

Read "A Truly Sweet Man" before answering the questions that follow.

A Truly Sweet Man

by Laura Bresko

1 Be it a treat at Halloween when you were a little child, or at some other point in your life, most of us have eaten a Hershey's chocolate bar. And if you haven't had the pleasure, you've certainly seen the label with big silver letters against a brown background that spell the name of the company's founder. Though you have familiarity with the chocolate, you probably know little about the man who created it along with one of the largest and most enduring philanthropic legacies in American history.

Milton Hershey — The Early Years

2 Milton S. Hershey was born four years before the American Civil War on a farm in Derry Township, located in central Pennsylvania. Like most of the people in the area, he was the descendant of settlers who had come to Pennsylvania from Switzerland, Germany, and regions near current-day Belgium. Known as the "Pennsylvania Dutch," he inherited from these hardy people a strong work ethic.



3 Though his mother came from a prominent family, Milton Hershey grew up in impoverished conditions. His well-educated father was considered an unrealistic dreamer and had difficulty supporting his family with his "get rich quick" schemes. As a result, Milton Hershey had little schooling. His family moved quite often, and he attended seven different schools, completing no more than the fourth grade by the age of 14. He was then old enough to become an apprentice, and did so to help with the family finances. But printing was not for young Hershey, and he was soon fired for dropping his straw hat into the printing press.

A Candymaker in the Making

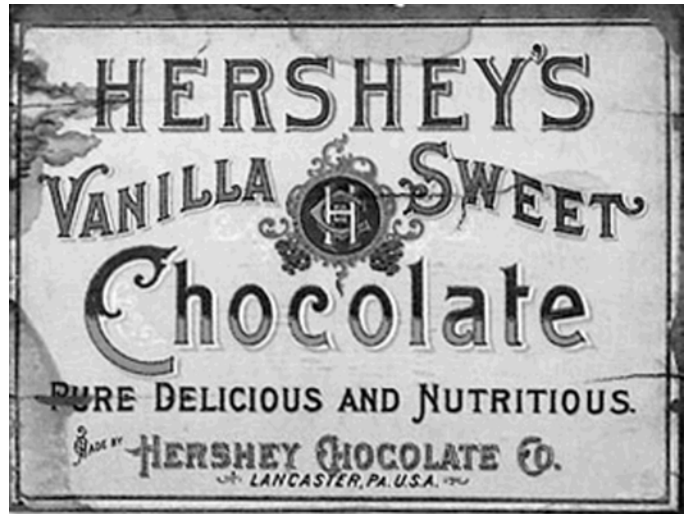
4 His mother, with whom he was extremely close for his entire life, found him another apprenticeship. Young Milton went to work for a candy and ice cream maker in Lancaster. It was there that he learned the basics of candy making and found a trade in which he excelled.

- 5 Being an entrepreneur at heart, like his father, he decided to take his newly acquired skills and move to Philadelphia. Celebrations of the 100th anniversary of the Declaration of Independence were taking place, and Hershey hoped to make some quick cash on the attending crowds. Hershey borrowed considerable sums of money from his uncle and brought his mother and aunt to Philadelphia to help him operate a candy store. Though they all worked terribly hard for many years, Milton was unable to make enough money to pay his suppliers nor his debt to his uncle.
- 6 Hershey was undaunted, however, and having failed in Philadelphia, went off to Denver, New York, Chicago, and even New Orleans to seek his fortune. He had no more success in any of these cities, but he did come back home with one important thing that he had learned: fresh milk makes good candy.
- 7 This was the secret that would ultimately make his fortune, but for the moment, in 1886, he was penniless. Back at his mother's home in Lancaster, he didn't even have enough money to get his possessions shipped there. When he visited his uncle's farm, he found himself shunned as an irresponsible drifter by most of his relatives. It seemed to them that Milton Hershey was just like his father and lacked the character to settle down and earn a proper living.
- 8 Things were about to change for Milton Hershey, though. His beloved mother, his aunt, and a close friend helped him to get his things back and onto his feet again. With their seed capital and helping hands, Milton started his experiments with milk in the candy-making process. He developed the recipe for "Hershey's Crystal A," a "melt in your mouth" caramel candy made with milk. Finally, success had arrived for Milton Hershey.
- 9 A large order for his tasty caramels from an English candy importer led Hershey to seek a loan from Lancaster National Bank. The bank's cashier was so impressed that he lent Hershey the money, backing the loan with his own signature. When the English company paid for its caramels with a check for 500 pounds, Hershey was so excited that he ran down the street to the bank in his apron. By 1894, he employed over 1,000 people at the Lancaster Caramel Company and was considered one of the town's most substantial citizens.

From Caramels to Chocolate

10 Caramels gave Mr. Hershey his first million, but chocolate gave him his real fortune. His first taste of it came on a visit to the 1893 World's Fair in Chicago, where he became fascinated by a set of German chocolate-making machinery. Hershey bought the equipment and had it installed in Lancaster where he began producing his own chocolate.

11 By the late 1800s, Hershey, who was now aware of the growing market for chocolate, was convinced that his future lay in producing it rather than caramels. In 1900, he sold his Lancaster Caramel Company to competitors for one million dollars, a sum which was worth considerably more back then than it is now, and began to devote all his energies to making chocolate.

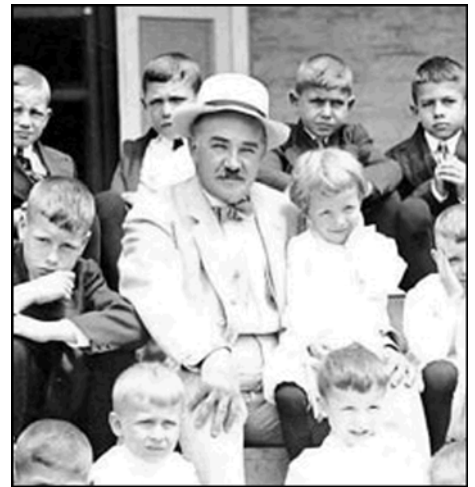


12 His search for the perfect site to build a complete chocolate factory led Hershey back to Derry Township. He had already repurchased the house where he had been born for his father, who was ailing. He was now convinced that the central Pennsylvania countryside would provide everything he needed for a chocolate factory: a plentiful water supply, fresh milk, and industrious workers. Many tried to dissuade him of his choice, as the area was quite rural. Ground was broken in 1903, and by 1905, the new factory was completed.

13 Hershey developed the right blend of ingredients for milk chocolate by trial and error, the same way he'd developed his successful caramels. By experimenting and failing, he came up with the perfect recipe for making milk chocolate in large quantities. He did not begin with the clear intention of making chocolate bars, and for several years produced many varieties of fancy candies. When he did make the brilliant business decision to concentrate on the Hershey bar, his name became the nationwide symbol for quality chocolate in a phenomenally short time.

A Fortune for a School

14 In a little over a decade, Mr. Hershey became extremely rich. By 1915, he was estimated to be worth 60 million dollars, the equivalent of over a billion dollars in today's world. Instead of living an ostentatious life of leisure, Hershey continued working, and used his chocolate fortune to fund a school for orphans. He set up a trust fund and donated all of his personal holdings in his company to the school. To this day, the Milton Hershey School owns the largest controlling interest in Hershey Foods, Inc.



15 Milton Hershey knew what it was like to grow up poor and without a father around, and he'd always regretted his lack of education. He ensured, through his munificent gift, that the children who attended his school would get every advantage that money — and chocolate — could buy.

16 In its one-hundred-year history, the Milton Hershey School has grown from administering to 50 local orphaned boys in the home where Milton Hershey was born to today's coeducational 10,000-acre campus. The school provides a free world-class education, as well as meals, clothing, a nurturing home, healthcare, counseling, and career training to nearly 2,000 children in social and financial need.

Milton Hershey's Legacy

17 When Milton Hershey died in 1945 at 88 years of age, a chocolate bar had carried his name around the world and made him a legend. His rags-to-riches story had made him internationally famous, yet his personal worth was valued at only \$20,000. For Milton Hershey, it was not the money that motivated him, it was the hard work and the desire to build a strong community. He gave everything he had to the school that bears his name and, to this day, carries on his vision. Milton Hershey's gift for making candy was exceeded only by his generosity to the generations of children to come.

Use "A Truly Sweet Man" to answer questions 1-8.

1 Expectation: D.1(A)

The word "philanthropy" comes from two Greek words: *philos*, meaning "loving," and *ánthrōpos*, meaning "man, human being." Based on these meanings, what does the word philanthropic mean as it is used in paragraph 1?

- A** Indulgent
- B** Charitable
- C** Antagonistic
- D** Distinguished

2 Expectation: D.6 Fig. 19(B)

Based on the selection, the reader can conclude that the legacy referred to in the title will —

- F** continue to provide for disadvantaged children for generations.
- G** be unaffected by major economic issues impacting the country.
- H** build upon its ability to arrange for the needs of the country.
- J** cease to be able to facilitate services to destitute children.

3 Expectation: D.1(A)

The word "dissuade" comes from the Latin prefix *dis*, meaning "away," and the Latin word *suādēre*, meaning "to recommend, to urge." Based on these meanings, what does the word dissuade mean in paragraph 12?

- A** Side with
- B** Advise against
- C** Provoke into
- D** Encourage toward

4 Expectation: D.6 Fig. 19(B)

What is the central conflict of this selection?

- F** Milton Hershey's endeavors to change the assumptions others had about him
- G** Milton Hershey's opposition to the creation of a school for needy children
- H** Milton Hershey's clashes with his father over how to build his business
- J** Milton Hershey's struggles to establish a successful candy-making business

5 Expectation: D.7(A)

Read this sentence from paragraph 17.

His rags-to-riches story had made him internationally famous, yet his personal worth was valued at only \$20,000.

What device is used in the sentence above?

- A** Irony, due to Milton Hershey's quite extensive philanthropic legacy
- B** Metaphor, comparing Milton Hershey's fame to his personal worth
- C** Imagery, creating a vivid portrayal of Milton Hershey's life and times
- D** Tone, expressing the author's attitude toward Milton Hershey's wealth

6 Expectation: D.6 Fig. 19(B)

Why did Hershey choose central Pennsylvania for his chocolate factory?

- F** Because it was the only place he could afford at the time
- G** Because it would provide the raw materials he needed
- H** Because he could offer educational opportunities to orphans
- J** Because he wanted to remain close to his family estate

7 Expectation: D.6 Fig. 19(B)

What did young Milton S. Hershey have in common with his father?

- A** He was well educated but unable to find a job he enjoyed.
- B** He was uneducated and had difficulty supporting his family.
- C** He was an unrealistic dreamer and drifted from place to place.
- D** He was successful and often took risks with his business ventures.

8 Expectation: D.1(A)

What does the word descendant mean in paragraph 2?

- F** One whose ancestry can be traced to a certain group
- G** One who has succeeded another person
- H** One who has broken all connections with another group
- J** One whose position is lower than another



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Item Number	Reporting Category	Readiness or Supporting	Content Student Expectation	Correct Answer
Reading Selection 1				
1	1	Supporting	D.1(A)	B
2	2	Supporting	D.6 Fig. 19(B)	F
3	1	Supporting	D.1(A)	B
4	2	Supporting	D.6 Fig. 19(B)	J
5	2	Supporting	D.7(A)	A
6	2	Supporting	D.6 Fig. 19(B)	G
7	2	Supporting	D.6 Fig. 19(B)	C
8	1	Supporting	D.1(A)	F