HERSHEY
“THE CHOCOLATE AND COCOA TOWN”

HERSHEY, “the Chocolate and Cocoa Town”, founded in 1903, is located in the beautiful and picturesque Lebanon Valley, Pennsylvania. It is visited daily by hundreds of tourists who are attracted by its unusual characteristics, and who are interested in a community of mutual interests, whose heart beat is the huge Chocolate and Cocoa factory.

Hershey is a town in the country, with every city advantage, having schools, theatres, parks, cafes, electric railway, lighting, telephone, water and sewerage systems. The avenues are wide with cement pavements. The homes are modern, which are owned in the greater number of instances by those who occupy them. Wherever one turns one finds long, grassy sweeps, groves of shade trees, shrubbery, pleasant vistas and attractive walks. One would little expect to find in Arcadian surroundings such as these, a huge factory grinding out Chocolate and Cocoa as if for all the world.

From the outside the Hershey Chocolate and Cocoa factory looks like a series of buildings, but it is in reality one immense structure of many wings and with a total floor space of fifty acres. It is of daylight construction, fronted and flanked by beautiful parks. It is immaculately clean, scientifically ventilated and is supplied with filtered mountain water from the reservoirs two miles away.

Farming and dairying are important occupations at Hershey, and 60,000 gallons of fresh, creamy milk from grass-fed Holstein cattle are supplied daily from the Hershey farms and Hershey-inspected herds of the neighboring farms. The Hershey farms total 8,000 acres. No milk powder or substitute is used in the manufacture of Hershey’s Milk Chocolate.

In the manufacture of Hershey’s Chocolate and Cocoa, sanitation, ventilation, temperature and the minutest detail of purity prevail in every stage and in every department. The utmost care is exercised in making every bar of Hershey’s Chocolate and every can of Hershey’s Cocoa the best and purest that can be made.

The Hershey Chocolate Company also owns and operates sugar plantations and sugar mills in Hershey, Cuba, “the Sugar Town”, with an average daily production record of 1,000,000 pounds of sugar during the grinding season. The properties comprise 69 square miles of sugar plantations. Five thousand persons are employed.
HERSHEY’S BAKING AND DRINKING
CHOCOLATE RECIPES

HERSHEY’S Baking and Drinking Chocolate is the pure product of selected cocoa beans. Its smoothness, flavor and aroma are unsurpassable. As a beverage it is nutritious, delicious and healthful; for baking purposes it is unequalled, adding an exquisite quality to cakes and desserts.

Drinking Chocolate

1 oz. HERSHEY’S CHOCOLATE

¾ Pint Hot Water
¾ Pint Hot Milk

Melt Chocolate by gradually adding hot water, boil one minute. Add hot milk (NOT BOILED). Sweeten to taste.

Chocolate Fudge

3 ozs. HERSHEY’S CHOCOLATE
2 cups Granulated Sugar
1 cup Milk
1 tablespoonful Butter
Few drops of Vanilla

Melt the Chocolate and add sugar, milk and butter. Cook slowly until it will form a soft ball when dropped in cold water. Remove from fire, add vanilla and beat well until it thickens, then pour into well-buttered tin.

Chocolate Icing

1 oz. HERSHEY’S CHOCOLATE

½ cup Hot Water
1 cup Powdered Sugar
Few drops of Vanilla
White of an Egg

Add to powdered sugar ½ cup hot water. Cook until it will thread well on the end of a spoon, then stir into the well beaten white of one egg, add melted chocolate and vanilla.

One bar of HERSHEY’S Baking and Drinking Chocolate in half-pound package equals one ounce. Two bars in quarter-pound package equals one ounce. Two and one-half bars in fifth-pound package equals one ounce.

We recommend the use of double boiler for cooking.

HERSHEY’S COCOA RECIPES

HERSHEY’S COCOA, aside from the delicacy and richness of flavor, contains qualities which recommend it strongly to the dietitian. Because of its comparatively small fat content, Cocoa is easily digested and is therefore an excellent food for children. It is especially to be recommended for the child who must be encouraged to take milk, for he will usually drink his proper quota if Cocoa is added in correct proportion. For the invalid and persons of delicate digestion HERSHEY’S COCOA is nourishing and easily assimilated. Because of its concentrated nutriment, Cocoa becomes, when milk is added, an almost perfect food.

HERSHEY’S COCOA
(For Hot Drink)

For Each Cup Use

1 heaping teaspoonful HERSHEY’S COCOA
1 teaspoonful sugar
1 tablespoonful Hot Water
1 cup hot milk

Mix Cocoa and sugar, add water to make a thin paste and boil for two minutes, then add milk and serve. (DO NOT BOIL THE MILK)

“Cocoa Milk”—The Healthful Drink

(Hot or Cold)

3½ tablespoonsfuls HERSHEY’S COCOA
4 tablespoonsfuls sugar
1 quart milk

Mix Cocoa and sugar. Add gradually sufficient hot water to make a thin paste and boil two minutes. Heat the milk thoroly in double boiler but DO NOT BOIL. Add milk to Cocoa and beat briskly with egg beater.

When a cold beverage is desired, pack in ice, or put in refrigerator next to ice.
HERSHEY’S Milk Chocolate
Is a Wholesome Food

HERSHEY’S Chocolate is a complete and concentrated food. It contains high percentages of fat and protein and of the essential minerals, calcium, sodium and potassium. When milk is added and being freed of its water, HERSHEY’S Chocolate is still further enriched and forms the highest quality of nutrition known.

Chocolate and milk contain highly nutritive elements that are sometimes lacking in one’s general diet. Sweet Milk Chocolate, therefore, becomes a protective food, that is not only wholesome, but which serves to protect us against deficiencies in other foods.

The addition of almonds adds a pleasing flavor and variety to the Chocolate. Almonds contain abundant protein of a more nutritious value than the protein of even the best of cereals.

The dietetic excellence of HERSHEY’S Sweet Milk Chocolate has been recognized by all food authorities and it is used freely by explorers, soldiers, sailors and athletes who are required to make long marches or to endure muscular exertion for prolonged periods.