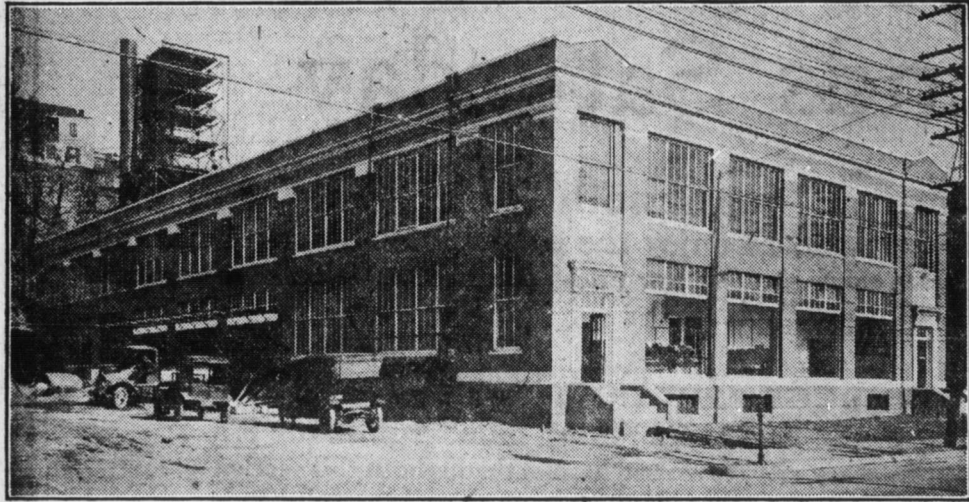


FORMAL OPENING OF MAGNIFICENT HERSHEY CREAMERY COMPANY NEW BUILDING TOMORROW EVENING

Entire Plant Will Be Thrown Open For Inspection By the Public. Everybody Invited

HERSHEY'S SUPERIOR ICE CREAM WILL BE SERVED COMPLIMENTARY TO ALL GUESTS. STEVENS MEMORIAL ORCHESTRA WILL FURNISH MUSIC FOR THE OCCASION



New Home of the Hershey Creamery Co.

This 2-story building, of reinforced concrete and steel is faced with brick and white terra cotta trimmings. The building is 180x82 feet. It is one of the largest of its kind in this section of the country and adds one more prominent structure to the business interests and community development plans of Harrisburg. It is sanitary in every detail, having been installed with the most modern and scientific facilities of the day. Will be formally opened to the public on Thursday evening, July 18.



ELI N. HERSHEY
Treasurer and Manager

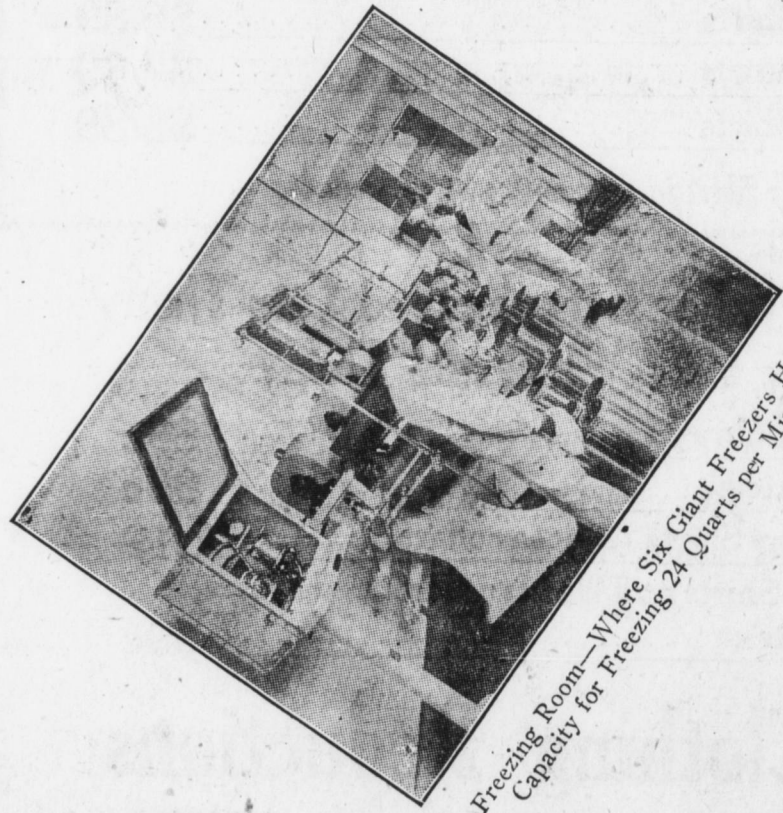
The Hershey Creamery Company, is a corporation organized in 1909 by four Hershey Brothers. Two of them, Jacob Hershey and Isaac Hershey, have had about twenty years of experience, establishing and operating Creameries throughout York, Adams, Cumberland, Dauphin and Lebanon counties.

In the earlier years of their business career the main product was butter, the farmer using the skim milk for feed for his pigs, and cattle on the farm. But, within the last ten (10) years, these conditions have gradually changed, until to-day, very little skim milk is used on the farm in the above named territory.

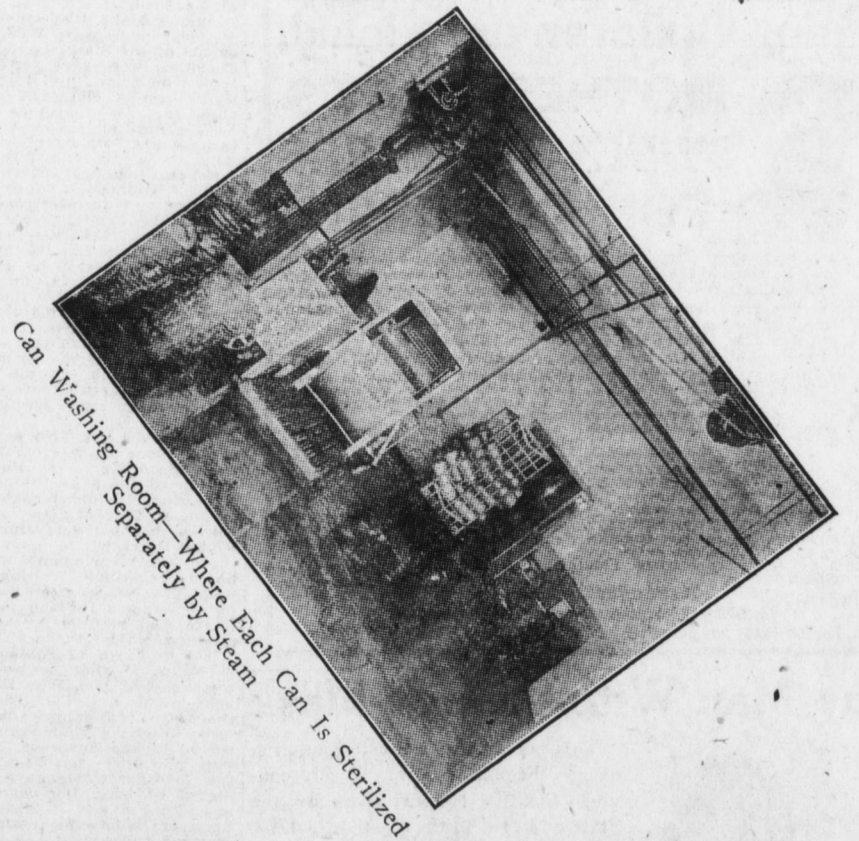
The value of skim milk for human food, is being appreciated more and more, since more Dairy Schools have made scientific comparative laboratory tests, and to-day we find one-fourth (1/4) of the food consumed by the human family, comes from the cow.

The business of the Hershey Creamery Company has grown from a small country Creamery, until to-day, it is one of the largest Dairy Industries in the state. This success is attributed largely to policy of integrity and squaredealing. Quality first and quantity afterwards.

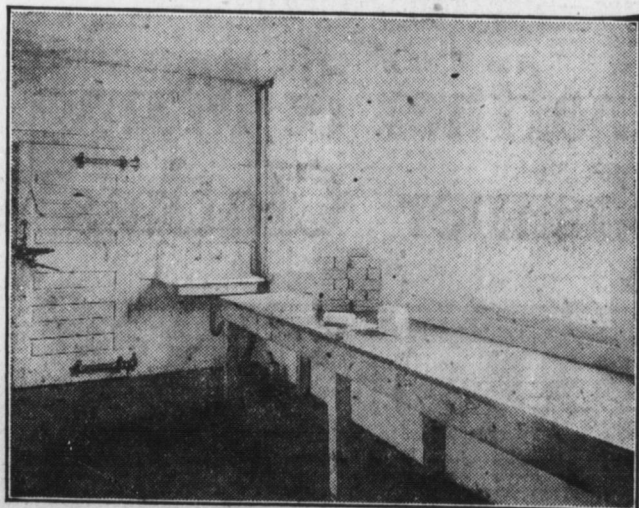
They believe in, "He profits most, who serves best."



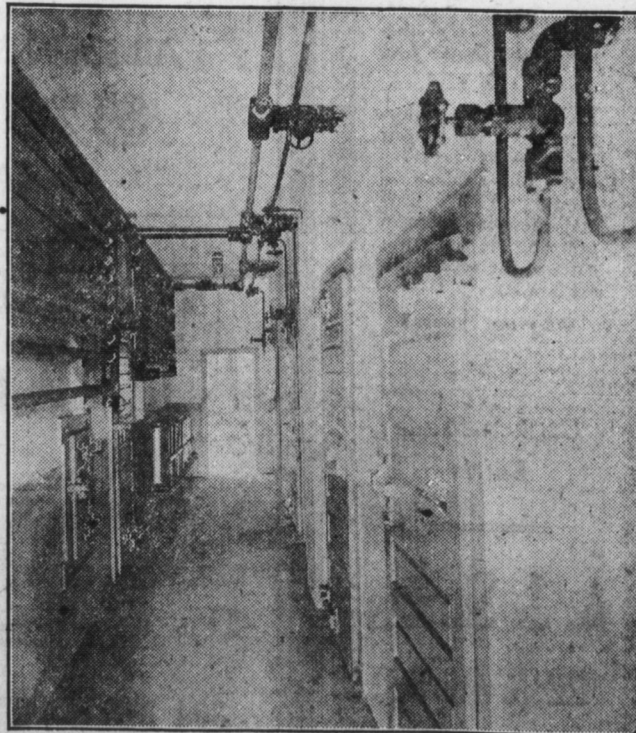
Freezing Room—Where Six Giant Freezers Have Capacity for Freezing 24 Quarts per Minute



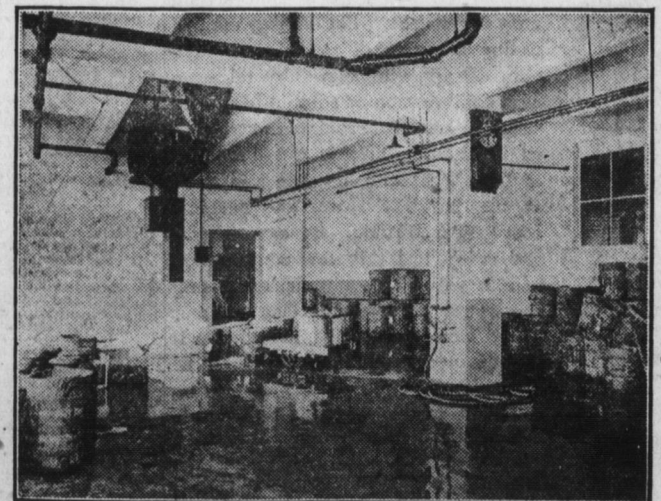
Can Washing Room—Where Each Can Is Sterilized



Brick Cutting Room—Where Hershey's Superior Ice Cream Is Cut Into Bricks



Hardening Room—Where Ice Cream Is Stored and Frozen Solid Before Shipping



Packing Room of the Hershey Creamery Company, Kept Busy Every Minute

Special Invitation

To Attend the Grand Opening of the
Hershey Creamery Co.

New Plant

401-409 South Cameron St.

Tomorrow

Thursday Evening, 7.30 to 10 P.M.

Hershey's Superior Ice Cream Will Be Served Complimentary to all Guests on This Occasion

Stevens Memorial Orchestra

Come and Inspect the Plant and Help Make the Event Noteworthy