

The Hershey Press

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The columns of the HERSHEY PRESS are open to all articles and items that are of interest and value.

Advertising columns open to all at the regular rates.

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MORE RECOGNITION FOR ANNIVERSARY NUMBER

In the March number of the "American Bulletin" which is published by the American Type Founders Company at Philadelphia, the following note appears regarding the Anniversary number of the "Press" which was published last August.

Hershey, Pa., is generally known as "the chocolate town," for here is located the large and successful business, which was started by M. S. Hershey in 1895, at Lancaster, Pa., moved to Hershey in 1905, and incorporated as The Hershey Chocolate Co., on January 1, 1908. Mr. Hershey has organized a large printing establishment in connection with his business, and equipped it with facilities to do the best possible commercial work in the most efficient manner. He has also become the proprietor of a newspaper. The anniversary number of the "Hershey Press," published on Thursday, August 31, was a beautiful specimen of news printing in magazine form. It was filled with interesting matters relating to its home town, Hershey, with illustrations of its varied industries. The printing of the anniversary number reflects great credit on those responsible for this part of the publication.

THE COUNTRY PAPER

SOME ENGAGING CHARACTERISTICS—WHEN IT HAS A STRONGER HOLD

The scream of domestic crime and scandal with which the newspapers of the large cities have been flooded recently making them unfit reading for the home, has called attention rather sharply to the difference between the metropolitan sheet, the editor and reporters of which are unknown to the great majority of their readers, and the country weekly with which the personality of its editor is

inseparable in the minds of his patrons.

The country weekly is above all a clean sheet, fit to be treated like a member of the household, and it is edited with a view of printing the news which its readers most desire to read and of eliminating much which is not fit to be spread before people who desire a mental feast that can be digested with a clear conscience.

The city dailies attempt to justify their course by the claim that they are printing the stuff which the people want. No doubt there is a large number in every urban center to whom crime and scandal appeals and it is this delectable class that the metropolitan sheet seeks to please and attract. The country readers, to their credit, would be better pleased if much of the filth is eliminated from their daily visitor. News can be given in a clean way, though of ill smelling origin. Many salacious details can be cut out if a clean paper is desired by the editor.

The country editor not only edits much objectional matter, but suppresses reports of misdeeds which would cause innocent people distress. He does this out of consideration for people whom he knows and because no good purpose could be served by the publication of the objectional reports.

His favors are extended to rich and poor alike, often without apparent appreciation. Indeed, the complimentary expressions which he prints relative to his readers are seldom heard of by the newspaper man, though it is just human enough to crave thankfulness like other people—but let him make a slip and say something which arouses resentment even though innocently, he is made to wish himself in some other occupation.

The country press is no small contribution to the clean current literature of the nation and the local paper deserves the subscription and support of every household.

BEIN' AN EDITOR

Most any one can be an editor. All the editor has got to do is to sit at a desk six days out of a week, four weeks of a month, and twelve months of a year, and "edit" such stuff as this:

"Bill Jones of Cactus Creek let a can opener slip last week and cut himself in the pantry."

"A mischevious lad of Piketon threw a stone and hit Mr. Pike in the alley last Tuesday."

"John Doe climbed on the roof of his house last week looking for a leak and fell striking himself on the back porch."

"While Harold Green was escorting Miss Violet Wise from the church social last Saturday night a savage dog attacked them and bit Mr. Green several times on the public square."

"Isaiah Trimmer of Running Creek was playing with a cat Friday when it scratched him on the veranda."

HOW TO VOTE

By Samuel Moyer, Jr.

We, the people of the United States, have laid upon our hands to re-elect a good president. We often make a mistake in so doing. The mistake is, that when some people vote that they vote for the party and not for the man. I caution every citizen of the United States to avoid this mistake.

For instance, a farmer buys a crippled horse and pays a very high price but the horse is not worth the price. What will become of the farmer? Naturally the farmer will lose money, just like some people are doing in the United States. It is not always the party that has the good man.

Next, don't vote until you know what kind of a fellow you are voting for.

[I write this in honor of Mr. M. S. Hershey, who went to the same school that I am now going to—the Rock Ridge.]

11 to 1 Against Him

"Sorry," said the policeman, "but I'll have to arrest ye—you been driven' at the rate of fifty miles an hour."

"You are wrong, my friend," said the driver. "I say I wasn't, and here's a ten-dollar bill that says I wasn't."

"All right," returned the policeman, pocketing the money. "With eleven to one against me I ain't goin' to subject the county to th' expense of a trial."

RAILWAY RECEIPTS FELL OFF LAST MONTH

Official returns for the month of January received by the Interstate Commerce Commission up to March 14, covering about 93 per cent. of the steam railway mileage of the country, show that the total operating revenues for that month were \$203,143,118, and the operating expenses \$158,911,489. In comparison with January, 1911, this is a decrease of \$2,886,149 in operating revenues and an increase of \$4,205,871 in operating expenses.

A Suggestion

The restaurant manager stood behind the cashier's desk, wearing his stock-in-trade smile for each customer.

An old gentleman came up. "I notice," said he, fumbling with his wallet, "that you advertise to make your own pies."

"Yes, sir," answered the manager proudly; "we do."

"Will you permit me to offer a suggestion?"

"Certainly, sir; certainly. We should be most happy to have you."

"Well, then, let some one else make 'em."



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