



**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

### 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 stockholders' meeting, of the following Directors of the Trust Company: T. R. Banks, J. E. Bobb, William H. Earnest, 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.

The first meeting of the Board in 1955 was held January 13, when the group re-elected as officers: P. A. Staples, President; D. Paul Witmer, Vice-President; A. R. Whiteman, Secretary-Treasurer; and Joseph S. Gumpfer, Assistant Secretary-Treasurer.

The Directors of Hershey Trust Company serve also as the Board of Managers of the Milton Hershey School for orphan boys, which now has an enrollment of more than 1,000 students, and as the Board of Managers of The M. S. Hershey Foundation which is concerned with education in all its phases in Derry Township, including the support of Hershey Junior College.

The Managers of the Foundation last year erected a new elementary school building which was donated to the citizens of Derry Township. This building, which is most modern in design and facilities, was dedicated as the Milton Snavely Hershey Memorial Elementary School on September 12, 1954. The dedication was the highlight of the events celebrating Founder's Day, which is observed each year on or near Mr. Hershey's birthday anniversary — September 13.

### Sky Watching Is Family Affair Here

"Aircraft flash. One multi-motor, high, no delay. Papa Lima 21 Black. South two miles, flying west."

By flash telephone from Hershey to the Filter Center in Harrisburg goes the message that helps to protect our country against surprise attack.

Low-flying planes, at low level to avoid radar detection, was exactly the method we used when we bombed Hiroshima. To avert such a surprise attack here, Papa Lima 21 Black — the Hershey Ground Observer Post — stands guard around the clock.

The total number of local volunteer skywatchers is now 123. Some are active and some are substitute watchers, according to Mrs. Marlyn Herbst, wife of the post supervisor.

Do these people like their job? More than 100 of them have put in 100 hours in the post located on the roof of the Community Building. About twenty-two have 250-hour Merit Pins for service.

This is the kind of volunteer work that allows wives and mothers to participate. Many mothers bring their offspring with to the watch tower in the summer, and the rooftop "shack" makes a fine playpen.

Jets, four motors, formation flights, and anything unusual, are reported to the Harrisburg Filter Center which is staffed also by volunteers under the supervision of the U. S. Air Force, "Miscellany"

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### Hershey National Bank Stockholders Elect Twelve As Directors

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. Sollenberger, P. A. Staples, A. R. Whiteman, D. Paul Witmer, Charles F. Ziegler and John R. Zoll.

Samuel F. Hinkle is a new member of the Board.

Mr. Hinkle entered the employ of the Hershey Chocolate Corporation in 1924 as chemist in charge of the company's control laboratory. He was born in Columbia, Pa., and was graduated in Chemical Engineering from the Pennsylvania State College, now the Pennsylvania State University.

Since 1947 he has been Plant Manager of the Chocolate Corporation, where he also serves as a member of the corporation's Board of Directors.

Mr. Hinkle is a Director of the Hershey Trust Company and a member of the Board of Managers of the Milton Hershey School. He is also a member of the Board of Managers of The M. S. Hershey Foundation.

The first meeting of the Board of Directors of The Hershey National Bank in 1955 was held on January 13, when the group re-elected as officers: P. N. Hershey, President; M. E. Huber, Secretary-Cashier; and John S. Baum, Assistant Secretary-Assistant Cashier.

## 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 whopping 20,862 more than the previous high mark for visitations in 1953 when 105,899 made the interesting 45-minute tour.

Popularity of the plant visit has been climbing steadily each year.

In 1951, the number passed the 100,000 mark for the first time, with 101,350 guests being conducted through the plant by the staff of guides. In 1952, the visitors totalled 102,055.

During record-breaking 1954, the monthly figures for plant visits ran from a relatively quiet December, when 1,383 persons toured the plant, to a whirlwind August when nearly 37,000 passed through the Visitors' Department 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 three-day Pennsylvania Dutch Days celebration in Hershey Park which last year brought unprecedented numbers of visitors to Hershey in a short space of time.

Young lady guides at the Visitors' Department undoubtedly remember last July as a "rush period" also, although the figure is far below that of August. But despite the fact that the factory was closed for two weeks for the annual plant vacation, the tour service posted the second-highest month of the year as guides ushered 21,114 persons through the plant.

The 1954 figures, month-by-month, as compiled by Tour Director Lloyd H. Shoap:

January, 1,570; February, 1,489; March, 2,430; April, 6,086; May, 14,377; June, 21,001; July, 21,114; August, 36,959; September, 10,913; October, 7,121; November, 2,318; December, 1,383.

Majority of the plant visitors were school students in

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

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