

Inside the Box

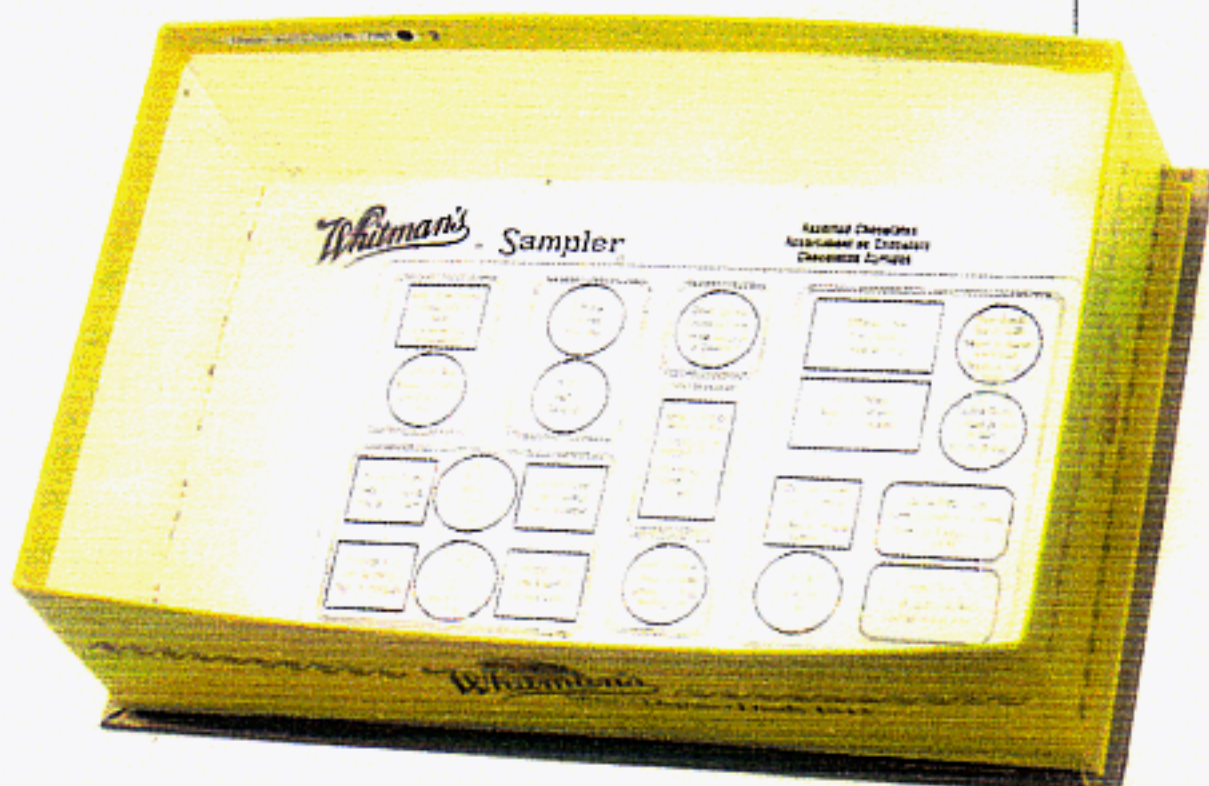
A piece-by-piece guide to Mother's Day candy

Mother's Day is a sweet holiday for the chocolate industry. Consider: The grandmommy of boxed chocolates, the iconic Whitman's Sampler, sells more than 100,000 units a day (at about \$9 per) in the week before Mom's Super Sunday. Here's a sampling of sampler history.

—SARAH LAWRENCE

BOX-TOP LEGEND

Charles See founded the California-based See's Candies in 1921 using his mother's recipes. As thanks, he put Mom's picture on the box, where it remains today.



THE YECH!-AVOIDANCE MAP

A beloved feature of the Whitman's Sampler is its revolutionary map, introduced in 1912 by the Sampler's creator, company president Walter P. Sharp. The design atop the lid was also a Sharp innovation: The famous cross-stitch was inspired by his grandmother's needlework.

A TIP FOR CALORIE-COUNTERS

Penny Kris-Etherton, Ph.D., a professor of nutrition at Pennsylvania State, says dark-chocolate-covered nuts are your best bet. Nuts are nutritious, and the dark stuff has less butterfat than milk chocolate.

HARD CANDIES

The cherry cordial is the most difficult Whitman's item to produce, requiring the skills of specially trained cherry-dippers. Each must coat a minimum of 12,312 Maraschino cherries by hand, one by one, during a 10-hour shift. (The swirl on top of every cordial is done with two fingers.)



DRESSED IN CHOCOLATE

Godiva, lacking a wholesome Mom symbol, instead has Lady Godiva, the legendary nudist equestrienne, who appears on several candies.



THE CULT OF CHOCOLATE

The classic boxes, the commemorative tins, a special-edition See's Barbie doll (right) are sought-after collectibles. A few years back, John O'Hara, a Whitman's exec, was on eBay bidding on vintage Whitmaniana. He kept coming up against the same opposition. The mystery bidder turned out to be... Robin Sharp, granddaughter of Walter P. Sharp himself.