HERSHEY NEWS CHICAN DIANE Vol. 3 HERSHEY, PENNSYLVANIA, JANUARY 20, 1955 No. 3

FARM SHOW WEEK brought many scenes like this in the Visitors' Lobby of the Hershey Chocolate Corporation plant as hundreds of Farm Show visitors stopped off by the busload in Hershey to see the famous chocolate bar and other chocolate products being made.

Lloyd H. Shoap, director of factory tours, reported a total of 1,695 persons visited the plant last week. Last year's Farm Show brought 993 visitors, Shoap said, with this year's good weather accounting for the increase.

Groups such as the one pictured above also visited other Hershey points of interest during stops here.

Annual Elections Are Held By Bank And Trust Company

Affair Here

country against surprise at-

Hershey Trust Company Directors And Officers Are Re-Elected For '55

Mr. P. A. Staples, President of Hershey Trust Company, today announced the re-election, at the January Sixth tion, at the January Sixth stockholders' meeting, of the following Directors of the Trust Company: T. R. Banks, J. E. Bobb, William H. Earn-est, J. J. Gallagher, P. N. Hershey, Samuel F. Hinkle, J. B. Sollenberger, P. A. Staples, A. R. Whiteman, D. Paul Witmer and Charles F. Ziegler Ziegler.

The first meeting of the tack. Board in 1955 was held Jan-uary 13, when the group re-level to avoid radar detection, uary 13, when the group re-elected as officers: P. A. Staples, President; D. Paul Witmer, Vice-President; A. R. Whiteman, Secretary-Treasu-urer; and Joseph S. Gumpher, Assistant Secretary-Treasur-er. The Directors of Hershey Trust Company serve also as

Trust Company serve also as enrollment of more than 1,000 cording to Mrs. Marlyn students, and as the Board of Herbst, wife of the post super-Managers of The M. S. Her- visor. ship, including the support of Hershey Junior College. The Managers of the Foundation last year erected a new elementary school build-The word of the the support of the twenty-two have 250 hour This is the kind of volunteer The transmission of the twenty-two have 250 hour Merit Pins for service. The support of the twenty-two have 250 hour This is the kind of volunteer The transmission of the the transmission of the the transmission of the the transmission of th a new elementary school build-ing which was donated to the citizens of Derry Township. This building, which is most modern in design and facili-ties, was dedicated as the Mil-ta Elementary School on Sen-ial Elementary School on Sen-

Sky Watching Is Family

Hershey National Bank

Mr. P. N. Hershey, President of The Hershey National Bank, today announced the election of the following Directors of the Bank at the

stockholders' meeting on January 11: William H. Earnest, A. T. Heilman, P. N. Hershey, Samuel F. Hinkle, M. E. Huber, A.

Bowman Snavely, John B. Sol-lenberger, P. A. Staples, A. R. Whiteman, D. Paul Witmer, Charles F. Ziegler and John

R. Zoll.

was graduated in Chemical

Chocolate Plant Tour Soars In Popularity

Nearly 130,000 Persons Visited Hershey Factory In 1954, Surpassing All **Previous Records**

More people visited the Hershey chocolate factory last year than in any previous year in the plant's history.

The 126,761 persons touring the huge building in 1954 totalled a walloping 20,862 more than the previous high mark for visitations in 1953

when 105,899 made the inter-esting 45-minute tour. Popularity of the plant visit has been climbing steadily each year.

the 100,000 mark for the first time, with 101,350 guests be-ing conducted through the plant by the staff of guides. In 1952, the visitors totalled 102,055.

1954, the monthly figures for tour service posted the sec-1954, the monthly figures for plant visits ran from a rela-tively quiet December, when 1,383 persons toured the plant, to a whirlwind August when nearly 37,000 passed through the Visitors' Department Lebby

lobby. Last year, as usual, the big bulk of the visitations came during the warm-weather months. From May 1 through the month of September, 104,-364 of the year's total 126,-761 saw the famous chocolate products being processed and manufactured.

Summer vacationers visiting the chocolatetown bring the largest crowds to the plant tour service. A big factor in the huge August turnout of 36,959 persons was the big threeday Pennsylvania Dutch Days celebration in Hershey Park which last year brought unprecedented numers of visitors to Hershey in a short space of time.

In 1951, the number passed Visitors' Department un-D2,055. During record-breaking annual plant vacation, the

Shoap:

January, 1,570; Febru-ary, 1,489; March, 2,430; April, 6,086; March, 2,430; April, 6,086; May, 14,377; June, 21,001; July, 21,114; August, 36,959; September, 10,913; October, 7,121; No-vember, 2,318; December, 1,383.

Majority of the plant visitors were school students in (Continued on Page Two)



UNLOADING BUS presents a familiar scene outside the Hershey Chocolate Corporation plant's visitors' lobby as a school group arrives for a tour of the world-famous industry. The group shown is one of many which visited the plant last week while en route to the State Farm Show. School classes and other organizations from

Stockholders Elect Twelve As Directors

The total number of local the Board of Managers of the Milton Hershey School for or-123. Some are active and some sylvania State College, now phan boys, which now has an are substitute watchers, ac- the Pennsylvania State Uni-

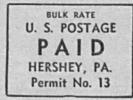
Since 1947 he has been Plant Manager of the Choco-

shey Foundation which is Do these people like their late Corporation, where he concerned with education in job? More than 100 of them also serves as a member of the all its phases in Derry Town- have put in 100 hours in the corporation's Board of Direc-

ial Elementary School on Sep-tember 12, 1954. The dedica-tion was the highlight of the usual, are reported to the Har-when the group re-elected as events celebrating Founder's Day, which is observed each year on or near Mr. Hershey's birthday anniversary — Sep-tember 13. USA is the reported to the Har-isburg Filter Center which is staffed also by volunteers under the supervision of the U.S. Air Force, "Miscellany" (Continued on Page Four) (Continued on Page Four)

throughout Pennsylvania and adjacent states swell the annual flow of persons visiting the factory.

Hershey News Comm. Bldg. Hershey, Pa.



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