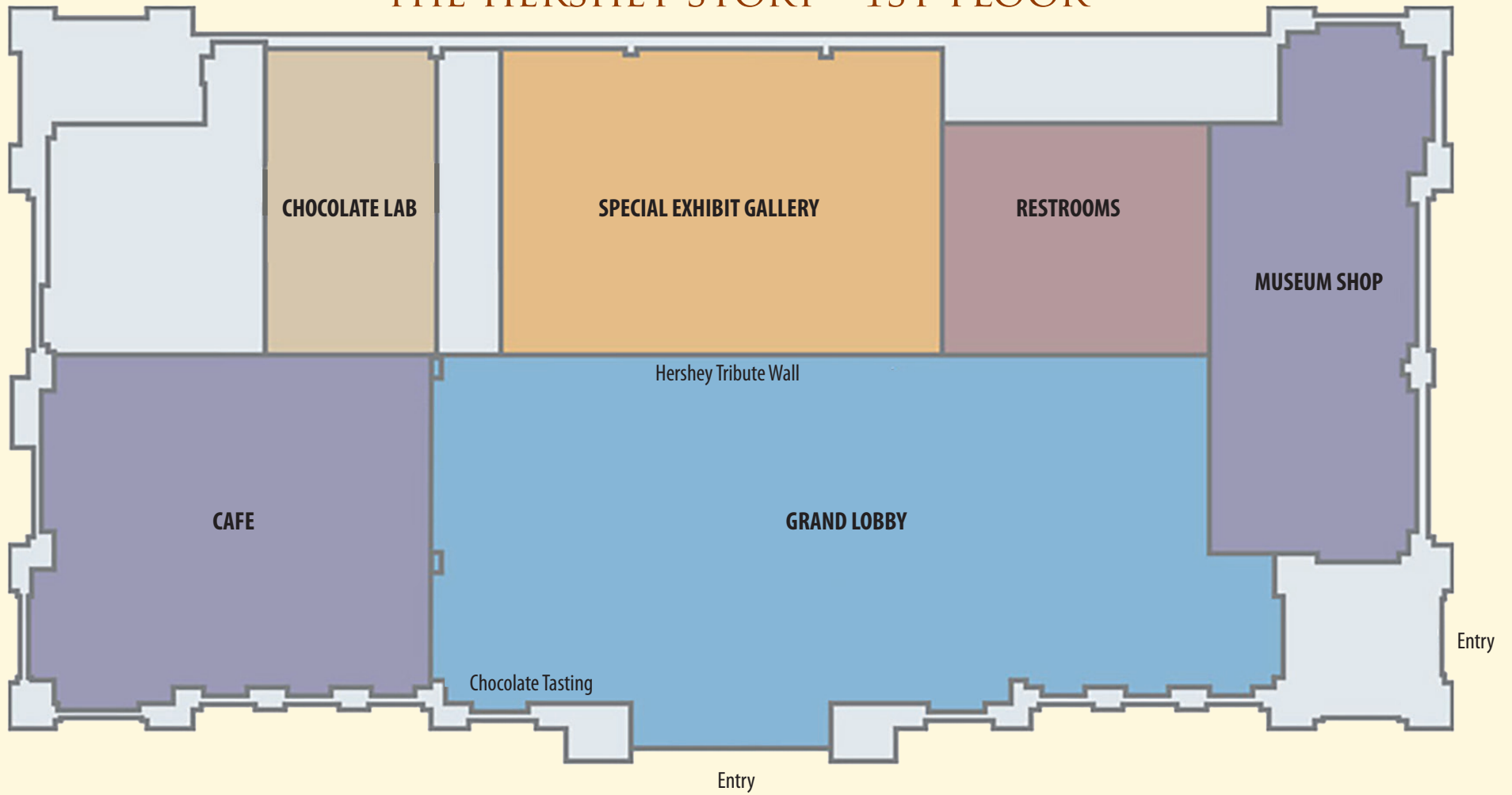


THE HERSHEY STORY - 1ST FLOOR



Sweet Innovations

Discover how Milton Hershey transformed chocolate production and inspired innovation in others. A short film offers visitors a general overview of chocolate manufacturing.

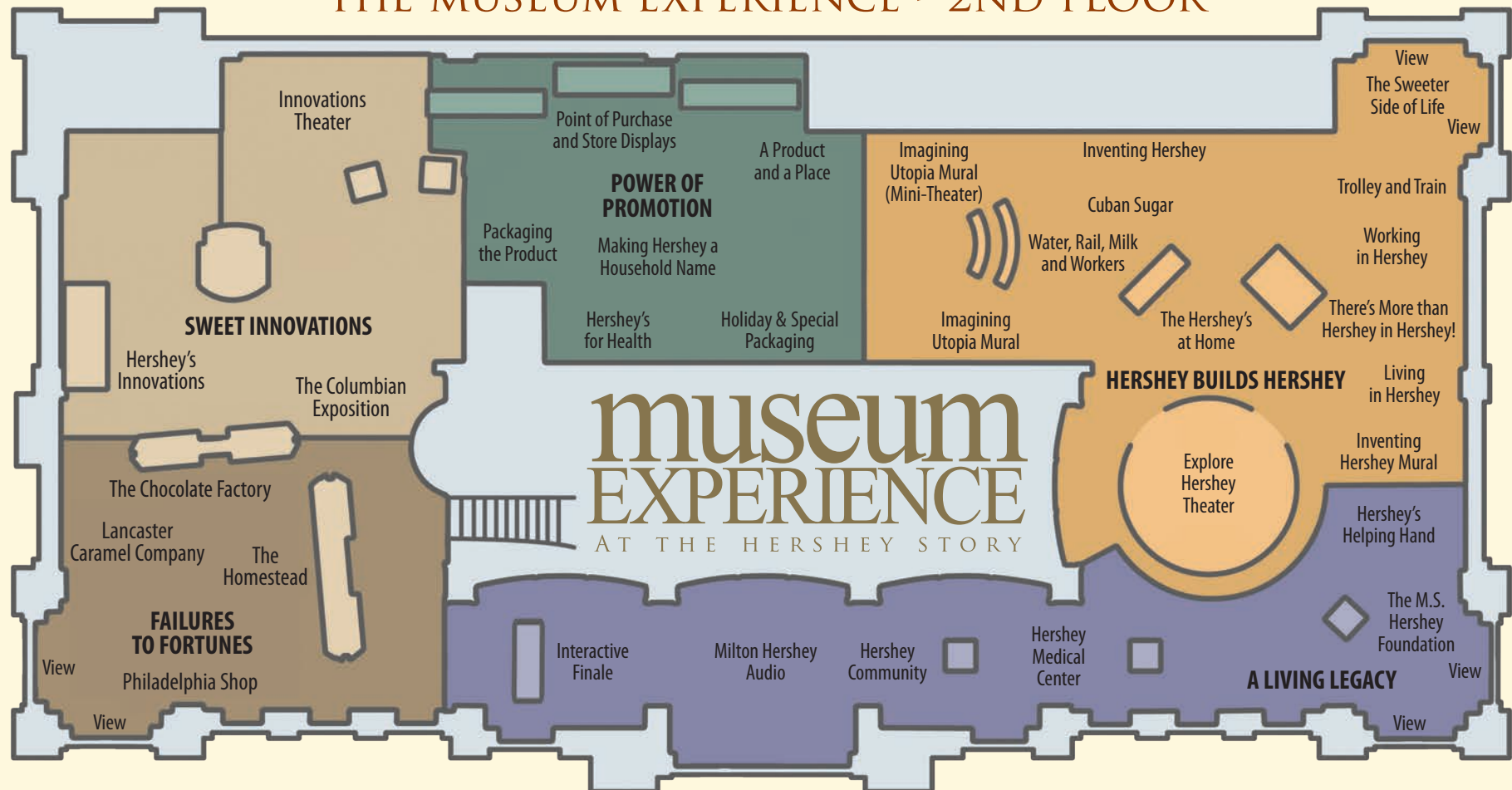
Power of Promotion

Discover how Milton Hershey used creative promotional strategies to become the number one chocolate maker in the U.S. Use the distinctive artwork of Hershey products to design your own packaging!

Hershey Builds Hershey

For 40 years, Milton Hershey dedicated himself to creating a pleasant, nurturing and caring community for his employees, visitors and for himself. Explore his model town through authentic artifacts, pictures, recorded stories and short films.

THE MUSEUM EXPERIENCE - 2ND FLOOR



Failures to Fortunes

Learn about Milton Hershey's impoverished childhood, his education, early business failures and his ultimate success.

A Living Legacy

Celebrate more than 100 years of Milton Hershey's legacy and learn how it continues to this day. Hear the only recording of Mr. Hershey's voice as he talks about his chocolate company and Hershey Industrial School (now Milton Hershey School).