

# THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | SPRING/SUMMER 2017 | ISSUE 24

## Behind every great man is a great woman . . .

### *The Three Women Who Helped Make Milton Hershey a Success*

*Meet the women who nurtured, supported and even financed Milton Hershey's early efforts to establish a successful candy business. While Mr. Hershey is lauded and admired for his business acumen and his generous philanthropy, his success would not have been possible without the women in his life: his mother, Fanny Snavelly Hershey; his aunt, Martha "Mattie" Snavelly; and his wife, Catherine "Kitty" Sweeney Hershey.*

This is the first article in a series of articles about these important women to appear in *The Legacy*.

#### **Veronica "Fanny" Snavelly Hershey, 1835 – 1920**

Milton Hershey's mother, Veronica "Fanny" Snavelly, was born September 4, 1835, the daughter of Abraham Snavelly (1787-1866) and Elizabeth (Buckwalter) Snavelly. Though she was known as Fanny throughout her life, her given name was Veronica, after her great-grandmother. The Snavelys were a prosperous farming family in Lancaster County, quite wealthy for the time. Her father, Abraham, was a Reformed Mennonite clergyman who had been confirmed bishop in 1830.

She was the youngest daughter of a large family, which included four girls: Elizabeth, Anna, Martha and Fanny, and two boys: Benjamin and Abraham.

Henry Hershey and Fanny Snavelly met in Lancaster and after a short courtship were married on January 15, 1856. At the time, neither one had yet joined the Mennonite church. At first, the marriage seemed to go well. Henry was a romantic; handsome, tall, well-dressed, courteous and an engaging talker. Fanny was pleasant, industrious and a good housekeeper. Milton was their first child, born September 13, 1857. A few years later a daughter, Sarena, was born on April 12, 1862.

Sadly, Henry could not make enough money to support his family. The family had



Fanny Hershey's home was located on E. Chocolate Avenue. Here she is (center) standing in the backyard with two unknown visitors. The home was located where Tender Years Daycare now stands. 1918

to move several times during the first ten years of their marriage as Henry pursued one failed business venture after another. When Sarena died of scarlet fever on March 31, 1867, Fanny Hershey turned her back on the marriage and the couple separated.

The separation left Fanny as an impoverished single mother with the primary responsibility for raising her son. In later years, perhaps to cover the embarrassment of having an absent husband, Fanny would be listed in city directories as Henry's widow. For the rest of her life, Fanny devoted herself to raising her son, impressing on him values that would shape Milton Hershey's adult life. She taught him to work hard, to keep trying, to be frugal and to be honorable in his dealings with others.

Fanny Hershey ardently believed in her son. It was she who arranged for Milton Hershey's apprenticeship with the Lancaster confectioner, Joseph Royer. It was she who accompanied him to Philadelphia when he started his first

business and worked tirelessly on his behalf. When he moved to New York City to start his second business, Fanny traveled to New York to support her son's next business venture. She finally had the satisfaction of seeing him succeed in his third business, the Lancaster Caramel Company.

Fanny never quite trusted her son's financial success, always believing that poverty was just around the corner. So she never stopped helping him. When the chocolate company moved to the new Hershey Chocolate factory, Fanny continued to work for her son's business well into her 80s.

Until 1921 Hershey's Kisses were hand-wrapped. Every day, baskets of unwrapped Kisses were delivered to Fanny Hershey's house, located across the street from the factory, so that she could help by wrapping product for her son. Milton Hershey remained devoted to his mother throughout her life, providing housing and as much comfort as she would accept.

Fanny took a great interest in the community her son was building. She could often be found in the department store or at Hershey Park, checking the quality of the goods and their prices. While she initially objected to some of the Park's amusements, particularly the amphitheatre, she eventually softened her objections to it. At the end of the amphitheatre's first season she remarked to her son, "Well, Milton, I guess the Lord approves of your having a theater, because it didn't rain once all season while you were using it."

In December 1915, she and Milton, along with Fanny's companion, Leah Putt, traveled to New Orleans to enjoy the warmer weather. Finding the weather cold and rainy, mother and son traveled to Cuba. Milton Hershey was delighted with Havana and as a result rented an apartment for the winter months. Fanny was often mistaken for a Catholic nun since she always dressed in the plain clothes of the old order Mennonites. It was during this trip that Milton decided to invest in Cuba and purchased his first sugar plantation and sugar mill before they returned home to Hershey in April 1916.

In January 1920, Milton Hershey was traveling in Europe when he received word that his mother's health was failing. He immediately cancelled his plans and arranged to return home. He was able to spend several weeks with his mother and was with her when she died at home on March 11, 1920. She was buried at the Hershey Cemetery in the family plot.

## HERSHEY GARDENS, THE BOOK



This beautifully illustrated 48-page book celebrates 80 years of Hershey Gardens. Written by award-winning garden writer George Weigel and Pamela Cassidy Whitenack, director of Hershey Community Archives, the book proudly chronicles the opening of the 1937 Hershey Rose Garden, created at Milton Hershey's request, through its current 23 acres, full of stunning seasonal displays and rare, signature trees.

"This book presents a comprehensive look at Hershey Gardens, from its opening during the Great Depression, through the new Milton & Catherine Hershey Conservatory, which opened in 2016," said Whitenack. "Through historic photos and amazing photography, it tells the important stories about this special place."

The book, which will retail for \$9.95, will be available at the Garden Shop at Hershey Gardens this summer. Members receive a 15% discount.

# A Look Back: Hershey Improvement Company

In 1903, when Milton Hershey broke ground for the Hershey Chocolate factory in Derry Township, his plans encompassed more than simply building a chocolate factory. Mr. Hershey envisioned building a new community, one that would be an “ideal twentieth century town.” He established the Hershey Improvement Company to oversee the construction of the town and its infrastructure. As roads were laid out, the Company built the roads and then installed water, electrical, gas and sewer lines. Curbs, sidewalks and fire hydrants were a standard part of every new block.



Surveyors with Herr's Engineers. ca. 1910-1912

The town's local newspaper, the *Hershey Press*, wrote frequently about the Hershey Improvement Company and the many improvements being made to the new community.

To promote the sale of these new homes, newspaper advertisements touted the benefits and convenience of indoor plumbing and electricity. The ads also promoted the benefits of living in Hershey:

*“It is the town of health; it is a paradise for children. Its great public school with everything free is a wonderful asset. It has free libraries, playgrounds, gymnasiums, clubs and all the merits of a place many times its size. These give value that mean dollars and cents to the home investment. The man who buys or builds a home not only gets the full value of that property but the additional value of the town improvement and equipment.”* Advertisement in the *Hershey Press*, 1914.

Touting the new community's quality of life reflected the era's progressive ideal of

capitalism and wealth being used to raise the standard of living for all.

Unlike other company towns, Hershey encouraged private home ownership in an effort to foster personal investment in the community. Homeowners had the freedom to sell their homes. The advertisements emphasized the economic benefits of private home ownership:

*“Property owners in Hershey are enabled to sell their property, if they so desire, making quick sales, and selling at a considerable price over their original investment.... We can cite you several instances of property holders in Hershey that have sold their properties recently and pocketed a nice profit.”*

This policy stood in sharp contrast with many other company towns where homes were only available for rent by employees.

Besides managing the development and construction of Hershey's residential neighborhood, Hershey Improvement Company also oversaw much of the construction in Hershey, including Hershey Park, Cocoa House, Hershey Convention Hall, much of the chocolate factory's expansion, improve-

ments to the growing number of Hershey farms, the trolley system and the public utilities.

Hershey Improvement Company continued to oversee the develop-

ment and expansion of the Hershey community until Hershey Chocolate Company was reorganized in 1927. After the reorganization, responsibility for construction and the community's infrastructure was placed under the newly created Hershey Estates.

HERSHEY PRESS

## A Home Free

from the embarrassments of the landlord's visit and demands, a home of your own, where you can rule supreme, where no one can dictate to you, where you are independent, confident and happy. No rent to pay. Such a home can be yours.

We have built some modern, modest homes to meet the wants of a man who desires a home of his own on easy terms.

Why not buy a lot and build on Granada Ave. These lots are the cream of Hershey. High elevation, no filling required; granolithic sidewalks, and graded streets. A 10 per cent. cash payment will secure one of these choice building lots for you.

**Hershey Improvement Company**  
HERSHEY, PA.

*Hershey Press* advertisement promoting the benefits of homeownership, 1911

The Hershey Improvement Company constructed more than 150 homes between 1911 and 1915. Milton Hershey insisted that the homes be built in varying architectural designs and materials. Prospective buyers could choose between purchasing a home constructed by the Company or buying a building lot and constructing their own home.



Hershey Improvement Company employees built many of the community's public buildings. 1917

## Just as Long

As the United States continue to grow and

### Grow It Will

Just so long will real estate values continue to grow in an enterprising town like

## HERSHEY

It is surely bad business to invest your money in Real Estate in an old fogy town where there are no modern improvements, no building restrictions and no industry to support the town. Buy where there is activity and pleasant surroundings, and your property will enhance in value.

### Buy or Build in Hershey

Buy Now. Don't wait. While you are waiting and thinking it over some other party may buy just the house or building lot you intended to buy. Buy now while you still have a choice of those elegant Granada Avenue Building Lots, at the price we are selling these lots at today. In a few years hence they will look awfully cheap.

**Hershey Improvement Company**

*Hershey Press* advertisement, 1911

## Hershey Improvement Company 1904-1927

Milton Hershey established the Hershey Improvement Company to oversee the construction of the town and its infrastructure. The Company was responsible for surveying and building roads, installing the town's water, electrical, gas and sewer lines, and constructing residences and public buildings throughout town.

## Hershey Estates 1927-1976

In 1927, Milton Hershey reorganized his holdings into three separate businesses. Hershey Estates was comprised of all of Milton Hershey's non-chocolate businesses. It was responsible for managing the town, including its entertainment and lodging ventures.



## HERCO, Inc. 1976-1998

Beginning in the 1960s, Hershey Estates began divesting its town management businesses and focused its efforts only on entertainment and lodging. In 1976, a new name was adopted to reflect the company's new direction.



## Hershey Entertainment & Resorts Company 1998-Current

To more plainly describe the purpose and focus of the company, a new name was adopted in 1998.



# A Curator's Role: Collecting Is Just the Beginning

In 2016, The Hershey Story's curatorial department added 99 artifacts to the museum's permanent collection. The artifacts are cataloged and photographed, but what happens next?

"Artifacts are available to students, academics and the general public for research purposes," said Valerie Seiber, collections manager. "People often want to know how old something is, like a Hershey's milk can, or they need help reassembling an antique Hershey's vending machine."



Rooster weathervane from the Zion Evangelical Lutheran Church in Manheim, PA, 1772-1842

Sometimes those research inquiries come from other museum curators. "Presenting accurate information to guests is a vital function of museums," said Seiber. The Hershey Story's curatorial staff is regularly asked to verify information and provide examples of artifacts from specific time periods.

"The Hershey Story routinely lends artifacts to other museums to support their exhibition goals," said Seiber. Recently, an iron weathervane shaped like a rooster was borrowed by Landis Valley Village and Farm Museum in Lancaster, PA for their exhibit, "Weather-vanes: Three Centuries of a Pennsylvania German Folk Art Tradition."

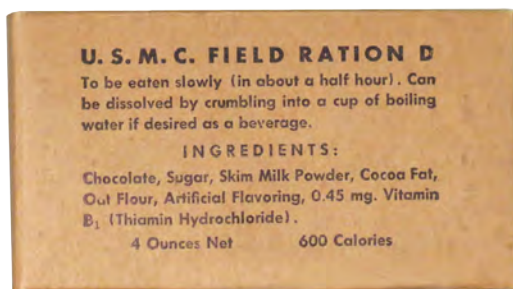


During World War II, Hershey's cocoa "tins" were made of cardboard to save metal for the war effort.

The Hershey Story's weathervane once sat atop the Zion Evangelical Lutheran Church in Manheim, PA.

The George C. Marshall Foundation and Marshall Museum in Lexington, VA borrowed World War II era artifacts that showed Hershey Chocolate Corporation's contributions to the war effort. "Many museums need to borrow artifacts to illustrate the stories they think are important. We're happy to provide assistance," said Seiber.

Hershey Chocolate Corp. developed the Ration D bar in 1937 as an emergency ration to supply soldiers with energy when they had nothing else to eat.



## Introducing... The M.S. Hershey Foundation Speakers Bureau Let Our Experts Engage Your Audience

Need a speaker for an upcoming event? Let us help. The newly created M.S. Hershey Foundation Speakers Bureau offers a diverse range of presentations, each highlighting our unique expertise in horticulture, Hershey history, chocolate and museum collections.

Most programs feature PowerPoint presentations given by subject experts. Presentations can be tailored to fit the specific needs of your group. Presentation length varies from 15 to 60 minutes.

Speaker fees are \$250, which support the non-profit M.S. Hershey Foundation's mission to provide opportunities for educational and cultural enrichment.

To learn more or to book a speaker, please visit [MSHersheyFoundation.org](http://MSHersheyFoundation.org).



### SPEAKERS BUREAU TOPICS

#### Chocolate

From Bean to Bar: All About Chocolate

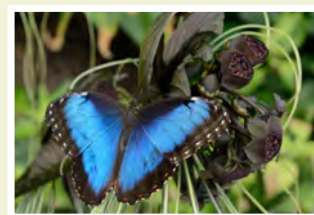
#### Hershey History

- Meet Milton S. Hershey
- Milton Hershey and his Enduring Legacy
- Before There Was Hershey: Milton Hershey and Lancaster
- History of The Hotel Hershey
- Hershey, Cuba
- Serving the Nation: Hershey During World War II
- Hershey Gardens: A Historical Overview
- History of Hershey Theatre
- Hershey Community Archives: The Archives' Collection and the Stories They Tell
- The Hershey Entities: Understanding the Distinctions and Connections
- Milton S. Hershey as a Strategic Thinker
- Hershey: The Cultural Hub of Central Pennsylvania



#### Horticulture

- All About Pollinators
- Gardening with Annuals
- The Secret Life of Butterflies



#### Collections at The Hershey Story Museum

- The Force behind Hershey's American Indian Museum: John G. Worth
- The Life of a Collector: George H. Danner

# Celebrate Chocolate in the Chocolate Lab

Museum guests routinely ask the Chocolate Lab staff if they ever get tired of chocolate. “We handle chocolate just about every day – melting, tempering, dipping and designing,” said Kyle Nagurny, Lab manager. “Guests assume that we don’t want to see, smell or eat chocolate outside the Chocolate Lab.”

“They are wrong. Oh so very wrong,” laughed Nagurny.

Of course, Lab staff have personal preferences when it comes to chocolate. “Dark varieties prevail, but no one has ever seen a staff member refuse a classic milk chocolate Hershey’s Kiss,” said Nagurny.

“Lab associates enjoy the sweet, rich flavor of white chocolate too, having concocted – and eaten – more than a few pieces of ‘art’ in the Lab’s ‘Chocolate by Design’ class,” said Nagurny. In this popular class, staff show off their deliciously edible masterpieces, made by “painting” white chocolate on a silky canvas of milk chocolate as a way to inspire guests to do the same.

Visitors to The Hershey Story can experience the Chocolate Lab, meet the staff and make something amazing with chocolate. Forty-five minute classes are ideal for adults and children ages 4 and older. Chocolate Lab tickets are available on a first-come, first-served basis and may be purchased at The Hershey Story admissions desk on the day of the class. Space is limited. Visit [Hersheystory.org](http://Hersheystory.org) for a daily class schedule.

## This summer’s classes include:

### Planet Chocolate

Learn some delicious geography about the many places around the globe where cacao beans are grown. Plus, learn to recognize differences in the beans’ appearance and create a unique milk chocolate bar to take home.



### Build a Bar

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

### Chocolate Beach Bars

Celebrate summer by designing your very own shore-themed milk chocolate bar using edible decals and plenty of graham cracker “sand.”



Take a walk on our “Chocolate Beach Boardwalk” and learn about Hershey’s classics. Also discover where and how cacao beans are grown, harvested and processed into your favorite chocolate confections.

### S’mores Galore

Have some summer fun as you make your own version of this classic favorite. Learn the origins of this campfire confection and how chocolate goes from cacao...to campfire!



### Yankee Doodle Chocolate Bars

(Memorial Day, Flag Day and Independence Day only)

Mold a milk chocolate bar and finish with a splash of red, white and blue star-shaped candy sprinkles to celebrate a national holiday. Find out where and how cacao beans are grown and transformed into your favorite chocolate candy.



## The Pantry Café Now Offers Table Service & New Menu

### You asked for it – and we listened!

The Pantry Café, located inside The Hershey Story, is now offering sit-down table service throughout the day. Plus, guests can now enjoy the full Hershey Pantry menu.

“We’ve had so many locals ask for the same experience that we offer at the



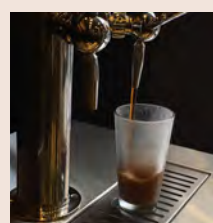
Hershey Pantry,” said Collette McNitt, Café manager. “So we added some equipment to the kitchen and are thrilled to now offer nearly the same menu.”

“Rest assured, the new menu includes our famous stuffed French toast, pancakes, made-to order eggs and the turkey cranberry sandwich,” said McNitt.

“Guests appreciate the table service, but there is also counter service for those who would like their order to go or if they want to eat at one of the designated tables in the Café.”

## Try the New “Nitro Coffee”

There’s a new brew in town! Nitro coffee is a cold-brewed coffee that is infused with nitrogen gas, which creates a creamy, stout-like effect. The combination results in a smooth,



clean coffee with a silky texture. It is served straight from a tap and not over ice. Try a cup at the Pantry Café!

## Youth Volunteers: Applications Now Being Accepted for “Past Masters” at The Hershey Story

Do you know a student who enjoys interacting with others and wants to learn more about Hershey history? Volunteering as a Past Master is a great way to experience both!

“Our youth volunteers assist guests throughout the museum and gain valuable work experience at the same time,” said Amy Bischof, director. “They help bring the museum alive by assisting kids with scavenger hunts and hands-on exhibit activities,



as well as aiding with our summer camp groups.”

Interested students between the ages of 12 and 15 should contact [abischof@hersheystory.org](mailto:abischof@hersheystory.org) today for more information and an application. Positions are limited.

A Past Master assists a young guest with the XPlor-O-Scope in The Hershey Story Museum lobby.

# HERSHEY STORY HAPPENINGS

## “Art on Chocolate” Student Art Display

Saturday, May 13 through Thursday, May 18  
9 a.m. – 5 p.m.

In conjunction with the Downtown Hershey Association’s fine arts and crafts show “Art on Chocolate,” The Hershey Story will display selected student artwork from Milton Hershey School and other local school districts in the Grand Lobby. *“Art on Chocolate” is Saturday, May 13; learn more at [DowntownHershey.com](http://DowntownHershey.com).*



## Moms Receive Free Admission on Mother’s Day

Sunday, May 14  
9 a.m. – 5 p.m.

All moms receive free admission to the Museum Experience on Mother’s Day!



## Dads Receive Free Admission on Father’s Day

Sunday, June 18  
9 a.m. – 7 p.m.

All dads receive free admission to the Museum Experience on Father’s Day!

## Preschool Story Time

Thursdays, September 7 through October 26  
9:30 - 10:15 a.m.

Preschoolers will love exploring themes through enchanting pictures and stories. Each week will feature a different topic; a simple craft will follow the interactive read-aloud. Recommended for children ages 3 through 5 accompanied by an adult caregiver. This program is free and will take place in the lower level classroom. Registration is not required.



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

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



Join the Hershey community to remember Milton Hershey on what would have been his 160th birthday. Bring your lawn chair 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.

## Homeschool Day

Wednesday, October 18  
9 a.m. – 1 p.m.

Homeschoolers are invited to join us for a scavenger hunt through the museum exhibits and a special class in the Chocolate Lab! Registration is required and will be available at [HersheyStory.org](http://HersheyStory.org) beginning July 15. \$10 per student or adult.



## Join Us for Free Activities at ChocolateTown Square

The Hershey Story staff and volunteers will be hosting kids’ activities at Downtown Hershey Association’s “Market on Chocolate” this summer. Come out and enjoy hands-on chocolate-themed activities. ChocolateTown Square is located at the intersection of Cocoa and Chocolate Avenues in downtown Hershey. In the event of inclement weather, the activity will be cancelled.

Saturday, June 24  
from 10 a.m. - 12 p.m.

### Chocolate Factory Fun



Kids can take on the role of a factory worker from long ago as they sort bars into packages for shipping. They can try on factory worker name tags, hats and gloves and test their sorting skills.

Saturday, July 29  
from 10 a.m. - 12 p.m.

### Mysteries of the Maya

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



Saturday, August 26  
from 10 a.m. - 12 p.m.

### Chocolate Art Activities

Cocoa shells and colored white chocolate provide an opportunity for creativity. Participants can make a chocolate-scented picture from the husks that cover cocoa beans. They can also use chocolate to draw a unique picture.



Saturday, September 30  
from 10 a.m. - 12 p.m.

### Folk Toys

Kids can enjoy old-fashioned wooden toys from long ago. Come play with popular American folk toys like Jacob’s Ladder, buzz saws and ball & cup, just to name a few.



## Sensory Friendly Evening

Friday, June 9  
5:30 - 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. They may enjoy interactive exhibits about Milton Hershey and the industry and town he created, as well as a hands-on exhibit that recreates jobs in the original chocolate factory. A walk-up activity in the Chocolate Lab that

includes making your own chocolate bar is included. A special price of \$10 per person includes all activities; one adult is admitted free with each family or group. Questions? Call 717.520.5591 or email [Info@HersheyStory.org](mailto:Info@HersheyStory.org). Pre-visit stories are available at [HersheyStory.org](http://HersheyStory.org).

## HERSHEY THEATRE

17  
18 BROADWAY SERIES

Presenting Sponsor

Capital BLUE

For tickets, please call the Hershey Theatre Box Office at 717.534.3405 or visit [HersheyTheatre.com](http://HersheyTheatre.com)**Kinky Boots**

Nov. 28 - Dec. 3, 2017



*Kinky Boots* is Broadway's huge-hearted, high-heeled hit! With songs by Grammy® and Tony® winning pop icon Cyndi Lauper, this joyous musical celebration is about the friendships we discover, and the

belief that you can change the world when you change your mind. Inspired by true events, *Kinky Boots* takes you from a gentlemen's shoe factory in Northampton to the glamorous catwalks of Milan.

Charlie Price is struggling to live up to his father's expectations and continue the family business of Price & Son. With the factory's future hanging in the balance, help arrives in the unlikely but spectacular form of Lola, a fabulous performer in need of some sturdy new stilettos.

With direction and choreography by two-time Tony Award-winner Jerry Mitchell (*Legally Blonde*, *Hairspray*) and a book by Broadway legend and four-time Tony Award-winner Harvey Fierstein (*La Cage Aux Folles*), *Kinky Boots* is the winner of six Tony® Awards including Best Musical, Best Score and Best Choreography.

Take a step in the right direction and discover that sometimes the best way to fit in is to stand out. "There is no show hotter than *Kinky Boots!*" – *CBS News*

**Something Rotten!**

January 24 - 28, 2018

With 10 Tony® nominations including Best Musical, *Something Rotten!* is a "big, fat hit!" (*New York Post*). Set in the '90s – the 1590s – this hilarious smash tells the story of Nick and Nigel Bottom, two brothers who are desperate

to write their own hit play while the "rock star" Shakespeare keeps getting all the hits. When a local soothsayer foretells that the future of the theatre involves singing, dancing and acting at the same time, Nick and Nigel set out to write the world's very first MUSICAL! With its heart on its ruffled sleeve and sequins in its soul, *Something Rotten!* is "*The Producers* + *Spamalot* + *The Book of Mormon*. Squared!" (*New York Magazine*).

**Beautiful**

February 20 - 25, 2018

Long before she was Carole King, chart-topping music legend, she was Carol Klein, Brooklyn girl with passion and chutzpah. She fought her way into the record business

as a teenager and, by the time she reached her twenties, had the husband of her dreams and a flourishing career writing hits for the biggest acts in rock 'n' roll. But it wasn't until her personal life began to crack that she finally managed to find her true voice.

*Beautiful* – The Carole King Musical tells the inspiring true story of King's remarkable rise to stardom, from being part of a hit song-writing team with her husband Gerry Goffin, to her relationship with fellow writers and best friends Cynthia Weil and Barry Mann, to becoming one of the most successful solo acts in popular music history. Along the way, she made more than beautiful music, she wrote the soundtrack to a generation.



Featuring a stunning array of beloved songs written by Gerry Goffin/Carole King and Barry Mann/Cynthia Weil, including "I Feel The Earth Move," "One Fine Day," "(You Make Me Feel Like) A Natural Woman," "You've Got A Friend" and the title song, *Beautiful* has a book by Tony® Award-nominee and Academy® Award-nominated writer Douglas McGrath, direction by Marc Bruni, choreography by Josh Prince and took home two 2014 Tony® Awards and the 2015 Grammy® for Best Musical Theater Album. *Beautiful* is currently playing to sold out crowds at the Stephen Sondheim Theatre on Broadway.

**The King And I**

April 3 - 8, 2018

Two worlds collide in the Lincoln Center Theater production of this "breath-taking and exquisite" (*The New York Times*) musical, directed by Bartlett Sher. One of Rodgers & Hammerstein's finest works, *The King and I* boasts a score that features such beloved classics as "Getting To Know You," "I Whistle a Happy Tune," "Hello Young Lovers," "Shall We Dance" and "Something Wonderful."

Set in 1860's Bangkok, the musical tells the story of the unconventional and tempestuous relationship that develops between the King of Siam and Anna Leonowens, a British schoolteacher whom the modernist King, in an imperialistic world, brings to Siam to teach his many wives and children. Winner of the 2015 Tony Award® for Best Musical Revival, *The King and I* is "too beautiful to miss" (*New York Magazine*).

HERSHEY THEATRE  
Apollo  
AWARDSTickets  
still  
available!

Sunday, May 21, 2017 at 7 p.m.

Celebrate and acknowledge the achievements of high school students in musical and play productions at the 9th annual Hershey Theatre Apollo Awards!

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

# JOIN OUR TEAM Become a Volunteer!

Volunteers are a vital part of The M.S. Hershey Foundation. Last year alone, our volunteers generously donated more than 12,500 hours of their time and talents to Hershey Theatre, The Hershey Story and Hershey Gardens. Thank you!

Consider joining our team! You'll make new friends, have fun and give back to your community. We offer flexible hours in a fun environment. For more information, please call Debbie DiNunzio at 717.508.5958.

## VOLUNTEER OPPORTUNITIES



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

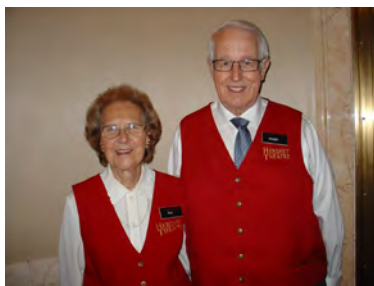


## HERSHEY GARDENS

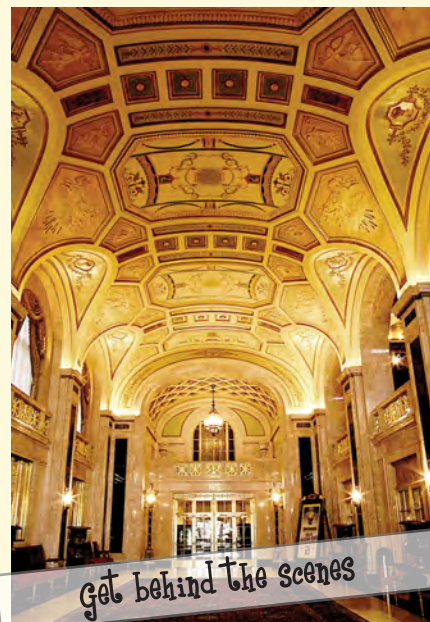
Hershey Gardens volunteers introduce children to nature through youth education programs, engage visitors in the Butterfly Atrium, and assist staff in beautifying the gardens. Volunteers are also needed for special events such as Pumpkin Glow. Learn more at [HersheyGardens.org](http://HersheyGardens.org).

## HERSHEY THEATRE

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

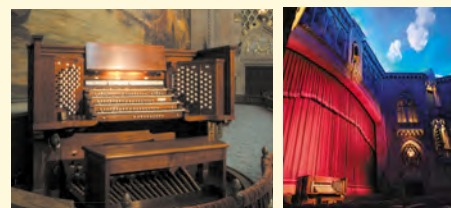


## HERSHEY THEATRE Spotlight tour



get behind the scenes

Experience the tour that takes you behind the scenes of “The Most Impressive Theatre in Pennsylvania.” From balcony to basement, Hershey Theatre has undergone a three-year, three-million dollar dazzling restoration - bringing it back to the opulence of opening night in 1933. Learn the details of this historic project and the inside story of Milton Hershey’s Entertainment Showplace.



**Tours are Fridays at 11 a.m.\*  
Sundays at 1 p.m.\***  
(Memorial Day weekend through Labor Day)

Adults - \$10  
Juniors (4-12) - \$6  
\*Tours are held subject to theatre schedule.  
To confirm tour times or for more information, please call 717.533.6299.  
Private group tours available by appointment.

## Baby Grand Piano Donated to Hershey Theatre

“The piano keys are black and white  
but they sound like  
a million colors in your mind.”

- Maria Cristina Mena

Hershey Theatre is the proud recipient of a Yamaha baby grand piano, thanks to Mrs. Maxine Haynes, who recently donated the beautiful 5'3" instrument.

“Mrs. Haynes’ donation couldn’t be more timely or more appreciated,” remarked Don Papson, executive director. “With all the music-related events we have at our various properties, an additional piano was needed.”

The piano’s new home will be at Hershey Theatre, where it will be used for various events held there, as well other Foundation-related events.



# Companies That Helped Build Hershey

By Lauren Ciriac Wenger, Collections Assistant, The Hershey Story

Milton Hershey took great pride in his products and in his town, and always strove for excellence. When he introduced Hershey's Milk Chocolate in 1900, he worked to develop a high-quality product that was affordable to everyone. The companies Mr. Hershey did business with also offered high-quality and affordable products, making them ideal business partners.



Hershey's Sweet Milk Chocolate Label, 1906-1911, Ketterlinus Lithographic Mfg. Co.

sought to create good products while being cost-conscious. Using reconditioned machinery was a practical way to achieve these goals.

Hershey Chocolate Company also relied on several other companies for various tools, products and supplies. The company purchased chocolate molds from mold makers such as Anton Reiche of Germany, Eppelsheimer & Co. of New York City and Letang Fils of France. The Hershey Company, although it had an in-house print shop, also outsourced label design and printing to Ketterlinus Lithographic Manufacturing Company of Philadelphia.



Chocolate Melting Machine, c. 1910, with tag from Union Confectionery Machinery Company



## Union Confectionery Machinery Company

The Hershey Story recently acquired a working model of five machines used in the chocolate making process. The set includes a triple mill, cocoa press, melangeur, chocolate warming pot and a roll refiner. It is motorized, with the mechanisms functioning like their life-size counterparts. The museum received the model from the Union Confectionery Machinery Company; a family-owned business with a long history of selling quality rebuilt chocolate-making machinery.

Hershey Chocolate Company and Union Confectionery Machinery Company enjoyed a long and productive working relationship beginning as early as 1920. The Hershey Story Museum collection has a chocolate melting machine from the early 1900s that was used in the original chocolate factory; its tag indicates it was rebuilt by Union.

It is no surprise that Milton Hershey chose Union as one of his equipment suppliers. Hershey was known for being a man who valued quality and affordability, and



Chocolate Molds: Bar mold with "HERSHEYS" imprint, Eppelsheimer & Company, 1937 (left); Domino design, Letang Fils, c. 1910 (top right); Bon Bons, Anton Reiche, 1930-1960 (bottom right)

## Batchelder Tileworks

Milton Hershey's cost-conscious purchases were not limited to his chocolate-making endeavors. During the Great Depression, Milton Hershey took advantage of low-cost materials in order to build and expand his town, creating more jobs for the community. This era, known as the "Great Building Campaign," resulted in the construction of several buildings including Hershey Theatre, the Community Building, The Hotel Hershey, and Hershey Sports Arena and Hershey Stadium. Mr.



Batchelder tile inlaid in stairs to Mezzanine, The Hotel Hershey, installed c. 1932

Hershey hired local construction workers and utilized businesses both near and far, bringing pieces of the world to his town while also utilizing the resources available around him. He was loyal to companies that provided good service. One such company was Batchelder Tileworks of Pasadena, California.

Ernest A. Batchelder was an early 20th century skilled artisan tilemaker whose work was influenced by the Arts and Crafts movement.

His tilework featured motifs like birds, foliage, geometric patterns and Mayan designs. Batchelder tilework can be found in several locations at The Hotel Hershey including the Fountain Lobby, The Circular, the Mezzanine and the Garden Terrace reception area. The tiles are also featured in the Community Building and Hershey Theatre's lower lobby. While Mr. Hershey may have been particular about certain things, he also found ways to balance luxury with monetary savings through resourcefulness.

For example, the Fountain Lobby marble inlaid floor at the Hotel is made of scrap pieces, and the wood used to create the Mezzanine balconies was once part of the Swatara Creek dam.



Batchelder tile featuring peacock with grapes, The Hotel Hershey Mezzanine wall, installed c. 1932

## Rudy Glass Company

Rudy Glass Company is another business that can be seen throughout Hershey. In the late 1800s J. Horace Rudy and his brothers owned a successful stained glass company in Pittsburgh. In 1904, J. Horace Rudy and his wife moved to York, PA to open a branch studio there. The company's colorful stained glass adorns the windows of many of Hershey's well-known buildings, including The Hotel Hershey, High Point Mansion, Hershey Theatre and the Community Building.



Design sketch of window in The Hotel Hershey Circular Dining Room, J. Horace Rudy, c. 1930; Courtesy Hershey Community Archives



# 10 Top Flowers to Bring Butterflies to Your Home Garden

By George Weigel for GreenView Fertilizer

**H**ershey Gardens' new Butterfly Atrium gives us northerners a chance to enjoy some 500 "fluttering friends" at any given time – even in the dead of winter.

The facility's computer-monitored perpetual summer of heat, light and humidity makes an inviting, year-round setting, even for tropical species.

But come late spring, that same scenario plays out for nearly five months in the central Pennsylvania outdoors. Our yards may not fill with blue morphos and saras, but they can be popular draws for colorful northern species, including monarchs, swallowtails, fritillaries and painted ladies – if you give them what they need.

For starters, stop spraying. Before butterflies become butterflies, they're caterpillars, and caterpillars eat plant leaves. That means you should tolerate – even expect – chewed leaves in spring. Plants typically grow through this temporary damage.

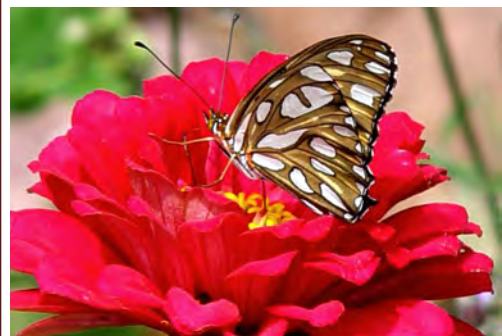


Remember, butterflies are caterpillars before they're butterflies.

Remember: no caterpillars, no butterflies.

A butterfly-friendly yard also offers plentiful sunlight; screen plantings, fences, courtyards or similar protections from gusty wind; a few rocks for butterflies to warm themselves in the sun, and finally – a mud puddle or patch of wet sand for drinking.

The key, though, is plant life – especially a wide variety of it. Yards that are mostly lawn and yew bushes are deserts to butterflies.



A butterfly is collecting nectar from this blooming zinnia.

Butterflies need both host plants (where eggs are laid) and nectar plants (ones that supply sugary food to adults).

Different butterflies use different host plants for egg-laying, so the more plant variety you offer, the better shot you'll have at attracting many different butterflies.

It turns out that some of the most attractive host plants are herbs, vegetables and, yes, weeds. Some of the best hosts: milkweed (a must for monarchs), clover, violets, sunflower, dill, fennel, parsley, Queen Anne's lace, thistle, dandelion and willow.

Once caterpillars have morphed into butterflies, you'll need blooms throughout the season, from May through September.



Picking the right plants – such as this milkweed for a monarch – is key to attracting butterflies to the home garden.

Butterflies can't go without food if your yard has bloomless spells. The blooms give adults a steady supply of nectar. In turn, butterflies pollinate the flowers.

Some plants are more attractive to butterflies than others, such as ones rich in accessible nectar, ones with clustered or "umbrella-like" flower shapes, and ones with pink, purple, red, yellow, orange and white flower colors. Blue and green flowers are least attractive.

Also helpful is planting in groups of at least five plants each, which makes it easier for butterflies to find and feast on.

Hershey Gardens' Butterfly Atrium is loaded with plants that are most attractive to butterflies. Some will work in your home garden as well.

Here are 10 of the best flowers (both annuals and perennials) that not only attract butterflies but look good and perform well in central Pennsylvania gardens:

**Butterfly milkweed (*Asclepias tuberosa*)** –

This is the most "garden-friendly" of the milkweeds, noted for its bright-orange flower clusters in early summer. Let a few pods go to seed so you'll have a steady supply of new plants each year.

**Aster** – This family of perennials is a butterfly/moth powerhouse, attracting more than 100 different species. Its daisy-like flowers of purple, pink or lavender are especially useful in bringing up the rear of the season (August to October bloom).



Asters are a garden powerhouse when it comes to attracting butterflies.

**Goldenrod (*Solidago*)** – Wild, roadside stands of this late-summer perennial with the golden flower spikes are rangy and floppy, but compact, heavier-blooming and nicer-looking varieties are available



This 'Golden Baby' goldenrod is a compact type at garden centers,

such as 'Golden Fleece,' 'Baby Gold' and Little Lemon®. Goldenrods also attract more than 100 butterfly and moth species.

**Blazing star and gayfeather** – Two variations of native *Liatris*, these perennials offer spiky pink or white flowers as spring hands off into summer.

**Black-eyed/brown-eyed susan (*Rudbeckia*)** – Also native perennials, these cheery July and August bloomers have bright yellow to gold petals with a brown or black central disc.



Joe Pye weed is a tall perennial that blooms in mid-summer.

**Joe Pye weed (*Eutrochium*)** – This native perennial with the large pinkish-purple flower clusters atop six-foot-tall stems is another you'll see wild along roadsides. But as with goldenrod, garden centers have more compact varieties better suited for home gardens. Check out 'Little Joe' and 'Baby Joe.'

**Sunflower (*Helianthus*)** – Perennial forms grow 3 to 6 feet tall with golden mid-summer blooms. Annual types have red-to gold-petaled discs that bloom from June into frost.



Lantana is one of the best annual flowers for attracting butterflies.

**Lantana** – One of the best butterfly annuals, lantana is a trailing, heat- and drought-tough flower that blooms all summer in gold, orange, red or yellow.

**Marigold** – Yeah, they're common annuals, but butterflies love the red, gold, yellow or orange flowers that produce steadily from the day you plant them in May until frost.

**Zinnia** – Another old-fashioned favorite, zinnias are annuals that produce season-long bright flower clusters in just about every color except blue on plants ranging from 18 inches to 4 feet.

All of these plants are readily available at local garden centers and can be planted in spring.

# Foreign Plants: *Friend or Foe?*

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

Many plant species from around the world have found their way to America - and their presence has had a profound impact on our landscape. In fact, well over one-third of the flowering plants that now occur spontaneously in Pennsylvania are not native.

## Non-Native Plants as Welcome and Unwelcome Guests

Americans have long embraced non-native plants. Ancestors of many beloved plants at Hershey Gardens were brought to America as cuttings, tubers, bulbs and seeds to remind European settlers of the land they had left behind. An 1801 painting of Rubens Peale with a geranium (*Pelargonium × hortorum*) by his brother, Rembrandt Peale, celebrates the introduction of this South African plant to America. Other early American botany enthusiasts, such as Thomas Jefferson and the Bartram family of Philadelphia, set precedents for American gardeners by importing exotic plants from tropical parts of the world.

Some introductions were more accidental and regrettable. Plants that were brought to America as potential food sources escaped cultivation and became weeds. Examples include garlic mustard, wild parsnip and the tenacious dandelion. Kudzu, a vine that was imported from Asia to prevent soil erosion, is now known for swiftly blanketing anything in its path. The common reed (*Phrag-*



This 1801 painting celebrates the introduction of the geranium from South Africa to America.

*mites*) that spreads prolifically in Northeastern wetlands came as ballast material in ships. Similarly, Japanese stiltgrass came from Asia as packing material around porcelain and now can be found in 16 eastern states from New York to Florida.

## The Impact of Non-Native Plants

Non-native does not necessarily mean invasive. Most of our plant guests from overseas stay where they are planted and do not cause problems for our environment. However, some exotic plants have become so successful that they have taken over huge portions of

our landscape, nudging out native plants. The diminishment of native plants affects, in turn, the insects that depend on them, the birds that eat the insects and so on up the food chain.

The upset of balance and diversity caused by invasive plants can create a monoculture, as is the case where Japanese barberry has completely replaced the understory level in some Northeastern woods. Preserving biodiversity minimizes chances that a single disease or pest will wipe out an entire natural area.

Nurseries and big box stores across the country tend to feature the same types of non-native plants. This trend threatens to erode the “sense of place” that makes each region of our country unique. Because of the choices available, it is often impossible to see significant differences between home landscapes in Pennsylvania and other regions of the country. And plants that are not suited to their region often require more resources, such as water, fertilizer and pesticides.

## Should You “Go Native?”

As much as we all love the imported plants in our yards, no true gardener wants to see non-native bullies completely force out our native plant species. Many plants native to Pennsylvania make stunning and low maintenance additions to the garden. An article in the fall issue of *The Legacy* will highlight some of these choices and focus on alternatives to plants that invade our native landscape.

## New! The “Hoop House” to Feature Sustainable Gardening Displays

The former outdoor Butterfly House to be transformed; Opens May 26

Fruits, vegetables and herbs. These garden treasures aren't new to most home gardeners. But the gardening staff at Hershey Gardens is going a step beyond the basics - they'll be growing new and different varieties in new and different ways.

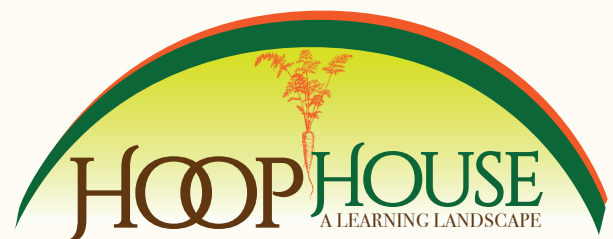
Hershey Gardens is proud to introduce the “Hoop House,” aptly named due to the series of “hoops” covered in plastic that create the enclosure. Previously the outdoor Butterfly House in The Children's Garden, the new Hoop House will introduce guests to unique, space-saving ways to grow fruits and vegetables, as well as other sustainable gardening techniques.

“With the butterflies' new home in the Conservatory, we've transformed the space into an innovative new sustainable garden,” said Brooke Umberger, Conservatory supervisor.

The Hoop House will feature common vegetables, as well as unusual home garden vegetables such as eggplant and okra - all planted in containers. “Guests will quickly see how easy it is to grow your own food - even in small spaces,” said Umberger. “We will also be showing inexpensive and unusual ways to grow them.”

Fruit also will be grown in the House. “Not all fruit grows on trees,” said Alyssa Hagarman, horticulture specialist. “There are many types that grow on smaller perennial plants and bushes.” Strawberries are small, mounding plants that are harvested in June. “To help minimize the spreading of their runners in unwanted areas, we will be growing our strawberries in a laundry basket,” said Hagarman.

“Even grapes, which most gardeners



don't consider growing because of the space required for harvest, will be featured. We will be growing a dwarf variety,” said Hagarman.

The Hoop House will also feature herbs, “which are great for color throughout the season, as well as for other purposes,” said Umberger. “Chamomile and bee balm bloom in early summer and both are great for tea. Sage and hyssop will bloom later in the summer and extend into the fall. The season will end with oregano and basil, great for culinary purposes - and they also provide nectar for pollinators.”

A demonstration beehive will educate guests on the importance of pollination. “Bees will enter and exit the hive at a safe distance from guests, but the hive will be located in a box with a clear acrylic side that can be viewed from inside the House,” said Hagarman. “Bees are important pollinators; they are responsible for one out of every three bites of food we eat.”

Other sustainable gardening techniques, such as water conservation, will be demonstrated in the House. “Rain barrels will catch runoff from the roof, which will be used to water the plants,” noted Hagarman.

“We love the idea of showing guests what they can do at home - and the importance of creating a sustainable environment,” said Umberger. “Gardeners of every skill level can walk away with an idea to use at home.”

The Hoop House will open on Friday, May 26. It will remain open year 'round.

# Donations Help 8,500 Students from Financially-Challenged School Districts

“Share the Story” & “Share the Gardens” Scholarship Funds Receive Record Support



With this in mind, The Hershey Story created the “Share the Story” scholarship fund in 2011 and Hershey Gardens created the “Share the Gardens” scholarship fund in 2016, with the opening of the year ‘round Milton & Catherine Hershey Conservatory.

Both scholarship funds subsidize the cost of field trip admission and transportation for schools who meet the eligibility requirements. Schools that are eligible to participate must have 75% or more of its students qualify for free or reduced-price lunches as part of the National School Lunch Program. Schools apply by submitting a simple online application at [HersheyStory.org](http://HersheyStory.org) and [HersheyGardens.org](http://HersheyGardens.org). Funds are distributed on a first-come, first-served basis.

Since its inception, nearly 7,700 students have visited The Hershey Story at no cost to them. The scholarship fund has covered \$95,000 in admission fees and transportation expenses from more than 30 schools across Pennsylvania. The majority of students are from five local counties: Dauphin, York, Lancaster, Lebanon and Berks.

Hershey Gardens has hosted 760 students since the program began last year. The scholarship fund has covered \$9,000 in admission fees and transportation expenses from 15 schools.

“Private donations and corporate sponsorships have helped these programs thrive,” said Papson. “I love seeing students in our classroom enjoying The Hershey Story experience. The excitement on the faces of these young students is the best part of my day.”

When Mr. Hershey established The M.S. Hershey Foundation in 1935, he did so because he understood the importance of educational and cultural enrichment, especially for students.

“Many children aren’t given the opportunity to visit a cultural institution, so their first experience is often on a school field trip,” said Don Papson, executive director of The M.S. Hershey Foundation. “Studies have shown that field trips like these contribute to the development of stronger critical thinking skills, increased historical empathy and higher levels of tolerance. Field trips cultivate a student’s interest in the arts, and that interest helps shape their future.”

Unfortunately, many financially-challenged school districts have been forced to eliminate field trips. “The result is that many students never have the opportunity to experience the connection to history that a museum offers or the connection to the natural world that a garden offers,” said Papson.

## Letters from teachers

“We cannot thank you enough for funding our trip to the museum. Our 3rd graders had such a wonderful time. Many of our students have never had an experience like that before. They were blown away by all of the interactive learning technology in the museum, but their favorite part was the Chocolate Lab, which I’m sure is no surprise!”



Students from 13th and Green Elementary School (Reading School District) visit the Butterfly Atrium as part of the “Share the Gardens” program.

“Thank you so very much for allowing our students to visit Hershey Gardens! Our students had such a great time and were exposed to many new and interesting things that they would otherwise not be able to participate in. We are so appreciative of your generosity to provide this at no cost to our students. We hope to see you again next year!”

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## Kids, Become a Member of the Hershey Gardens Explorers Club!



**Hershey Gardens needs YOU to go on an expedition throughout the Gardens!** But first, you'll need gear. We'll send you on your way with a pair of cool explorer binoculars and a trusty "field notebook."

**Your mission?** Uncover clues and discover the wild side of the Gardens. Use your binoculars on your adventure to look up, down and all around! Use your field notebook to record your discoveries and to learn fun facts as you explore Hershey Gardens.

\$5.95 per child, \$4.95 for members.

