

# THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | SPRING/SUMMER 2015 | ISSUE 20



Hundreds of Butterflies.  
Thousands of Smiles.

## Hershey Gardens Butterfly House Opens Friday, May 22!

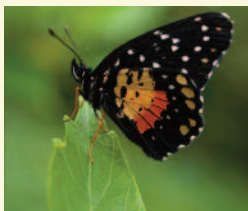
Flutter by Hershey Gardens' Butterfly House this summer! You'll be welcomed by hundreds of butterflies representing 25 varieties. Now in its 18th season, the outdoor house features nectar plants for food, as well as host plants for egg laying and caterpillar feeding. Discover the entire life cycle of the butterfly, including the popular chrysalis box, which holds more than 100 emerging butterflies.



The chrysalis box helps young visitors understand the life cycle of the butterfly

This summer brings a relative newcomer to the Butterfly House: the Crimson Patch (*Chlosyne janais*) butterfly, also known as the Janais Patch.

"The Crimson Patch is common in northern Colombia, Central America, Mexico and southern Texas," said John Fortino, Butterfly House coordinator.



The Crimson Patch butterfly

"It is a small butterfly with broad wings; the upper wings are slightly pointed and the lower wings are rounded," said Fortino.

The Crimson Patch can be identified by the prominent red patch found on each of its lower wings. "The wings are held closed when the butterfly is feeding or resting, which makes the red patches appear orange on the undersides of the wings," noted Fortino.

The Butterfly House is open daily from 9 a.m. to 5 p.m., May 22 through September 13, and is included in general admission. In case of inclement weather, guests are encouraged to visit [HersheyGardens.org](http://HersheyGardens.org) to check for weather-related closures.

## Mr. Hershey's Rare Crystal Torchère Illuminated

120-Year Old Opulent Floor Lamp with Rich History  
Retrofitted with 30 LED Lights

A rare crystal torchère that Milton Hershey once owned has returned to The Hershey Story after a one-year absence.

Created for the 1893 Columbian Exposition in Chicago, where Milton Hershey purchased his first chocolate-making equipment, the towering floor lamp has recently been retrofitted with 30 LED lights and is lit for the first time in more than six years.

"We disassembled the 1,329-piece torchère and removed it from the museum's permanent exhibit in February 2014 after learning that a previous repair was showing compromise," said Amy Bischof, director. "During the past year, repairs have been made and the torchère's 30 electrical arms are now illuminated with LED lights."

The torchère has not been lit since 2008, when it was on display in the former Hershey Museum.

"In the late 1800s electricity was not a common household convenience like it is today, so the torchère was a marvel of electrical invention at the Columbian Exposition, where electricity was a main feature," said Valerie Seiber, collections manager. "Now 120 years later, today's modern technology is keeping the torchère lit for future generations to enjoy."

(continued on page 3)



After a one-year absence, the 120-year old crystal torchère now shines with 30 LED lights

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

Presented by The Hershey Story

Wednesday, July 1 at Noon

### Silly Joe Sings

Silly Joe entertains audiences with high-energy songs about the everyday lives of kids and families. With a guitar, a loud voice, a wig, a kazoo, boxer shorts, and a lot of silly body movements, Silly Joe keeps everyone involved in the show!



### Wednesday, July 8 at Noon Juggling Hoffmans

You'll be amazed by the tricks and amused by the antics in a smile-a-long, laugh-a-long interactive good time for all ages. It's a kid's show the adults will love, too!

Wednesday, July 15 at Noon

### Kit's Kaboodle: Mother Nature

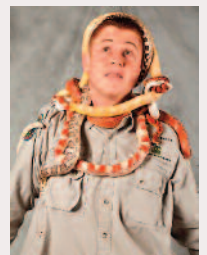
Mother Nature packs a powerful message with her depiction of the natural world. Combining ecology with mythology, Mother Nature and her

friend, The Fairy Queen, teach the importance of conservation.

Wednesday, July 22 at Noon

### Forgotten Friends

This interactive show is "crawling" with fun and laughter, presented by herpetologist, author, photographer, and certified class clown, Jesse Rothacker. Meet live snakes, lizards, turtles and crocs; some from around the world and a few from your own backyard!



Wednesday, July 29 at Noon

### Toy Chest Treasures: Toys from Long Ago

Families can have fun outdoors with old-fashioned toys, such as hula-hoops, ring tosses and whimmy-diddles that require "kid-power!"

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

# Museum's Collection Plan Helps Guide New Acquisitions

## New artifacts recently acquired

The Hershey Story is continuously seeking to expand its collection of artifacts to include items that relate to Hershey history.

"The process of acquiring items by a museum is important," said Valerie Seiber, collections manager. "Accessioning is a formal, legal process of accepting an object into a museum collection. Because accessioning an object carries an obligation to care for that object in perpetuity, it is a serious decision."

"Most museums, including The Hershey Story, have formal accessioning procedures and practices guided by professional standards. These are typically set out as part of a museum's collections management policy," said Seiber. "Additionally, the museum has a collecting plan that we use to determine which items we should acquire. The collecting plan identifies and prioritizes subject areas or even specific objects that are underrepresented in the museum's collection."

"To that end, we have recently acquired several new artifacts for the museum's permanent collection," said Seiber. "All these items were not represented in the museum's collection. Each object helps to preserve and tell the many stories of Hershey."

### The newly acquired items include:

#### Pneumatic Transit System Canister

In 1920, the Hershey Department Store opened in the Press Building on the corner of

Chocolate Avenue and Park Avenue.

Cash transactions were completed in each department

using a register.

"However, receipts for credit transactions were sent to the book-

keeping department located on the second floor near the furniture department," said

Seiber.

For efficiency, credit slips were sent via a pneumatic tube transfer system. The receipt was placed in a canister and then placed inside a pressurized tube. Air pressure propelled the

canister to its final destination through a system of pipelines inside the building.

The canister was made by the Lamson Engineering Company, Ltd. and dates to the mid-20th century.



#### Hershey Park Wool Bathing Suit

In the 1920s and 1930s the Hershey Park swimming pool was just one of the many attractions that drew people to Hershey. At the bathhouse, guests changed into their bathing "costumes" before entering the pool.

"Though it may seem surprising today, if you did not own a swimsuit, you could rent a suit for a small fee," said Seiber.

This women's black wool suit is decorated with a red emblem and the letters "HP" on the side of the modesty panel, which covers the shorts underneath. The suit was made by Gantner & Mattern Company of San Francisco, one of the premier designers of swimwear of the era.

Wool bathing suits like this one could be rented at the Hershey Park swimming pool in the 1920s and 1930s

#### Trombone from the Hershey Band

Formed in 1906, the Hershey Band comprised 30 to 40 local men. During summer evenings, the Hershey Band could be found playing at the

Hershey Park Bandstand. Musicians received \$3 for the summer season until 1912, when members were paid \$1 for each rehearsal they attended throughout the year.

"It was hoped this change would entice members to regularly attend the weekly



This trombone, made in 1910, is engraved with "Hershey Chocolate Co." on the bell

practice sessions and thus improve the band's reputation," said Seiber. During the off-season, the band played at special events, the Hershey Store Company, and was even available for hire. The band became well known for their broad repertoire of sacred and secular music under the direction of Samuel J. Feese. "Upon Feese's death in 1918, participation in the Hershey Band declined and never achieved the same success," said Seiber.

This trombone was made by J.W. Pepper around 1910. Instruments were purchased by the chocolate company for members of the band.

#### Shirt made from Hershey's Cuban Sugar Bag

From 1916 to 1946, the Hershey Corporation

owned and operated sugar plantations and refineries in Cuba. Mr. Hershey's reason for investing in Cuba was to ensure he had access to sugar after World War

I threatened current sources. Excess sugar was sold to consumers and businesses in 5-, 10-, 25- and 100-pound cotton bags.

One such customer of Hershey's sugar was Joaquin Prieto-Hernandez, a bakery owner living in Havana, Cuba. Joaquin's bakery, Panaderia Nuestra Señora del Rosario Sociedad Anonima (Our Lady of the Rosary Bakery Company, Ltd.) bought sugar in 100-pound sacks. Joaquin's mother, Vicenta Hernandez-Rico, repurposed the sacks into different items, including clothing, such as this sleeveless shirt, made in the early 1940s.

Though the blue printing has faded and the sack has been turned inside-out and upside-down, the words "Central Hershey, Cuba" are still clearly visible through the material.

"There is a strong tradition of thrifty families repurposing what they had at hand, and this shirt, with its great family history, is a wonderful addition to the museum's collection," said Seiber.



This shirt was made from a Hershey's Cuban Sugar bag in the 1940s

**NEW!**  
**THE S'MORES STATION**  
**AT CAFÉ ZOOKA**

Join us for a chocolatey tradition and make your own S'mores.

Located inside The Hershey Story Museum  
717-508-5438 | DiningInHershey.com  
Admission to museum is not required.

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**A NEW EXPERIENCE IN THE GRAND LOBBY OF THE HERSHEY STORY**

*Enjoy a Flight of Warm Drinking Chocolates From Around the World*

Taste warm drinking chocolate prepared using cocoa beans from around the world. From the complex flavors of Venezuelan cacao to the milky richness of chocolate from Java, immerse yourself in the sweet world that inspired Milton Hershey.

# The Hershey Story Lends Artifacts to LVC Art Exhibit

In August, The Hershey Story will lend 30 American Indian artifacts to the Suzanne H. Arnold Art Gallery at Lebanon Valley College. The campus gallery will host “Mingled Visions: Images from the *North American Indian Collection* by Edward S. Curtis,” a traveling exhibition of photographs organized by the Dubuque Museum of Art in Dubuque, Iowa.

Curtis (1868-1952) was a photographer with a sense of adventure. In the 1890s, he began to document the lives and customs



Kwakwaka'wakw (Kwakiutl) mask from Alaska, early 20th century



Tsitsistas/Suhtai (Cheyenne) dress, early 20th century

of native tribes in North America. During his career he took more than 40,000 photographs, published 20 volumes of text, and made more than 10,000 recordings and a feature-length film.

perfect opportunity for our organizations to collaborate and reach new audiences.”

Arizona Pueblo necklace made of turquoise, stone and shell



“The images in the exhibit are a rare glimpse into the past,” said Barbara McNulty, Ph.D., director of the Suzanne H. Arnold Art Gallery. “We wanted to add another dimension to the exhibition so we reached out to The Hershey Story for assistance.”

Skokomish baskets, Hopi pottery, an Inupiaq parka and carved button, and a painted Tsitsistas dress are some of the artifacts that will be displayed with the photographs. “We are thrilled to lend these artifacts to the gallery,” said Valerie Seiber, collections manager for The Hershey Story. “It’s a

## If You Go

“Mingled Visions: Images from the *North American Indian Collection* by Edward S. Curtis” will run August 28 through October 18, 2015. The exhibit is open Wednesdays from 5 to 8 p.m., Thursdays and Fridays from 1 to 4:30 p.m., and Saturdays and Sundays from 11 a.m. to 5 p.m.

The Suzanne H. Arnold Art Gallery is located on the campus of Lebanon Valley College at the corner of Church Street and Route 934 in Annville, PA. Visitors may park on the street or at the Church Street municipal lot located a half block from the gallery.

Admission to the exhibit is free.

# Mr. Hershey’s Rare Torchère Illuminated

(continued from page 1)



The foyer at High Point was designed to display Mr. Hershey’s torchère, 1909

“L. Straus and Sons of New York crafted the light specifically for the Columbian Exposition, where we believe Mr. Hershey originally saw the piece,” said Seiber. “Eight years later, in 1901, Milton Hershey purchased the torchère for \$5,000 and had it shipped from New York to his soda fountain in Philadelphia.”

He opened the soda fountain after selling the Lancaster Caramel Company and prior to

building the original Hershey Chocolate factory.

Weighing more than 600 pounds and standing 12 feet tall, more than twice the height of Milton Hershey himself (who stood 5’7”), the torchère is made of imported French crystal and was carved in the “Americus” pattern by some of the finest artisans of the era. The torchère was the largest composite article in cut glass produced at that time and a glittering example of the Victorian era. It required 12 glass cutters and more than 45 days to complete; curators estimate more than 4,000 artisan hours went into creating the light.

“Milton Hershey was an innovative marketer for his time, and we believe that he bought the torchère as a way to attract customers to his soda fountain,” added Seiber. “Since there was no television or radio in 1901, a piece of this size and grandeur would have sparked interest and conversation.”

In 1909, the torchère made its debut in Hershey at High Point, Milton Hershey’s home, where it stood in the foyer. Mr. Hershey had the foyer of his 22-room mansion designed specifically to display the torchère, and the piece remained there until 1938, when it was moved to the former Hershey Museum located at 170 West Hersheypark Drive. In 2008, the torchère



Curator Valerie Seiber carefully assembles the torchère’s delicate pieces in preparation for its return to the Museum Experience

moved from the Hershey Museum to its current location at The Hershey Story, The Museum on Chocolate Avenue, 63 West Chocolate Avenue.

In total, the torchère has travelled more than 6,000 miles and across five cities in its lifetime. The torchère has been on loan from Milton Hershey School since 1977.

Visitors may see the torchère on exhibit in the Museum Experience, located on the second level of The Hershey Story.

# The Intriguing History of the Hershey Cemetery

When founding the community of Hershey, Milton Hershey planned for most of the necessities and amenities needed to serve its residents. He provided for the community's housing, schools, recreation and transportation. One service he didn't immediately establish was for the deceased. Most of Derry Township's churches maintained graveyards, but for the first 15 years of town's existence there was no community cemetery.

It is not surprising that Hershey did not establish a cemetery in its early years. Hershey was a "young" community, not just because of the age of its physical structures, but its population was young. While there were older residents living in the area prior to Hershey's establishment, the average age of Hershey residents was younger than those in the neighboring communities. Hershey also promoted itself and was written about in outside publications as a healthy place. The local weekly newspaper, the *Hershey Press*, regularly proclaimed the virtues of Hershey, including its



Landscape architect Oglesby Paul designed the Hershey Cemetery based on the naturalistic "lawn plan." ca. 1914

Hershey, died March 25, 1915. Her body was interred in Philadelphia at Laurel Hill Cemetery; Milton Hershey had fresh flowers placed at her vault several times a week. His father, Henry, died in 1904, and his mother was nearing the end of her life. Milton Hershey desired to have

his loved ones interred in the same cemetery, so he decided to create his own.

Plans for construction of a cemetery soon began in earnest. Milton Hershey donated land approximately one mile north of Hershey overlooking the Swatara Creek basin. Oglesby Paul's plan was resurrected, and additional surveys and drawings were made based upon its design. Paul had designed the cemetery

based on the "lawn plan." This was a popular type of cemetery at the turn of the century featuring open spaces. This uncluttered and orderly landscaping emphasized the harmony of the cemetery as a whole, rather than allowing for the individual tastes of lot owners. The roads and paths in the Hershey Cemetery followed the contour of the land and featured circular sections connected by paths. Shrubbery and other plantings were specifically designed and planned. In a few years, extensive rules would be adopted to

govern the appearance of individual lots.

Next, Milton Hershey made plans for a Hershey monument to mark the burial place of his family, including his parents, his wife, and eventually for himself. For this, he commissioned Haldy Marble and Granite Works in Lancaster, Pennsylvania. While they tried to convince Milton Hershey to erect a mausoleum, he instead chose to erect an understated marble monument. The monument simply reads "HERSHEY" and four grave markers rest on the ground below it.

World War I delayed completion of the cemetery, but the first burials occurred late in 1918. These first interments were due to the influenza epidemic which struck Hershey and

the rest of the world in 1918 and 1919. The first burial was a Hershey Industrial School student, Charles Swartz, who died from influenza. After completing construction of the Hershey monument, Catherine Hershey's body was moved from Philadelphia and interred in 1919. In March 1920, his mother, Fanny Hershey, died, and then in October, Henry Hershey's body was moved from the Hershey Meeting House graveyard to the cemetery.

While the cemetery was first used in 1918, it wasn't officially organized as an operating business until 1923. In March 1923, a company was established to manage and maintain the cemetery. Milton Hershey officially transferred the land for the cemetery on July 31, 1923 for the price of one dollar. He was the primary stockholder with 600 shares. William Murrie, Ezra Hershey and John Snyder each had ten shares. The Greenwood Cemetery in Lancaster, Pennsylvania served as the model for how the cemetery would function as a company, as well as for its rules and charter.

The Hershey Cemetery operated as a modern American cemetery. Strict rules governed everything including the placement and size of lots, headstones, grave decorations and visitor behavior in the cemetery. Booklets informed prospective buyers not just of these rules but also with information regarding lot options and pricing. The cemetery was divided into sections, and each section was broken into lots. Sections were segregated for Protestants, Catholics and a section was reserved for Hershey Industrial School boys. Prices for lots ranged between 50 cents to \$1 per square foot, and the standard size of a full lot was 20 by 20 feet.

Up until 1993, Hershey Cemetery Company utilized Hershey Estates for managing the cemetery. In 1993, the non-profit cemetery company transferred day-to-day management to Hershey Trust Company.

The cemetery has continued to expand and evolve. New sections have opened as older ones have filled. Since the cemetery's first burial over 90 years ago, a few sections have completely filled, but much of the cemetery is waiting to be developed. While future plans will likely diverge from Paul's original design, the cemetery will continue to serve the Hershey community for years to come.



Many individuals and organizations sent flowers to honor Milton Hershey at his death.

freedom from sickness and disease. Why would such a young and healthy town need a cemetery? While Oglesby Paul, the landscape architect who designed much of Hershey's landscaping, had drafted a plan for a community cemetery some time before 1915, it was not immediately constructed.

By 1916, however, Milton Hershey had begun to consider the need for a cemetery in Hershey. His wife, Catherine, who had long been concerned about the lack of a cemetery in



Grave and cremation spaces are currently available at Hershey Cemetery. Please visit [HersheyCemetery.org](http://HersheyCemetery.org) or call 717.520.1110 for an appointment or for more information.

# HERSHEY STORY HAPPENINGS

## Free! Chocolate Art Activities for Kids

Saturday, May 16 from 10 a.m. to 4 p.m.

Activities are free

In conjunction with the Downtown Hershey Fine Arts & Crafts Show, "Art on Chocolate," The Hershey Story is offering special art activities for kids. Families may drop in to paint with chocolate and create a picture with cocoa bean husks, or sculpt a spring flower out of chocolate clay. Activities are recommended for children ages 3 to 12, accompanied by an adult.

In connection with "Art on Chocolate," student art from Milton Hershey School and the Derry Township School District will be on display in The Hershey Story's Grand Lobby May 16 through May 22.

## Daily Activities for Kids

July 1 through September 7 from 11 a.m. to 3 p.m.

Activities are included with admission

Visit the special exhibit "Chocolate Workers Wanted: Experience Factory Life Working for Mr. Hershey" and take part in a daily featured activity. Activities will rotate and include hat-making, experimenting with molds, hand-wrapping Hershey's Kisses, and sorting on an actual conveyor belt.

## Thrilling Thursdays!

July 9, 16, 23, 30, August 6 and 13 from 1:30 to 3:30 p.m.

Activities are free

Join us on Thursday afternoons for special activities highlighting unique aspects of The Hershey Story. This program includes demonstrations and make-and-take activities designed especially for children ages 4 through 10 and their families. Visit HersheyStory.org for themes and details.

## Day of Play

Saturday, September 12 from 11 a.m. to 3 p.m.

Activities are free

The Hershey Story gives modern-day children a chance to play with old-fashioned toys and games. In addition to trying out toys, each participant may create a pinwheel to take home. The activities will take place on the museum patio, weather permitting.

## SAVE THE DATE!

### Milton Hershey's Birthday Celebration

Sunday, September 13 at 6:30 p.m.

ChocolateTown Square  
(located at Chocolate and  
Cocoa Ave.)



Join the Hershey community to remember Milton Hershey on what would have been his 158th birthday.

Bring your lawn chairs or blanket and enjoy a performance of music from Mr. Hershey's era. 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.



## Past Master Volunteer Program

The Hershey Story invites students ages 12 to 15 to serve as summer volunteers. This program gives participants valuable pre-job experience and acquaints them with museum operations. Past Masters assist museum guests in a variety of ways, including providing interactive experiences within the exhibits, answering questions and helping with special programs for camp groups and families. Please note that volunteer positions are limited. For more information and an application, please contact Lois Miklas at [lmiklas@hersheystory.org](mailto:lmiklas@hersheystory.org) or 717.520.5587.

# Celebrate Summer in the Chocolate Lab

Experience delicious, hands-on fun all summer in the Chocolate Lab at The Hershey Story! Create your own delicious chocolate treat as you learn where cacao beans are grown and how they become the world's most popular confection.

Forty-five minute classes are ideal for adults and children ages 4 and older. Visit HersheyStory.org for a daily class schedule.



## S'mores Galore

Have some summer fun as you make your own version of this classic favorite. Learn the origins of

this historic confection and how chocolate goes from cacao...to campfire!

## Planet Chocolate

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



## Build a Bar

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



## Chocolate Beach Bars

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



## Be a Part of the Story: The NEW Hershey Story Membership

Membership is Now Better than Ever!

The Hershey Story is proud to introduce a new membership program, complete with lower member prices and exciting new benefits!

Members are our most valuable asset. We depend on your support so that we may continue to tell the many stories of Hershey – the man, his town and his enduring legacy.

### Benefits include:

- Free admission to the Museum Experience and Special Exhibits for members
- Half off these experiences for members and their guests:
  - Chocolate Lab classes
  - Tastings
  - The Milton Hershey Apprentice program (free for family memberships)
  - Seasonal special programs (free for family memberships)
- Invitations to annual membership reception
- 15% discount in Cafe Zooka and Museum Shop
- Subscription to The M.S. Hershey Foundation newsletter *The Legacy*
- Reciprocal memberships with other participating museums. See HersheyStory.org for complete list.

<b>FAMILY/GRAFDFAMILY</b> .....	\$75
<b>DUAL</b> .....	\$60
<b>INDIVIDUAL</b> .....	\$40
<b>INDIVIDUAL SENIOR (62+)</b> .....	\$35

HERSHEY THEATRE

15/16 BROADWAY SERIES

Presenting Sponsor



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

**Once**  
September 15 - 20, 2015



Winner of eight 2012 Tony Awards® including Best Musical, *Once* is a truly original Broadway experience. Featuring an impressive ensemble of actor/musicians who play their

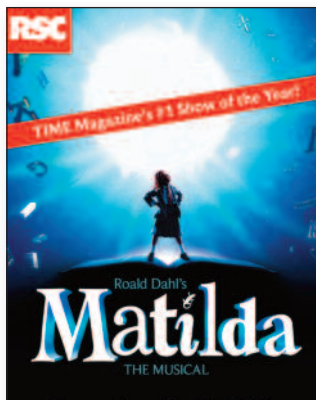
own instruments onstage, *Once* tells the enchanting tale of a Dublin street musician who's about to give up on his dream when a beautiful young woman takes a sudden interest in his haunting love songs. As the chemistry between them grows, his music soars to powerful new heights... but their unlikely connection turns out to be deeper and more complex than your everyday romance. Emotionally captivating and theatrically breathtaking, *Once* draws you in from the very first note and never lets go. It's an unforgettable story about going for your dreams... not living in fear... and the power of music to connect all of us.

NOTE: Due to show routing there will not be a Sunday evening performance.

**Matilda the Musical**  
November 10 - 15, 2015

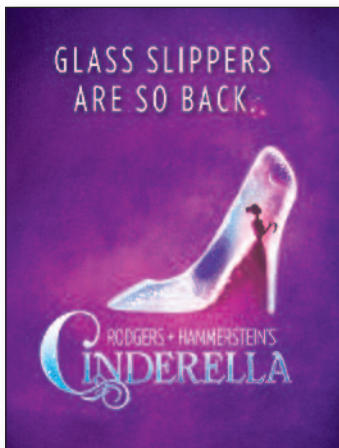
Based on the beloved novel by Roald Dahl, *Matilda* continues to thrill soldout audiences of all ages on Broadway and in London's West End. *The Wall Street Journal* says, "The makers of *Matilda* have done the impossible – triumphantly! It is smart, sweet, zany and stupendous fun."

Winner of 50 international awards, including four Tony Awards®, *Matilda the Musical* is the story of an extraordinary girl who, armed with a vivid imagination and a sharp mind, dares to take a stand and change her own destiny.



**Cinderella**  
January 26 - 31, 2016

Rodgers and Hammerstein's *Cinderella* is the Tony Award®-winning Broadway musical from the creators of *The Sound of Music* and *South Pacific* that's delighting audiences with its contemporary take on the classic tale. This lush production features an incredible orchestra, jaw-dropping transformations and all the moments you love—the pumpkin, the glass slipper, the masked ball and more—plus some surprising



new twists! Be transported back to your childhood as you rediscover some of Rodgers and Hammerstein's most beloved songs, including "In My Own Little Corner," "Impossible/It's Possible" and "Ten Minutes Ago," in this hilarious and romantic Broadway experience for anyone who's ever had a wish, a dream... or a really great pair of shoes.

**Ragtime the Musical**  
April 26 - May 1, 2016

At the dawn of a new century, everything is changing...and anything is possible. *Ragtime* returns to the road in an all-new touring production. Directed and choreographed by Marcia Milgrom Dodge and produced by the team that most recently brought you *The Addams Family*, *Spamalot*, *Rock of Ages* and *The Color Purple*. The stories of an upper-class wife, a determined Jewish immigrant and a daring young Harlem musician unfold - set in turn-of-the-century New York - all three united by their desire and belief in a brighter tomorrow. Their compelling stories are set to theatre's richest and most glorious Tony Award®-winning score by Stephen Flaherty and Lynn Ahrens.



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

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

This year's four-show subscription package includes a ticket to *Once*, *Matilda the Musical*, *Cinderella* and *Ragtime the Musical*.

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



HERSHEY THEATRE  
**Apollo AWARDS**



**Sunday, May 17, 2015 at 7 p.m.**

Celebrate and acknowledge the achievements of high school students in musical and play productions at the 7th annual Hershey Theatre Apollo Awards!



This program is funded, in part, by the Cultural Enrichment Fund, the capital region's united arts fund.

**For tickets, visit [HersheyTheatre.com](http://HersheyTheatre.com) or call 717.534.3405**

# Hershey Theatre's Performing Arts Through the Years: The 1950s and 1960s

*This is the second in a series of articles to appear in The Legacy. Each article highlights the evolution of performing arts throughout the eras at Hershey Theatre.*

By the 1950s, Hershey Theatre was an established and sought-after venue for Broadway tours. Many shows came to Hershey to rebuild a Broadway show before beginning a national tour. Scenery would be rebuilt so that it would fit in more theaters. Plans for lighting would be developed that could be used in multiple venues. In 1954, the first stop of Yul Brynner and *The King and I* after their triumph on Broadway was Hershey Theatre.

William Myers, in his 2008 oral history interview, recalled how Hershey Theatre stage crews worked to prepare this Broadway show for tour:

*On The King and I, when it came off of Broadway--not every stage is the same size, so a lot of these shows would come into Hershey a day ahead, two days ahead, and we would cut scenery down to fit 75 feet. If it would fit in Hershey, then they knew where their schedule [would take them.] So we would make it to fit in there.*

During those golden years, the stars came with regularity, including Katharine Hepburn, Jeanette

MacDonald, Olivia de Havilland, Ethel Waters, Van Heflin, Janet Blair, Rex Harrison, Mary Martin and Celeste Holms. The 1950s also saw the start of the love affair between Hershey Theatre and popular performers: Fred Waring, who appeared 21 times and Victor Borge, who appeared 11 times.

## The 1960s

The parade of stars continued in the 1960s, with entertainment legends Joan Blondell, Imogene Coca, Edward Everett Horton, Forrest Tucker, Ed Ames, Ginger Rogers, Don Ameche, Tab Hunter, Margaret O'Brien and Robert Preston coming to town. During the 1960s, more classical attractions came as well, including the Philadelphia Symphony Orchestra, pianist Van Cliburn, Chicago Symphony Orchestra, the Roger Wagner Chorale, the Vienna Choir Boys and the Pennsylvania Ballet.

From 1964 through 1974, Hershey Theatre was home to the Pennsylvania Scholarship Pageant, part of the Miss America family. The pageant was a community affair as the contestants stayed in local homes, and each woman had a local resident serving as her chaperone. It became the first state pageant to be televised,



Yul Brenner and Patricia Morison performed in *The King and I* when the show launched its national tour at Hershey Theatre, 1954



Miss Pennsylvania 1970, Maggie Walker, crowns the 1971 winner, Maureen Wimmer at Hershey Theatre

beginning in 1966.

Hershey's strong series of first-run movies took a turn for the worse during the 1960s. Due to a strong family-movie-only stand taken by the Theatre, distributors took first-run films elsewhere, bringing only second-runs to Hershey. The Theatre's popularity diminished, and vandalism and mischief increased, with much of the audience now young children and teens left alone at the Theatre. In 1969, the Theatre discontinued showing movies as part of their regular fare. The future of the Hershey Theatre looked bleak by the end of the 1960s.

In 1970, The M.S. Hershey Foundation assumed responsibility for the Theatre, when it turned the Theatre's focus back to the arts.

Read about how the arts became a renewed focus at the Theatre in the 1970s in the next edition of *The Legacy*.

## Broadway Shows at Hershey Theatre: IT'S ALL ABOUT ROUTING AND SIZE

As Hershey Theatre's programming manager, Dennis Norton hears one question more than any other when he visits with Theatre guests. "They ask when we'll be presenting a certain Broadway show such as *Wicked*, or *Lion King*, or *Phantom*," said Norton.

Although the question is fairly simple, the answer isn't. And, well, there are actually two answers.

"I sometimes start my response with history," said Norton. "When Milton Hershey built Hershey Theatre in the 1930s, he built it to accommodate Vaudeville acts such as dancers and musicians. These types of acts didn't require a large stage."

Fast forward 80 years. "Over the last 50 years, large venues have been built to accommodate more guests – and large Broadway show sets," said Norton.

"In turn, many of the new Broadway shows are built for these new, larger stages," said Norton. "Shows like *Wicked* are built to a large scale and

simply can't fit into Hershey Theatre. As long as these touring shows are selling to capacity in larger venues, the producers don't need to reduce their set and staging to allow smaller theaters like ours to accommodate their show."

"*Wicked*, in its current form and size, is booked through 2018," said Norton. "At this point, the set won't be reduced to fit smaller theaters until 2019 or later."

Routing also plays an important role in the shows that are available to Hershey Theatre. "Multiple venues in the same geographic location have to be tied together to make a tour profitable," Norton said.

"Plus, in 2013, new trucking regulations shortened the acceptable distance between shows, which further limited our ability to tie routing with neighboring venues that once were close enough for the shows to travel to, but now are not," said Norton.



"Yes, there are a handful of Broadway shows that won't currently fit into Hershey Theatre, but would love to perform here. There are an equal number of shows that can fit, and

we are doing our absolute best to bring them to Hershey as soon as we can," said Norton. "We have a great season lined up for 2015-16 and have already been in talks with some fantastic shows for next season."

"Milton Hershey created this magnificent theater for his community to enjoy," said Norton "The M.S. Hershey Foundation and Hershey Entertainment & Resorts are proud to carry out his vision and present a wide range of world-class entertainment, including many brilliant Broadway shows."

"I think Mr. Hershey would be pleased," Norton smiled.

# Tapping the Resources of the Hershey Community Archives

Free classes offered on caring for your personal records

To mark Hershey Community Archives' 30th anniversary, Archives staff is offering the community a series of classes on caring for personal records, both paper and digital, and exploring Hershey's fascinating past through materials found in the Archives.

Archives Director Pam Whitenack, who has worked for the Archives since its inception, will present a class on the Archives' collections. Archivist Tammy Hamilton, who has been with the Archives since 2006, will present classes on personal archiving.



All classes will be held on Saturdays at 11 a.m. and will last one hour. The classes will be held in The Hershey Story Museum's lower level classroom. All events are free and open to the public; no tickets or reservations are required.

## Personal Archiving: Paper Documents

**Saturday, May 30 at 11 a.m.**

Paper family records, such as letters, photographs, newspaper clippings and scrapbooks, are important resources for saving and understanding your family's history. This class will provide advice on how to preserve and protect your family's printed personal archival collections, using examples from the Archives' collections. Due to limited time, we kindly ask that you do not bring documents from home for evaluation.

## Personal Archiving: Digital Documents

**Saturday, September 19 at 11 a.m.**

Ever wonder what to do with all those digital photos that reside on your phone or computer? How about letters, forms and other records that were created on a computer or digital camera? This class will present information and techniques on the basics of archiving personal digital information. Participants will also learn strategies to best preserve your digital photographs, video and email.

## Personal Archiving: Pros and Cons of Scanning Your Archive

**Saturday, October 3 at 11 a.m.**

Digital copies of family photographs and documents play an important role in protecting fragile originals and encourage sharing among family members. However, digitization is not preservation and the newly created digital resource must also be managed and preserved. In this class, participants will learn what to consider prior to scanning your personal collections, a basic tutorial on how to scan your items, and an explanation of some common scanning terms.



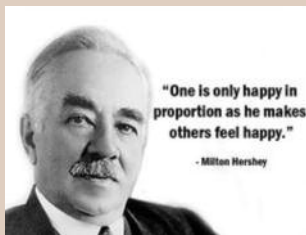
Guests can learn about the evolution of the iconic wrapper for Hershey's Milk Chocolate bar at the November 7 class.

## The Archives' Collections and the Stories They Help Us Tell

**Saturday, November 7 at 11 a.m.**

Hershey Community Archives' collections are a rich resource for understanding Milton Hershey and the evolving history of everything he established. This talk will explore Hershey's fascinating past through some of the materials found in the Archives. The origins of Hershey's Milk Chocolate iconic silver and maroon packaging, Milton Hershey's devotion to his wife, Hershey's sports history, World War II and the development of the Ration D bar are some of the fascinating stories that will be explored.

## Twitter Buzz! @TheHersheyStory



### @MrsHallidays4th

Our Founder @miltonhershey knew a little something magical about #InternationalDayOfHappiness and the key to #Happy

### @KarenEileenSisk

Pretty great day in Hershey, PA: The Hershey Story Museum, Hershey's Chocolate World, The Hotel Hershey, & Stars on Ice!

### @GoGlobalLimo

What to do in Hershey PA in Winter #Travel #Pennsylvania Visit the Hershey Story Museum

### @becawrestling

The managers using their free time to their advantage. #thehersheystory #passport

### @alleyboop

We had fun at the Hershey Story! @TheHersheyStory, The Museum on Chocolate Avenue

### @PRKathyBurrows

At @TheHersheyStory making truffles

### @EricaABC27

Who wears all white to the chocolate lab!? I did manage to keep the mess on the gloves :) @TheHersheyStory @abc27News



## Sensory Friendly Evening at The Hershey Story

**Friday, June 5 from 5:30 to 7:30 p.m.**

Guests with Autism Spectrum Disorder or other special sensory needs have the opportunity to enjoy a relaxed evening at the museum. Learn more at HersheyStory.org.



# CONSERVATORY CONSTRUCTION BEGINS

## Grand Opening on Track for Summer 2016



After a ceremonial groundbreaking on April 30, construction is officially underway for the new Milton & Catherine Hershey Conservatory at Hershey Gardens.

“We are fortunate to be working with a knowledgeable and experienced team of experts from around the country,” said Don Papson, executive director of The M.S. Hershey Foundation. “Our main focus is to optimize the visitor experience. Whether it’s a student on a field trip, a family on vacation or a private event rental, their experience will be a blend of education and natural beauty.”

“Throughout the planning process, we’ve explored new and different ways to fulfill our educational mission,” said Papson.

“We’ve created innovative ways to showcase our horticultural exhibits and introduce fresh learning opportunities for students and families in the Butterfly Atrium.”

The conservatory will serve as the new guest entrance into the Gardens. “Guests will enter through the conservatory’s Welcome Pavilion, on the south side of the Gardens,” said Papson. Once inside, they will be welcomed by large tropical

*“Educational and cultural enrichment are the cornerstones of our mission.”*

plants and more than 50 stained glass butterflies hanging from the ceiling’s glass panels.

“Each of the butterflies represents a generous capital campaign gift,” Papson said. “They were handcrafted by local artisan Luise Christensen-Howell, who created them specifically for the conservatory.”

### Educational Enrichment

“Educational and cultural enrichment are the cornerstones of our mission,” Papson said. “With this in mind, the conservatory will feature the Educational & Horticultural Wing as well as a year-round Butterfly Atrium that we’re really excited about.”

This tropical oasis will feature 600 butterflies from around the world, such as the amazing blue morpho butterfly, as well as several native North American species.

The interior design of the Butterfly Atrium includes a state-of-the-art chrysalis exhibit, a special deck for group instruction, a soothing water feature and numerous tropical plants.

“We’re thrilled to have an indoor space to display plants,” said Barb Whitcraft, horticultural specialist. “We are planning to showcase seasonal flowers that will complement the outdoor seasonal displays.” Expanded family programming and adult learning opportunities are also being planned.

### Staffing Changes Ensure Success of Conservatory

“Hershey Gardens is an important part of the Foundation’s mission to preserve the legacy assets that Mr. Hershey created,” said Don Papson, executive director of The M.S. Hershey Foundation. “Our mission is his vision: educational and cultural enrichment.”

“With that in mind, we are carefully planning every aspect of the conservatory – from horticulture and butterflies to school programs and environmental systems,” said Papson. “Equally important is to have the right staff in place to ensure the conservatory – and the entire Gardens – reaches its fullest potential.”

Mariella Trosko has been named the new director of Hershey Gardens. “Mariella has served as the Foundation’s director of education since 2007, overseeing all educational initiatives and programming for Hershey Gardens, The Hershey Story and Hershey Theatre,” said Papson.

Dan Babbitt has been named the new associate director of the conservatory and Butterfly Atrium; a position he will assume in July. “Dan has most recently been the manager of the Insect Zoo and Butterfly Pavilion at the Smithsonian Institution in Washington, D.C.,” noted Papson.

Jamie Shiffer has been promoted to senior manager of Hershey Gardens. Jamie has worked at the Gardens for 25 years, and has most recently served as the manager of grounds and horticulture. “Jamie and Mariella helped lead Hershey Gardens to achieve a record number of guests in 2014,” said Papson.

“This team is uniquely qualified to lead Hershey Gardens into the future,” said Papson. “They are inspired by Mr. Hershey’s vision for his community.”



conservatory’s Welcome Pavilion, on the south side of the Gardens,” said Papson. Once inside, they will be welcomed by large tropical



## Swan Lake Commemorative Pavers Still Available

Be a permanent part of Hershey Gardens by purchasing a commemorative, personalized paver to be installed around historic Swan Lake, just across from the future Milton & Catherine Hershey Conservatory.

The premium pavers are \$225 for members, \$250 for non-members. Pavers ordered through August will be installed in the fall. Visit [HersheyGardens.org](http://HersheyGardens.org) or call 717.520.5581 to learn more.





# Your "Don't" List for the Spring Landscape

By George Weigel

That "to do" list of yard jobs can get pretty long at the start of a new season. But sometimes, what you don't do is more helpful than overdoing a job, or worse yet, doing the wrong thing.

So for all you already-overwhelmed spring gardeners, here's an important "don't" list:



Excess mulch is harmful to plants, especially when it's packed up against tree trunks.

● **Limit the mulch.** Some wood or bark mulch over your beds is good for weed control and retaining soil moisture. Too much is bad. More than 2 or 3 inches around woody plants and more than 1 or 2 inches around flow-

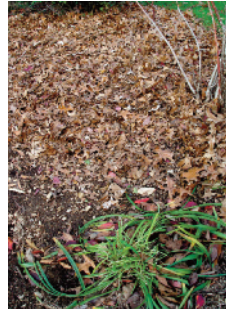
ers can suffocate roots and hinder summer rain from reaching the soil. Especially harmful is packing mulch up against stems and trunks, which encourages rot. Don't add more and more mulch if you already have the above amounts. Just cultivate the existing mulch – and pull it a few inches away from those trunks.

● **Stop bagging the grass clippings.** Bagging clips removes a great source of nutrients while adding to the waste stream. Cut high enough and often enough that you don't produce clumps, then let those clips break down in place. And, no, grass clips don't cause thatch.

● **Don't spray everything "just in case."** You're polluting, wasting money and killing off the "good bugs" along with pest bugs. Identify plant problems and treat only when and

where necessary. Most problems are fairly specific, temporary and cosmetic...they don't spread to kill everything in the yard if you don't act.

● **Don't remove every last fallen leaf.** Leaves are a gardener's friend. They insulate plants in winter and break down into wonderful, nutritious organic matter. Only remove what threatens to mat down the lawn or evergreen groundcovers. Mulch over the rest. And if you feel you must remove them, at least compost them.



This layer of fallen leaves in a shrub bed is a benefit and doesn't need to be raked away. If you don't like the look, simply mulch over the top of it.

● **Stop over-fertilizing.** Many gardeners think that if some fertilizer is good, even more must be better. Plants (including lawn grass) only take up what nutrients they need. Your job as gardener is to help supply that. A soil test – offered by Penn State University through all county extension offices for \$9 – is a good way to determine what and how much to provide.

Potted plants benefit from regular fertilizer applications throughout the season. But most in-ground plants are fine with an annual or twice-annual shot of fertilizer, especially if you use granular organic fertilizer or a slow-release fertilizer such as Greenview plant food products with GreenSmart, which are also targeted to specific plants.

● **Less frequent watering.** Again, pots usually need water daily but not in-ground plants. Even young annual flowers in beds prefer a

soaking every three or four days to light waterings every day or two. Established trees and shrubs and most established perennial flowers can go weeks without water. Water deeply when you do – enough to dampen the root zone, not just the mulch.

● **Skip staking routinely.** If you're planting a big tree with a little rootball (not a good idea anyway) or planting in a windy area, then, yes, stake. But only for the first year. Otherwise, skip it. Tree roots establish faster when allowed some "play" in the breeze.

● **Judicious pruning.** Do you really need those perfectly manicured balls and boxes? Constant healing and replacement of lost growth is energy-sapping for plants. Consider lighter, looser and/or less frequent pruning instead of unrelenting, merciless shearings.

Also stop all pruning by late summer as the landscape heads into dormancy. That's when people are most tempted to whack, but it's the least healthiest time for plants and can result in cutting off next season's already-formed flower buds.

● **Less tilling.** This can be counter-productive by chopping up earthworms and disrupting air spaces among the soil particles – particularly if clayish soil is tilled when wet. Loosening the soil makes sense at bed-building time when you're adding organic matter, but after that, just mulch lightly and try not to walk on plant beds.

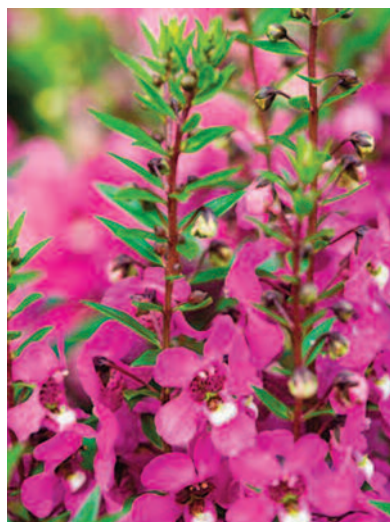


Tilling can be necessary in preparing a new bed that is in lousy soil, but tilling year after year is usually not necessary and counter-productive.

## Angelonia: The Summer Snapdragon

One of the great joys of gardening is discovering new and attractive plants that thrive in your garden. It's particularly nice to discover a new plant that has a proven track record, yet is not widely planted.

"Angelonia, with its spikes of snapdragon-like flowers, is quickly becoming an annual favorite in our seasonal display garden," said Barbara Whitcraft, horticulture specialist.



Angelonia 'Serenita Raspberry'

This tough plant blooms all summer in hot, sunny spaces. The salvia-like flower spires reach one to two feet, depending on the cultivar. The flowers come in beautiful colors such as purple, white and pink. There is even a beautiful two-tone cultivar of lavender-blue with an edge of white called 'Angelface Wedgewood Blue.'



Angelonia 'Serenita Mixed'

Angelonias first made their appearance on the gardening scene in the late 1990s. The first cultivars available were beautiful, but grew up to 3 feet tall. These plants were considered rather "leggy" and tended to sprawl too much.

Breeders and plant development companies saw the great potential in this plant, and worked on expanding the color range and producing types that are stockier and shorter and with more blooms.

Look for several improved strains that are now avail-

able. At around two feet, 'Angelface' is more upright and compact, with a heavier blooming habit than old types. "I particularly like the cultivar, 'Serenita Raspberry,'" noted Whitcraft. "It features deep rose-colored flowers with black throats."

"It's great as a bedding plant or in containers," said Whitcraft. "If you have a bright, sunny spot indoors, you can even keep it flowering all winter."

Discover these summer beauties and enjoy your bounty of blooms all summer.



Angelonia Angelface 'Wedgewood Blue'

# Ordinary materials transformed into extraordinary art

**V**intage car parts, the chain link fence from Swan Lake and other reclaimed relics have all been recycled into beautiful sculptures for the annual summer art exhibit.

This year's exhibit, "ArtCycle: A Sculpture Exhibit at Hershey Gardens," is a celebration of the transformation from old to new. Using a variety of discarded items, four artists have created sculptures ranging in size and style.

"Each piece is unique, but they all represent some aspect of nature," said Barbara Jaeger, public programs coordinator. "Guests will see a giant sea turtle made from parts of an old VW bus, a winged creature made from an iron, pliers and barbed wire, and a swan made from pipe and chain link fence."

"There's something to be said for an artist who can see beauty in discarded items," said Jaeger.



Open  
May 22 - September 20



Local artist Eli Weaver created this whimsical flying insect for the ArtCycle exhibit.



## The Butterfly House opens for the season!

Friday, May 22 at 9 a.m.

## New! ArtCycle: A Sculpture Exhibit at Hershey Gardens

Friday, May 22 through Sunday, September 20

Ordinary materials transformed into extraordinary art!

## A Whimsical Day of Fairies & Flowers

Saturday, June 20

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

A magical way to spend the morning! Dancing fairies will escort you into a magical fairyland where children will discover fairy gardens and activities. Children are encouraged to come dressed in a fairy costume. \$15 for juniors (\$8 for members). Accompanying adults pay regular admission only (members are free). Tickets are limited. Registration is required at HersheyGardens.org by June 17.

## Butterflies & Beyond

Saturday, July 25 from 9:30 a.m. to 12 p.m.

Education stations and activities will help families learn about the four gardens B's: butterflies, birds, bees and bugs. The day includes a special visit from Pennsylvania's Honey Queen, Jessica Onstead, and a performance by Grammy nominated songwriter and award winning children's entertainer, Ray Owen. Owen will perform "Insect Odyssey," an interactive musical performance for the whole family at 10 and 11 a.m. Included in admission.

## Member Reception

Thursday, September 10 from 5:30 to 7 p.m.

Look for your invitation in the mail.

## Fall Fest

Saturday, September 26 from 10 a.m. to 12:30 p.m.

Bring the whole family to welcome the fall season with activities such as fall gardening tips, scarecrow stuffing, pumpkin painting, storytime with a scarecrow and more. Included in admission.

## Twitter Buzz! @HersheyGardens



@testastretta89

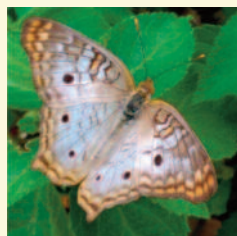
I love spring and that's the reason why #HersheyGardens

@InsideHershey

The tulips are here! The tulips are here! #HersheyGardens

@PRKathyBurrows

Look what the sun brought to #HersheyGardens



@BHeartdesign

Dreaming of warm days at #HersheyGardens

@valmg

The Butterfly House @Hershey Gardens was amazing!



@theLawnCarePro

Amazing experience in the #ButterflyGarden at #HersheyGardens this weekend.

@DottieHardin

A glorious view of Hershey Gardens before the first night of Pumpkin Glow

@KarissaShatzer

Pumpkins and scarecrows and mums, oh my! @hersheygardens Pumpkin Glow is this weekend. Details on #27Daybreak



@SIGardens

Milton Hershey did more than make #Halloween chocolate: he founded Hershey Rose Gardens in 1936 #ThrowbackThursday

## Marvelous Mondays

June 29, July 6, 13, 20 & 27, August 3 & 10  
10 a.m. to 12 p.m. | Free with admission



Mondays will be marvelous in The Children's Garden! Bring the whole family to enjoy entertainment, crafts and discovery stations as the kids explore nature and recycling!

## Wind Down Wednesdays

July 1, 8, 15, 22, & 29  
Free with admission



Wind down your day with a stroll through the Gardens and musical entertainment from 5:30 to 6:30 p.m. Feel free to bring a chair or blanket. The Butterfly House will remain open until 6:45 p.m. In case of inclement weather, please check HersheyGardens.org for cancellation information.



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.*



Pennsylvania  
Historical & Museum  
Commission

*The Hershey Story's school and Chocolate Lab programs are supported by a grant from the Pennsylvania Historical & Museum Commission.*

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



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



## Adult Education Programs

### Just added!

#### Make Your Own Succulent Wreath

Saturday, August 8 from 9:30 a.m. to 12 p.m.

**\$65 for Gardens members, \$75 for non-members**

Master gardener Carol Moose will present a variety of decorating ideas using different types of succulent plants. Participants will create their own succulent wreath to take home. Materials included.



Registration is required by July 27 by calling 717.508.5970. Space is limited, so reserve early!

### Learn to Build with Natural Materials Take Home Your Masterpiece

Sunday, May 31 from 11 a.m. to 5 p.m.

Natural willow furniture builder and book author Bim Willow will teach the basics of building with natural material.



No experience is necessary. Students are required to bring hammers (8 oz. and 16 oz. are best) and pruning shears. Loppers and wire cutters will be available to share. Prices include all materials.

Program fee is based on item chosen to construct. See the items at [HersheyGardens.org](http://HersheyGardens.org).

Registration fee is \$20 (\$10 for members) and is required by Friday, May 15 by calling 717.508.5970.

Visit [HersheyGardens.org](http://HersheyGardens.org) for more adult education programs!

## Hershey Gardens Memberships: Together We Can Grow



### Membership Benefits

- Unlimited free admission
- Invitation to annual member reception
- Newsletter subscription
- Discount in the Gift Shop & Great Garden Adventure
- Reciprocal admissions with other participating botanical gardens
- Special pricing on many adult and youth educational programs



Hershey Gardens grows with each new member. In turn, as a member, you grow with us. With your unlimited admission privileges, you'll soon discover that every visit brings a new experience. Whether it's a quiet morning walk to take in nature's tranquil beauty or an afternoon frolicking with the kids in The Children's Garden, you'll find each visit more enriching than the next.

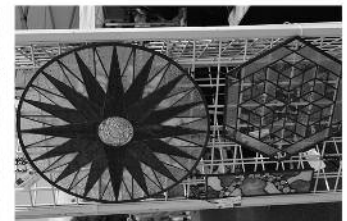
Memberships may be purchased at Hershey Gardens or by calling 717.520.5581. Gift memberships also available.

- Individual membership: \$40
- Dual membership: \$60 (Two named individuals)
- Family/Grandfamily membership: \$75 (Two adults living at the same address and children/grandchildren under 18 years of age)

### JOIN US FOR HERSHEY'S NEW PREMIER ARTS & ARTISANS FESTIVAL

ART on  
CHOCOLATE

Downtown Hershey Fine Arts & Crafts  
Saturday, May 16 - 10 a - 5 p



Find Out More About What  
Makes Hershey Great

Find Out More About the  
New Downtown Hershey

