

HERSHEY-ITS HISTORY AND AMENITIES

Venue of
Public Links
Championship

THE competitors in the Amateur Public Links Championship this month at Hershey, Pa., will be privileged to visit a township unique in conception, execution and administration.

The town of Hershey, with enterprises ranging from chocolate factory to the huge, monolithic Sports Arena, is a tribute to the late Milton S. Hershey's foresight and adherence to the philosophy that "If at first you don't succeed, try, try again."

For in the first thirty years of his life Mr. Hershey tried to be a success and failed no less than three times.

Fortune finally began smiling on Mr. Hershey in 1886 when he started the manufacture of caramels in Lancaster, Pa. Then, in 1893, he visited the Chicago World's Fair, where he saw a chocolate machine of German origin and began experimenting in the manufacture of milk chocolate.

Out of Retirement

In 1901, when he was 44, he sold his caramel business for \$1,000,000 and decided to retire. While on a round-the-world trip with his wife, he reached the realization that he wasn't ready to retire. As a result, he cut short his vacation and the die was cast for the founding of Hershey.

Returning to Lancaster, Mr. Hershey resumed his chocolate-making experiments.

Two years later the factory was in operation and the first Hershey bar, chocolate studded with almonds, was introduced to the public. Out of this first bar grew the present huge plant which embraces twenty-six separate buildings.

Having no children of his own, Mr. Hershey took an interest in orphan boys which resulted in the founding of the

Hershey Industrial School in 1909. The Hershey Industrial School was expanded in 1934 with the intention of ultimately taking care of 1,600 students.

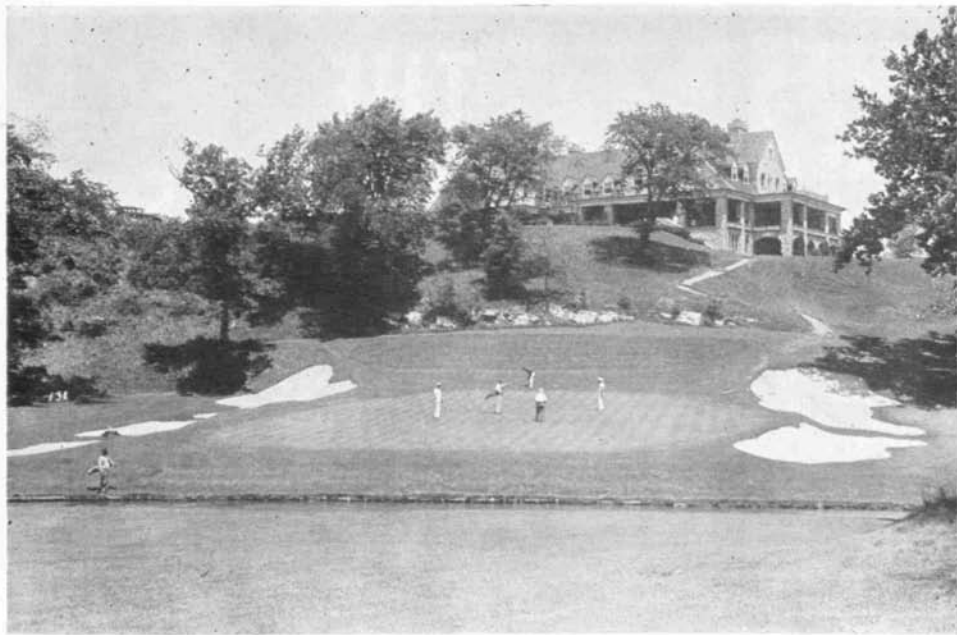
As the community grew and prospered, in order to educate the children of his employees and other residents of the township better, Mr. Hershey consolidated the various little "red school houses" into the Derry Township Schools. Gifts of buildings and equipment sufficient to accommodate approximately 2,000 students, were made. In addition, real estate was donated, the income from which would help to finance the system's operation. At Mr. Hershey's death on October 13, 1945, the township schools were willed approximately \$1,000,000 for the purpose of relieving the taxpayers of some of the maintenance costs.

Model Town Is Founded

With the Hershey chocolate bar a national institution, Mr. Hershey began concentrating on the erection of a model community in which his employees might enjoy a fuller and more satisfying life. As a result, Hershey came into being and today, forty-eight years after its founding, it resembles a college town rather than an industrial community.

The Hershey Estates, which is handling local arrangements for the Amateur Public Links Championship, was organized in 1927 to take over land sales, utilities and various other enterprises in Hershey outside the realm of the Hershey Chocolate Corporation.

When the depression struck in 1929, Mr. Hershey set to work to stem the tide of unemployment. He took one of the larger Hershey farms, divided it into building lots and built homes for his employees.



The eighteenth green and clubhouse of the Hershey Park Golf Club where the Amateur Public Links Championship will be held later this month. The brook in front of the green plays a major part in the architecture of the course.

Then followed, in quick succession, other community improvements, each destined to take up the slack of unemployment.

The Hershey Country Club was opened in 1930, followed by the construction of the Community Building, which has rooms for men, a community theatre, a swimming pool, library, dining room and gymnasium facilities. The Hershey Hospital and Model Dairy were built in 1932.

The M. S. Hershey Foundation was set up in 1936, providing a Junior College for the further education of children of residents of Derry Township after their graduation from high school. In the same year the Hershey Sports Arena was erected, a concrete structure seating 7,200 persons for ice shows and hockey games.

Championship Venue

The challenging course of the Hershey Park Golf Club, scene of the 32nd USGA Amateur Public Links Championship, is one of four courses operated by the Hershey Estates.

The course, only 6,055 yards long but

tight, wooded and punctuated by a brook, has a 35-35-70 par.

The course is presided over by Charlie Bolton, superintendent. Jay Weitzel is the professional for the Park course as well as the Country Club, the Hershey Hotel course and the juniors' course. Weitzel who joined the Hershey organization this spring, was assistant to Jack Grout at the Scioto Country Club, Columbus, Ohio, for five years before coming to Hershey to succeed his brother.

The Park course, incidentally, has been host to the Pennsylvania Public Links Tournament for twenty of its twenty-one years. For the past two years the course has also been used for the Pennsylvania Open. Because of the large field of players, it was decided to alternate the golfers over the Park and Country Club courses last year.

Two of the nation's leading golfers, Henry Picard and Ben Hogan, have served as professionals of the Hershey courses. Picard served from 1934 to 1940 and Hogan for the next decade.