

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

Milton S. Hershey Mansion

AND/OR COMMON

Hershey Country Club

2 LOCATION

STREET & NUMBER

Mansion Road at Chocolate Avenue (U.S. 422) NOT FOR PUBLICATION 17

CITY, TOWN

Hershey

VICINITY OF

STATE

Pennsylvania

CODE

42

COUNTY

Dauphin

CODE

043

3 CLASSIFICATION

CATEGORY

OWNERSHIP

STATUS

PRESENT USE

DISTRICT

PUBLIC

OCCUPIED

AGRICULTURE

MUSEUM

BUILDING(S)

PRIVATE

UNOCCUPIED

COMMERCIAL

PARK

STRUCTURE

BOTH

WORK IN PROGRESS

EDUCATIONAL

PRIVATE RESIDENCE

SITE

PUBLIC ACQUISITION

ACCESSIBLE

ENTERTAINMENT

RELIGIOUS

OBJECT

IN PROCESS

YES: RESTRICTED

GOVERNMENT

SCIENTIFIC

BEING CONSIDERED

YES: UNRESTRICTED

INDUSTRIAL

TRANSPORTATION

NO

MILITARY

OTHER:

4 OWNER OF PROPERTY

NAME

Hershey Foods Corporation (Mr. W. E. C. Dearden, President)

STREET & NUMBER

19 East Chocolate Avenue

CITY, TOWN

Hershey

VICINITY OF

STATE

Pennsylvania

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Recorder of Deeds, Dauphin County Courthouse

STREET & NUMBER

Front and Market Streets

CITY, TOWN

Harrisburg

STATE

Pennsylvania

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

None

DATE

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

CITY, TOWN

STATE

541

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

From 1908 to 1945, this 2 1/2-story edifice, constructed of locally quarried limestone and situated on a hill overlooking the chocolate plant served as Milton S. Hershey's principal residence. While living here Hershey not only oversaw the development of his company into the largest manufacturer of chocolate in the world but planned much of the town of Hershey as well.

In 1876 when Milton Hershey moved to Philadelphia to start his own candy business, his combination manufactory and shop were located in a small building at 935 Spring Garden Street. Before his venture here failed in 1882, he had moved on at least two occasions, first to 1020 Chestnut Street and later to 1217-25 Beech Street. When Hershey moved to New York City in 1883, he located his business in a building on Sixth Avenue near Bryant Park, later moving to West 43rd Street. Upon his return to Lancaster in 1886, he opened his first caramel factory here in a structure near the intersection of Duke and Vine streets. Later as his business expanded, he found larger quarters on Church Street. Eventually, he purchased the building here and several others as well for his rapidly expanding Lancaster Caramel Company. None of these structures associated with Hershey's early forays into candy manufacturing are extant.

When Hershey made his decision in 1902 to purchase 1,200 acres of land in Dauphin County's Derry Township for his new chocolate factory and town, actually he was returning to his roots because he had been born in this area some 45 years earlier. In fact, a few years previous he had purchased his birthplace, known locally as the "Homestead," and installed his wandering father here. When construction on the factory and town began in 1903, the Homestead became something of a headquarters for Hershey, and he resided here intermittently, utilizing some of the outbuildings for experimentation with chocolate. After the factory was completed in 1905 and all operations were shifted from Lancaster, he and his wife resided here on a full-time basis until their mansion was completed in 1908. Today the outbuildings are gone, and the restored Homestead serves as an administration building for the Milton Hershey School.

Although Hershey had planned to construct a suitable residence for himself and his wife near his plant, he gave precedence to the completion of the factory. In 1903 he signed a 25-year lease with the Imboden family for 3 acres of woodlands situated a few hundred yards east of the factory site. In 1905 as his plant, constructed of locally quarried limestone, neared completion, Hershey decided he wanted to build his new home in "Imboden's Woods," and he purchased the property outright.

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8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input checked="" type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input checked="" type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION	Architect: Henry N. Herr (House)	

SPECIFIC DATES 1908-45 BUILDER/ARCHITECT Milton S. Hershey
Architect: Oglesby Paul
(Garden)

STATEMENT OF SIGNIFICANCE

Few individuals, firms, and towns, have contributed as much to Americans' peculiar penchant for sweets, whether for good or bad, as Milton S. Hershey and the company and town that bear his name. Although he did not invent milk chocolate, his "innovation," according to historian Roy Bongartz, "was to take it out of the luxury class, sell it for a nickel, and make a national pastime out of eating Hershey bars."¹ When Hershey first began to manufacture chocolate in 1894, he offered it in a variety of shapes, sizes, and forms like most candy makers of that era. In 1905, however, he decided to concentrate on almond bars, milk chocolate bars, and breakfast cocoa which "were to be produced on a mass production basis," says unofficial company historian Richard W. Murrie, "and sold to the public at a low price."²

Hershey's decision to mass produce and market nationally a limited number of chocolate products proved successful from the start. Within a few years, says Murrie, "in the American consumer's mind a chocolate bar and a Hershey bar became almost synonymous, "and the firm's sales expanded accordingly."³ Between 1901 and 1909 sales increased from slightly more than \$600,000 to more than \$2 million. By 1915 this figure had surpassed the \$10 million mark, and 4 years later reached \$29 million. As a result, Hershey's firm, according to his biographer Joseph R. Snavely, soon found itself the "world's greatest chocolate producer," enabling the United States to surpass Switzerland in the production of this commodity.⁴

(continued)

¹Roy Bongartz, "The Chocolate Camelot," American Heritage, XXIV (June, 1973), 92.

²Richard W. Murrie, "The Story Behind A Hershey Bar: The History of the Foundation and Subsequent Growth of the Hershey Chocolate Corporation, and the Simultaneous Development of the Model Industrial Community of Hershey, Pennsylvania," Senior Thesis, History Department, Princeton University, 1939, 43.

³Ibid., 50.

⁴Joseph R. Snavely, Milton S. Hershey-Builder (Hershey, Pa., 1935), 14.

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9 MAJOR BIBLIOGRAPHICAL REFERENCES

(See continuation sheet.)

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 26.750 acres
 UTM REFERENCES

1.8 | 36.0 | 2.3.0 | 446.0 | 7.9.0

A | 1.8 | 36.0 | 0.4.0 | 4.4 | 6.1 | 1.5.0
 ZONE EASTING NORTHING

B | 1.8 | 36.0 | 2.3.0 | 4.4 | 6.1 | 2.4.0
 ZONE EASTING NORTHING

C | 1.8 | 36.0 | 3.8.0 | 4.4 | 6.1 | 1.3.0

D | 1.8 | 36.0 | 4.9.0 | 4.4 | 6.0 | 9.2.0

VERBAL BOUNDARY DESCRIPTION

(See last page of description.)

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
-------	------	--------	------

STATE	CODE	COUNTY	CODE
-------	------	--------	------

11 FORM PREPARED BY

NAME / TITLE

Ralph J. Christian, Historian, Historic Landmarks

ORGANIZATION

DATE

American Association for State and Local History April 1978

STREET & NUMBER

TELEPHONE

1400 Eighth Avenue South

615/242-5583

CITY OR TOWN

STATE

Nashville,

Tennessee

37203

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

TITLE

DATE

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION
 ATTEST:

DATE

KEEPER OF THE NATIONAL REGISTER

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On July 13 of that year, a building contract was signed, but actual construction did not begin until April 7, 1906, under the direction of architect Henry N. Herr, who designed most of the early buildings in Hershey. To plan the gardens and landscape the grounds, Hershey engaged the services of Oglesby Paul, the landscape architect who had designed Philadelphia's Fairmount Park. Finally in the spring of 1908 the mansion, or "High Point" as it was called for some years, was ready for occupancy.

Hershey's happiness in his new home proved relatively brief. In 1915 his wife died after a tragic illness, and according to most observers, his enjoyment of the house lessened considerably. Although he began to spend most of his winters in Cuba, the mansion continued to serve as his principal residence until his death in 1945. After his wife's death, Hershey gave increased attention to his building projects. Not only did he expand the size of his factory, but he constructed additional buildings for his orphanage, his myriad of nonchocolate business enterprises, and the recreational, social, and educational needs of the town's citizenry. Most of this construction took place in the 1930's as part of Hershey's plan to fight the Depression by providing full employment not only for his own workers but for unemployed persons in the surrounding countryside. As a result, most of the older buildings, including the chocolate plant, were extensively altered.

In 1930 when the country club was organized, Hershey donated the mansion as a headquarters, reserving a small apartment on the second floor for himself. When a new country club was constructed in 1970, the Milton Hershey School took over the mansion and utilized it for an educational program whereby students could obtain a better understanding of local history and study first-hand the architecture and construction methods employed at the turn of the century. In march 1977 Hershey Foods purchased the house for use as its corporate headquarters.

Hershey Mansion. This westwardly facing house is an irregularly shaped 2 1/2-story edifice, constructed of locally quarried limestone and capped with a combination of truncated hipped, plain hipped, flat, and pyramidal roofs which are covered with red tiles. The structure sits over a full basement and has heavy limestone block foundations. Most windows are set in

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rectangular surrounds, are irregularly spaced, are of either the nine-over-one or twelve-over-one wood sash variety, and feature marble keystones and lugsills. The edifice has four square-shaped limestone chimneys, three of which are of the inside end variety and situated at the north and south ends of the mansion respectively, while the other is the interior type and located near the rear of the house.

In designing the mansion, the architect Herr used projecting wings at the north and south ends, columned porticoes, fancy roofline treatments, and pedimented dormers to offset the plainness of the exterior walls and provide decorative effect. At the north end he placed a one-story coach house and porte cochere, whose exterior walls are similar to those of the mansion proper while at the south end he attached an octagonally shaped dining area whose exterior walls are wood. The most notable exterior feature is the two-story, flat-roofed portico with Ionic columns, plain frieze, and dentiled cornice which marks the front (west) entrance. At the north end of the house and connected to the coach house is a one-story, flat-roofed side porch with plain cornice and frieze and featuring Ionic columns set in pairs and flanked by carved balustrades.

Along the roofline Herr employed an overhanging metal cornice with dentils and decorated frieze, and above this cornice on the front and sides of the house he utilized a white-painted parapet. On all sides, the roof is pierced by columned and pedimented gabled dormers which not only add a decorative touch but serve to illuminate the upper level of the mansion.

Presently, the exterior is undergoing restoration. The stonework has been recently repointed, and most of the red tile roof has had to be replaced. The window shutters, which appear to be original, are in the process of being painted and repaired and soon will be put back into place. With the exception of a small one-story wing at the rear, which appears to date from the 1950's and whose exterior is compatible with the mansion proper, the outside of the house looks much as it did when Hershey resided here.

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Inside, the mansion has undergone much alteration over the years but still has much of its original woodwork and paneling, several fireplaces, staircases, and some stained glass. Probably the most notable interior feature is the circular entrance foyer with Ionic columns and parquet floor. Actually this foyer is a light well and open all the way to the third floor where a circular piece of stained glass diffuses the sun's rays. Presently, the interior with its irregular floor plan and 20 rooms are undergoing an extensive restoration project. Hershey Foods plans to restore much of the house, particularly on the first floor, to its 1908 appearance. When this project is completed in the late spring of 1978, the mansion will house the firm's executive offices. At a later date, the gardens that once surrounded the mansion will be restored.

Other Structures. Within the boundary of the inventoried property are two other structures of some historical significance. Approximately 500 feet south of the Mansion is its former Tea House. This 2 1/2-story edifice is of stone and stucco construction and has been converted into a two-family dwelling. Approximately 350 feet north east of the mansion is the one-story stone Derry Church School that Milton Hershey attended as a boy and which recently has been restored on the inside to its 19th-century appearance.

Boundary Justification. The boundary of the inventoried property contains 26.750 acres and includes, in addition to the Hershey Mansion, its former Tea House and the Derry Church Schoolhouse as well. The boundary conforms to the present legal boundary of the Mansion grounds.

Boundary Description. As indicated in red on the accompanying maps [(1) U.S.G.S. 7.5' Series, Pa., Hershey Quad., 1969; (2) AASLH Sketch Map, 1978], a line beginning at a point on the North right-of-way line of East Chocolate Avenue (Pennsylvania Traffic Route No. 422), said point being the

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intersection of the Northerly right-of-way line of East Chocolate Avenue and the Westerly right-of-way line of East Mansion Road; thence extending along the Northerly right-of-way line of East Chocolate Avenue, South seventy (70) degrees, forty-two (42) minutes West, for a distance of nine hundred seventeen and sixty hundredths (917.60) feet to a point; thence extending along other lands of the Grantee herein, the six (6) following courses and distances: 1. North nineteen (19) degrees, thirty-two (32) minutes West, a distance of five hundred seventy-two and forty-five hundredths (572.45) feet to a point; 2. North eighty-four (84) degrees, twenty-two (22) minutes West, a distance of thirty-six and sixty-eight hundredths (36.68) feet to a point; 3. North seventy-one (71) degrees, twenty-seven (27) minutes West, a distance of two hundred three and fifty hundredths (203.50) feet to a point; 4. North fifty-six (56) degrees, thirty-two (32) minutes West, a distance of one hundred fifty-one and seventy hundredths (151.70) feet to a point; 5. North forty-one (41) degrees, thirty-seven (37) minutes West, for a distance of three hundred thirteen and thirty-five hundredths (313.35) feet to a spike; and 6. North twenty-five (25) degrees, twenty-nine (29) minutes, thirty (30) seconds East, for a distance of five and fifty-two hundredths (5.52) feet to a spike in line of lands of Derry Presbyterian Church; thence extending along lands of the said Derry Presbyterian Church the four (4) following courses and distances: 1. South fifty-nine (59) degrees, forty-six (46) minutes East, a distance of one hundred one and sixty-five hundredths (101.65) feet to a spike; 2. North thirty-six (36) degrees, seventeen (17) minutes East, a distance of three hundred thirty-nine and fifty-seven hundredths (339.57) feet to a monument; 3. North eighty-two (82) degrees, forty-five (45) minutes, twenty (20) seconds East, a distance of six hundred fifteen and thirty-four hundredths (615.34) feet to a monument; and 4. North sixty-three (63) degrees, eight (08) minutes, fifteen (15) seconds East, for a distance of one hundred forty-seven and eighty-one hundredths (147.81) feet to a point on the Westerly right-of-way of East Mansion Road; thence extending along the Westerly right-of-way line of East Mansion Road, South fifty-two (52) degrees, five (05) minutes East, for a distance of three hundred seventeen and four hundredths (317.04) feet to a point; thence continuing along the Westerly right-of-way line of East Mansion Road by the arc of a curve to the right having a radius of two hundred forty-four and seventy-six hundredths (244.76) feet and a length of one hundred forty-five and forty-six hundredths (145.46) feet to a point; thence continuing along

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the Westerly right-of-way of East Mansion Road by the arc of a curve to the left having a radius of six thousand six hundred forty-five and eighty hundredths (6,645.80) feet and a length of four hundred one and thirty hundredths (401.30) feet to a point; and thence extending along the Westerly right-of-way line of said East Mansion Road, South twenty-one (21) degrees, twenty-nine (29) minutes, thirty-five (35) seconds East, for a distance of three hundred twenty-seven and forty-two hundredths (327.42) feet to a point at the intersection of the Westerly right-of-way line of East Mansion Road and the Northerly right-of-way line of East Chocolate Avenue (Pennsylvania Traffic Route No. 422), the point and place of beginning.

CONTAINING 26.750 acres; and having erected thereon a large three-story stone dwelling known as the "Mansion"; a two and one-half story stone and stucco two-family converted apartment structure known as the "Tea House" (305 East Chocolate Avenue); and a small stone one-room school house.

TOGETHER with and subject to all of the rights, duties and obligations of Grantor herein in and to and under a certain Lease Agreement between Hershey Trust Company, Trustee for Milton Hershey School and MICOR, Inc. (now Hershey Estates) dated January 1, 1974 which is incorporated herein by this reference thereto.

EXCEPTING THEREFROM AND THEREOUT, however, a small parcel containing 0.089 acre previously conveyed to Derry Township Municipal Authority by deed dated April 21, 1977, and recorded in the Recorder's Office in and for Dauphin County aforesaid in Deed Book Q, Volume 63, Page 176, said parcel being described as follows:

BEGINNING at a point on a Westerly line of property formerly of Hershey Trust Company, Trustee for Milton Hershey School; thence South fifty-five (55) degrees, two (02) minutes, forty-two (42) seconds East, sixty and twenty-two hundredths (60.22) feet to a point, said point being the point of beginning at the Northwestern corner of the pumping station site; thence South thirty-three (33) degrees, thirty-eight (38) minutes, fifty (50) seconds East, twenty-eight degrees, one (01) minute, fifty (50) seconds East, fifty and thirty-one hundredths (50.31) feet to a point; thence South thirty-seven (37) degrees, fifty-

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eight (58) minutes, ten (10) seconds East, seventeen (17.00) feet to a point; thence North fifty-two (52) degrees, one (01) minute, fifty (50) seconds East, fifty-five (55.00) feet to a point; thence North thirty-seven (37) degrees, fifty-eight (58) minutes, ten (10) seconds West, forty-five (45) feet to a point; and thence South fifty-two (52) degrees, one (01) minute, fifty (50) seconds West, one hundred three and nineteen hundredths (103.19) feet to a point, the place of beginning.

ALSO RESERVING THEREFROM, however, the right of passage without restriction or limitation at any and all times hereafter to M. S. Hershey, his heirs and assigns over, across, upon or through a portion thereof which is more particularly bounded and described as follows:

BEGINNING at a point in the line of remaining lands of the Derry Presbyterian Church thence extending South twenty-six (26) degrees, twenty-three (23) minutes East, one hundred four and seven tenths (104.7) feet to a point; thence South seventy-eight (78) degrees, eight (8) minutes East, one hundred twenty-two and ninety-one hundredths (122.91) feet to a point: thence north eighty-eight (88) degrees, fifteen (15) minutes East, twenty and eighty-one hundredths (20.81) feet to a point; thence North fourteen (14) degrees, forty (40) minutes East, twenty-one and eighty-four hundredths (21.84) feet to a point; thence North eighty (80) degrees, eight (8) minutes East, one hundred twenty-nine and seven tenths (129.7) feet to a point; thence South thirty-six (36) degrees, nine (9) minutes East, thirty-eight and eleven hundredths (38.11) feet to a point near an old spring; thence South sixty (60) degrees, fifty-two (52) minutes West, twenty-eight (28) feet to a point; thence South eighty-eight (88) degrees, fifteen (15) minutes West, one hundred fifty-three and five tenths (153.5) feet to a point; thence North seventy-eight (78) degrees, eight (8) minutes West, one hundred twenty-five and nine tenths (125.9) feet to a point; thence North twenty-six (26) degrees, twenty-three (23) minutes West, one hundred eight and nine tenths (108.9) feet to a point one hundred fifty-five and five tenths (155.5) feet from a rail monument on the same course produced along the Southwardly right-of-way line of the Reading Company; thence North eighty-two (82) degrees, forty-seven (47) minutes East, five and thirty-one hundredths (5.31) feet to the beginning.

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Hershey and his company contributed significantly to the technology of chocolate production. Hershey, says biographer David L. Lewis, was "a highly innovative confectioner," and he "personally concocted most of his candies," including the milk chocolate that made his name a household word.⁵ According to Fortune, "he was the first to introduce into the chocolate business machinery for continuous manufacture, and his engineers originated many of the machines now used by the industry."⁶

Hershey also attracted much favorable attention to himself and his company by constructing a model town around his factory. "Pleasingly laid out, the town of Hershey," says Lewis, "came to resemble a college community more than an industrial center."⁷ At the same time, however, the town was unincorporated and subject to its founder's paternalistic control. Although workers did not have to live in the town and most who did owned their own homes, Hershey's influence was pervasive because he owned almost all business and financial institutions and recreational facilities.

From 1908 to 1945, this 2 1/2-story edifice, constructed of locally quarried limestone and situated on a hill overlooking the chocolate plant, served as Milton S. Hershey's principal residence. While living here Hershey not only oversaw the development of his company into the largest manufacturer of chocolate in the world but planned much of the town of Hershey as well. It is the only structure significantly associated with Hershey, the company, and the town that has not been demolished or extensively altered.

(continued)

⁵David L. Lewis, "Milton Snavely Hershey," Dictionary of American Biography, Supplement Three (New York, 1973), 358.

⁶"Mr. Hershey Gives Away His Fortune," Fortune, January, 1934, 72-73.

⁷Lewis, "Milton Snavely Hershey," 358.

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History

Milton Snavely Hershey was born September 13, 1857, in the old family homestead near Hockersville, Pa., only a short distance from present-day Hershey, to Henry H. and Fannie S. Hershey. The family remained in this area only a few years, however, because Henry was an extremely restless man, who at one time or another practiced 17 different trades and failed at all of them. Because of this constant moving around within the State, young Milton attended seven schools in 8 years and never advanced beyond the fourth grade.

When Milton was 14 he went to work as a printer's devil on a German-English pacifist newspaper in Millwood Gap, Pa. A somewhat clumsy youth, he spilled much of the type, and when he allowed his straw hat to get caught in the form rollers, the paper's owner fired him. In 1872 he went to work for a confectioner in Lancaster and found his life's calling.

In 1876 Hershey established his own confectionary shop in Philadelphia, making candy at night and selling it during the day. Despite his hard work, his store here was never very successful because of its inadequate capitalization and sharp competition from other candy makers, and in 1882 he closed it. Hershey then moved to Denver and worked briefly for a confectioner before going to Chicago. In that city he and his father entered into a joint candy making venture, but they had to close their store when Henry Hershey endorsed a friend's bad note. In 1883 Milton went to New York City and made another start, but within 3 years this venture had failed as well.

In 1886 Hershey, undeterred by his failures, returned to Lancaster determined to enter the caramel business. During his brief residence in Denver, "he had discovered," says Lewis, "that fresh milk, properly used, could give candy a delicious flavor."⁸ At this juncture, however, his relatives, who had bankrolled most of his earlier ventures, refused to lend him money. Eventually a loan from a friend enabled him to establish a small caramel manufactory, most of whose product he peddled on the streets of Lancaster from a small pushcart. Hershey's luck finally changed when an English candy importer tasted his caramels while visiting the town and placed a large order. Hershey immediately obtained a bank loan to

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⁸Ibid.

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enlarge his facilities so that he could handle this request, and soon large orders were coming in from all over the world. By 1889 Hershey's Lancaster Caramel Company had expanded to such an extent that he had become one of the town's most prosperous citizens. Within a few years he was the world's largest caramel manufacturer with branch plants in New York and Chicago and was shipping large quantities of his products to Japan, China, Australia, and Europe.

When Hershey saw an exhibit of chocolate making machinery at the 1893 Columbian Exposition in Chicago, he became enthralled with the possibility of entering that branch of candy manufacture. When the fair was dismantled, Hershey purchased the machinery from its German manufacturer and had it installed in an unused wing of his caramel factory in Lancaster. In 1894 Hershey produced his first batch of chocolate, which was both used for coating caramels and molded into novelty items. Although Hershey produced his first milk chocolate bar, almond bar, and cocoa in 1894, these were only a few of the chocolate products being manufactured at the Lancaster plant. An early catalog listed 114 novelty goods alone, including such items as chocolate cigars and cigarettes, bicycles, lobsters, flowers, and midgets.

Late in the 19th century Hershey's caramel business began to encounter stiff competition from the American Caramel Company, which had purchased several smaller firms in the hope of establishing an American caramel monopoly. In 1900 Hershey sold his caramel company to this combine for \$1 million in cash, but retained ownership of the chocolate division which remained in a rented wing of the Lancaster caramel plant. After selling \$622,000 worth of chocolate in 1901, Hershey decided to greatly expand the size of operation and mass produce chocolate. Although he visited several states in search of a suitable site for a new plant, Hershey eventually decided to locate his new facility in Derry Township near his birthplace because of its close proximity to the Pennsylvania Dutch dairying region which could supply him with the fresh milk he needed for his chocolate.

After selecting this site, Hershey decided, according to Bongartz, that "instead of just a new factory he would build a whole new town--a utopia. In the beauty and perfection of

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his community the dismal bleakness of all the typical Pennsylvania company towns, run by the mines and mills, would be erased."⁹ Thus, when construction on the new plant started in 1903, a new town arose alongside it, which in the long run would prove to be an effective advertising aid for the company. In 1906 Hershey held a contest to name the town. Although a number of names were considered, including Chococoa City, Etabit, Qualitytells, Hustletown, and St. Milton, a Wilkes-Barre woman won the prize with Hersheykoko. The U.S. Post Office, however, felt this name was too long and shortened it to Hershey.

By the time his new factory had been completed in 1905, Hershey had decided to concentrate his mass production efforts on plain and almond milk chocolate bars and cocoa. Also, he had resolved not to employ direct advertising but to allow his products to sell themselves with their quality and low price. This was especially true of the candy bars. These items, says Murrie, were "new and unique. There was no other nationally distributed five-cent milk chocolate bar, and advertising was not needed if the product was accepted by the public."¹⁰

Hershey's decision to concentrate initially on three items proved a wise one. In 1906 sales totaled \$1.2 million and within 3 years had passed the \$2 million mark. By 1915 this figure was in excess of \$10 million; 4 years later reached \$29 million. Soon Hershey found himself the largest manufacturer of chocolate in the world, eventually enabling the United States to surpass Switzerland in the production of this commodity. In fact, by 1929 Hershey was grinding more cacao beans than all the chocolate manufacturers of France and Switzerland combined, and that year sold \$42 million worth of chocolate products. Although sales slumped somewhat during the depression, profits remained high, because of the decreased cost of raw materials.

Over the years Hershey gradually expanded his product line, adding such favorites as Hershey's Kisses, Mr. Goodbar, and Hershey's Syrup. Many of these products were concocted by Hershey himself, and until his death he continued to experiment in the hope of improving his chocolate still further.

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⁹Bongartz, "The Chocolate Camelot," American Heritage, XXIV (June, 1973), 91.

¹⁰Murrie, "The Story Behind A Hershey Bar," 72.

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He and his employees also contributed significantly to the technology of chocolate manufacture. Hershey "was the first to introduce into the chocolate business machinery for continuous production," says Fortune, "and his engineers originated many of the machines now used by the industry."¹¹

In 1909 Hershey established the Hershey Industrial School (later renamed the Milton Hershey School) as a home for orphan boys, and in 1918 he donated the company, including the various business and recreational enterprises he owned in the town, to a trust for this institution. Then in 1927, acting as trustee, he reorganized the entire operation. The chocolate company became the Hershey Chocolate Corporation and 20 percent of the stock was sold to the public. A separate corporation, Hershey Estates (now HERCO Inc.) was set up to administer the various Hershey-owned businesses and services in the town. Presently, the school has a controlling interest in the entities.

Hershey's last years were somewhat unhappy because of labor troubles at the factory and growing criticism of what many individuals considered his paternalistic control of the town. Although he did not require employees to reside in Hershey and most who did owned their own homes, his influence was pervasive because he owned almost all business and financial institutions and recreational facilities. Remaining active almost to the end, he died in a Hershey hospital on October 13, 1945, at the age of 88.

Since Hershey's death, the company he founded has continued to grow and expand. In 1951 sales reached \$154 million, and by 1975 they had grown to \$556 million. Probably the greatest change in the firm since Hershey's day is the recent shift to direct advertising in the media. Also, the company has constructed plants in California and Canada and has diversified somewhat. In 1963 Hershey purchased the H. B. Reese Candy Company of Hershey, manufacturer of what is claimed to be the original peanut butter cup. In 1966 San Giorgio Macaroni, Inc., and Delmonico Foods, Inc., were acquired, and 1 year later the Cory Corporation was purchased. In recognition of its changing character, Hershey Chocolate Corporation changed its name to Hershey Foods Corporation in 1968.

¹¹"Mr. Hershey Gives Away His Fortune," Fortune, January, 1934, 72-73.

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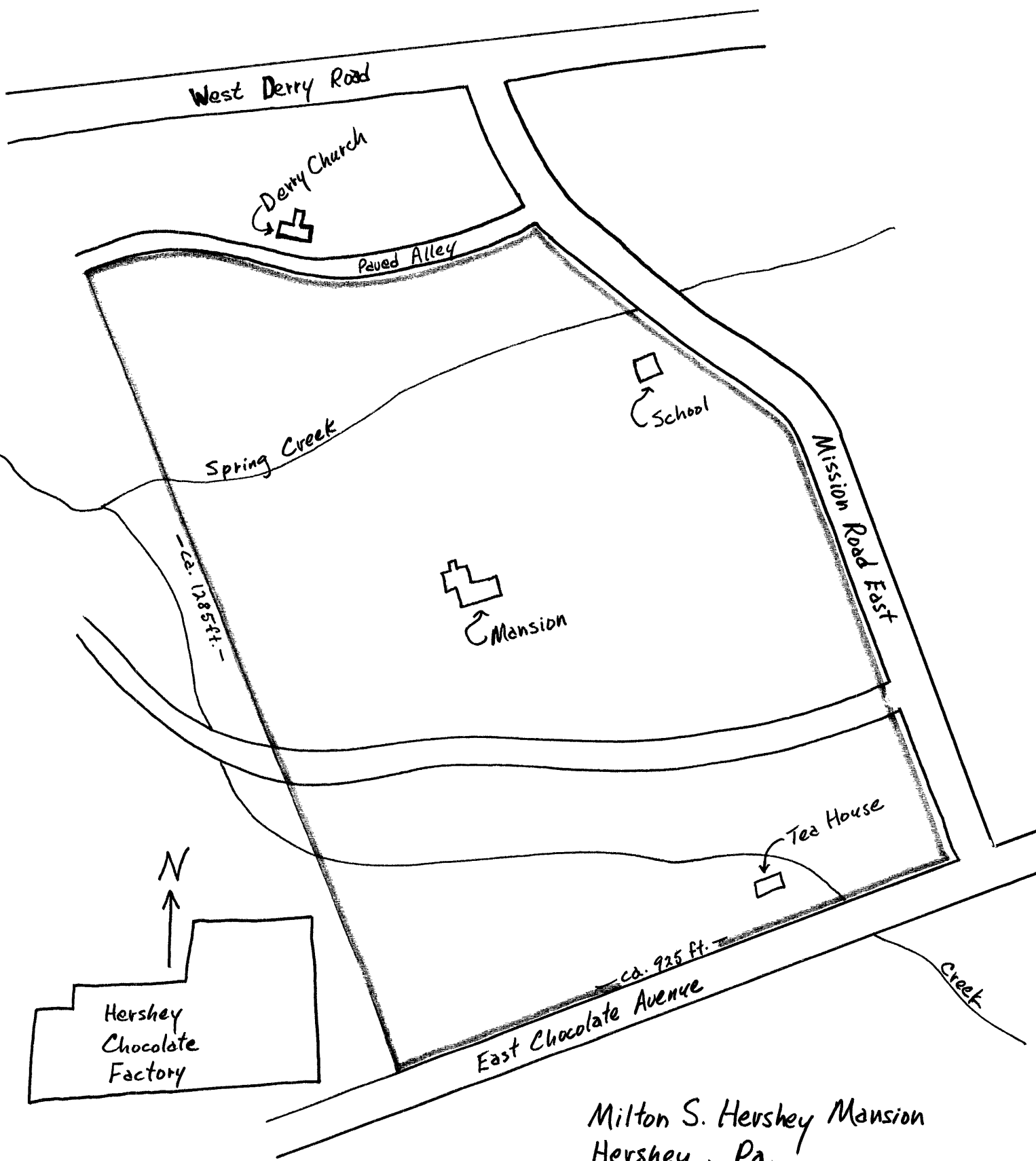
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