

**Back Home Again:
Why Milton Hershey Chose Derry Township to Build His Factory**

Grade Levels—6-8

Standards—

Pennsylvania Academic Standards for History:
8.1.6B, 8.1.9B, 8.1.6D, 8.1.9D, 8.2.9A, 8.2.9C

Pennsylvania Academic Standards for Reading, Writing, Speaking, and Listening:
1.1.8B, 1.1.8D, 1.1.8G, 1.2.8A, 1.2.8F, 1.6.8A, 1.6.8C, 1.6.8D, 1.6.8E

Pennsylvania Academic Standards for Geography:
7.3.6A, 7.3.6D

Pennsylvania Academic Standards for Economics:
6.5.6F

Materials Needed—

- [Push/Pull Anticipation Guide](#)
- [“Back Home Again,”](#) an excerpt from *The Hershey Story*
- [3-2-1 Activity worksheet](#)

Teacher Background—

Using the geographic concept of push-pull factors, along with a written history, students will determine why Milton Hershey chose sparsely populated Derry Township to build his chocolate factory. Students will discover that Milton Hershey had a desire to return to his birthplace and that he had a grander scheme in mind than just building a factory—he wanted to build a model factory town. Derry Township was well situated to provide his factory and town with needed supplies. The Township was surrounded by dairy farms, which provided a local source of the milk needed to produce milk chocolate; while the Reading Turnpike and the Philadelphia & Reading Railroad traversed the Township providing access to markets and towns. In addition to the pull factors that led Milton Hershey to build in Derry Township, students will learn that push factors played a part in that overvalued land in Lancaster and drove Milton Hershey away from locating his factory there. By studying why Milton Hershey built his factory where he did, students will learn about a valuable geographic skill (push-pull factors) that help to explain why people decide to move and settle down where they do, or why thousands of people decide to migrate from one part of the world to another.

Essential Question—

Why did Milton Hershey decide to choose Derry Township to build his chocolate factory? (Post this question in a visible location in your classroom)

Vocabulary— (Have these words and definitions posted in your classroom)

1. Pull factor—A force which acts to draw people to a new location.
2. Push factor—A force which acts to drive people away from a place.

Activating Strategies—

Step 1—Handout the Push/Pull Anticipation Guide to students as they enter the room.

Step 2—Direct students’ attention to the definitions of Push and Pull factors. Briefly explain the definitions to the students.

Step 3—Have students complete Section 1 of the Push/Pull Anticipation Guide marking TRUE or FALSE under the “Before” column.

Step 4—Have students pair up with another student to share their answers.

Step 5—Review answers with the class. Have the students mark the correct answers under the “After” column in section 1. Answer any questions students may have about Push/Pull factors.

Step 6—Explain that students will read a short history detailing Milton Hershey’s decision to build his factory in Derry Township. They will identify the push and pull factors that led to Milton Hershey’s decision.

Teaching Strategies—

Step 1—Before handing out the reading selection have students predict push and pull factors that led to Milton Hershey building his factory in Derry Township on the “Before” column of Section 2 of the Push/Pull Anticipation Guide.

Step 2—Have students share with their partners.

Step 3—Handout the reading selection, “Back Home Again,” and direct students to read the selection and fill out the “After” column from Section 2 of the Push/Pull Anticipation Guide.

Step 4—Have students share with their partners..

Step 5—Review the correct push and pull factors as a class.

Step6—Explain that as they visit The Hershey Story, The Museum on Chocolate Avenue, that they should take notice to the factory’s surroundings. Can they find: dairy farms, the Reading Turnpike (Chocolate Avenue,) the old Philadelphia & Reading Railroad, or Spring Creek.

Step 7—Handout the 3-2-1 Activity worksheet and collect it as a ticket out the door.

Summarizing Strategies—

1. Push/Pull Anticipation Guide
2. Pair Share
3. 3-2-1 Activity worksheet

BACK HOME AGAIN

(excerpts from *The Hershey Story* by Joseph Richard Snavely)

For the site of his new chocolate factory M.S. Hershey returned to the scene of his birthplace. He bought several farms totaling 1200 acres, close by the one which belonged to his father. The belief is prevalent that Mr. Hershey chose Derry Township for his factory site sheerly on the score of sentimentality. His answer was an emphatic "No!" "Originally I planned building the factory in Lancaster," he told a newspaper reporter one day. "But the property owners wanted more money than their land was worth, so I looked elsewhere. Actually, I inspected locations in four states and none of them met my approval.

"Back in 1898 I bought the old homestead with the idea that some day I might retire and become a gentleman farmer. But one Sunday afternoon while Mrs. Hershey and I were up here looking about, she remarked, 'Why don't you build your factory here in this lovely valley?' Her suggestion echoed something in my own mind and I decided to go ahead."

...The landscape was broken by the eddying outlines of Spring Creek, a small stream mentioned in the old Derry Church documents back in the time of William Penn's sons. It is a frolicsome brook, originating in numerous springs in the vicinity and it flows westward for almost three miles to join the Swatara (Creek). Even in coldest weather it has never been known to freeze.

The Reading Turnpike, dusty and narrow, ran east and west between Harrisburg and Reading, forming the southern boundary of the factory site, while the Philadelphia & Reading railroad tracks formed the northern boundary. Crossing the railroad tracks the road traversed a small bridge across Spring Creek, passed an old grist mill and was lost in the northern hills...

"How on earth do you expect to make any money out of a factory located miles from nowhere?" was a favorite question of Mr. Hershey's friends when the factory began to take material form and they saw the extent of his plans.

"I'm not going into the chocolate business to add to my wealth," he told them candidly. "I have all the money I need now and what I want to do is to find a practical use for the money entrusted to me. I want to find a way to put it to work so that it will benefit others."

“Nevertheless, a million dollars is too much money to sink in a factory in a cornfield,” was the inevitable retort. “Why, the thing will eat off its own head!” This sagacious observation was always accompanied by a sympathetic clucking of the tongue.

“If I can’t make a go of the chocolate business, I can always turn the factory into a large dairy barn,” replied Mr. Hershey with a chuckle. And disregarding the ominous predictions of his friends he went steadily ahead with his plans.

Snavely, Joseph Richard. *The Hershey Story*. Hershey, Pennsylvania, 1950.

3-2-1 Activity

3—Pull factors that led Milton Hershey to build his factory in Derry Township

2—Important things you learned during the lesson

1—Push factor that led away from building his factory in Lancaster

Push/Pull Anticipation Guide

Section 1—Push or Pull?

Directions: In the column labeled *Before*, place a checkmark next to any statement with which you agree. After discussing the examples as a class, place a checkmark in the *After* column with any statement with which you now agree. Compare your opinions about those statements from *Before* and *After*.

Before

After

- | | | |
|-------|-------|---|
| _____ | _____ | 1. Moving for a good job is a pull factor. |
| _____ | _____ | 2. Moving to get away from crime is a pull factor. |
| _____ | _____ | 3. Moving to a beautiful location is a pull factor. |
| _____ | _____ | 4. Moving because you lost your job is a push factor. |
| _____ | _____ | 5. Moving next to your best friend is a push factor. |

Section 2—What PULLED Milton Hershey to build his factory in Derry Township?

Directions: Before reading predict 3 Pull factors that led Milton Hershey to locate his factory in Derry Township in the “Before Reading” column. During and after reading write down 3 pull factors in the “After Reading” column.

Before Reading	After Reading
1.	1.
2.	2.
3.	3.

Were any of your predictions contained in the reading?