NEWS from THE M.S. HERSHEY FOUNDATION

FALL/WINTER 2023 |

# **Lancaster Caramel Company Factory Plans Donated to Archives**

The 1900 Floor Plans "Too Good To Be True"

ou never know what email will land in your inbox. For Senior Archivist Jennifer Henderson, one day in May yielded extraordinary results.

The email sender, Christine Supplee Palmer, is the daughter of retired HERCO engineer George B. Supplee. She contacted The Hershey Story, indicating that she had building plans for Lancaster Caramel and Creamery Company, which was owned by Milton Hershey prior to Hershey Chocolate Company.

The email was forwarded to Hershey Community Archives, the primary repository for two-dimensional materials. "We were a bit skeptical, thinking this was too good to be true," said Jennifer Henderson, senior archivist, Hershey Community Archives. "If the plans were in fact original, they would be over 100 years old, so likely not in the best condition. But it was worth a follow-up call."

"After speaking with Christine, we became more convinced that the plans were authentic and in good shape," said Henderson. "She was kind enough to email photos, which allowed us to confirm that the documents were original factory plans drafted in 1900, prior to the sale of the Lancaster Caramel Company to American Caramel Company. Needless to say, we were thrilled to hear that she would soon be in Hershey and could drop off the plans for inclusion in the Archives.'

Even after her father retired in the 1980s and Christine moved out of the area, she had kept these plans. "It's a miracle that they have made it back to Hershey, where they will be preserved for future researchers," Henderson said.

"My dad would have been honored to know that these plans are with Hershey Community Archives, where others can enjoy them and learn more about Milton Hershey's beginnings," said Christine Supplee Palmer, who graciously donated the plans.

"The Archives relies on donors like Ms. Palmer, who keep items passed down from generations and then realize that there is a better home where they can be cared for and shared with a wider audience," said Hender-

## Floor Plans Shed New Light on Old

Much can be learned from these fascinating documents that were created in July 1900.

Harry N. Herr's embossed seal appears on each of the seven sheets. "This is now



Archivist Tesa Burns, left, and donor Christine Supplee Palmer pose with the original 1900 floor plans.

the earliest documented instance of Milton Hershey working with Herr," said Henderson. "We know that Herr was the Lancaster engineer hired by Hershey to lay out his model town. Herr eventually served as the Chief Civil Engineer of Hershey Estates—yet another example of Mr. Hershey's pattern of finding people he trusted and then relying on them for additional work."

According to the plans, 191,873 square feet were devoted to the operations of the Lancaster Caramel Company, the Hershey Chocolate Company and the Lancaster Creamery Company. "The creamery seems to have been responsible for receiving milk used in the production of both caramel and chocolate products, as well as manufacturing and selling butter," said Henderson. The factory was divided into sections: 105,797 square feet for caramel operations, 74,121 square feet for chocolate, and 11,955 square feet for the creamery.

"This factory was likely surveyed in preparation for the sale of the Lancaster Caramel Company to American Caramel Company," said Henderson. "Discussions for the sale began in the spring of 1900, and the deal was finalized on August 10, 1900."

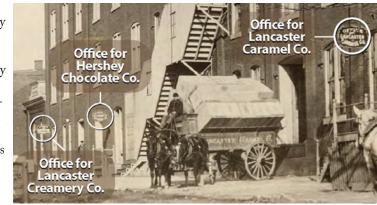
Milton Hershey surrendered the factory, the and the "Crystal A" trademark. "But he retained ownership of the Hershey Chocolate Company, the chocolate formulas and all of his chocolate-making machinery," added Henderson. "Milton Hershey then rented a portion of the Lancaster factory from the new owners so he could continue making chocolate until he built a new factory dedicated solely to chocolate production."

From the layout of the floor plans, and consulting atlases and maps from the late 1800s, archivists have been able to identify the orientation of the factory. The image below shows the front of the building at the intersection of Church and South Duke



Photograph of the Lancaster Caramel Co. factory from the intersection of Church St. and S. Duke St., ca. 1896-1900.

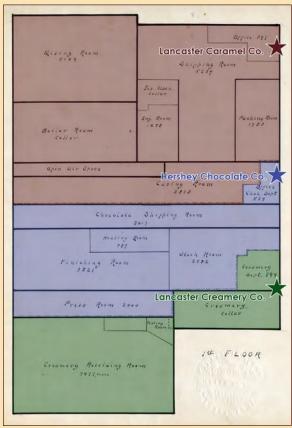
"Once we confirmed the building's exact location, we scanned the exterior images of the factory at extremely high resolution to capture more detail," said Henderson. "We could then see that the signs that hung in front actually indicate the office entrance for each company." From the foreground to the back of the building it goes: Lancaster Caramel Co., Hershey Chocolate Co. and Lancaster Creamery Co. "This corresponds with the layout of the first floor plans we received



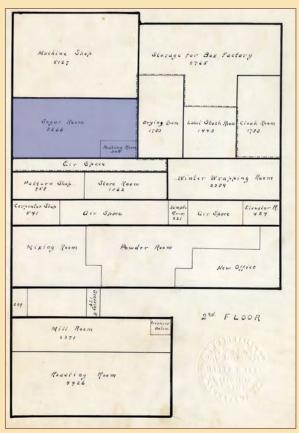
An enlarged view of the same photograph, showing the office signs (notations added). machinery, the stock on hand, his formulas

Continued on page 2

## Lancaster Caramel Company... continued from page 1



The first floor plan of the Lancaster factory (color added), which correspond with the office signs seen in the previous photograph.



The second floor plan of the Lancaster factory (color added), showing the space leased by the Hershey Chocolate Co. from May 1, 1901 to March 1, 1905.

from Ms. Palmer," Henderson explained.

Archives staff further investigated to learn which rooms Milton Hershey leased from American Caramel Co. after it purchased the Lancaster Caramel Co. from him.

"In leases and agreements found in the archival collection, we now know that Mr. Hershey leased 3,574 square feet of floor space on the second floor of the factory, shown on the floor plans as 'Sugar Room' and 'Heating Room'," explained Hender-

son. "The lease agreement only indicated the size and names of the rooms. Now that the Archives has the floor plans Ms. Palmer donated, we've established that the space Hershey Chocolate Co. leased from May 1, 1901 to March 1, 1905 was located on the second floor, on the Howard Avenue side of the building."

"These seemingly small details provide additional information that enable us to know more about Milton Hershey and the start of

Hershey Chocolate Company," said Henderson. "We're eager to learn more."

See the Lancaster Caramel Company Factory Plans on Display

Friday, November 3 through
Monday, December 4
The Hershey Story Museum Grand Lobby
Free; No Admission Fee Required

## Exciting New Artifacts Added to The Hershey Story Collection

n essential part of The Hershey Story Museum's mission is to collect and preserve Hershey-related artifacts. "We are always eager to acquire new items that will further our knowledge of Hershey history and help us educate visitors on Hershey's rich past,"

said Jake Dunnigan, collections and exhibitions assistant. "We've added nearly 300 new items to the collection so far in 2023."

#### Some noteworthy items include:

Theatre lovers will be interested in an antique micro-

phone from Hershey Theatre. "There isn't an 'on and off' switch, but instead, a wooden enclosure filled with muffling material and a small hinged door that allowed speakers and performers to mute their mic by simply shutting the door," said Dunnigan.

Many Hershey's chocolate lovers might recognize the **stop-motion prop used in a commercial for Hershey's Kisses with Almonds** from 1993. In the commercial titled "Bumble Bee," a Hershey's Kisses chocolate is circled by a buzzing almond until it catches the almond with its plume and becomes a Hershey's Kiss with Almonds.

"Like many Hershey's commercials, Antique microphone used at Hershey Theatre

Stop-motion prop used in the 1993 Hershey's Kisses with Almonds television commercial, "Bumble Bee."

this advertisement was created by the Ogilvy & Mather advertising agency," said Dunnigan. "Hershey Foods Corporation hired Ogilvy & Mather in 1969 to create the chocolate company's first U.S. television ads. The introduction of Hershey's Kisses with Almonds in 1990 marked the first time in 83 years of production that the recipe for Hershey's Kisses chocolates was altered."

Even the most diehard fan of Hershey's products probably wouldn't recognize this object recently acquired by the Hershey Story. "That is because this **carbonated yogurt drink called Pastels** was canceled before it went into full production," said

Dunnigan. "Pastels were developed in 1992 at the Hershey Technical Center. They were created in four distinct fruit flavors: orange, strawberry, tropical, and peach melba."



Pastels bottles and packaging tray produced by Hershey Foods Corporation in 1992 before the project was canceled.

# New Special Exhibit in Honor of William Dearden to Open in Spring

**Exhibit Celebrates the Hershey Industrial School Graduate Who Led Hershey Foods Corporation** 

Adream long held by Milton Hershey was realized in 1976, 30 years after his death.

"Mr. Hershey's dream was that a student from the Hershey Industrial School (H.I.S., now Milton Hershey School) would go on to run the chocolate company he created," said Valerie Seiber, senior manager of collections and exhibits. "Although Mr. Hershey was not alive to see it happen, he met the boy who would fulfill this dream when William Dearden graduated from H.I.S. in 1940."

"As the young student William Dearden walked across the stage, he received his diploma from Mr. Hershey himself," said Seiber. "A special memory that Dearden recalled in his later years."

A new special exhibit will explore William "Bill" Dearden's life as a student at H.I.S., his career path to Hershey Foods Corporation and his lasting influence on the chocolate company and beyond.

"After Milton Hershey's death, chocolate company executives stayed the course set by Mr. Hershey," said Seiber. "But the chocolate company was losing market share to other confectionery companies, such as Mars."

"Plus, inflation was affecting the price of sugar and cocoa beans – two essential ingredients needed to make milk chocolate," Seiber said. "Bill Dearden provided the leadership and vision that pulled the company up by reducing its dependency on chocolate sales alone and modernizing its business operations and practices."

Bill Dearden's charismatic leadership style made him the best choice to lead the company through some difficult changes. "He instituted strategic planning, expanded distribution to international markets, oversaw



William Dearden stands next to a portrait of M.S. Hershey, 1979

new product development and the acquisition of new businesses such as Friendly Ice Cream and San Giorgio Macaroni," added Seiber.

"Perhaps one of Mr. Dearden's most visible impacts was the creation of a marketing department," said Seiber. "Once they began using television and radio commercials to advertise their products, sales began to increase."

"Visitors to the new exhibit will see beloved campaigns like 'Two Great Tastes That Taste Great Together' for Reese's Peanut Butter Cups and 'Messy Marvin' for Hershey's Syrup," Seiber said.

Mr. Dearden's impact extended far beyond Hershey. "He served on the board of trustees for other organizations, including Albright College, the Dun & Bradstreet Corporation, and Robert Schuller Ministries," said Seiber. "Supporting children and athletics were always important to him. He volunteered for Hershey's National Youth Track and Field Program and the U.S. Olympic Mid-Atlantic Region Finance Committee."

Look for details in spring 2024 for exhibit opening date and member reception information.

"...Bill, I think, was willing to take risks and not take cautious steps in a gentle way. He was able to say, 'Men, this is what we're going to do,' and that's what had to be done, because there was so much to do."

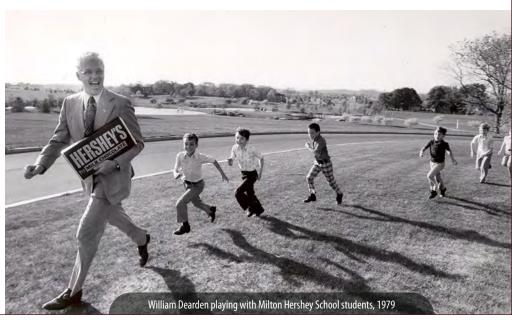
- John H. Rawley, Hershey Foods Corporation Director of Marketing, Hershey Community Archives Oral History

This exhibit has been made possible with the generous support from The William and Mary Dearden Foundation, Milton Hershey School and The Hershey Company.



Television commercial storyboard for a Hershey's Milk Chocolate bar. 1970





# The Hershey (Story) Museum is celebrating 90 Years!

ilton Hershey went to great lengths to ensure that his community included entertainment, as well as recreational, educational and cultural opportunities. To that end, in 1933 he established the Hershey American Indian Museum in the former home of Dr. Martin Hershey on Derry Road. Hershey Estates operated the museum; you may know it today as the American Legion Post 386.

"The museum housed an impressive collection of Native American artifacts from all over North America assembled by John G. Worth of Philadelphia," said Amy Zeigler, senior director. "Worth was a knowledgeable collector of Native American material culture and spent many years in the American West, serving as a civilian scout during the Indian Wars. Notable pieces from this collection include totem poles, a Chilkat blanket and masks from the Tlingit of the Northwest Coast, Pueblo pottery from the Southwest and beadwork from the Plains Indians."



The Hershey Story, The Museum on Chocolate Avenue, opened in 2009.

Worth first contacted Milton Hershey in 1925, offering to sell him his collection. "At that time, the answer was 'No,' so Worth settled for displaying some of his items at the Tea House on East Chocolate Avenue," said Zeigler. "Perhaps Milton Hershey was impressed with the exhibits because when Worth approached him again in 1933 the answer was a quick 'Yes.' It certainly didn't hurt that the community was in the midst of Milton Hershey's Great Building Campaign, a Depression-era program that took advantage of low material costs, provided work for hundreds of people and resulted in an explosion of recreational and cultural facilities. The ability to open a new museum with an already intact collection must have been appealing to Mr. Hershey."

In 1935, Milton Hershey was able to purchase another large collection to add to his museum, this one consisting of Pennsylvania German artifacts that had been acquired by a man named George Danner in Manheim, Lancaster County between 1870 and 1917. "The significance of this collection lies in the fact that it showcases the material culture of people of average means, groups that are often underrepresented in museums," said Zeigler. "It includes decorative arts, ceramics and iron work as well as relics and curiosities."



Hershey American Indian Museum was located on Derry Road, 1933-1938

George Danner began his career working at a dry goods store in Lancaster. "Eventually, he opened a store in Manheim with a business partner in 1860," said Zeigler. "He eventu-

ally bought out his partner, and in 1882 built a new building to house his store. His success in that endeavor, combined with his involvement in several other Manheim businesses and investment income, afforded him the ability to create a fireproof room on the third floor, complete with an elevator to move his collection up and down. Visitors, however, were still required to take the stairs."

Danner hoped that following his death, his estate, including the museum, would produce enough income to construct a

retirement home for the elderly poor of Manheim. "He died in 1917 and by 1935 there were still not enough funds," said Zeigler." "Milton Hershey purchased the collection that year for \$50,000 and remodeled the former Ice Palace to house it and his American Indian collection. The Daniel and Elizabeth Danner Home, named for George's parents,

was constructed in 1952 and closed in 2020."

During the early 1970s, the first trained museum professional was hired to catalog and organize the collection. For many years, the museum accepted a wide range of artifact donations, prompting the name to change in 1975 to the Hershey Museum of American Life. In 1982, the museum was transferred to to The M.S. Hershey Foundation, which continues to operate it today. The name changed back to Hershey Museum some time during the 1980s.

"Following years of peer reviews, accreditation by the American Alliance of Museums, focus groups and visitor surveys, it became apparent that guests of the museum were very interested in learning about Milton Hershey, his businesses, community and philanthropies," said Zeigler. "Despite recommendations to deaccession, or officially remove, the original collections, museum staff made the decision to retain the American Indian and Pennsylvania German collections Milton Hershey had purchased."

In 2009, The Hershey Story, The Museum on Chocolate Avenue, opened in a newly constructed facility that is able to house all three collections. "While the two original collections are exhibited on a more limited basis, they are available for research, and large portions of the collections are available for research at HersheyStory.org," said Zeigler. "Constructing a purpose-built museum, as opposed to moving into an existing structure, allowed the creation of immersive exhibits that tell the many stories of Hershey. It also allowed for the development of interactive experiences in the Chocolate Lab and Chocolate Tastings, which use chocolate to teach our guests about geography, science and history. We're excited to see what the next 90 years bring!"



# The Hershey Story Upgrades Technology in Museum Experience

hen The Hershey Story opened in 2009, the technology was state-of-the-art. Historic photos, artifacts and virtual reality environments allowed guests to virtually explore Hershey history in new and different ways. Interactive touch-screens helped visitors design a chocolate bar wrapper and create a production line of Hershey's Kisses chocolates.

Fast forward to 2023.

"Technology, computer hardware, projectors and user interfaces have all advanced. The museum was using some of the original touchscreens and PCs that were installed 15 years ago," said Valerie Seiber, senior manager of collections and exhibits. "Over the years, we replaced individual components when they failed and created work-arounds for outdated tech. In order to upgrade obsolete technology and streamline

COLOR CRAPHICS BRANCING FINISHED

A new interface for the "Design A Wrapper" activity in the Power of Promotion gallery.

systems, we needed to make a major investment."

We're excited to have hired On Track Themes (OTT) to help us through the upgrade process. "In 2018, OTT helped to create five interactive kiosks using RFID technology to play short animated clips about Hershey history to celebrate our 10th anniversary," said Seiber. "So far OTT has created block diagrams of the current systems, since many of the changes had not been recorded, and they've determined what equipment can be retained and what needs to be replaced."

"We also wanted to change how the interactives looked and functioned," said Seiber. "Touchscreens

Digital collections feature a display piece of Elvis Presley advertising limited edition Reese's Peanut Butter & Banana Creme Cups in 2007.



Screenshot of the new Hershey's Kisses wrapping game.

using two fingers to pinch-and-zoom are the norm. Our screens didn't have that capability until now."

The museum's curatorial staff has been busy developing content for two updated activities. "In the Power of Promotion gallery, guests can explore digitized collections or create their own candy bar wrapper," said Seiber. "More than 300 images had to be reformatted for 4K resolution."

"Plus, we have acquired many new artifacts over the last 15 years, so it's exciting to share images of some of these pieces," said Seiber.

Short videos of artifacts will be a new feature for guests to explore. "Hologram stickers featuring Reese's Pieces from *E.T. The Extraterrestrial* toggle back and forth to change images or simulate motion," said Seiber.

By Thanksgiving, OTT will have installed new equipment, new user interfaces and an integrated control system. "Nearly all of the work is being done remotely or after hours to limit disruptions," said Seiber. "It's gratifying to utilize current technology to share Mr. Hershey's story and legacy. I think guests will really enjoy it."

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Hershey's Syrup bottle. Hershey dyed its chocolate syrup green in conjunction with the release of the 2003 movie, *Hulk*.



#### Available October 2 - November 5

Celebrate the fall season with the newest hot chocolate beverage, featuring Hershey's Milk Chocolate and a special blend of cinnamon, nutmeg and ginger. It's fragrant, rich and delicious... enjoy this warm drink on a cool fall day!





Visit Tastings
this fall and winter
for a warm mug
of deliciousness!
\$9 per mug



#### **Available November 27 - December 31**

Enjoy a cozy mug of Hershey's Milk Chocolate, topped with whipped cream and crushed peppermint - perfect for warming up on a chilly day! Served with a chocolate-covered pretzel rod for stirring.



## THE HERSHEY STORY HAPPENINGS

# ittle Ilves Workshop

#### **Little Elves Workshop**

November 24-26, December 2, 9, 16, 23, 28, 29, 30 and 31

#### from 10 a.m. - 2 p.m.

Kids, have some holiday fun as you journey through Little Elves Workshop! Use chocolate clay, icing and ribbon to fashion a unique ornament to use as a gift or a keepsake. Try out some vintage toys and snap a unique holiday photo against a snowy Hershey scene. \$8



per ornament; free for museum family memberships.

#### Sensory Friendly Little Elves Workshop Saturday, December 2 from 9 a.m. - 10 a.m.

Guests with autism and other sensory-related sensitivities and their families and caregivers are invited to participate in Little Elves Workshop. The activities include rolling, cutting and decorating a holiday ornament made of chocolate clay. Guests may also play with vintage toys and take a photo against a wintry backdrop. A social story is available here to help guests prepare for their visit. The program fee of \$8 per ornament applies only to participants who create ornaments.



# nowball Saturdays

#### **Snowball Saturday**

Saturday, December 9 from 10 a.m. - 2 p.m.



Friendly, indoor snowball fights are the centerpiece of this holiday event! Kids can visit with our own friendly snowman, as well as enjoy storytime. Chocolate Lab participants can make special winterthemed creations. Chocolate Lab classes require a ticket purchase; other activities are free. Click here for a detailed schedule.

# **NEW YEAR'S EVE COUNTDOWN**

#### **New Year's Eve Countdown**

Sunday, December 31 from 11 a.m. – 3 p.m.

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

## **Calling All Scouts**

#### **Indian Lore Merit Badge Workshop for Scouts BSA** Saturday, October 21 from 9:30 a.m. - 2:15 p.m.

Scouts will complete all requirements for the Indian Lore merit badge through exploration of the museum's American Indian artifact collection, identifying the different American Indian cultural areas, creating replicas of American Indian objects, playing American Indian games, and learning the history of the Susquehannocks. Cost is \$18 for Scouts, \$15 per Leader. Register online here.

#### **Brownie Girl Scout "Senses" Badge Workshop** Saturday, February 24, 2024 from 9:30 a.m. - 12:15 p.m.

Brownie Scouts can exercise all of their senses during this interactive workshop. Activities include a sight and sound hunt through the museum, a make-and-take touch chart and sampling foods to experience the five basic tastes. \$15 for Brownie Scouts and \$15 per Leader/ adult chaperone. Register online here, beginning December 15, 2023.

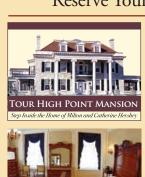


Girls will experience the many stories of Hershey through the eyes of girls and women who lived long ago. In addition to exploring the exhibits, Scouts will play old-fashioned games and create two crafts to take home. \$15 for Junior Scouts and \$15 per Leader/adult chaperone. Register online here, beginning January 15,



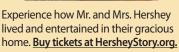
### **BOOK A FASCINATING HISTORIC TOUR!**

Reserve Your Tickets Today











#### HERSHEY THEATRE



From backstage to balcony, get behind the scenes of this architectural masterpiece. Buy tickets at The Hershey Story admissions desk or at HersheyTheatre.com.



# **JOIN US**

### for a special hands-on program, just for homeschool and virtual learning families!

Every Wednesday in October (4, 11, 18, 25) at 9:30 a.m. and 11:30 a.m.

All programs are the same.



Chocolate Avenue, 1929

Milton Hershey started with a factory in a cornfield and went on to create one of the finest industrial towns in America. Students can become history detectives as they examine maps, photographs and artifacts from the collection and discover how the town of Hershey has changed over the years to become "The Sweetest Place on Earth."

Help us build an ever-growing paper city, construct a building using architectural elements and participate in other hands-on activities to learn why community development is important to build the best possible future. Students will also discover unique ways to explore their own community.

Plus, every participant will design and make their own "chocolate town" using milk chocolate, pretzels and marshmallows to take home and enjoy! \$17 for ages 3 and over, ages 2 and under are free. Advanced registration is required here.

The program will last about an hour. The scavenger hunt takes about 45-60 minutes, so please plan on at least 90 minutes to two hours for the full experience.

Private programs are available for groups of 15 or more. Please contact Elizabeth Lindsay at elalindsay@hersheystory.org or 717.520.5588 with questions or to book a private program.

# The Holidays Are Sweet in the Chocolate Late.

From edible spider webs to chocolate reindeer, Chocolate Lab participants can create something amazing—and delicious—in the Lab this fall and holiday season! Learn how cocoa beans are grown, harvested and processed into delicious milk chocolate in these hands-on, interactive

These 45-minute classes are for adults and children ages 5 and older. Visit HersheyStory.org for a daily class schedule. Tickets are available at The Hershey Story admissions desk on the day of the class on a first-come, first-served basis; space is limited. Learn more and see the daily schedule here.

### Halloween Classes

#### **Spooky Bark**

Calling all Halloween candy lovers! Top delicious milk chocolate with pieces of your favorite Halloween candies and seasonal sprinkles.



#### **Mummy Medallions**



Milk chocolate medallions with a "mummy-licious" twist! Drizzle white chocolate over milk chocolate medallions to create the mummy's "bandages" then place candy eyes to finish your yummy mummy treat.

#### **Spider Web Creation**

Create a creepy Halloween spider web using white and milk chocolate, then top it off with a dark chocolate spider!



#### **Batty Bar**

Mold your own chocolate bar and then customize it with your choice of Halloween-themed sprinkles.

## Holiday Classes

#### Make a Very Merry Bar

Mold and customize your own milk chocolate bar using holiday add-ins and edible decorations.



#### Let It Snow Chocolate

Create your own deliciously edible winter scene using chocolate and snow-flake candy sprinkles.

#### **Candy Cane Bark**

Layer melted milk chocolate and white chocolate chips with chunks of peppermint candy to create your own delicious candy cane bark.



#### **Chocolate Reindeer Medallions**

Use decadent milk chocolate, crunchy mini pretzels, and fun candy eyes to create your own edible reindeer trio.

#### Marshmallow Mischief (Only on December 9)

Dunk a giant marshmallow in melted chocolate, and roll it in festive holiday toppings. Finish by packaging your custom marshmallow treat in a holiday package to take home.

# Host Plants Are Important for Butterflies; Why Doesn't the Butterfly Atrium Have Them?

Gardens is an idyllic tropical space where hundreds of butterflies from all over the world can be experienced in free flight. The Atrium provides them with all they need to live out their adult lives: food/nectar sources, sunlight streaming through skylights and floor-to-ceiling windows, plant life for roosting and cover, and other butterflies with which they enact the natural behaviors of courtship and territoriality.

The only things missing are "host plants." Most butterflies require specific host plants, which are places for them to lay their eggs. "They only choose plants that ensure their caterpillar offspring will have plenty of the right kind of food once they hatch," said Jody Santos, Hershey Gardens Conservatory manager. "A great example of this is the monarch butterfly's dependence on milkweed. Monarch caterpillars cannot thrive on any other food."



Monarch butterfly

So why aren't there host plants in the Atrium?

"The simple explanation is that butterflies are prohibited from reproducing in our facility," said Santos. "The more complex picture involves an understanding of USDA regulations and how they apply to captive displays of exotic butterflies, like Hershey Gardens Butterfly Atrium."

The United States Department of Agriculture oversees all matters concerning crop production in the United States, including monitoring of plant pests and their potential threat to crops. "Butterfly larvae, also known as caterpillars, have the potential to be a significant crop pest, and the USDA is keenly interested in preventing introduction of pest species from other parts of the world into





The Butterfly Atrium at Hershey Gardens houses hundreds of exotic butterflies from around the world

our environment," explained Santos. "From facility design, with safeguards like entrance and exit vestibules intended to keep butterflies from escaping, to issuing permits for the species displayed, standards of operation, careful record keeping and strict containment protocols, the USDA provides guidance and regulation that determines how non-native butterfly displays operate."

One such piece of regulation dictates that host plants for the permitted species not be grown in the Atrium. "This discourages egg laying and the production of caterpillars which is crucial, as our particular permits only allow possession of pupal and adult stages: the chrysalis and the butterfly," said Santos. "Chrysalides are shipped by a supplier to our facility every Friday, where they are displayed in a climate-controlled cabinet. Here, butterflies emerge and are released into the freeflight Atrium environment. Careful records are kept on each shipment, and data from the entire year are amassed and sent to the USDA in an end-of-year report."

"Of the six USDA permits we have been issued, three are for almost 400 butterfly species we are able to display, the other three are for our other arthropod species," said Santos. "One of these butterfly permits allows for import of non-native pupae, one for interstate

movement of the imports, and the third allows for interstate movement of native, North American species."

USDA permits expire every three years and need to be renewed before the expiration date in order for a facility to continue to display butterflies. In addition to a facility inspection as part of the renewal process, permit holding facilities are subject to a yearly inspection by a USDA field officer.



The chrysalis cabinet offers a rare glimpse into the pupal stage of the butterfly.

"Operating a butterfly display involves many protocols, from horticulture practice to facility management to animal care," said Santos. "The USDA permitting process, along with following guidelines and regulations, is some of the most important work we do. USDA compliance is crucial to keeping our facility operational and our environment free of invasive species."



# **Working Smarter Not Harder – Gardening As You Age**

By Gayle Cowdright, Penn State Extension Master Gardeners of Dauphin County

ardening can be a lifelong passion. But as the years go by, garden chores may get more difficult. Creaky knees, aching backs and sore feet start limiting time in the garden. But that doesn't mean you have to give up on having beautiful flowers and shrubs in your yard. Here are a few suggestions on doing more in your beds with less work.



One time-consuming task is weeding. Getting down to pull weeds (and standing back up) is hard on the knees and the back. However, some simple accessories such as a **kneeling pad or a gardening stool** can make the job a bit easier.

Unfortunately, standing up and going back down is inevitable when weeding. One trick to reduce weeds in the first place is to put down a pre-emergent (like Preen) on the beds near the end of February and again in June. The pre-emergent is in granular form, and when sprinkled over your beds, it keeps weed seeds from sprouting so they never get started in the first place. Just be careful...if you have plants that you want to reseed, like coneflowers or black-eyed Susans, keep the pre-emergent away from those areas.

Another way to cut down on gardening work is to **start with good plant selection**. Although it is tempting to walk through the plant store and buy the pretty plants that catch your eye, it is preferable to do your homework before you buy. Knowing the plant's needs beforehand will save you a lot of time in the long run. Find out if the plant



Purple coneflower

you are interested in prefers sun, part sun or shade. Will the plant do better in wet soil, dry soil or somewhere in between? Once you know that information, match it to a location in your yard that will meet those conditions. If you start a plant out in a location in which it will be happy, you will need to do less work to keep it that way.

Another aspect of good plant selection is **choosing perennials over annuals**. Annual flowers are beautiful and provide a showy display all summer, but they must be replaced and replanted every year. Perennial flowers are more expensive up front, but if they are planted in the correct location, they will come up year after year.



Black-eyed Susans

To add on to that idea, **selecting native perennials over non-native perennials** will require even less work to keep them healthy and thriving. Native plants are hardier, more drought resistant (no watering required after the first year) and less prone to disease and pest damage. Some popular native perennials for this area are purple coneflowers (*Echinacea purpurea*), black-eyes Susans (*Rudbeckia hirta*) and cardinal flowers (*Lobelia cardinalis*).



Cardinal Flowe

Deck planting boxes are another timesaving option. They are 3- to 4-feet high and some come with a trellis. Flowers and vegetables can be planted in the boxes with no bending or kneeling required. Weeds are much easier to see and are more convenient to pull, plus harvesting vegetables or gathering flowers for cuttings is a snap. One last advantage of the boxes is that the deer, rabbits and groundhogs won't be able to bother your plants.



Deck planting box

Finding ways to continue what you love to do is an inevitable challenge as you age. But the young gardener in all of us keeps us yearning to keep our beds in order, so work-saving tips are essential. Gardening smarter, doing your homework, and getting the right equipment will keep us gardening for years to come.

Have a garden question? Contact the Penn State Extension Master Gardeners of Dauphin County at dauphinmg@psu.edu or 717.921.8803.

### The Christmas Tree Showcase To Feature More Designer Trees

More Immersive Experience Will Also Include "Friday Night Lights"

Hold on to your Santa hat, this year's holiday visit to Hershey Gardens is going to put you into the holiday spirit like never before!

"New this year, we're transforming the Conservatory's Educational and Horticultural Wing, which normally houses a collection of tropical plants, into an indoor holiday landscape," said Jody Santos, manager of conservatory habitats. "The space will be a perfect backdrop for family photos, and guests can enjoy strolling through a 'forest' of exquisitely adorned Fraser fir trees, taking in the festive winter décor."

"We will also be featuring additional decorated trees, and they'll be stunning," added Santos. "We are working with 11 excellent designers from diverse backgrounds; each one is styling a magnificent 8-foot tree for this year's display. Plus, a special 14-foot winter



white poinsettia tree."

Also new this year is Friday Night Lights. "Every Friday in December, we're staying open until 6 p.m. so guests can enjoy the beautiful twinkling lights of the trees after the sun sets," said Santos.

The Christmas Tree Showcase is included with admission; free for members.

#### Mark Your Calendar!

Friday, November 24 through Monday, January 1 9 a.m. – 5 p.m. daily (closed Thanksgiving and Christmas)

Sponsors:

Dr. Thomas Davis



#### **New!** Friday Night Lights!

Every Friday in December from 4:30 p.m. -6 p.m. Enjoy the twinkling lights of the indoor Christmas Tree Showcase and live holiday music from 4:30-5:30 p.m. Musician schedule:

Appalachian Breeze: December 1, 8 & 15

Segno Duet: December 22 Jake Nguyen: December 29

# MARK YOUR CALENDAR!

All events are included in admission; free for members of Hershey Gardens.

Not a member? Join Now!

Please check **HersheyGardens.org** for event updates.

#### Bonsai Exhibit by the Susquehanna Bonsai Club Now through Saturday, October 14 from 9 a.m. - 5 p.m. daily





Experience the living art of bonsai with this popular annual exhibit provided by the Susquehanna Bonsai Club. Exhibit located in the Hoop House, located in The Children's Garden.



Saturdays and Sundays, October 21, 22, 28 & 29 from 9 a.m. - 5 p.m.

Kids, come in costume and trick or treat at three candy stations, enjoy beautiful painted pumpkin displays, walk through pumpkin arches, see a unique "pumpkin



tree," as well as pumpkin mosaic works of art! Plus, experience the Creepy Creatures Gallery full of spellbinding reptiles, amphibians and insects. Guests can also enjoy <u>live entertainment</u>, food trucks and hundreds of mums on display. <u>See the full schedule of events here.</u>

Sponsors:







# Join Us for a Wreath Workshop! Saturday, December 2 at 10 a.m. and 2 p.m. and Sunday, December 3 at 10 a.m. and 2 p.m.

Kick off the holiday season at Hershey Gardens' annual wreath workshop! Participants will learn how to make a beautiful seasonal wreath with a variety of fresh greens collected from Hershey Gardens' grounds. A continuous wire wrap technique will be taught, in which greens are bundled and secured to an 18-inch wreath form. The result is a lovely, fragrant, long-lasting seasonal decoration perfect for displaying on a



door or above a fireplace mantel. All tools and supplies are provided; refreshments will be served.

Led by Jody Santos, Conservatory Manager Members: \$55; Non-members: \$65

<u>Advance registration is required here</u>, beginning on Monday, October 16. Class sizes are limited; register early!

# "A Plan Forward: Local Climate Action" Panel Style Presentation by Manada Conservancy Thursday, November 2 at 7 p.m.

Pennsylvania recently adopted a statewide "Climate Action Plan" to reduce emissions. What does that mean for local residents and townships? In this panel-style presentation, representatives will discuss the state's climate action plan and how local townships can use research tools to create their own climate action plans. Free to attend. Please register by contacting Manada Conservancy at 717.566.4122 or via email at office@manada.org.

#### **Eco-Fiction Book Group**

Join us! This group explores works of eco-fiction which could be nature-oriented or environment-oriented. Participants are encouraged to read each month's selection prior to the gathering to fully share in the discussion.

November 10 at 10 a.m. – *The Bear* by Andrew Krivak February 9, 2024 at 10 a.m. – *Unsheltered* by Barbara Kingsolver

Meetings will be held in the Garden Cottage. Light refreshments will be provided. Please contact Vera Kolstrom to register: 717.508.5970, velkolstrom@hersheygardens.org.

#### Rosie & Friends, Adventures of a Flower Truck Book Signing and Meet the Real Rosie! Sunday, December 10 from 10 a.m. to 11:30 a.m.

Pose for pictures with Rosie, the Flower Truck. Copies of Rosie & Friends will be available for purchase and signing. To pre-purchase copies, click here.



# Celebrate the Holidays at Hershey Gardens

#### **The Christmas Tree Showcase**

Friday, November 24 through Monday, January 1 from 9 a.m. – 5 p.m. (Closed Thanksgiving and Christmas Day)

Dr. Thomas Davis
PNC
Sponsors



#### **Crafty Christmas Creations**



November 25, 26,
December 2, 3, 9, 10, 16, 17,
23, 24, 30, 31 from 9:30 a.m. - 1:00 p.m
Kids, stop by the Education Center in
The Children's Garden to create your own holiday craft, inspired by nature!

#### Visit with Santa Claus & Mrs. Claus

Ho, Ho, Ho.... Santa Claus is Coming to Town! Kids, visit



with Santa on Sunday,
December 10 from
11 a.m. to 1 p.m.
Hear Mrs. Claus read
stories on Saturday,
December 9 and
Saturday, December 16
from 11 a.m. to 12 p.m.

THE LEGACY

MSHersheyFoundation.org

# From Vaudeville to Broadway: 90 Years of Hershey Theatre History

By Jennifer Patel, Assistant Archivist, Hershey Community Archives

ershey Community Theatre opened in September 1933 during the 30th anniversary celebration of the town. Opening weekend entertainment included screenings of the film, *Pilgrimage*, starring Henrietta Crosman and Norman Foster, as well as vaudeville performances featuring singing, dancing, comedy, and acrobatic acts. "The Hersheyettes," a group of 16 female dancers performing precision routines, also took the stage during the opening weekend festivities.

While Hershey Theatre opened 90 years ago, plans were in place to build the 46,000-square-foot theater, as well as the community building that encompasses it, many years earlier. Milton Hershey had his architect, C. Emlen Urban, draw up plans for a new community building in 1915. Groundbreaking was scheduled for the following year, but U.S. involvement in WWI and post-war financial challenges forced Milton Hershey to forgo some of the projects he had planned for the town.

It wasn't until the late 1920s, as economic depression swept over the country, that Mr. Hershey would revive his vision of the Community Building as part of the Great Building Campaign. Urban's original 1915 plans for the monolithic structure were dusted off and workers broke ground in November 1928.

Nearly four years later, in September 1932, the building was complete. The ornate architectural design and craftsmanship are evident the moment one enters the Grand Lobby. From the Italian lava rock floors to the marble-faced walls, the building's interior transports visitors to early 20th-century opulence. In the Grand Lobby, motifs of beehives, swans, sheaves of wheat and the Greek god Apollo symbolize Greek mythology and its ties to the performing arts. In the inner foyer, a blue and gold mosaic ceiling, reminiscent of St. Mark's Cathedral in Venice, Italy, leads into the main audito-



Patricia Bowman, ca. 1933-1943



Hershey Theatre, view from mezzanine seating, ca. 1933-1940

rium. Two German artisans labored for two years to create the intricate design.

Inside the auditorium, pink granite walls with windowed towers and balconies give visitors the feel of being outside of a Byzantine castle. Lights twinkle from the ceiling suspended above, giving the appearance of stars in the night sky. The 6-ton fire curtain depicts a watercolor scene of the Grand Canal flowing past the Doge's Palace in Venice.

It's easy to see why Hershey Theatre stands today as an architectural gem of the community. As we celebrate 90 years of history, here's a look back at some notable performances that have taken the stage.

The 1930s – Hershey Theatre became a regular stop on the vaudeville circuit soon after it opened. Vaudeville, a form of theatre popular from the 1880s through 1930s, consisted of a series of separate, unrelated acts together on a common bill. During these vaudeville years, notable performers, such as Blackstone the Magician, Roy Rogers, Ethel Barrymore, Jackie Cooper and the Roxyettes (forerunners of the Radio City Rockettes), visited Hershey. Music and devotional programs for the community were also regularly held at the Theatre during this time.

The 1940s – The popularity of vaudeville had dramatically declined by the 1940s. In its stead, first-run movies became Hershey's passion. 213 full-length motion pictures were shown at the theatre in 1943 alone. Broadway touring companies also started visiting Hershey during this time. Shows such as *Arsenic and Old Lace, Annie Get Your Gun, The Corn is Green*, and *My Sister Eileen* entertained Theatre visitors in the 1940s.

**The 1950s** – It wasn't long before Hershey became a popular and sought-after venue for Broadway tours. In 1954, the original production of *The King and I*, starring Yul Brynner,



The King and I, 1954

visited the Theatre after a triumph on Broadway. Other stars who came to Hershey in the 1950s included Katharine Hepburn, Ethel Waters, Van Heflin, Olivia de Havilland, Celeste Holm, and Rex Harrison. Fred Waring and Victor Borge also held many performances at the Theatre during this

The 1960s – The 1960s saw an increase of classical music and dance at Hershey Theatre. Visiting acts included the Philadelphia Symphony Orchestra, pianist Van Cliburn, Chicago Symphony Orchestra, the Roger Wagner Chorale, the Vienna Boys Choir and the Pennsylvania Ballet. Starting in 1964, the Theatre became host to the Pennsylvania Scholarship Pageant, part of the Miss America family. The pageant was held in Hershey until 1974. Another notable change for the Theatre came in 1969 – when they discontinued showing movies as part of their regular fare.

## From Vaudeville to Broadway... continued from page 10







Victor Borge, 1995

The 1970s – Hershey Estates transferred ownership of Hershey Theatre to The M.S. Hershey Foundation in 1970. The Great Artists Series, which Hershey Theatre presented in partnership with Lebanon Valley College and Elizabethtown College, brought acclaimed classical attractions to Central Pennsylvania. This included musical performances by the London Philharmonic, Duke Ellington, violinist Yehudi Menuhin, Verlin Concert Choir and Orchestra, pianist Andre Watts, Prague Chamber Orchestra and the Norman Luboff Choir. In 1979, movies returned to the Theatre with the Classic Film Series.

The 1980s – Hershey Theatre was a popular destination on the touring Broadway circuit in the 1980s. Productions of Annie, A Chorus Line, Sweeney Todd, Peter Pan, Amadeus, Evita, Joseph and the Amazing Technicolor Dreamcoat, 42nd Street, Camelot, Dreamgirls, Big River and CATS entertained Theatre-goers in Hershey. Noted musician Mel Tormé visited five times during this

decade.

The 1990s – The Theatre started offering full-week runs of touring Broadway shows in the 1990s. Shows that took the stage during this time include Les Miserables, The Secret Garden, Will Rogers' Follies, Stomp, Smokey Joe's Café, Chicago, Fame and Footloose. Other popular performances included those by Michael Feinstein, Yo-Yo Ma, Jerry Lewis, Della Reese, David Cassidy and Wynton Marsalis.

The 2000s – By the end of the 20th century, Hershey Theatre was beginning to show its age. The M.S. Hershey Foundation committed \$3 million over three years to restore the historic Theatre to its original beauty and opulence. The restoration project started in 2000 and was carried out over the next few years. That didn't keep world-class entertainment from Hershey, however. The 2000s saw appearances by George Carlin, Julie Harris, Valerie Harper and Cherry Jones, as well as performances of *RENT*, *Beauty and the Beast* and *Hairspray*. In 2008, the Hershey Theatre Apollo Awards was created. This annual award

show recognizes outstanding achievement by local high school students in theater productions.

The 2010s – In more recent years, Hershey Theatre has hosted a number of renowned acts. The Broadway series continues to attract Theatre-goers with productions of *Mamma Mia!*, *West Side Story, Mary Poppins, Jersey Boys, The Book of Mormon* and more. Notable musicians such as Rick Springfield, Ben Folds, Goo Goo Dolls, and 3 Doors Down have also taken the stage at Hershey Theatre.

Last year, The Hershey Company generously donated the wing of the building that houses Hershey Theatre to The M.S. Hershey Foundation, which has been operating the Theatre since 1970. As we celebrate the history of Hershey Theatre and its integral role in the community, we look forward to many more years of bringing world-class performances to Central Pennsylvania.



### Tickets Available at HersheyTheatre.com

Mean Girls October 10-15, 2023



Direct from Broadway, *Mean Girls* is the hilarious hit musical from an award-winning creative team, including book writer Tina Fey (30 Rock), composer Jeff Richmond (*Unbreakable Kimmy Schmidt*), lyricist Nell Benjamin (*Legally Blonde*) and director Casey Nicholaw (*The Book of Mormon*).

Cady Heron may have grown up on an African savanna, but nothing prepared her for the vicious ways of her strange new home: suburban Illinois. Soon, this naïve newbie falls prey to a trio of lionized frenemies led by the charming but ruthless Regina George. But when Cady devises a plan to end Regina's reign, she learns the hard way that you can't cross a Queen Bee without getting stung.

Chicago November 21-26, 2023



After 25 years, *Chicago* is still the one musical with everything that makes Broadway shimmy-shake: a universal tale of fame, fortune, and all that jazz, with one showstopping song after another and the most astonishing dancing you've ever seen. No

wonder *Chicago* has been honored with six Tony Awards®, two Olivier Awards, a Grammy®, and thousands of standing ovations. As we celebrate our 25th anniversary — you've got to come see why the name on everyone's lips is still... *Chicago*.

COME FROM AWAY
December 26-31, 2023



This New York Times Critic's Pick takes you into the heart of the remarkable true story of 7,000 stranded passengers and the small town in Newfoundland that welcomed them. Cultures clashed and nerves ran high, but uneasiness turned into trust, music soared into the night, and gratitude grew into enduring friendships.

Don't miss this breathtaking musical written by Tony® nominees Irene Sankoff and David Hein, and helmed by Tony-winning Best Director, Christopher Ashley. Newsweek cheers, "It takes you to a place you never want to leave!"

#### MAMMA MIA!

April 2-7, 2024

A mother. A daughter. Three possible dads. And a trip down the aisle you'll never forget! Set on a Greek island paradise where the sun always shines, a tale of love, friendship, and identity is beautifully told through the timeless



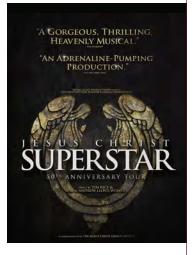
hits of ABBA. On the eve of her wedding, a daughter's quest to discover the father she's never known brings three men from her mother's past back to the island they last visited decades ago.

For nearly 25 years, people all around the world have fallen in love with the characters, the story, and the music that make *MAMMA MIA!* the ultimate feel-good show.

#### Jesus Christ Superstar March 23-24, 2024

Celebrating its 50th Anniversary, a new

mesmerizing production of the iconic musical phenomenon returns to the stage. Originally staged by London's Regent's Park Open Air Theatre and



helmed by the acclaimed director Timothy Sheader ("Crazy for You," "Into the Woods") and cutting-edge choreographer Drew McOnie ("King Kong," "Strictly Ballroom"), this production won the 2017 Olivier Award for Best Musical Revival garnering unprecedented reviews and accolades. Appealing to both theater audiences and concert music fans, this production pays tribute to the historic 1971 Billboard Album of the Year while creating a modern, theatrical world that is uniquely fresh and inspiring.

#### **ADDITIONAL ATTRACTIONS AT HERSHEY THEATRE**

Mark Normand October 6, 2023

Game of Grumps Live: Tournament of Gamers October 7, 2023

Spider-Man Into The Spider-Verse Live in Concert October 8, 2023 Encanto Singalong October 28, 2023

Jim Jefferies: Give 'Em What They Want Tour November 4, 2023

State Ballet of Ukraine Presents Snow White November 9, 2023 Derek Hough November 11, 2023

Bluey's Big Play The Stage Show November 14 - 15, 2023

Jay Leno November 17, 2023 Sarah Brightman Christmas Symphony November 30, 2023

Straight No Chaser Sleighin' It Tour December 10, 2023

Cirque Dreams Holidaze December 21, 2023



63 West Chocolate Avenue Hershey, PA 17033 | 717.298.2200 MSHersheyFoundation.org

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



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

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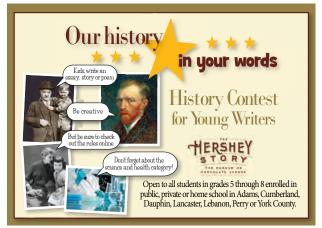
# **The Hershey Story Announces Annual History Contest**

he Hershey Story's 24th Annual History Contest for Young Writers will open to entrants on November 1, 2023; the deadline for submissions is February 15, 2024.

This contest encourages students to research and write about a historical topic that interests them. The categories are non-fiction, fiction, poetry and science & health. Past winning topics have included exploring the struggles and successes of prominent histor-

ical figures, heartfelt stories of the destruction and despair resulting from disasters, students' personal connections to famous individuals, and the challenges faced by loved ones diagnosed with a devastating disease.

The contest is open to 5th through 8th



grade students in Adams, Cumberland, Dauphin, Lancaster, Lebanon, Perry and York counties. Students must choose one category and may submit only one entry.

For more information and to view last year's winning essays, please click here.

## Thank You, Past Masters!



This summer, 16 youths ages 12 to 16 helped museum guests learn about the chocolate-making process, answered a variety of Hershey-related questions, and assisted with camp groups. "The Past Masters made the museum a much livelier place, and we thank them for their enthusiasm and dedication to this program," said Susan Hetrick, supervisor of education and public programs. To apply for next summer's program, please click here. Online applications will be accepted beginning March 1,



Past Master Christine Tang answers questions about chocolate at the Chocolate Lab Cart.

### Hershey Gardens Proudly Donates 500 Pounds of Produce to Cocoa Packs

Throughout the winter and spring, over 2,000 elementary school students from 41 schools participated in Hershey Gardens student "Green Thumbs" program.

Thank you, **Volunteens!** 

To apply for next summer's program, please click here. Online applications will be accepted starting January 8, 2024.



Ella and Raya proudly show their harvest of Chinese red noodle beans and squash to donate to Cocoa Packs.

"During their visits, students planted seeds for a variety of produce in our Hoop House," said Ruth Chambers, education program specialist. "We also help them explore the

importance of agriculture and sustainability. Plus, they get to plant a seed to take home.

"Our summer Volunteens helped maintain and harvest the fruit and vegetable garden in the Hoop House," said Chambers. "With their help, we harvested and donated 500 pounds of produce to Cocoa Packs, a local supplemental food nutrition program in Hershey."

"Hershey Gardens' guests enjoy seeing all the produce being grown in and around the Hoop House, and we feature colorful signage to help our younger guests learn about growing items at home," said Chambers.

#### **Donations to Cocoa Packs Included**

- Tomatoes (12 varieties)
- Squash
- Swiss Chard, Lettuce and Kale
- **Sweet and Hot Peppers**
- Cantaloupe
- Watermelon
- **Beans and Peas**
- Corn
- **Eggplant**
- Cucumber
- Herhs
- **Potatoes**