

One Man's Vision

HERSHEY

A Model Town



Planning the Model Town

“A Model Town, a modern factory, a substantial business-these are the realizations of one businessman s dreams.*”

Milton Hershey’s chocolate company was ten years old by the time the new factory was completed in 1904. The chocolate business grew out of Mr. Hershey’s very successful Lancaster, Pennsylvania caramel company. While attending the 1893 Columbian Exposition in Chicago, Milton Hershey watched a demonstration of German chocolate-making equipment. Mindful of the popularity of his chocolate flavored caramels, Mr. Hershey purchased the machinery and began manufacturing cocoa and chocolate confections. In 1900 he sold his Lancaster caramel company in order to concentrate exclusively on his flourishing chocolate business.

By 1901 Milton Hershey’s chocolate business had outgrown his original factory in Lancaster. Mr. Hershey considered sites in Lancaster, Baltimore, New Jersey and New York for his new factory. In the end, however, he decided to located the factory in the countryside and chose his birthplace, Derry Township.

**Joseph Solomon, THE BUSINESS WORLD, June 1903*



Front Cover: Chocolate Avenue, Hershey’s main thoroughfare. ca. 1920-1930

Left: Hershey Quick Lunch, adjoining the Cocoa House, offered luncheonette style meals. ca. 1915

Above: An aerial view of Hershey Park and its wide variety of amusements. 1915

Right: Laying the foundation of the chocolate factory. 1903



Planning the Model Town

"The location chosen for the new town is an admirable one.*"

Milton Hershey picked rural Derry Township against the advice of friends and business associates. They saw isolation. He saw a ready supply of fresh milk for his chocolate and a steady labor force made up of hardworking Pennsylvania Germans. His advisors saw the tiny town of Derry Church. Mr. Hershey envisioned a complete, new community.

The town quickly emerged, following a plan that had been carefully thought out by Mr. Hershey. Workmen started digging the foundation for the Hershey chocolate factory in early 1903. Before the year was half over, a school and several other key buildings were also underway. In designing his community, Mr. Hershey was influenced by other "manufacturing communities" which were springing up at the turn of the century, both in this country and abroad.

Like other "model towns" Hershey provided its residents with a wholesome environment, modern educational facilities, and affordable housing.

**HARRISBURG STAR INDEPENDENT, February 19, 1903*



Left: Home along Cocoa Avenue. ca. 1920

Above: First to be built after the factory, the Cocoa House served as an early community center, housing the library and YMCA. 1910

Right: Seasonal floral displays enhanced the Hershey Greenhouse and Conservatory. ca. 1935



Success with Chocolate

“No expense is being spared. . .”

The first factory buildings were one story high and covered six acres. The original factory was designed and built to manufacture chocolate in the most efficient way possible. Raw materials—cocoa beans, milk, sugar—were delivered at one end of the factory and processed, emerging at the other end as finished products ready to be transported to market.

The key to the Hershey Chocolate Company’s success was the mass production of a few high quality items. The factory manufactured plain and almond milk chocolate bars, KISSES, and breakfast cocoa. By 1910 the company’s rapid growth required that the factory be enlarged. For the next 15 years the factory was under almost constant construction as more floors and new buildings were added. To satisfy the company’s increasing need for more office space, the Modern Office Building was constructed in 1935.

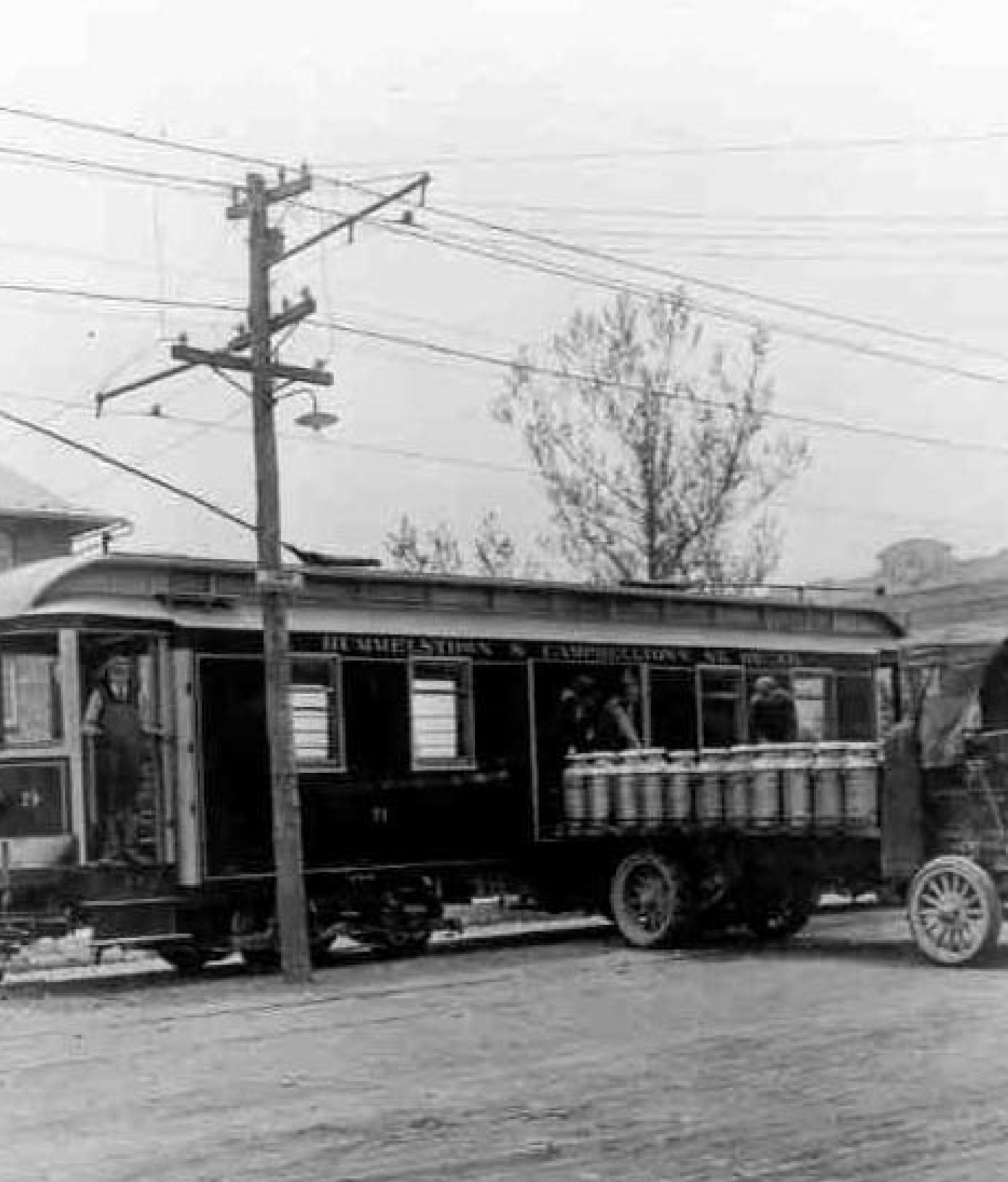
**HARRISBURG STAR INDEPENDENT, February 19, 1903.*



Left: Employees in the candy wrapping and finishing department. ca. 1915

Above: With daily milk shipments, the factory milk room ran on a tight schedule. ca. 1910

Right: Trolleys played an important role, delivering fresh milk to the factory daily. ca. 1915



Telling the World

"Mr. Hershey quite appreciates the advantages of printer's ink. . . he will use the newspapers, catalogues, posters and store demonstrations.*"

The announcement of Milton Hershey's plans to build a factory employing 600 men and a town along side it create a great deal of curiosity and interest, both locally and in the business world. As the second largest chocolate company in the United States, "Hershey" was a well-known name.

While the ground was being broken for the new factory, newspapers and trade magazines published articles outlining Mr. Hershey's plans for his new factory and town. Hershey encouraged the curiosity and interest in his plans, knowing the benefits of effective publicity.

**Joseph Solomon, THE BUSINESS WORLD, June 1903*



*Left: One of the factory's construction crews. ca 1915
Above: Ready to move in: the original office building. 1904*

Right: Chartered trains brought thousands of visitors to the Hershey Station. ca. 1920



For the Community

"We shall soon see the actuality of his intention. . . improved conditions which work to the good, socially, physically and morally, of all concerned.*"

All the services that Milton Hershey considered important were functioning by 1905. He provided for housing, businesses and schools.

The Hershey Improvement Company had been organized to sell lots and construct roads and buildings. Electric, water and telephone service were provided. The McKinley School was built to replace four one-room schools located in different parts of Derry Township. It provided a modern, centralized educational system for grades one through twelve.

The bank, a general store, a post office as well as boarding rooms for men were all located in the Cocoa House. Rail and trolley lines, laid out to transport workers and raw materials to the factory, also connected Hershey with other towns.

**Joseph Solomon, THE BUSINESS WORLD, June 1903*



Left: Beef cattle destined for the Department Store's meat department. Ca. 1910

Above: In 1914 the original 1905 water system was replaced. These new reservoirs later became a focal point of the Hotel Hershey gardens.

Right: Constructed in 1914, the M.S. Hershey Consolidated School replaced fifteen one-room schools in Derry Township. Ca. 1920



For the Community

" . . .there is no provision for a police department, nor for a jail. Here there will be no unhappiness, then why any crime.*"

As the factory grew, so did the town and, consequently, the demands on support services. Mr. Hershey responded by providing larger schools, bigger stores, more restaurants, more boarding rooms. He expanded the trolley system and developed the utilities to keep up with increasing population. In 1914, for example, the original 1905 water system was replaced with a new water source and reservoirs.

Mr. Hershey also encouraged the town's residents to take an active role establishing and support services. The Volunteer Fire Company was formed in 1905, the YMCA in 1910, and the YWCA in 1911. A variety of literary and social clubs, the Hershey Band and local sports teams were formed. Mr. Hershey supported the local organizations by providing meeting halls, uniforms and equipment.

**Joseph Solomon, THE BUSINESS WORLD, June 1903*



Left: The chocolate company gave jobs to good baseball players. Ca. 1912

Above: The YWCA played an important role, housing single women and Hershey's first public kindergarten. 1913

Right: The Volunteer Fire Company's steam pumper is now in the Hershey Museum, ca. 1910



“Hershey has a much broader significance than a chocolate factory and a cluster of houses.*”

As in other “model towns,” land was set aside for a park at the very beginning. The Hershey Press noted that nature was a “vital influence for [man’s] good.”

The centerpiece of Milton Hershey’s provisions for recreation and culture was the Community Building. Originally designed in 1914, the building was finally started in 1929 and completed in 1933. It housed the men’s club, a gymnasium and pool, a library, blowing alley, and public meeting rooms. The local hospital (1932-45) and the Hershey Junior College (1938-65) were also housed there. For years the building served as the focal point of community activity.

The Hershey Museum, first known as the Indian Museum, was launched in 1933 when Mr. Hershey purchased a large collection of American Indian artifacts. The museum rounded out the town’s recreational and cultural opportunities.

**HERSHEY PRESS, May 20, 1910*



Left: The birth of lion cubs was big news at the Zoo. 1936

Above: The lobby of the Community Building doubled as a visitor center. Ca. 1935

Right: The park quickly grew beyond its beginning as a simple community park. Ca. 1915



A Tourist Attraction

"It is rapidly becoming the most popular summer picnic park in this section of our state.*"

Although originally established for community use, the park soon became a tourist attraction. So did the chocolate factory and the town itself. By 1909 postcards with views of the town were being enclosed in Hershey candy bars. In 1915 the Chocolate Company opened a Visitors Bureau.

The park expanded rapidly, adding amusement rides and a new swimming pool, and enlarging the dance hall. Sunday schools and businesses were solicited to hold their annual picnics there. Every weekend the trolley and railroad advertised special holiday excursion to Hershey.

**HERSHEY PRESS, May 20, 1910*



Left: Postcards depicted the serenity found in Hershey Park. 1906

Above: Big band sounds filled the Park Ballroom during the 1930's-1950's with such celebrities as Harry James and Kitty Kallen. 1945

Right: The 6000 seat Convention Hall was used for concerts, lectures and large group meetings. Ca. 1915



A Tourist Attraction

"A subtle charm and open-hearted hospitality await the guest.*"

The community's most impressive tourist attractions were constructed during the town's 1930's building boom. The Depression provided Milton Hershey with the means, a sizeable labor force of unemployed workers, to carry out his large scale building plans. He was able to build at the lowest possible cost while helping the local economy by maintaining full employment.

The construction of the Community Theatre, Hotel, Park, Arena and Stadium transformed Hershey into a major tourist attraction, capable of entertaining thousands of people at a time. By the end of the decade Hershey emerged as a nationally known tourist destination.

**PITTSBURGH PLATE PRODUCTS, October 1933*



Left: The Hershey B'ars soon changed their name to the less commercial Bears. 1935

Above: The Dining Room in Hotel Hershey featured a circular dance floor. 1935

Right: The opening of the roller coaster in 1923 commemorated Hershey's 20th anniversary. Ca. 1935-1940



A Tourist Attraction

"All roads lead to Chocolate Town, U.S.A.*"

Since Milton Hershey's death in 1945 tourism has become increasingly important to the Hershey community. Most of the support services originally provided by Mr. Hershey, and managed by Hershey Estates, have been sold to private interests. Hershey Estates, now HERCO, Inc., has concentrated on developing its resorts and recreational facilities. Today, these attractions as well as the chocolate factory, draw millions of visitors to Hershey each year.

**Trenton, New Jersey ADVERTISER, September 15, 1963*



Left: The Oyster Bar was a popular spot in Hershey's Cocoa Inn. Ca. 1960

Above: Created to enhance the Hotel, the Hershey Rose Garden initially covered three and one-half acres. Ca. 1940

Right: Remodeling attractions encouraged visitors to return year after year. (The words "Fun House" can still be seen under the new WHOOPS sign.) ca. 1938



Thousands of photographs recording the development of the town and the chocolate company survive to give Hershey, Pennsylvania a well-documented history. This booklet includes 35 photographs from the collections of the Hershey Community Archives and the Milton Hershey School Archives.

One Man's Vision: Hershey, A Model Town was written by Pamela Cassidy, Hershey Community Archives, and Eliza Cope Harrison, Hershey Museum of American Life. It's publication was made possible by generous support from Hershey Foods Corporation.

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For further information regarding this booklet or the exhibit, *Through the Camera's Lens: Hershey Photographs, 1903-1960*, please contact:

Hershey Museum
170 West Hersheypark Drive
Hershey, PA 17033
(717) 534-3439



Left: When completed, the Arena featured the largest unsupported span roof in America. ca. 1940

Above: Each winter the Convention Hall was transformed into the Ice Palace. Ca. 1940

Right: Remember your rip to Hershey Park with a photograph. Ca. 1915

Back Cover: **HERSHEY PRESS.** September 1909

TO SHUTE AND SHUTE
SWIMMING POOL

