

# HERSHEY NEWS

Vol. I

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No. 1

## Real Dutch Treat For Ike

### PTA Announces Plans For Big Halloween Fete

High School Harvest Queen Will Rule Festivities; \$2,500 In Parade Prizes

A gala Halloween parade, with Hershey's 50th Anniversary celebration giving it added color and interest, is being planned by the Derry Township Parent-Teachers Association for Saturday evening, October 31.

Plans have been announced for crowning a Harvest Queen to reign over the celebration. The queen — who must be a member of the Senior Class at Derry Township High School — will have a court consisting of two representatives from each of the Senior, Junior and Sophomore Classes.

The queen and her court will ride on the PTA float in the procession.

Meanwhile, letters have gone out to clubs and other organizations in the Central Pennsylvania area, inviting participation in the parade which is expected to be a record-setting event. Groups have been asked to contact E. W. Houser, Post Office Box 122, Hershey, no later than October 15, telling him of their plans.

Prizes totalling \$2,500 will be awarded, according to Raymond H. Koch and Richard Bacastow, co-chairmen of the PTA committee.

Joseph Sopko is secretary, and Roy Hovis, treasurer. The steering committee includes Arthur Whiteman, James Rice, Roy Hovis, Jack Steen, Ivan Seltzer and Richard H. McCrone.

Distribution of the prize money has been announced as follows:

A total of \$650 has been set aside for floats, with an extra \$50 to be added to each prize-winning float using the 50th Anniversary theme. Floats need not display the 50th Anniversary theme to compete. Prizes include: first, \$250; second, \$200; third, \$150, and fourth, \$50.

Two prizes, \$65, first, and \$35, second, will be awarded to the best drill teams participating.

Eight hundred dollars, including \$75 for three "Dark Town" groups, will be awarded to fire companies, with an additional \$500 to be distributed to prize-winning bands.

The best drum and bugle corps will receive \$200, with \$100 for the outfit rated in second place.

Local costume prizes will be awarded as follows: \$10, first; \$5, second; \$3, third, and \$2, fourth, in the following classifications — small (10 years), first, \$5; second, \$4; third, \$3; fourth, \$2, and fifth, \$1.

Twenty-five dollars will be

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### M. S. Hershey, planner . . .

Fifty years ago — an idea, put into action.

Today — a tribute to a dream come true.

And in this 50th Anniversary year we take pleasure in introducing the first issue of the Hershey News, a publication that will chronicle the weekly news highlights of the community and designed to bring before the general public information on developments in and about Hershey.

Its pages will carry stories and items of interest to all persons of the area with interests in Hershey. Its aim will be to supplement existing publications in covering the local scene.

*Its accent will be on civic advancement and the hometown pride that goes with it.*

Its hope is to find a weekly welcome in the homes of its readers — all of whom are in some way interested in the industry, home life, schools, churches and recreational aspects of Hershey.

The Hershey News takes special pride in its birth during the year of Hershey's 50th Anniversary celebration. There could be no more auspicious time for its debut as another important community service to the people who live, work, worship and play in America's most complete town.

This is the initial issue of the Hershey News. Later editions will include various departments and columns along lines which will be developed by our editorial radar as it seeks out its course.

Meanwhile, your comments on our venture are invited. We will be "at home" in our editorial office in the lobby of the Community Building, beginning Monday.

### Workers' Rally To Open Community Chest Drive

The kick-off meeting for the annual Community Chest Drive will be held in the Social Room of the Community Building at 7:30 P.M. on Thursday, October 8.

Chairman of this year's campaign is C. J. Speicher of the Chocolate Corporation.

Between 150 and 175 team captains and workers are expected to attend the initial rally in the Community Building, according to the plans announced by Speicher. At that time the workers will be provided with their working tools for this year's effort, and will be given send-off enthusiasm by speakers from Harrisburg and a special film covering the workings of the Community Chest.

The actual canvass of Derry Township will be conducted between October 9 and 26, and will coincide with the Community Chest drive in Harrisburg.

### "Country Style" Party Set For President's Birthday

Thousands Will Have Opportunity To Salute President And Mrs. Eisenhower At Stadium, Arena And Under Big Top

President Eisenhower will celebrate his 63rd birthday anniversary in traditional Pennsylvania Dutch style in the Chocolate town on Tuesday, October 13.

Broadway glitter and Hollywood glamour will be tossed to the winds as thousands turn out to pay tribute to the Chief Executive at an old-fashioned country birthday party.

Feature of the affair will be a \$100-a-plate roast beef buffet supper served to approximately 6000 persons under the Ringling Brothers and Barnum and Bailey "big top," which will be pitched in the Stadium practice field.

But, an estimated 20,000 more will get to see the President without charge when he joins them at a box supper picnic in the Stadium, beginning at 5 p.m.

The affair is being arranged by the Republican Finance Committee of Pennsylvania, under the direction of Committee Chairman Philip T. Sharples.

Although it is being sponsored by Pennsylvania Republicans, Sharples said the President asked that invitations be sent to the governors of the 48 states and all members of the Cabinet, Congress, House and Senate, regardless of party affiliation.

Mr. Eisenhower will travel from Washington to Hershey by automobile but the time of his arrival has not yet been determined. Also there has been no decision whether the President will spend the night in Hershey, or return to Washington after the celebration.

Top of the big tent will be decorated with 63 huge electric "candles," and a 180-foot long banner bearing the legend, "Happy Birthday, Mr. President" in glowing letters so that it will resemble a huge birthday cake.

While the dinner is going on, the Stadium will be the scene of a mammoth outdoor entertainment planned and supervised by Fred Waring, nationally famous orchestra leader. The show, which will run until about 8 o'clock, will feature Pennsylvania orchestras, bands and volunteer entertainers.

The Stadium celebration will be timed to end just before the Arena program gets under way, in order to facilitate traffic movements.

The President and his wife Mamie will make their appearance at the Stadium in a horse-drawn buggy. After making a circuit of the macadam track they will proceed to the Sports Arena, where they will make a grand entrance in the same buggy.

In addition to an all-out entertainment program, to be presented on a specially constructed stage in the Sports Arena, all guests will be served with ice cream and cake. Seven hundred Pennsylvania girls will serve the goodies. The cakes, numbering 800, will be baked by women from the state's 67 counties.

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