

THE LEGACY

NEWS from THE M.S. HERSCHEY FOUNDATION | FALL/WINTER 2019 | ISSUE 29



HERSCHEY GARDENS PUMPKIN GLOW

October 18, 19, 25 and 26
from 6 to 8:30 p.m.



Hershey Gardens lights up the night with more than 200 carved, illuminated pumpkins on display at this non-scary, family-friendly event. Kids are encouraged to bring a flashlight and dress in costume! Trick-or-treaters can collect candy at eight stations along the path as they enjoy themed jack-o-lantern displays and live cartoon characters! Lebanon County Career & Technology Center students will also be demonstrating



pumpkin carving. Kettle corn will be for sale. Pumpkin Glow is a special event requiring a

ticket purchase at the door or in advance at HersheyGardens.org. Members are free.

On October 25 and 26 only, celebrity pumpkin carver Danny Kissel will be onsite carving his whimsical creations.



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Meet James Leithiser: Milton Hershey's Confidant or Competitor? The Hershey Story Receives Leithiser Portrait

On August 23, 2019, descendants of James B. Leithiser donated his portrait to The Hershey Story Museum. The Leithiser name may sound familiar to Hershey residents because he built one of the mansions on East Chocolate Avenue.

But who was this man and what was his connection to Milton S. Hershey?

James Brumbach Leithiser was born in 1867 to William and Sarah Leithiser near Reading, Pennsylvania. William was a butcher by trade and taught both his sons, James and William, Jr., the business. James, or J.B. as he was known, practiced the butchering trade for a number of years in Reading, where he met Lorena Hershey. J.B. and Lorena were married in 1892 and a daughter, Margaret, was born a year later. It so happened that Lorena and Milton S. Hershey were first cousins; their fathers, Christian and Henry, were brothers. It's unclear how J.B. and Lorena met, but their union ultimately opened the door to greater opportunities for J.B.



Lorena, Margaret and James Leithiser, ca. 1895. Image courtesy of the James L. Dearmley family

By 1901, J.B., Lorena and Margaret moved to Philadelphia and were doing well enough to hire a girl to assist with general housework and cooking. By the end of the decade, Lorena's mother and sister were also living with them. Around this time, J.B. had changed careers and worked as a manager for a wholesale confectioner. A classified ad seeking an "experienced man on crême and marshmallow work..." in *The Philadelphia Inquirer* listed J.B. as the contact. Applicants were directed to his office at 38 E. Allen Street. Interestingly, the American Caramel Company had a factory at this address. Just ten years earlier, Mr. Hershey sold the Lancaster Caramel Company to his



James B. Leithiser residence, East Chocolate Avenue, 1915

largest competitor, none other than the American Caramel Company!

Back in Hershey, Pennsylvania, Milton Hershey's new chocolate factory was in full swing and his fledgling town was growing. Mr. Hershey was looking for

good people who could support him in his efforts to build a model community. It's through Lorena that J.B. was hired and became general manager of the Hershey Improvement Company. For a time, Lorena lived much of the year in Philadelphia so that Margaret could attend high school. J.B. visited on weekends and both Margaret and Lorena spent the summer months in Hershey. After Margaret graduated from West Philadelphia High School in 1911, she and her mother moved permanently to Hershey.

Soon after, J.B. engaged architect C. Emlen Urban to design a grand home east of the chocolate factory. The three-story, brick mansion was located near High Point and next to the homes of Mr. Hershey's trusted associates, Ezra Hershey, John Snyder and William Murrie. The home's location firmly cemented J.B.'s position as a member of Mr. Hershey's inner circle.

As general manager of The Hershey Improvement Company, Leithiser oversaw the construction of important community resources such as The Hershey Store Company in 1910 and expansion of the Hershey Transit Company and The Hershey Trust Company building in 1914. In addition, he sold building lots and supervised construction of numerous homes for employees, building 50 new homes in 1911 alone!

The Leithisers were important members of Hershey's community and their social engagements and charitable works were frequently reported by the newspaper.

"J. B. Leithiser has the honor of drinking the first glass of soda water from the new fountain at the Hershey store. Mrs. Leithiser made the first purchase when the store was opened some months ago." The Hershey Press 02/17/1911

J.B. organized "clean up" days and worked to improve sanitation for the town. He furnished a large fir tree for the community's Christmas celebration. *(continued on page 2)*

Leithiser, continued from page 1

During World War I, he assisted with the Liberty Loan program. Lorena supported the Red Cross and Women's Club. She hosted luncheons and was a member of "The 500" card playing club. Margaret, a popular young woman described as "beautiful and charming," was known for her dedication to the arts, appearing in several local productions.

For the town's 10th anniversary celebration, J.B. invited President Teddy Roosevelt to address the crowd and see the good work being done within the growing Hershey community. Roosevelt unfortunately declined. His response was published in *The Hershey Press*. Roosevelt, who had recently lost his bid for a third term of the presidency, was due to be in Michigan as referenced in his letter. (Roosevelt had sued newspaper editor, George Newett, for libel. During the campaign, Newett referred to Roosevelt as a drunkard and liar in print. After a week-long trial in Michigan, Newett retracted his statement and claimed he had been mistaken about Roosevelt's character.)

In the fall of 1914, J.B. and Lorena announced the engagement of their daughter, Margaret, to Charles Edwin Dearnley of Philadelphia. In early 1915, J.B. was appointed to the Hershey Industrial School Board of Managers. What should have been a joyous time for the Leithiser family turned tragic when Lorena died in February at age 46. Her obituary noted that she had been in poor health for some time. All community social events were cancelled as a show of respect. Milton Hershey, Lorena's cousin, was a pallbearer at her funeral.

A month later, the grieving community suffered an even bigger loss, that of Kitty Hershey, beloved wife of Milton Hershey. Two of Hershey's top executives were in mourning. In August, Mr. Hershey, J.B. and Margaret took an extended tour of the Catskill and Berkshire Mountains, covering 1,200 miles between New York, Massachusetts and Pennsylvania. The natural beauty of the lush forests was a welcome respite from their grief. Upon their return, Margaret and Charles Dearnley married in a small private ceremony held at her home and attended by immediate family and Mr. Hershey.

In 1916, Mr. Hershey turned his attention to a new venture in Cuba with the production of sugar. His idea was to build a model community from the ground up. And he had the perfect man for the job - J.B. Leithiser. Over the past five years, J.B. had proven to Mr. Hershey that he was capable and trustworthy. His experience in construction and shaping the community of Hershey, Pennsylvania would prove to be very valuable in Cuba. Passport applications show that J.B. was spending several months each year between 1917 and 1920 overseeing the Cuban interests. In the meantime, Margaret and Charles settled in Philadelphia and started a family. One might imagine that J.B. delighted in spending time with his grandchildren. Taking the train to visit them so often that he was called "Daddy Choo-



Cynthia Schoeffel, great-granddaughter of J.B. Leithiser, presents his portrait to Amy Zeigler, director of The Hershey Story

Choo" or "Choo-y" instead of grandpa, after the "choo-choo" train he arrived on.

On September 12, 1920, J.B. married his second wife, Jane Frances Shields. Jane, 14 years younger than J.B., was an art teacher at Camp Curtain Junior High School in Harrisburg, Pennsylvania. She was raised in Gettysburg and graduated from the Philadelphia School for Industrial Arts and the University of Chicago. Ten days prior to their wedding, J.B. suffered a broken collar bone and several cuts when a vehicle he was riding in was hit by a trolley car outside his home. A few months later, J.B. abruptly resigned from his position and the Hershey Industrial School board. What brought about this decision? Did his recent automobile accident cause him to re-evaluate his priorities? Did his new wife dislike his long and frequent trips to Cuba? Did he hope to retire at 53? Had his relationship with Mr. Hershey soured? No one will ever know exactly what happened, but J.B.'s resignation was a precursor to other events that indicate he and Mr. Hershey migrated from close friends and colleagues to a distant - if not altogether estranged - relationship.

Around 1922, J.B. and Jane moved to his hometown of Reading, Pennsylvania. There, he partnered with former Hershey plant engineer, Charles V. Glynn, and opened the Fleetwood Chocolate Company. Fleetwood, being a much smaller operation than Hershey, made a variety of chocolate and nut bars. Another Fleetwood product looked very similar to Milton Hershey's. Fleetwood Milk Chocolate Kisses were nearly identical in shape to those produced by Hershey. Hershey Chocolate Company officials kept a scrapbook of competitors' products with examples of Fleetwood's packaging among the pages. Chocolate company representatives alerted regulatory agencies when they felt unfair business practices or infringements

had occurred. Hershey Chocolate Company president, William Murrie, sent a letter to the U.S. Department of Agriculture, Food and Drug Inspection Department in March 1923. He claimed that Fleetwood's 5-pound package of Milk Chocolate Kisses contained less chocolate than the net weight printed on the box. Upon investigation, Fleetwood's 5-pound box contained only 4 pounds, 10.6 ounces of chocolate. The company was fined \$50. By 1928, the struggling Fleetwood Chocolate Company closed its doors. Perhaps, J.B. took this opportunity to stop working. At 63 years old, the 1930 census taker listed his occupation as "retired."

Around the same time as Fleetwood's difficulty with the U.S. Department of Agriculture, J.B. severed his remaining link to the Hershey community. His mansion on East Chocolate Avenue was sold back to Mr. Hershey for \$1, which was part of the original sales agreement. Furnishings remaining inside the home were sold at auction. Milton Hershey quickly made plans to modify the Leithiser mansion and use it as a home for 40 boys enrolled at the Hershey Industrial School. In 1939, D. Paul Witmer, Mr. Hershey's architect, drew up plans to renovate the Leithiser mansion into three apartments. Today, each floor remains a luxury apartment.

J.B. and Jane left Reading after the death of his parents. They settled in Gettysburg, Pennsylvania in order to be closer to her family. But, J.B. couldn't stay idle for long. He placed advertisements seeking "clean wool" in the newspaper. This may seem like an odd career choice for man in his 60s; however, he was likely buying unprocessed wool to send to his son-in-law in Philadelphia. Charles Dearnley had inherited his family's successful woolen mill business. And by all accounts, he was doing quite well. Charles bought a large home on Wissahickon Avenue in an affluent neighborhood. He was a member of the

Roxborough Riding Club and through this association met artist Ella Boocock Hoedt. Ella had established herself as a landscape painter of some prominence. She graduated from the Pennsylvania Academy of Fine Arts and studied in Europe. It's unknown if J.B. sat for Ella in person, or if she painted his portrait from a photograph.

James B. Leithiser died in September 1935. Funeral services were held in Gettysburg and burial was in the Charles Evans Cemetery in

Reading, next to his first wife, Lorena. Margaret wrote to Mr. Hershey to inform him of her father's passing, but no response has survived in the historical record and it's unknown if the two men ever reconciled their relationship.

"Choo-y's" portrait has passed through three generations of the Dearnley family and will become part of The Hershey Story's permanent collection. It's a fitting reminder that Milton S. Hershey relied upon others, such as James B. Leithiser, to help implement his vision of a unique and enduring model community.



Fleetwood Chocolate Company, Milk Chocolate Kisses packaging, 1924

THE HERSHEY STORY HAPPENINGS

SPOOKY BREW AT Tastings

Spooky Brew at Tastings

Kids, come to Tastings this October and create your own ghoulish green, ogre orange or purple potion beverage! You choose the spooky color, then sip up the sweet taste of this white chocolate drink, complete with a sugar rim, sprinkles and marshmallow eyeballs.



Spooky Brew is a warm beverage made from white chocolate and milk.

\$7 per beverage

Tastings is open weekdays 11:30 a.m. to 3:30 p.m. and weekends 10 a.m. to 4:30 p.m.

Indian Lore Merit Badge Workshop for Scouts BSA

Saturday, November 2

from 9:30 a.m. to 2:15 p.m.

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



Little Elves Workshop

Little Elves Workshop

November 23, 24, 29, 30 and December 1, 7, 8, 14, 15, 21-24, 26-31 from 10 a.m. to 2 p.m.

Kids, have some holiday fun as you journey through the Little Elves Workshop! Use chocolate clay, icing and ribbon to create a unique ornament to use as a gift or a keepsake. Try out some vintage toys and snap a unique holiday photo against a snowy Hershey scene. \$5 per ornament; free with museum family memberships.



Sensory-Friendly Little Elves Workshop

Saturday, November 23 and December 28 from 9 to 10 a.m.

Guests with autism spectrum disorder and other sensory-related sensitivities and their families and caregivers are invited to participate in Little Elves Workshop. A social story will be available on our website to help guests prepare for their visit. The program fee of \$5 per ornament applies only to participants who create ornaments.



Snowball Saturdays

AT THE HERSHEY STORY

Snowball Saturdays

Saturday, December 7, 14 and 21 from 10 a.m. to 2 p.m.

Friendly, indoor snowball fights are the centerpiece of this holiday event! Kids can visit with Coco the Bear and our own friendly snowman, as well as enjoy storytime. Chocolate Lab participants can make an edible snowball in a "Marshmallow Mischief" class or create a snowy holiday scene in "Let It Snow Chocolate," offered only on Snowball Saturdays. Chocolate Lab classes require a ticket purchase; other activities are free. Check HersheyStory.org for a detailed schedule.



2020

NEW YEAR'S EVE COUNTDOWN

New Year's Eve Countdown

Tuesday, December 31 from 11 a.m. to 3 p.m.

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



HERSHEY COMMUNITY CHORUS CHRISTMAS CONCERT

FRIDAY, DECEMBER 13 AT 7:30 P.M.



Enjoy the Hershey Community Chorus' Christmas concert, "Now is the Caroling Season," featuring the works of Fred Waring and the Pennsylvanians. Performance will take place in the The Hershey Story Grand Lobby. Visit HersheyCommunityChorus.org for more information and to purchase tickets.

Adults: \$18 | Seniors 65+: \$15 | Children 6 to 12: \$9
Ages 5 and under: Free | Groups of 10 or more: \$15

The Holidays Are Sweet in the Chocolate Lab



Art of Chocolate



Whether it's milk, white or dark, making chocolate is a work of art. Learn the origin of chocolate and which ingredients are used in each variety, then create your own "artwork" using three types of chocolates.

Chocolate by Design

Milton Hershey developed his unique formula of chocolate using a blend of cocoa beans. Discover where this fruit comes from and how it is harvested and processed. Choose from a variety of ingredients and design your own flavorful chocolate treat.

Halloween-Themed Classes

There's no better way to celebrate Halloween than by creating a spooky chocolate creation! Enjoy classes such as "Build a Batty Bar," "Spooky Candy Bark" and "Chocolate Cobweb Creations."



Holiday-Themed Classes

Get in the holiday spirit by making a deliciously decadent confection in one of these holiday-themed classes: "Candy Cane Bark," "Make a Very Merry Bar," "Create a Kris Kringle" and "Chocolate Reindeer." During "Snowball Saturdays," take a break from the indoor snowball fights for "Marshmallow Mischief" and "Let It Snow Chocolate" lab classes.



From edible cobwebs to chocolate reindeer, create something amazing (and delicious) in the Chocolate Lab this fall and holiday season! Learn how cocoa beans are grown, harvested and processed into delicious milk chocolate in these hands-on, interactive classes.

Forty-five minute classes are ideal 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.

Planet Chocolate

Guests learn some delicious geography by discovering the many places around the globe where cocoa beans are grown and how they differ according to region. Plus, make your own milk chocolate bar to take home!



Sensory-Friendly Materials Now Available at Museum and Gardens

Guests with autism will now have access to backpacks at The Hershey Story and Hershey Gardens. The backpacks include noise reduction headphones, sunglasses, a small plush toy, fidget tools and a copy of a "social story" to use during their visit. Two backpacks are available at each location. They may be signed out at the admissions desk, on a first-come, first-served basis. There is no charge to use the backpack.

Social stories are also available at HersheyStory.org and HersheyGardens.org, as well as at each location. "These stories can be used to help individuals on the autism spectrum better understand the nuances of their visit," said Amy Zeigler, senior director, The Hershey Story and Hershey Gardens. "These short stories describe socially relevant cues to prepare them for their visit to the museum or gardens. They include answers to questions such as who, what, when, where, and why through the use of visuals and written text."



"They are also helpful in preparing any young child for their visit to the museum or gardens," said Zeigler.



90 Years Later:

How The Stock Market Crash of 1929 May Have Been “The Best Thing That Ever Happened to the Town of Hershey”

By Jennifer Henderson, Senior Archivist, Hershey Community Archives

1929 was a pivotal year, not only in the history of world economics, but also in the trajectory of The Hershey Company. Many people today are unaware of just how much the stock market crash of 1929 affected Mr. Hershey’s company and town. Had it not occurred, The Hershey Company and the town of Hershey, PA would likely not exist as we know them today. “Black Thursday,” as it came to be known, would derail a merger that could have resulted in dire consequences for Mr. Hershey’s company and town.

In 1927, Milton Hershey decided to reorganize his Hershey Chocolate Company. The reorganization was an attempt to liquidate the financial obligations still pressing from the sugar crisis of 1920. It was also to get more money for future expansion and to help find a compromise between Mr. Hershey’s free spending on improvements for the town, and his obligation to the public holders of company stock.



The National City Company logo, ca. 1929

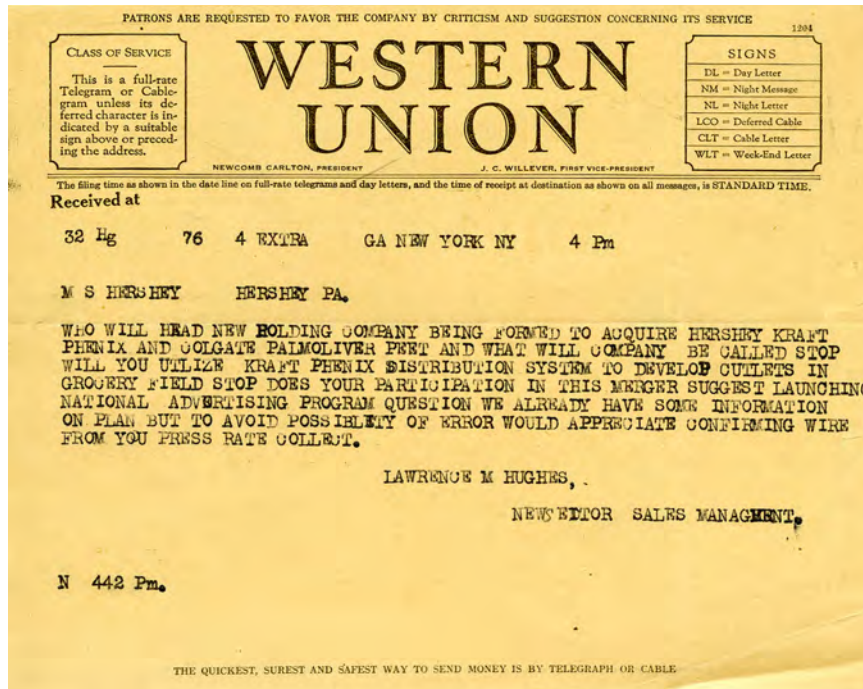
The National City Bank and The National City Company began the process of helping Hershey restructure

the company. The plan called for The Hershey Chocolate Company to dissolve, and be replaced by three separate companies:

- The Hershey Chocolate Corporation, which acquired all the chocolate businesses;
- The Hershey Corporation, which acquired the sugar interests in Cuba;
- Hershey Estates (the forerunner of Hershey Entertainment & Resorts Company), which acquired the town’s non-chocolate businesses, including construction, retail, street maintenance, utilities, public buildings, entertainment and lodging.

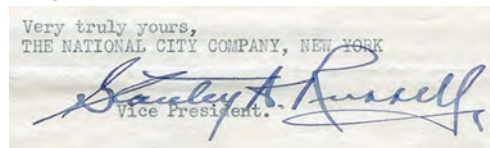
What held the three companies together was the Hershey Trust Company, which administered the Hershey Industrial School’s funds (now Milton Hershey School). As trustee for the school, the Trust owned both Hershey Estates and the Hershey Corporation in Cuba, and it had a controlling interest in the Hershey Chocolate Corporation.

When The National City Company came



A telegram asking Mr. Hershey about the impending merger between Hershey Chocolate Corporation, Kraft-Phenix Cheese, and Colgate-Palmolive-Peet Company, 1929.

to Hershey for restructuring, one of the principals, Stanley Russell, suggested that Hershey could play an important role in the creation of a giant holding company, through a merger, to be called International Quality Products Corporation. Additional parties to the merger would include Kraft-Phenix Cheese and Colgate-Palmolive-Peet. The agreement was signed, and options were nearly executed, but the stock market crash of 1929 put everything on hold. The parties eventually decided not to merge.



The signature of Mr. Stanley A. Russell, the primary force behind the almost merger between Hershey, Colgate-Palmolive-Peet and Kraft-Phenix Cheese, ca. 1929.

Hershey Community Archives is fortunate to have Mr. Russell’s following recollections on this little known piece of Hershey history:

I had been exploring the possibility of forming a large parent organization to control certain of the larger companies in the general field of food preparation and distribution. The concept behind this exploration was not that each company would lose its identity, but rather that there should result a common distributing organization with a view to attaining very substantial savings in the costs of warehousing and distribution.

Following the news that a competing financial firm was in town and ready to secure an option to purchase 500,000 shares of Hershey Chocolate Corporation common stock, Russell was authorized to visit Hershey and offer to purchase the same amount of shares at \$100 each. Having already discussed the idea with Colgate-Palmolive-Peet and Kraft-Phe-

nix Cheese, Mr. Hershey’s signature was essential to secure the deal.

The agreement was to become operative before January 1, 1930, unless “the investment market in the United States of America or the Dominion of Canada shall be affected by any financial, commercial or political conditions or circumstances, or by conditions of the nature of force majeure, so as to preclude, in the judgement of the [National] City Company, the successful sale and distribution of the stocks of the New Company to investors....”

It was ironic that the agreement should have been signed on Friday,

October 25, 1929, the day after the stock market crash.

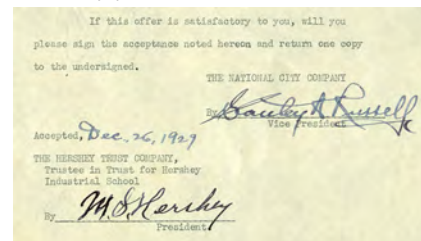
A few days later, when it became apparent that the transaction could not take place, all parties agreed to postpone until such a time that might be more conducive. That time never came, however, before the January 1, 1930 deadline, and the parties walked away. Mr. Hershey kept the \$250,000 deposit from Stanly Russell.



Instead of noting that there were enclosures, back in 1929, The National City Bank included these stamps on correspondence.

Mr. Hershey was of two minds about the merger. At the time of the agreement, the attraction of \$50 million for the expansion of the Hershey Industrial School had seemed paramount to him, and he was willing to sacrifice a measure of independence for it. Later in life, Mr. Hershey reflected on the potential merger, and believed that even the external control of the merger might have hampered him in the development of his model industrial town.

“The failure of the merger was the best thing that ever happened to the town of Hershey,” Mr. Hershey is reported to have said many years later.



The signatures on the final agreement dissolving any possible merger, 1929.

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

For tickets, please visit HersheyTheatre.com or TicketMaster.com

Once On This Island

December 3 - 8, 2019



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

Winner of the 2018 Tony Award® for best revival of a musical, *Once On This Island* is



the sweeping, universal tale of Ti Moune, a fearless peasant girl in search of her place in the world, and ready to risk it all for love. Guided by the mighty island gods, Ti Moune sets out on a remarkable journey to reunite with the man who has captured her heart.

The groundbreaking vision of two-time Tony Award® nominated director Michael Arden (*Spring Awakening* revival) and acclaimed choreographer Camille A. Brown (NBC's *Jesus Christ Superstar Live*) conjures

up “a place where magic is possible and beauty is apparent for all to see!” (*The Huffington Post*). With a score that bursts with life from Lynn Ahrens and Stephen Flaherty, the Tony Award®-winning songwriters of *Anastasia* and *Ragtime*, *Once On This Island* is a timeless testament to theater’s unlimited possibilities.

Waitress

April 14 - 19, 2020



Meet Jenna, a waitress and expert pie-maker who dreams of a way out of her small town and rocky marriage. Pouring her heart into her pies, she crafts desserts that mirror her topsy-turvy life such as “The Key (Lime) to Happiness Pie” and “Betrayed By My Eggs Pie.” When a baking contest in a nearby county—and a satisfying encounter with someone new—show Jenna a chance at a fresh start, she must find the courage to seize it. Change is on the menu, as long as Jenna can write her own perfectly personal recipe for happiness.



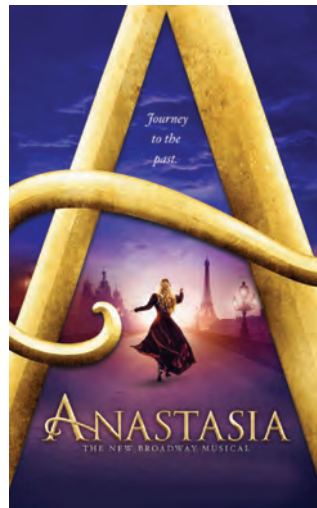
Anastasia

July 21-26, 2020

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

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

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



A Double Feature at Hershey Theatre!

Saturday, October 26



The Addams Family at 7:00 p.m.

Con artists plan to fleece an eccentric family using an accomplice who claims to be their long-lost uncle. Starring Anjelica Huston, Raul Julia, Christina Ricci, Judith Malina and Christopher Lloyd as Uncle Fester. **Rated PG-13.**

The Rocky Horror Picture Show at 11:59 p.m.

The ultimate fan participation film! This bawdy film tells the far-fetched tale of a young couple coming to a haunted castle on a rainy night. Prop bags will be available for \$6 after 11 p.m. No outside props allowed. **Rated R.**



CLASSIC CHILLS FILM FEST

General admission tickets are available at the Box Office for \$8 per film.

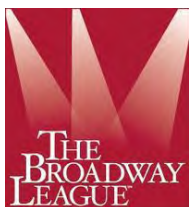
News & Notes from Broadway

by Dennis Norton, Hershey Theatre Event Programmer



Greetings to all you lovers of the performing arts!

I'm fortunate to do what I love – and I love what I do. I've worked for Hershey Theatre since 2000. The best part of my job? Broadway.



I am a member of The Broadway League, the industry's trade association. The best perk is the ability to preview all the new shows each season. I am proud to say that by being in the League, I am also able to vote for the Tony® Awards.

As a Broadway aficionado, I'm often asked about my Broadway favorites. Choosing a couple of favorites is tough—there are so many great shows! One of my favorite recent musical comedies is *Something Rotten*. Many may not know this unfamiliar title, but with



Spring Road Conference 2017



all the hilarious references it makes to just about every musical ever written, it never disappoints. *Come From Away*, on the other hand, is also a lesser-known title, but this expertly-written Canadian musical details the events following 9/11, when United States air spaces were closed and 38 planes were forced to land in the small town of Gander, Newfoundland. It is an incredibly moving historical drama. I am hoping to bring this to Hershey soon.



Another of my favorites which I'm hoping to bring to Hershey Theatre is *Dear Evan Hansen*. This new musical is fresh and energetic, delivering a thought-provoking message on bullying and teen suicide. My new favorite musical comedies are *Mean Girls* and, wait for it... *SpongeBob SquarePants*! I know what you're thinking... a musical about a sea sponge?! I fully expected to hate it, but I loved it! It was one of the most colorful, fantastic, fun musicals I have ever had the pleasure of seeing. *Hamilton*, of course, is on my short list, but with its worldwide popularity, it may be a while before it comes to Hershey.



I work with a great team to bring the best shows to Hershey Theatre, but we certainly face some challenges. First, some shows can't fit their large, modern sets onto our stage, which is relatively small compared to other theater stages. Also, routing is a fac-



tor. Producers book venues that are geographically tied together. But, not to worry, there are many fantastic Broadway shows that would love to come to Hershey.

The upcoming season is nothing but new shows; I know you're going to love them all. This is the result of upgrading our venue whenever possible to accommodate the needs of touring shows. Your loyalty as a subscriber and/or Guild member goes a long way to help support these continued improvements.

I am thankful to work for a magnificent performing arts venue, and I'm fortunate to be able to bring wonderful shows to Central Pennsylvania. There is a saying in the theater industry: "Broadway is the longest street in the United States." It starts in the heart of New York City, but it continues to weave its magic across the country, including right through our very own sweetest place on Earth!

beyond the footlights a celebration cabaret

featuring stars from the Hershey Theatre Apollo Awards

Saturday, January 25, 2020 at 6:30 p.m.

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



Gifts for Gardeners

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



Have you ever considered giving dirt as a gift? That is on some gardeners' holiday wish list—potting soil, to be exact. An informal survey of some Penn State Master Gardeners revealed some very interesting ideas for the holiday gift-giving season.



Garden Gloves

This was the item mentioned most, since well-used gloves do wear out. Most gardeners cited very specific parameters for the gloves that they use, such as gloves made of bamboo—a breathable, snugly-fitting

fabric—and long suede gloves to protect from thorns. Since gardeners have specific requirements for the type of gloves that they prefer, it would be best to ask for a brand name or check the worn-out gloves in the shed before choosing this gift.

Garden Gear

Gardeners requested waterproof shoes, and hats and clothing to block UV light, in addition to new garden gloves. (Sun block might be a nice accompaniment to this gift.)

Garden Knife

A garden knife was also on many gardeners' wish list. This tool looks something like a long, compact trowel with a point and is also called a soil knife or hori hori tool. The garden knife has many uses:



- The point readily digs into many types of soil for deep removal of the whole weed or plant when transplanting.

- Serrated sides cut through roots, stems, string and cord.
- Measurement markings on the blade aid in bulb planting.
- It readily cuts through the heavy plastic bags used for large bales of soil, etc.
- It's a great tool for dividing perennials.

Pruning Shears

Many gardeners would welcome a new pair of pruning shears. Like garden gloves, choices of pruning shears can be rather personal, so it would be best not to surprise your favorite gardener with this gift but ask for specifics. Pruners can be right- and left-handed, and a ratchet pruner is a good bet for someone with limited hand strength. You will find bypass pruners, where the two blades are side by side, and anvil pruners, where the two blades meet. A bypass pruner is a better all-purpose choice, since it makes a clean cut and does not crush living plant tissue as an anvil pruner might.



Tools, Tools, and More Tools

In addition to the tools already described, Master Gardeners also mentioned large pieces of equipment, such as a compost tumbler, spear-head spade and a mattock (small pick-ax). Smaller, less expensive items, such as tomato cages, plant markers and pens, a rain gauge and a dibber (or dibble) for planting seeds were also on the gift list.



Soil Test Kits

Master Gardeners know that many plant problems can be avoided by correcting the fertility and pH of your soil. Soil test kits are available from every county extension office for \$9 and would make a great gift for any gardener, since the tests may be repeated every three to four years.

Containers

Gardeners who have small spaces or have recently downsized would love decorative containers to grow their favorite plants right outside their door. Color, material and decoration may vary, but look for large containers, so that the soil does not dry out easily. A saucer with casters would be a good companion gift, as large containers are sometimes difficult to move.



The Lighter Side

More whimsical gift requests included garden lights, decorative obelisks, a small watering can for indoor plants, herb scissors, seed ornaments for birds, and a new houseplant.



Hershey Gardens Garden Shop

Check out the Garden Shop at Hershey Gardens for many of the items mentioned here, as well as unexpected surprises for the gardener in your life. You will also find nature-related children's books and toys.

GIVE THE GIFT OF MEMBERSHIP

MEMBERSHIP BENEFITS:

- Unlimited admission to Hershey Gardens for one year, including the Milton & Catherine Hershey Conservatory and the Butterfly Atrium
- Reciprocal membership with other participating gardens (see list at HersheyGardens.org)
- Newsletter subscription
- 15% discount in the Garden Shop
- Discounts on adult and youth programs
- Annual member reception

MEMBERSHIP PRICES:

- Individual \$50
- Dual \$85
2 named adults
- Family/Grandfamily \$115
2 named adults living in same household and up to 6 children or grandchildren under age 18
- Flex \$200
2 named adults and any four guests

PRIMARY MEMBER(S):

Name _____
 Second Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ E-mail address _____

GIFT MEMBERSHIPS:

Complete this section only if purchasing a membership as a gift.
 Gift from _____
 Send membership card directly to member shown above
 Send membership card to my address below
 Address _____
 City _____ State _____ Zip _____
 Phone _____

PAYMENT INFORMATION:

My check made payable to Hershey Gardens is enclosed.
 Please charge my: Visa MasterCard
 Discover American Express
 Card number _____
 Exp. date _____
 Signature _____



Gourds Galore!

Hershey Gardens to Feature Several Varieties This Year

When most people think of gourds, they think of the small, brightly colored items in the produce section around Thanksgiving. Others think of the dry, thick-walled raw orbs used for craft projects.

Both kinds of gourds are cousins in the same family, the *Cucurbitaceae*. In addition to gourds, the family also includes cucumbers, melons, edible summer and winter squashes, and many exotic members.

Gourds have been used for many purposes over the centuries; their hard shell can last for thousands of years.

Come find your favorite variety of gourd this fall at Hershey Gardens!



Lunch Lady gourds come in a variety of sizes, shapes and colors. All have hard shells and are covered with warts. They grow on large, vigorous vines and are a perfect addition your fall decor.



Gooseneck or swan gourds are always a favorite. This unusual and hard-to-find gourd resembles a goose, hence its name! These gourds are beautiful fresh or dried and make attractive fall and winter decorations.

Rouge Vif D'Etampe, more commonly called Cinderella pumpkins, are heirloom French pumpkins that have a striking deep red-orange color and look like a giant wheel of cheese. They were very popular in French markets during the 1880s. Why is it called a



Cinderella pumpkin? It is rumored Disney used the Rouge Vif D'Etampe as the design inspiration for Cinderella's carriage. These pumpkins are perfect for stacking other pumpkins or gourds. And when it's time to take the fall decorations down, this pumpkin makes a tasty pie!

Apple gourds are another multi-season decoration. These gourds look like huge green apples with green, dappled skin that will dry to a light brown, which then can be painted. This type of gourd makes a lovely, natural looking bird house.



The Jarrahdale, a cross between Blue Hubbard and the Cinderella pumpkin, is native to Australia. The skin of the Jarrahdale is what makes it so distinctive, with its hard grayish rind contrasted against a thick, orange inner flesh. This gourd is one of the more tasty varieties and is used for a variety of savory dishes. It's also excellent as a year-round supply of squash because it can keep for well over 12 months.



Jack-Be-Little pumpkins fit into the palm of your hand. Kids love these gourds and their parents love them because they are virtually indestructible! These bright orange, smooth fruits make the perfect accent to a fall table-scape or outside on the front porch.



A Cooperative Venture: Hershey Gardens and Hope Springs Farm



Allison paints a small garden pot to grow succulents.

Throughout the spring, summer and fall seasons, Hershey Gardens is honored to work with participants of Hope Springs Farm, a local non-profit agency for adults with developmental and intellectual disabilities.

"The volunteers from Hope Springs Farm are part of a program called 'Hope in the Community,' which provides volunteer opportunities and recreational activities to cultivate independence," said Rebecca Lawrence, education manager at Hershey Gardens.

"In the mornings, they

help the gardens crew by doing garden chores such as spreading wood carpet, sweeping paver pathways and mulching garden beds," said Kerrie Fairs, education associate. "Then, after lunch, we take them on a fun tour of the gardens and Butterfly Atrium."

"They also participate in developmentally appropriate sensory activities designed just for them," said Fairs. "They touch and smell plants in the Hoop House and also decorate small pots to grow succulents."

"We teach them about all aspects of nature," said Fairs. "This summer, they learned about bees, worms, and how to care for small gardens."



"Our collaboration with Hershey Gardens provides such a positive influence for this group," said Amanda Ream, the community activities coordinator at Hope Springs Farm. "Community outings, farm chores, gardening, cooking, crafting and recreational activities all contribute to their individual growth and their sense of value."

Brandon takes a photo in the Hoop House at Hershey Gardens.



Rebecca Lawrence, education manager at Hershey Gardens, in The Children's Garden with Allison, Bob and Brandon from Hope Springs Farm.

Mark Your Calendar! HERSHEY GARDENS

Bonsai: Living Art of the Susquehanna Bonsai Club
 Friday, October 11 through Saturday, November 2
 from 9 a.m. to 5 p.m.



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



The Christmas Tree Showcase

Saturday, November 23 through Wednesday, January 1 from 9 a.m. to 5 p.m.
 (Closed Thanksgiving & Christmas)

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



Orchid Show, hosted by the Susquehanna Orchid Society

Friday, January 31 to Sunday, February 2
 from 9 a.m. to 5 p.m.



The Susquehanna Orchid Society presents the 36th annual orchid show and sale in the Milton & Catherine Hershey Conservatory. More than 1,000 orchids representing dozens of varieties will be on

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



Members, join us for
 an exclusive preview on
 Thursday, January 30 from 2 to 5 p.m.!

PUMPKIN GLOW

October 18, 19, 25 and 26 from 6 to 8:30 p.m.



Hershey Gardens lights up the night with more than 200 carved, illuminated pumpkins on display at this non-scary, family-friendly event. Kids are encouraged to bring a flashlight and dress in costume! Trick-or-treaters can collect candy at eight stations along the path as they enjoy themed jack-o-lantern displays and live cartoon characters! Lebanon County Career & Technology Center students will also be demonstrating pumpkin carving. Kettle corn will be for sale. Pumpkin Glow is a special event requiring a ticket purchase at the door or in advance at HersheyGardens.org. Members are free.



On October 25 and 26 only, celebrity pumpkin carver Danny Kissel will be onsite carving his whimsical creations.

Teacher Appreciation Day: We're Nuts About You!

Saturday, November 9 from 9 a.m. to 5 p.m.



Teachers are invited to enjoy Hershey Gardens all day—for free! Join us for a guided walking tour of the nut grove and arboretum at 10 a.m. or noon. Participants can sip warm, mulled cider while taking their time

to observe how our woodland floor, leaf canopy and scent of autumn enhance the experience of the season. Plus, teachers can win a free individual membership to Hershey Gardens and tickets to The Hershey Story! Please present proof of teaching.

Crafty Christmas Creations

November 23, 24, 29, 30, December 1, 7, 8, 14, 15, 21-24 and 26-31 from 11 a.m. to 2 p.m.

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



Visit Santa
 on Dec. 7 & 14
 from 11 a.m. - 2 p.m.

Make a Winter Greenery Wreath

Winter Wreath Making

Saturday, December 7 at 10 a.m. or 1 p.m.

Members: \$55 Non-members: \$65

Advance registration required at HersheyGardens.org.

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

All supplies and materials are provided. Led by Jody Davey, Hershey Gardens Indoor Horticulture and Programs Specialist.



Hersheypark Carousel Celebrates a Milestone: 100 Years

By Don Rhoads, Jr., Hershey Entertainment & Resorts Company

Carousels and *Hersheypark*® have had a long association with one another. Upon the arrival of our very first carousel in 1908, and the purchase of our second in 1912, the Park has almost never been without one. 2019 marks the 100th anniversary of the construction of our current carousel: Philadelphia Toboggan Company (PTC) #47, and its 74th year of operation at *Hersheypark*. As a tribute to these exceptional milestones, let's learn more about the history of our former carousels and PTC #47.



Hershey Park's second carousel, pictured here in 1916, was built by the William H. Dentzel Company.

The Herschell-Spillman Company of North Tonawanda, New York built the Park's first carousel. Suggested by a Hershey Chocolate Company salesman, and eventually approved by Milton Hershey, a used machine with accompanying band organ was purchased for \$1,500. Prior to its arrival, a special covered pavilion was built. The carousel operated using a portable, upright, steam engine; it first opened to the public on July 3, 1908.

The Park purchased its second carousel new for \$10,000 from the William H. Dentzel Company of Philadelphia. It arrived in 1912. This "menagerie" style carousel was unique because it not only included horses, but also pigs, cats, rabbits, lions, ostriches, tigers, deer, goats, giraffes and bears. It operated with an electric motor and could accommodate up to 300 riders. It was housed in a separate, specially-enclosed building that was constructed along Spring Creek. A Wurlitzer Style #157 band organ played the music for the carousel. Riders had the opportunity to "grab" the ring, hoping to receive the brass one, which gave them a free ride. The Dentzel Carousel delighted guests until 1944, when it was sold after the Park closed for the season.

The following year, 1945, marked the end of WWII, and by now, the Park had not purchased a new ride since the war began. Alexander Stoddart (1878-1951), first public relations director for Hershey, sent out a press release in May 1945 announcing the Park's newest addition. "Following the practice of having something new every year, the Park has disposed of the carousel [Dentzel], which has brought untold pleasure to thousands of children, and purchased one of the finest



PTC #47, prior to its arrival at Hershey Park, 1944. The ride features 42 jumping horses, 24 stationary horses, and 2 chariots, all hand-carved. Image courtesy of Philadelphia Toboggan Coasters, Inc.

merry-go-rounds that has ever been built in this country."

Today, this carousel continues to delight guests. Constructed by the Philadelphia Toboggan Company (PTC) in 1919, it was originally ordered by John J. Carlin, a real estate developer. He created Liberty Heights Park, in Baltimore, Maryland on a 45-acre property set aside for this purpose. PTC #47 first operated here in August of that same year.

PTC was founded in 1904 by Chester E. Albright, Jr. (1859-1949), a civil engineer, and Henry B. Auchy (1861-1922), a former liquor and produce distributor. Their original purchase of the E. Joy Morris Carousel Company prior to 1900 became the basis for the establishment of the brand new company. PTC went on to become a major manufacturer of amusement park rides in the country, including roller coasters, fun houses and water rides.

In 1929, PTC #47 was moved to the newly-established Enna Jettick Park, in Auburn, New York. Fred L. Emerson (1876-1948) owner of the Dunn & McCarthy Shoe Company of the same location, purchased Lakeside Park. In 1930, he re-opened the park and named it after the brand of women's shoes made by the firm.

Upon its arrival here in Hershey in 1945, PTC #47 was re-assembled in the same building that the Park constructed for the relocation of the Dentzel carousel in 1928. It first operated for the public on May 20, 1945.

For many years, riders had the opportunity to "grab the ring" from an arm that extended out towards them. A single, brass ring was included and the lucky recipient received a free ride. A clown with a grinning face was placed near the Carousel and the other rings were tossed into it. Due to mounting safety concerns, the ring machine was removed in the early 1960s.

Our Carousel first used an electric motor tied to a friction power mechanism by leather belts. This mechanism was referred to as the "Auchy Drive." Named for PTC co-founder Henry Auchy, the original mechanism was removed in 1976. It is now part of The Hershey Story Museum's permanent collection. Today, PTC #47 is operated using two different electrically-powered motors.

Hersheypark Carousel has 42 jumping horses, 24 stationary horses and 2 carved chariots. These carved works of art have been attributed to the hands of John Zalar (1874-1925), an

Austrian born carver, who immigrated to the U.S. in 1902. Zalar began working for the PTC in 1915 and continued to work for them until his death in 1925.

Each horse is different in their appearance. Some have been re-painted to honor Milton S. Hershey, the Milton Hershey School and the late Frank J. O'Connell, a former GM of *Hersheypark*. Many of the horses still retain their original PTC identification tags. Our maintenance team inspects the horses each year, repairing and repainting them when necessary.

The outside board of the Carousel features a repeated, carved panel of two views of Miss Liberty, separated by a decorative mirrored shield. Carved and gilded American eagles are frequently repeated. A dozen folk art style paintings, originally attributed to PTC head painter Gustav Weiss and later replaced with exact replicas, cover the inside core panels. Hand painted panels, which cover the inner workings above the riders, carry a motif that includes butterflies, birds and different types of flowers.

A Wurlitzer #153-Duplex Band Organ plays the music. Constructed in 1926, it was first installed on a carousel at Crystal Lake Park in Marion, Ohio. Wurlitzer, founded by German immigrant Franz Rudolph Wurlitzer, was a well-known name that produced a wide variety of musical instruments including, but not limited to, theatre organs, band organs, acoustic and grand pianos, and juke boxes.

The organ uses an electric motor tied to a series of wood and leather bellows, creating the air pressure needed to operate it. A paper roll punched with rectangular holes of varying sizes travels over an air bar. It is these holes, which set into motion the 164 pipes, 54 keys, 16 bells, 2 drums and a cymbal to make the music. All of the inner workings are covered by a decorated and lighted, carved, wooden cover.

The Carousel remained at its Spring Creek location until *Hersheypark* became a one-price admission theme park in the early 1970s. Carousel Circle was created as part of the master plan. That area officially opened in the summer of 1972.



PTC #47 was moved to the new Carousel Circle area, as shown here September 1973.

Today, PTC #47 continues to operate within the Founders Way (originally Carousel Circle) area of *Hersheypark*. A complete restoration of the band organ was undertaken, and it's now back in operation. The National Carousel Association honored *Hersheypark* for its preservation and continued operation of the Carousel earlier this year. Current plans are to move the Carousel to the new themed area that will be *Hershey's ChocolateTown*™, scheduled to open summer of 2020.

THE **M.S. HERSHEY**
FOUNDATION

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MSHersheyFoundation.org

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



Pennsylvania
Historical & Museum
Commission

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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HERSHEY
Symphony
Dr. Sandra Dackow, Music Director

Celebrating the Magic of Music

There's Always Room for Cello

Friday, October 25 at 8 p.m. at Hershey Theatre

Canadian cellist Morag Northey joins the orchestra to celebrate the 100th anniversary of Edward Elgar's *Cello Concerto*, a cornerstone of solo cello repertoire. Guests can also enjoy Elgar's *Enigma Variations*, which Elgar described as a series of small musical sketches, each describing one of his close friends.



Holiday Spectacular

Saturday, December 14 at 2 and 8 p.m. at Hershey Theatre



Only a few words are needed to describe these holiday concerts: orchestra, choruses, handbells, favorite music, two full houses, SANTA! Get your tickets early!

Buy tickets at HersheySymphony.org.