



"Resume" for Milton S. Hershey

Guiding Philosophy

- "I have always worked hard, lived rather simply and tried to give every man a square deal."

Life Objectives

- Transform milk chocolate, formerly a luxury for the rich, into an enjoyment that anyone can afford.
- Provide employment and educational opportunities to others.
- Use personal wealth to benefit others.

Experience

Apprenticeship:

Worked for Joseph Royer, a Lancaster City confectioner, at age 14

- Apprenticed four years.
- Learned the art and science of making confections.
- Demonstrated a natural talent for making candy.

Early (and Unsuccessful) Business Ventures:

Philadelphia, Pennsylvania – 1876 (age 18)

- Established a candy shop adjacent to the Centennial Exposition of the United States.
- Demonstrated hard work, but business failed after six years.

Denver, Colorado – 1882 (age 24)

- Planned to start a second candy business, but a financial depression in the area aborted this plan.
- Exercised quick thinking by taking a job with a local confectioner and gained new skills in making fresh-milk caramels.

New York, New York – 1883 (age 25)

- Began a second official candy business using caramel-making skills.
- Enjoyed initial success, but cash-flow issues caused bankruptcy by 1886.

Successful Business Ventures:

Lancaster, Pennsylvania – Lancaster Caramel Company

- Produced “melt-in-your-mouth” caramels made with fresh milk starting in 1886. The product line was marketed as Crystal ‘A’ Caramels.
- Expanded company to the European market. A large order placed by a British candy importer secured a loan from Lancaster National Bank.
- Considered one of Lancaster’s most influential citizens by 1894.

Lancaster, Pennsylvania – Hershey Chocolate expansion

- Gained knowledge about making chocolate at the 1893 World’s Columbian Exposition in Chicago.
- Bought German chocolate-making machinery at the Exposition and expanded candy-making enterprises to include chocolate.
- Sold first chocolate products on April 17, 1895.
- Produced more than 100 different varieties of vanilla sweet chocolate, today known as semi-sweet or dark chocolate.
- Introduced Hershey’s milk chocolate in 1900.

Derry Township (Hershey), Pennsylvania – Hershey Chocolate Company

- Refocused the business by selling Lancaster Caramel Company for \$1 million in 1900 and concentrated on chocolate.
- Built a new factory near birthplace, beginning in 1903 and completed in 1905.

Other Endeavors

Hershey, Pennsylvania (company town) – established 1903

- Built the town as a home for factory workers and other employees.
- Established a pleasant community with a bank, public school, churches, golf courses, park and zoo.
- Embarked on the “Great Building Campaign” during the Great Depression to keep townspeople working. Construction projects included The Hotel Hershey, Hershey Community Theatre and Hershey Community Building, Hershey Industrial School’s old Senior Hall, Hershey Sports Arena, Hershey Sports Stadium, and many other smaller projects.

Hershey Trust Company – established 1905

- Provided the town with financial services.
- Managed assets to fund Hershey endeavors.

Hershey Industrial School (now Milton Hershey School) – established 1909

- Created a school for orphan boys along with wife Catherine (a.k.a. “Kitty”).
- Gifted entire fortune, including ownership of the Hershey Chocolate Company, to the School in 1918.