodeled as the Frontier Meeting House. Located in the Park's Pioneer Frontier region, the ride was an illusion attraction where the outside walls of the room would rotate while guests sat on stationary benches in the center. The attraction was themed as a late 19th century western meeting house, complete with a piano player

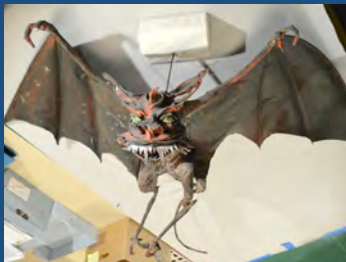
and choir, accompanied by a speaker preaching the evils of gold mining. The next scene revealed an underground mine where "demons of greed" attacked the gold miners. The ride was not very popular and was removed after the 1989 season.

Hersheypark introduced a new dark ride in 2006 with Reese's Xtreme Cup Challenge. Riders were seated in units of two cars and assigned to Team Peanut Butter or Team Chocolate. Each car was equipped with four laser guns. Riders scored points shooting at sports-themed targets.

In 2015, Hersheypark added a second dark ride, Laff Trakk, an indoor roller coaster. It is known as a "glow coaster" because the ride's theming appears to glow in the dark. In a nod to Hersheypark's history, a new Laffing Sal, who once presided over the entrance to the Park's fun house, was placed at the entrance queue of Laff Trakk.

While The Lost River ride was in operation, this overhead prop, a bat with a 5-foot wing span, would swoop down upon unsuspecting riders. The Hershey Story recently purchased the bat from a local gentleman who worked at Hersheypark and assisted in the dismantling of the ride after a flood destroyed it in 1972.

Although the bat was slated for disposal, he asked if he could have it and was granted permission to take it home.



Hershey Community Archives Launches New Website

Users can now search archival materials at HersheyArchives.org

After two years of behind-the-scenes work, Hershey Community Archives has updated its website, HersheyArchives.org, making research even easier for users.

There are three ways to search for information. The first, **chronology**, is searchable by keyword or date. Staff continually update the chronology with new events as they are either uncovered in archival documents, or as they occur.

The next way is through the **encyclopedia**, which consolidates all informational materials written by staff, such as essays, blog posts and online exhibits about a multitude of topics relating to Hershey history.

The final, most dramatic change to the new website is the ability to search the **collection**. "We've received great feedback about the enhanced visibility into the Archives' collections," said Jennifer Henderson, senior archivist.

"Users can now search archival materials that have been described, scanned and made available online."

Searching is very simple, and can be filtered based on whether a user only wants items that have been scanned. "Documents that have been scanned are full-text searchable, which enables greater access into the collections," said Henderson.



Users can now search more materials from Hershey Community Archives' collection.

Other resources available on the new Archives' website are the *Hershey Press* and *Hershey News* newspapers, which were digitized and made accessible in conjunction with Milton Hershey School's Department of School History.

"While the new website makes accessing archival information much easier, we still encourage researchers to contact staff if they have questions that can't be answered through the materials available online," said Henderson. "What's on the website is just a fraction of our entire repository."



After 34 years, Hershey Community Archives Says Farewell (and Best Wishes) to Director Pam Whitenack

After 34 years with the Hershey Community Archives, director Pam Whitenack retired on February 25.

It was serendipity that brought Pam to the Archives in 1984. “I was living in Lancaster when my mentor, Richmond Williams, contacted me,” said Whitenack. “He was assisting the Hershey entities in establishing an archive, and asked if I would be interested in a part-time job processing historical records that had been saved over the years.” Pam’s first day and launch of the Archives was February 2, 1985.

“As the Archives grew, I worked with the Hershey entities and community organizations to identify, collect and preserve historical materials, such as business records, newspapers, maps and plans, videos and film, and photographs,” said Whitenack. “One of my earliest challenges was convincing people that Hershey’s history did not end with Milton Hershey’s death. It was sometimes difficult to convince people that their work and experiences had historical value and should be preserved.”

Just a few years after Whitenack began her work with the Archives, her responsibilities expanded when the Archives launched a program to collect oral history interviews with a variety of people who could help tell Hershey’s many stories. “Over the years, I have interviewed CEOs, factory workers, school teachers, ministers, Hotel bellmen, Hershey Park employees and life-long residents,” noted Whitenack. “I’m proud to say that our oral history collection has grown to almost 600 interviews. It is a rich resource for understanding our community’s history.”

The Archives slowly built a reputation as a source for historical information and images.



With a charge to not only collect and preserve, but also share the many stories of Hershey, Whitenack was instrumental in using a variety of tools to share Hershey’s rich history.

“As the Archives grew, I soon took on the role of communicator, sharing Milton Hershey’s legacy with the corporate entities, the community and various media outlets,” said Whitenack.

The Archives was a bit nomadic during its existence. “We moved four times before settling into our current home at The Hershey Story Museum,” noted Whitenack. “Each move was a bit more complicated as the collections grew and each space presented its own unique challenges. Our current location gives us the opportunity to work directly with The Hershey Story to develop new exhibits and provide research support for the museum’s new acquisitions.”

As Whitenack passes responsibility for the Hershey Community Archives to her colleague, Jennifer Henderson, she “looks forward to exploring the possibilities and opportunities that come with retirement.”

In addition to continuing her volunteer work in Hershey, she will continue to support the Archives by assisting with its oral history program.



Senior Archivist **Jennifer Henderson** now actively manages the Hershey Community Archives, including collecting and processing collections, corporate and community outreach, and communicating the rich history of Hershey’s legacy. Henderson, who joined the Archives in May 2017, oversaw the implementation of the new data management system that has greatly enhanced online access to the Archives’ collections.

JOIN OUR TEAM – BECOME A VOLUNTEER!

Volunteers are a vital part of The M.S. Hershey Foundation. Last year alone, 610 volunteers generously donated more than 14,000 hours of their time and talents to Hershey Theatre, The Hershey Story and Hershey Gardens. Thank you!

Consider joining our team! You’ll make new friends, have fun and give back to your community. We offer flexible hours in a fun environment. For more information, please call Debbie DiNunzio at 717.508.5958 or e-mail Debbie at ddinunzio@hersheytheatre.com.

Volunteer Opportunities



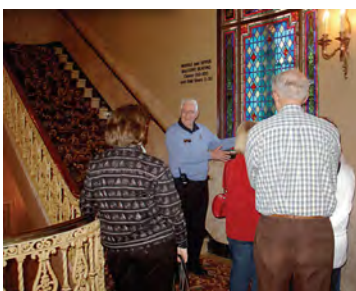
The Hershey Story volunteers and docents assist with school groups and public programs throughout the year, as well as assist staff in the Chocolate Lab. They may also take part in special events such as Homeschool Day and Little Elves Workshop. Learn more at HersheyStory.org.

HERSHEY GARDENS



Hershey Gardens volunteers introduce children to nature through youth education programs. They also engage visitors in the Butterfly Atrium, and assist staff in beautifying the gardens. Volunteers are needed for special events such as Pumpkin Glow. Learn more at HersheyGardens.org.

HERSHEY THEATRE



Hershey Theatre volunteers usher shows and special events – and then get to enjoy the show! New usher information is sent out in June and attendance is required at an orientation in August. Learn more at HersheyTheatre.com.

Celebrate Summer in the Chocolate Lab



The Chocolate Lab offers a fun, hands-on experience for kids and families. Learn the secrets behind the world's most popular confection as you create your own chocolate treat, and discover what makes Hershey's so delicious. Our summer classes include:

create your own edible American flag. Find out where and how cocoa beans are grown and processed into your favorite chocolate confections.

S'mores Galore



Chocolate by Design (June only)

Milton Hershey developed his unique formula using a hand-selected blend of cocoa beans. Discover where this fruit comes from,

and how it is harvested and processed to become the chocolate we love. Choose from a variety of ingredients and design your own flavorful chocolate treat.

Yankee Doodle Chocolate Bars (Flag Day, Memorial Day and July 4th only)



Mold a milk chocolate bar and top it with a splash of star-shaped candy sprinkles to



Have some summer fun as you make your own sweet variation on S'mores, without the fire, of course. Also learn the origins of this campfire confection and some Hershey's trivia. You'll also learn about chocolate from tree to graham cracker.

Forty-five minute classes are suitable for adults and children ages 5 and older. Tickets are available at The Hershey Story admissions desk on the day of your visit on a first-come, first-served basis. Space is limited. For more information and daily class schedules, please visit HersheyStory.org



Chocolate Beach Bars

Celebrate summer by designing your own seashore themed milk chocolate bar using sugar decals and plenty of graham cracker "sand." Take a walk along our "chocolate beach boardwalk" as you learn about Hershey's classics. Also find out where and how cocoa beans are grown and processed to become your favorite chocolate confections.

Planet Chocolate

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



Hey Summer Camp Groups, Have "S'more" Fun This Summer at The Hershey Story!

Programs offered June 10 through August 23
For Pre-K through grade 8

Space is limited; make your reservations early!
Register online at HersheyStory.org under "Events & Programs."
Classrooms are available for lunch; please inquire about availability.



Session 1: S'mores and Chocolate

Campers will learn about chocolate from bean to bar, as well as some fun S'mores trivia. The discovery begins when campers create a bar using milk chocolate, miniature marshmallows and graham cracker crumbs. Campers will also discover where chocolate comes from and how it is made. Approximately one hour.



Session 2: Chocolate Expedition

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

Session 1: \$7.50 | Session 2: \$7.50 | Both sessions: \$11
One free chaperone with every five campers
Additional adults: \$8.50 per session | \$15 for both

Museum Seeks Youth Volunteers



Do you know a student age 12 to 15 who enjoys Hershey history and working with others? Invite them to apply to The Hershey Story's Past Master program! These youth volunteers provide interactive activities for museum guests, primarily during the summer months.

Interested students should email smhetrick@hersheystory.org or call 717.520.5587 with questions or to request an application. The application deadline is May 30, 2019.

THE HERSHEY STORY HAPPENINGS

Moms Receive Free Admission on Mother's Day

Sunday, May 12
9 a.m. – 5 p.m.



Moms receive free admission to the Museum Experience and special exhibit on Mother's Day!

Student Art Display

Saturday, May 11 through Thursday, May 16
9 a.m. - 5 p.m.



In conjunction with the Hershey-Derry Township Historical Society's Artfest, The Hershey Story will display selected student artwork from Milton Hershey School and other local schools. The display will be located in the Grand Lobby. Hershey Artfest is Saturday, May 11; [learn more at HersheyArtfest.org](http://HersheyArtfest.org).

Sensory-Friendly Morning

Saturday, June 1 from 9:30 a.m. to noon
\$9 per participant

Guests with Autism Spectrum Disorder and other sensory-related sensitivities, and their families and caregivers, are invited to a morning of chocolate fun at The Hershey Story! In addition to molding a chocolate bar, participants will experience what it was like to work in the factory at the turn of the 20th century by hand-wrapping and weighing Hershey's Kisses, and sorting and packing chocolate bars. Additional hands-on activities will include tasting and grinding cocoa nibs, and holding real cocoa beans and cocoa pods. A calming room will be available. Museum Experience included. Registration is not required.



Dads Receive Free Admission on Father's Day
Sunday, June 16
9 a.m. – 6 p.m.

Dads receive free admission to the Museum Experience and special exhibit on Father's Day!

Preschool Story Time with Miss Susan

Thursdays, September 5, 12, 19 & 26
9:15 – 10 a.m.

Preschoolers will enjoy exploring themes through captivating stories, pictures and artifacts. Each week will feature a different topic and include a simple craft. Recommended for children ages 3 through 5 accompanied by a caregiver. This program is free and will take place in the lower level classroom. Registration is not required.



Milton Hershey Birthday Celebration at ChocolateTown Square (located at Chocolate and Cocoa Avenues)

Friday, September 13
6:30 - 7:30 p.m.

Join the Hershey community on what would have been Milton Hershey's 162nd birthday. Bring your lawn chair or blanket and enjoy a performance of music reminiscent of Mr. Hershey's era by the Tunesters of Central Pennsylvania. The concert concludes with a sweet treat for all attendees. In case of inclement weather, the celebration will be held in the Grand Lobby of The Hershey Story. *ChocolateTown Square is located at the intersection of Cocoa and Chocolate Avenues in downtown Hershey.*



JOIN US FOR FREE ACTIVITIES AT CHOCOLATE TOWN SQUARE!

The Hershey Story will be hosting kids' activities at Downtown Hershey Association's "Market on Chocolate" this summer. Come out and enjoy free hands-on chocolate-themed activities!

ChocolateTown Square is located at the intersection of Cocoa and Chocolate Avenues in downtown Hershey.
In the event of inclement weather, the activity is cancelled.

Saturday, June 22, 11 a.m. – 1 p.m.
Chocolate Factory Fun



Kids can play the role of a factory worker from long ago as they hand-sort bars into packages for shipping. Watch as they try on factory worker name tags, hats and gloves—and test their sorting skills against each other!

Saturday, July 20, 11 a.m. – 1 p.m.
Mysteries of the Maya

Did you know the Mayan people were among the first to use chocolate? Write your name using hieroglyphs and touch a real cocoa pod and cocoa beans.



Saturday, August 17, 11 a.m. – 1 p.m.
Folk Toys

Kids of all ages can enjoy old-fashioned wooden toys from years ago. Come play with popular American folk toys like Jacob's Ladder, ball & cup and buzz saws.

2019 OPERATING HOURS

Now through June 30: 9 a.m. to 5 p.m.
July 1 through September 2: 9 a.m. to 6 p.m.
September 3 through December 31: 9 a.m. to 5 p.m.*
(*December 24: 9 a.m. to 3 p.m.)
Closed on Thanksgiving and Christmas Day.

HERSHEY THEATRE
19/20 BROADWAY SERIES
 Presented By **Capital BLUE**

Subscriptions start at only \$110!

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

Roald Dahl's Charlie and the Chocolate Factory
 September 10 - 15, 2019



Willy Wonka is opening his marvelous and mysterious chocolate factory... to a lucky few. That includes Charlie Bucket, whose bland life is about to sweeten with color and confection beyond his wildest dreams. He and four other golden ticket winners will embark on a mesmerizing joyride through a world of pure imagination. Now's your chance to experience the wonders of Wonka like never before—get ready for Oompa-Loompas, incredible inventions, the great glass elevator and more, more, more at this everlasting showstopper!

Once On This Island
 December 3 - 9, 2019

"What a delight it is to enter the world of *Once On This Island*!" raves *The New York Times*.

Winner of the 2018 Tony Award® for best revival of a musical, *Once On This Island* is the sweeping, universal tale of Ti Moune, a fearless peasant girl in search of her place in the world, and ready to risk it all for love. Guided by the mighty island gods, Ti Moune sets out on a remarkable journey to reunite with the man who has captured her heart.

The groundbreaking vision of two-time Tony Award® nominated director Michael Arden (*Spring Awakening* revival) and acclaimed choreographer Camille A. Brown (NBC's *Jesus Christ Superstar Live*) conjures up "a place where magic is possible and beauty is apparent for all to see!" (*The Huffington Post*). With a score that bursts with life from Lynn Ahrens and Stephen Flaherty, the Tony Award®-winning songwriters of *Anastasia* and *Ragtime*, *Once On This Island* is a timeless testament to theater's unlimited possibilities.

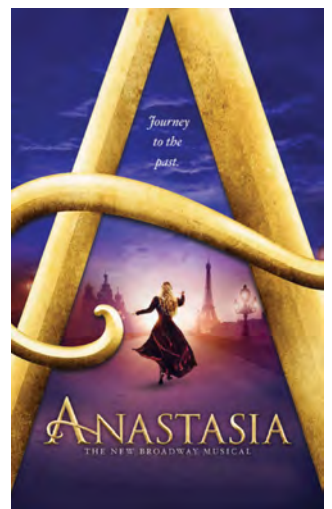


her topsy-turvy life such as "The Key (Lime) to Happiness Pie" and "Betrayed By My Eggs Pie." When a baking contest in a nearby county — and a satisfying encounter with someone new — show Jenna a chance at a fresh start, she must find the courage to seize it. Change is on the menu, as long as Jenna can write her own perfectly personal recipe for happiness.

Anastasia
 July 21-26, 2020

Inspired by the beloved films, the romantic and adventure-filled new musical *Anastasia* is on a journey to Hershey at last!

From the Tony Award®-winning creators of the Broadway classic *Ragtime*,

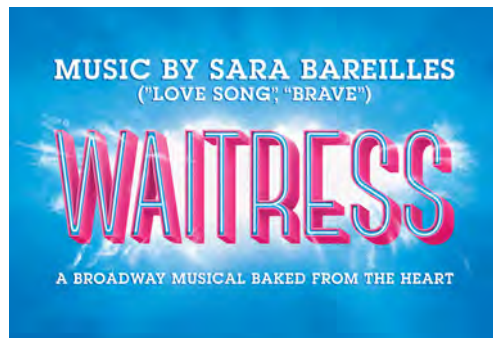


this dazzling show transports us from the twilight of the Russian Empire to the euphoria of Paris in the 1920s, as a brave young woman sets out to discover the mystery of her past. Pursued by a ruthless Soviet officer determined to silence her, Anya enlists the aid of a dashing conman and a lovable ex-aristocrat. Together, they embark on an epic adventure to help her find home, love and family.

Anastasia features a book by celebrated playwright Terrence McNally, a lush new score by Stephen Flaherty (music) and Lynn Ahrens (lyrics) with direction by Tony Award® winner Darko Tresnjak.

Waitress

April 14 - 19, 2020



Meet Jenna, a waitress and expert pie-maker who dreams of a way out of her small town and rocky marriage. Pouring her heart into her pies, she crafts desserts that mirror



HERSHEY THEATRE
Apollo AWARDS

Tickets still available!

Sunday, May 19, 2019 at 7 p.m.

Celebrate and acknowledge the achievements of high school students in musical and play productions at the 11th annual Hershey Theatre Apollo Awards!

For tickets, visit HersheyTheatre.com or call 717.534.3405

Behind the Scenes at Hershey Theatre

Since it first opened in 1933, many talented, notable and interesting people have appeared on the Hershey Theatre stage. While the audiences have enjoyed the performances, Hershey Theatre employees who worked behind the scenes often saw those performers in a different light. Sometimes funny, sometimes rude, often very gracious and friendly, these employee memories provide a glimpse behind the scenes at Hershey Theatre.

William Myers began working as a Hershey Theatre stage hand in 1947. In his 2008 oral history interview, he shared his memories of stars and shows during his career. For many years, Hershey Theatre was used to prepare Broadway shows before they went on tour. Back in the 1950s and 1960s, the Broadway stars often traveled with their show when they first went on tour. As a result, Hershey had the opportunity to see the best Broadway performers.



The September 22, 1950 program from the post-Broadway engagement of *As You Like It* at Hershey Theatre, starring Katharine Hepburn.

When *Third Best Sport*, starring Celeste Holmes, left Broadway to go on tour, it first came to Hershey. Other shows that came to Hershey before going out on tour included *The King and I* with Yul Brynner and Patricia Morison and *Give 'Em Hell, Harry*, starring James Whitmore. Katharine Hepburn came with the play, *As You Like It*.

Bill Myers remembered Katharine Hepburn as being quite a character.

Since the cast and crew were in Hershey for several days as the sets and show lighting were rebuilt, the cast often had free time during the day. One afternoon, Katharine Hepburn wanted to go out for a walk. Bill Myers advised her that it was a bad time because school was getting out and he thought she would be mobbed by the students. Katharine replied, "They won't know who this old woman is. Come on. Walk out with me." Not surprisingly, Hepburn was immediately recognized and surrounded by excited students. With difficulty, Bill was able to get her back in the Theatre.

Susan Fowler, executive director of the Hershey Theatre from 1976 to 2007, also shared many stories in her oral history interviews.

Susan began working for the Theatre in 1974. One of her first assignments was to go to the airport and pick up the noted pianist, André Watts. She remembered that she thought she was going to take him to the hotel, "but he didn't want to go to the hotel, he wanted to go to the Theatre and see the piano."

"So we go into the Theatre and nobody's there. Of course, it's after hours. He takes the cover off the piano, sits down and he plays on the piano, and he's not satisfied with something, but I don't quite know what he's talking about. He says, 'You got a quarter?'"

"I dug around and found a quarter. He took the piano apart with a quarter. He took off the keyboard, and got out a penknife and started carving the felt on one of the hammers. And I am standing there with my mouth closed, but emotionally with my jaw on the floor, thinking, 'I am so fired,' because

this wasn't our piano. This was something we'd rented from Reifsnnyder's. He would only play the 9-foot Steinways. So I am truly thinking, 'Well, this is almost a good career.'

"But he put it all back together, gave me my quarter back, sat down and played. He was satisfied with whatever he'd done to it, and I don't think anybody ever knew the difference, but for a moment there, I really thought I was fired."

One of Susan's proudest moments came when the Theatre presented Cherry Jones in *Doubt* in 2007. Jones had starred in the Broadway production, winning a Tony Award® for her performance. Susan noted that the show's marketing materials were intentionally vague, so audiences did not know who they would see. When the show curtain came down, the Theatre lobby filled with people who stayed to discuss what they had just seen – they didn't want to go home. Susan remembered it as "a great week of theater!" She also had fond memories of Cherry Jones, who she recalled as "a delight – wonderfully talented, but down to earth."



You can 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. (Year round)
Adults: \$10, Juniors (4 – 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.

Hardening Transplants

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



When both the calendar and thermometer indicate that it is time to plant outdoors in Pennsylvania, I have trouble controlling my enthusiasm. I have rushed to plant both warm-season vegetables and tender annuals too quickly without allowing the plants to first harden. This has resulted in wilting, brown leaf margins, slowed growth, and sometimes plant death. Here is an explanation of what hardening entails, why it is important, and how to do it successfully.

What is hardening?

Hardening, or “hardening off,” is the process of allowing a plant to transition from a protected indoor or greenhouse environment to the harsh outdoor conditions of fluctuating spring temperatures, wind, and full sun exposure. A gradual introduction of these outdoor stresses will cause the plant to accumulate carbohydrates, to trigger more root development, to reduce the amount of freeze-prone water in the plant, and to actually thicken its cell walls. Plant growth will change from soft and supple to much firmer and harder.

Hardening Timetable:

- Start the process of moving plants outdoors about two weeks before the weather will be favorable enough for the particular plant to live outdoors.
- Check seed package instructions or inquire where you purchase seedlings as to when the plant can tolerate outdoor conditions. (Keep in mind that air temperature is often warmer than soil temperature.)

Hardening Process:

- When temperatures are at least 45-50°, move plants outdoors to a shady, protected spot.
- Initially place in the shaded, sheltered location for two to three hours.



- Gradually increase the amount of sunlight the plants receive over the two-week period. The last day or two, the plants can spend 24 hours outside.
- Reduce the amount of water plants receive, but do not allow them to wilt.
- Avoid placing seedlings outdoors on windy days.
- Cold frames are excellent places to harden plants, but another spot that provides protection, such as a porch, will work.
- Pay attention to the weather forecast; if temperatures will fall below 45°, be prepared to bring the plants inside.

Keep in mind that the overall goal of hardening is to slow the growth of the plants to allow them to adjust to a change in conditions. After proper hardening, even warmth-loving vegetables, such as tomatoes, can withstand an unexpected dip in spring temperatures.

LOVE LAVENDER? SO DO WE!

Locally grown lavender products now at the Garden Shop

For centuries, people have used lavender for its medicinal properties and heavenly fragrance.

An herb, lavender’s name is derived from the Latin root “lavare,” which means “to wash.” The earliest use of lavender dates back to ancient Egypt, where they used it for mummification and perfume. Romans used lavender oils for cooking and bathing. In Medieval and Renaissance France, women who took in washing for hire were known as “lavenders,” because they washed clothes in lavender and laid them on lavender bushes to dry. It was also recognized in Roman times for its anti-septic and healing qualities.

Today, lavender is cultivated commercially around the world for its fragrance and therapeutic qualities. It is also widely used in cleaning products, candles and in food. It is known to alleviate the effects of bee stings and migraines, heal burns and promote sleep.



The Garden Shop at Hershey Gardens now sells lavender products for the home, bath and body from Lavender Brook Farm. “It’s a wonderful farm located in Hummelstown, about 5 miles from Hershey,” said Val Rowe, Garden Shop manager. “They grow 6,000 English and French lavender plants on five acres following organic principles.”

“We carry lavender neck pillows, sachets and cuticle cream,” said Rowe.

“We just added a lavender aromatherapy roll-on, which has been very popular.”

“Guests love that it’s locally grown,” Rowe added.





Introducing the Many Hands Learning Garden

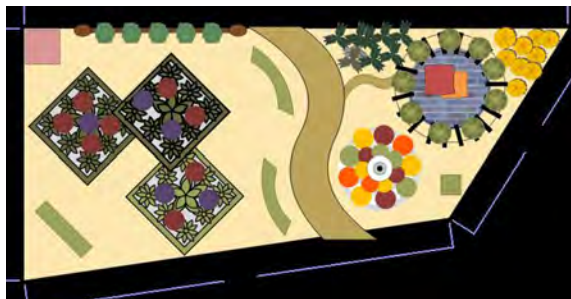
“Many hands make light work”

What’s better than a garden for guests to enjoy? An *interactive* garden for guests to enjoy! This year, the soil will be flying, as our young guests and their families are invited to roll up their sleeves and have some fun! During specific scheduled times, guests are invited to join volunteers and staff with daily gardening duties.

“Kids can learn how to maintain a beautiful and healthy garden by doing simple tasks such as mulching and weeding, as well as feeding the worms in the worm bin, turning the compost and harvesting the crops,” said Jody Davey, programs specialist. “As kids are deadheading the marigolds, they can learn how and why it’s important.”



“There is a sign listing each day’s



The Many Hands Learning Garden is maintained by you, our guests! It is located near the Hoop House, inside The Children’s Garden.

gardening tasks,” said Davey. “Necessary tools and materials are provided.”

For those who would rather simply read about gardening, pick up a book from the nearby free exchange library box. Just pull up a floor pillow inside the living teepee and enjoy!



This new interactive garden is in The Children’s Garden, just outside the Hoop House.



See (and Smell and Touch) the Updated Herb Garden

A favorite spot for guests, Hershey Gardens’ herb garden was created in 1979 to showcase the many herbs that add color, aroma and flavor to our daily lives.



Basil

“The original herb garden was separated into five areas: culinary herbs, herbs for dyes, household herbs, herbs for fragrance and medicinal herbs,” said Alyssa Hagarman, horticulture specialist. “However, most herbs have multiple uses. Peppermint, for example, is commonly used to add a minty flavor to food and drinks, but it also works well to soothe an upset stomach. Even lesser known, it can be used to deter certain pests like spiders and mice.”



Peppermint

“This spring, we’ll be updating the design of the herb garden, as well as introducing new plants,” said Hagarman. “The new area will no longer be separated into groups, but instead planted to ‘flow’ together, based on plant size, color and texture. The result will be a more cohesive, simplified garden.”

“We will still have an assortment of common herbs, but we’ll also be featuring tropical herbs,” said Hagarman. “These will be grown in containers or treated as annuals, and removed at the end of the season.”



Lavender



Dwarf ginseng



Rosemary

“Guests love this part of the garden, because it’s fun to see, smell and touch herbs that you may not be familiar with,” said Hagarman. “We will also be adding small informational signs next to the more interesting plants, explaining its use or history.”

“Seating will also be added,” noted Hagarman. “And the center of the garden will feature a new fig bush, which is a cutting from the original ‘Testa’ fig.”

“The updates have already begun,” said Hagarman. “The area should be completed by early June.”

We ♥ Herbs!

We’re celebrating the new herb garden with **FREE** admission in July for anyone named Herb!

New Rose Named for McFarland, the Inspiration Behind the Hershey Rose Garden

See it in the M.S. Hershey Tribute Garden

John Horace McFarland, born in 1859, was the son of nurseryman and publisher George McFarland, who settled in Harrisburg, Pennsylvania after coming home from the Civil War. Young Horace worked in his father's nursery, but also gained experience setting type in his father's publishing business, printing seed lists and later nursery catalogs. In 1889, at age 30, J. Horace McFarland opened his own publishing company where he gained contracts to publish nursery catalogs and the *Standard Cyclopedia of Horticulture*.

In 1915, McFarland and Robert Pyle believed that commercial rose growers of the American Rose Society should be interested in encouraging amateur gardeners to grow roses. At the time, the Society had about 250 members, but most of them were commercial growers. The resulting agreement changed the American Rose Society from a narrow purpose commercial trade organization into one that focused on providing information on rose culture for home growers.

J. Horace McFarland is credited with turning the commercial growers' organization into one that welcomed — and served — ordinary home gardeners and lovers of roses. In 2017, the American Rose Society Board of Directors proposed that J. Horace McFarland, be officially designated the "Father of the American Rose Society."

The Hershey Rose Garden: A Seed is Planted

In July 1935, McFarland wrote a letter, inviting Milton Hershey to visit the acclaimed rose garden at his home in Harrisburg. He also wrote,



J. Horace McFarland speaks from the steps during the dedication ceremony of the Hershey Rose Garden in 1938.

"I have a desire to get Mr. Hershey to see the advantage of a rose garden. He does things in such a magnificent way and so clearly operates for human welfare that I believe he would be impressed with the possibilities afforded only by the rose for advancing human welfare.

I could see a great rose garden in Hershey which would increase the attractions of that marvelous place, but there is a peculiar opportunity open right now, not yet offered to any man of means, to do something at Washington which would give international renown."

The following April, McFarland wrote again, advocating that Mr. Hershey consider "the establishment of a public rose garden" in Hershey. McFarland also urged Mr. Hershey to support the establishment of a "National Rosarium close to Washington." He suggested that the two men meet to discuss these proposals.

Mr. Hershey immediately replied to McFarland's letter and indicated his interest in the idea of a rose garden. The two men agreed to meet in Hershey during the Pennsylvania State Federation of Garden Clubs' annual meeting in April. Their first meeting

took place on Wednesday afternoon, April 29, 1936.

Harry Erdman, responsible for all things horticultural in Hershey, related what happened next in a 1955 oral history interview. According to Erdman, Milton Hershey had been considering expanding a small rose garden at his home, High Point, for some time. Erdman had suggested that a garden could be developed on land just south of the Hotel Hershey. J. Horace McFarland's enthusiasm for planting a rose garden in Hershey coincided nicely with an idea that was already being considered.

McFarland invited Milton Hershey to be his guest at the

April 29th Garden Federation dinner that evening. As the dinner's keynote speaker, McFarland used his speech to publicly ask Mr. Hershey for a financial contribution towards a National Rose Garden in Washington, D.C. According to Erdman, Mr. Hershey's reply was:

"Well, we have been planning a garden of our own; and, before we give that amount of money for the politicians to play with, we better spend some of it at our own place and see what interest people take in it."

The Hershey Rose Garden opened in 1937 with more than 12,000 rose bushes.



See the "McFarland" Rose in the M.S. Hershey Tribute Garden at Hershey Gardens.

Introducing the McFarland Rose

The American Rose Society recently commissioned a new rose to be named after J. Horace McFarland. The pink rose, hybridized by Meiland at Star Roses, is a tea rose.

The American Rose Society has generously donated 25 McFarland roses to Hershey Gardens. "The perfect place for these special roses is adjacent to the M.S. Hershey Tribute Garden, which was planted in recognition of Hershey Gardens' 75th anniversary," said Bill Kieffer, Hershey Gardens' operations manager. "We are grateful to receive these roses, since they are not yet available for sale. They will blend beautifully with the revitalized M.S. Hershey rose."

**Excerpts of this article came from Rose.org, the website of the American Rose Society.*



Twenty-five new McFarland roses are showcased in the M.S. Hershey Tribute Garden, which was created as part of the Gardens' 75th anniversary.

Mark Your Calendar!

Mother's Day Weekend

Saturday, May 11 and Sunday, May 12 from 9 a.m. to 5 p.m.

Free admission for moms on Saturday and Sunday!

Celebrate Mom at Hershey Gardens! Be sure to stop by the Education Center in The Children's Garden on Sunday, May 12, for a rhododendron and azalea display provided by the Susquehanna Chapter of the American Rhododendron Society.



Susquehanna Iris Society Display

Saturday, May 25 from 9 a.m. to 5 p.m.

Enjoy the showy flowers of the iris in this display provided by the Susquehanna Iris Society. Located in the Educational & Horticultural Wing. Included in admission; free for members.



Father's Day

Sunday, June 16 from 9 a.m. to 6 p.m.

Free admission for dads!

Bring Dad to enjoy 3,500 roses in full bloom!

Hershey Horticulture Society Floral Show

Thursday, June 20 from 1 to 6 p.m.

Hershey Horticulture Society presents "Hersheypark Happy," a flower show. HHS members will display horticulture specimens from their own gardens and showcase their design talents. The show will be judged by accredited flower show judges from the National Garden Club.

Admission to the show (only) is free and open to the public; tickets are required to explore the outdoor Gardens and the Butterfly Atrium; free for members.

2019
OPERATING
HOURS

Now through May 24: 9 a.m. to 5 p.m.

May 25 through September 2: 9 a.m. to 6 p.m.

September 3 through December 31: 9 a.m. to 5 p.m.*

(*December 24: 9 a.m. to 3 p.m.)

Closed on Thanksgiving and Christmas Day.

Marvelous Mondays

July 1, 8, 15, 22, 29 and August 5, 12
from 10 a.m. to Noon



Mondays are extra marvelous in The Children's Garden! Join us for kids crafts and entertainment from puppets to story-telling! Come back each week to discover new make-and-take activities. Included in admission; free for members.

Hershey Area Art Association Show & Sale

Saturday, August 24 and Sunday, August 25
from 9 a.m. to 6 p.m.

See fabulous works of art by members of the Hershey Area Art Association. Show located in the Educational & Horticultural Wing. Included in admission; free for members.



Bug-O-Rama

Sunday, September 8 from 10 a.m. to 3 p.m.

Explore the world of bugs in this family-friendly

hands-on day! From bugs found under the ground to those flying up in the sky, there is much to discover. Come for amazing displays of unique live insects from around the world and participate in a variety of kid-friendly bug activities. Included in admission; free for members.



FRIDAY, JULY 26



6:30 - 8:30 P.M.

Get out your dancin' shoes, the Hershey Symphony Big Band is bringing the swing to Hershey Gardens!

Bring your favorite snacks and beverages, as well as a blanket or chairs for an evening of beautiful roses and cool jazz.

This year will feature even more food trucks!

Order tickets online at HersheyGardens.org,

\$18 per person | \$15 for members | \$20 at the door
\$500 sponsorship includes 20 tickets



Proceeds benefit Share the Gardens Scholarship Fund and Hershey Symphony.

THE
M.S. HERSHEY
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63 West Chocolate Avenue
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 MSHersheyFoundation.org

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SAVE THE DATE!

9th Annual Cultural Expressions

An elegant progressive dinner at historic settings

Saturday, October 12, 2019

**Don't miss this rare opportunity to explore three historic locations,
 as you are escorted via the Hershey Trolley.**



Milton Hershey enjoys a Rotary Club meeting in the Blue Room in 1944. Seated, from left to right: Milton Hershey, Mr. Britten (director of the Community Building), Mrs. Mark Clark (speaker), J.B. Sollenberger (general manager of Hershey Bears hockey), W. Allen Hammond (Milton Hershey School Jr. and Sr. High principal), D. Paul Witmer (Hershey Community Building architect).

- Enjoy hors d'oeuvres and drinks at Mr. and Mrs. Hershey's home, High Point Mansion.
- Enjoy dinner in the historic Hershey Community Building's hidden "Blue Room," a gathering place for community meetings and special events, beginning in 1933.
- End the evening with dessert and live entertainment at "Mr. Hershey's Show Palace," the beautiful Hershey Theatre.

\$175 per guest/\$150 for members. Please call 717.298.2203 for more information.

Proceeds benefit Share the Story Scholarship Fund