

Topic: Legacy of Milton S. Hershey
General Purpose: To inform
Specific Purpose: To inform my audience about the life & legacy of Milton S. Hershey.

Legacy of Milton S. Hershey

Introduction

I. Attention Getter

Have any of you wondered if Willy Wonka was a real person? Well he was, but his name was Milton S. Hershey. He lived from 1857 to 1945. Mr. Hershey had extraordinary wealth, a chocolate empire, and utopian dreams. It all started with Milton S. Hershey's failures. Long before going into chocolate, Mr. Hershey went bankrupt 3 times attempting to create a successful caramel business. Finally, he succeeded with his 4th attempt, the Lancaster Caramel Co. in 1893. It was his success in caramel that allowed him to transition to chocolate by selling his Lancaster Caramel Co. for \$1 million in 1900. He used the profit from the sale to produce his milk chocolate recipe and became the first American to manufacture milk chocolate. Using this formula, he created the largest chocolate factory in the world and the utopian company town to support it.

II. Audience Relevancy Statement

Today, over a hundred years later, millions of people eat Hershey's products around the world and I'm sure you or someone you know are one of them.

III. Thesis Statement/Central Idea

Milton S Hershey left an extraordinary legacy that still lives on today.

Preview Statement:

I will explain Hershey's legacy that included a candy factory, a model town, and a philanthropic school for underprivileged children.

Body

I. First I'll explain the Hershey Company

The Hershey Company located in rural Pennsylvania made chocolate affordable, produced many chocolate products, and other non-chocolate products.

A. Hershey established his company with a factory in Derry Township, PA in 1905

1. his factory was built on a great source of water, milk, and with access to the railroad
2. Mr. Hershey reduced the price of chocolate by diluting the chocolate with local dairy milk and by the local railroad providing an easier access and inexpensive method for transporting ingredients
3. chocolate was once considered a Swiss luxury product
4. now cheap enough for all people to buy chocolate

B. Hershey's owes it success to its chocolate products, according to Milton Hershey website, last accessed March 13, 2008.

1. Hershey's Milk Chocolate bar
2. Hershey Kisses

3. Mr. Goodbar
4. Krackel
5. Reese's Peanut Butter Cups
6. Hershey's Milk Chocolate Chips
7. Hershey's Cocoa
8. York Peppermint Patty
9. Cadbury Cream Eggs
10. Rolo
11. Whatchamacallit
12. Skor
13. Mounds
14. Almond Joy
15. Hershey's Cookies'n' Cream
16. Take 5
17. Heath
18. Kit Kat
19. Reese's Pieces
20. Whoppers
21. Milk Duds
22. Nut Rageous
23. Kissables
24. Nuggets

F. Although the name Hershey means “chocolate” to most people, Hershey produces a lot of other famous products besides chocolate syrup, chocolate bars, and chocolate Kisses, according to Hershey’s Website, last accessed on March 31, 2008

1. Jolly Rancher
2. Twizzlers
3. Ice Breakers Gum
4. Payday

Transition to point II Now that I have told you about the factory, I’ll tell you about the model town built by Milton Hershey.

II. Hershey built his model town in Derry Township, PA where he built his factory.

Hershey’s model town included infrastructure, jobs, and tourism.

A. Hershey’s plans included accommodations for his employees by having the same high quality as the chocolate he was making, as stated by Hershey History website, last accessed on March 31, 2008.

1. town name of Hershey was chosen in 1906
2. Hershey post office
3. single and two story brick homes
4. tree lined streets
5. Chocolate Avenue intersects Cocoa Avenue
6. Hershey Kisses lampposts

7. bank
8. hotel called Hotel Hershey
9. public transportation
10. public school
11. recreational facilities

B. During the great depression Hershey's town expanded to create jobs by building:

1. Hotel Hershey
2. amusement park called Hershey Park
3. Community Theater
4. Community Building
5. Hershey Sports Arena
6. country's largest zoo of that time called Zoo America
7. golf courses

Transition to point III So now that we know about Hershey's factory and his model town, we'll now talk about his school for underprivileged children.

III.A philanthropic school was established in 1909, 4 years after the factory

A. This school is a cost-free, private, coeducational home and school for children from families of low income, limited resources, and social need, stated by Milton Hershey School website, last accessed on March 31, 2008.

B. Why was the Milton Hershey School established?

1. first, Milton Hershey was a poor farmer boy who moved several times during his childhood and didn't have more than an a fourth grade education
2. to provide an opportunity for others to have an education
3. he and his wife were unable to have children of their own
4. they decided to use their wealth to create a home and a school for underprivileged children

C. In order to fund the school, the couple established the Milton Hershey Deed of Trust in 1909.

D. As stated by Hershey Archives website, last accessed on March 13, 2008, in 1918 Milton Hershey gave his entire fortune and shares of the company valued at \$50 million to the Deed of Trust.

Conclusion

I. Summary Statement

Today, we have learned about Milton Hershey's factory, his model town built, and the philanthropic school he established that still exists today.

II. Message Reinforcement

Milton Hershey's legacy lives on through his profitable company in which his products are found in households throughout the world. Hershey, PA is wonderful for business and tourism, and his philanthropy has educated thousands of boys and girls.

III.Closure of Message

Milton S. Hershey went from rags to riches in spite of his many earlier failures. Hershey not only left a legacy but is an inspiration to not give up on the American dream. He proved himself to be a successful entrepreneur, builder, and a humanitarian.

Works Cited

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