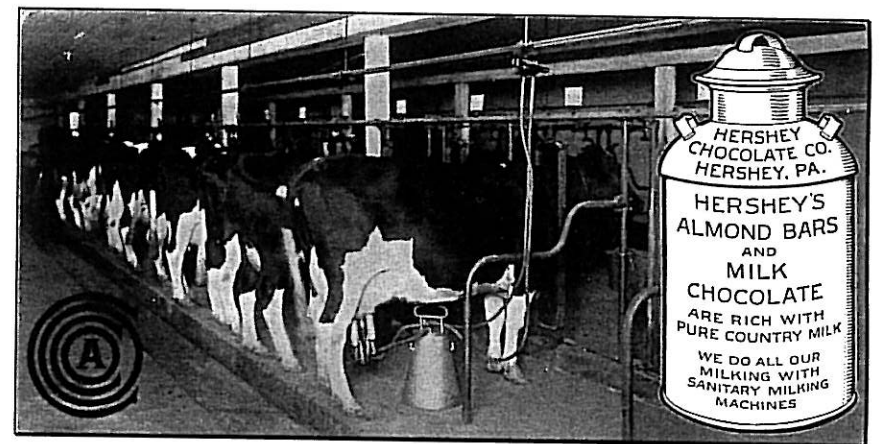


Hershey Bar
Post Cards
1909 - 1918



(Postcards shown smaller than actual size.)

Introduction

The introduction of the "Hershey Bar Card" postcards in 1909 coincided with both the development of Milton Hershey's town and the rise in popularity of the picture postcard. The *Hershey Chocolate Company* automatically inserted the postcards with their 5¢ milk chocolate and almond milk chocolate bars from 1909 to 1918. The postcards, especially the last series in this booklet, may have been distributed by other means until the printed stock was depleted.

The *Hershey Chocolate Company* had some of the finest printing presses available at the time and they were able to print these postcards at an expense far more reasonable than had this service been contracted out. During one year alone, the local newspaper, *The Hershey Press*, reported that 75 million postcards had been printed for inclusion with Hershey's chocolate bars.

When Milton Hershey perfected his formula for milk chocolate, he knew he had a product that was good tasting, affordable for the masses, and would sell in large quantities. During the early years of building sales, he placed a major emphasis on getting people to try, hopefully like, and thus create a demand for his milk chocolate bars. How large a part these small postcards played in that regard, we will never know, but we believe they helped establish **HERSHEY** as a household name.

Hershey's "little billboard" advertisements extolled the virtues and offerings of the chocolate factory, town, park, and school through their national distribution system. Consumers were hungry for an affordable, tasty chocolate bar and perhaps, to a lesser extent, a nice addition to their postcard collection.

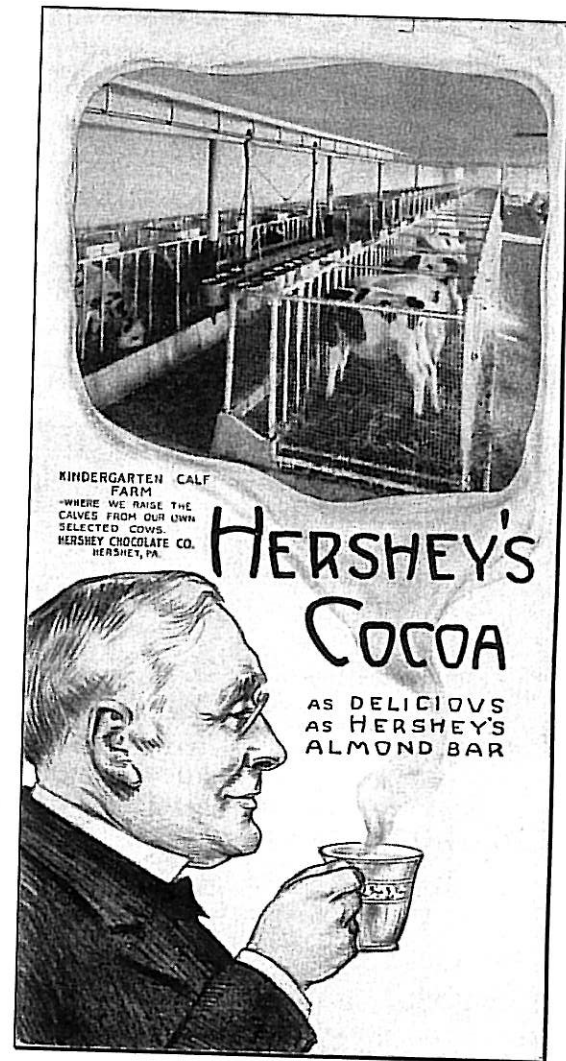
Booklet Purpose & Format

This booklet is meant to be an educational tool for those interested in Hershey's history as well as a useful aid to the "Hershey Bar Card" postcard collector. There are no records available that document production print run dates or total numbers printed. The postcards are grouped according to their format, text style, or subject.

(continued on page 32)

Note: The Hershey's Cocoa postcard shown on the opposite page is considered the most difficult-to-find Hershey Bar card. It is shown actual size – approximately 2 3/4" x 5 3/8". The remaining postcards inside the booklet are shown at approximately 60% of actual size.

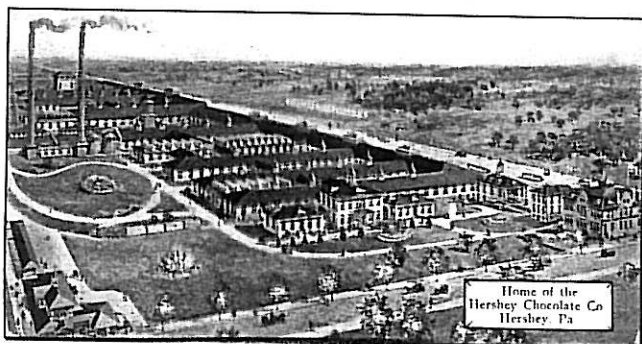
Hershey Bar Post Cards



HERSHEY'S COCOA
AS DELICIOUS AS HERSHEY'S ALMOND BAR
KINDERGARTEN CALF FARM
WHERE WE RAISE THE CALVES FROM
OUR OWN SELECTED COWS.
HERSHEY CHOCOLATE CO. HERSHEY, PA.
(Shown actual size.)

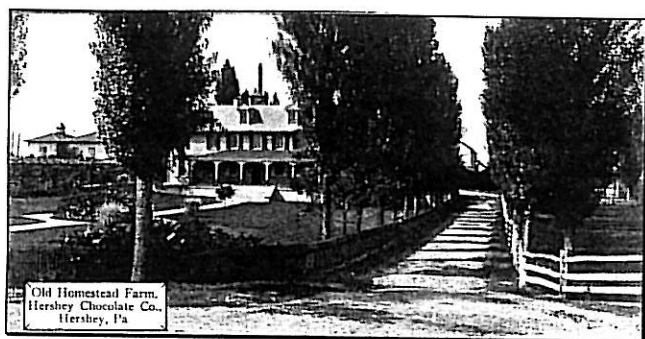
Hershey Bar Post Cards

Group 1. Caption Box with Corner Marks



Home of the Hershey Chocolate Co.
Hershey, Pa.

1.1BW Black & White Printing □ Back Style 1 □ Back Style 2



Old Homestead Farm
Hershey Chocolate Co., Hershey, Pa.

1.2BW Black & White Printing □ Back Style 1 □ Back Style 2

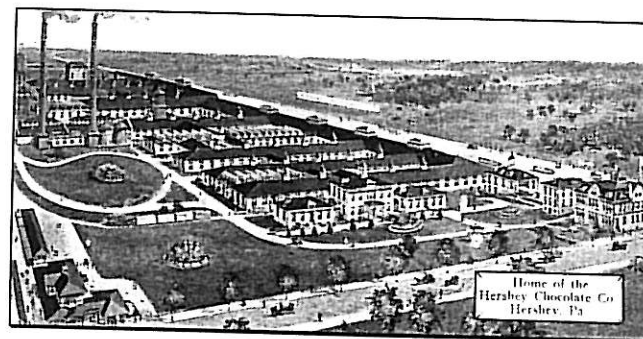


One of the many herds
Hershey Chocolate Co., Hershey, Pa.

1.3BW Black & White Printing □ Back Style 1 □ Back Style 2

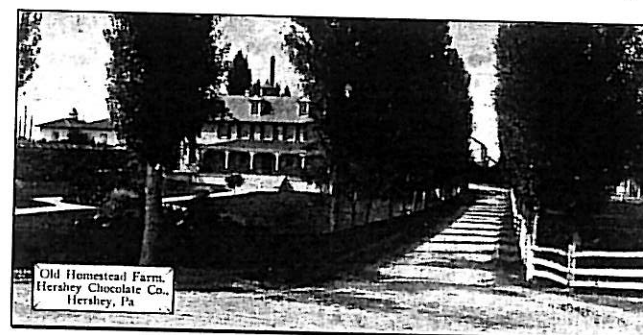
Hershey Bar Post Cards

Group 1. Caption Box with Corner Marks



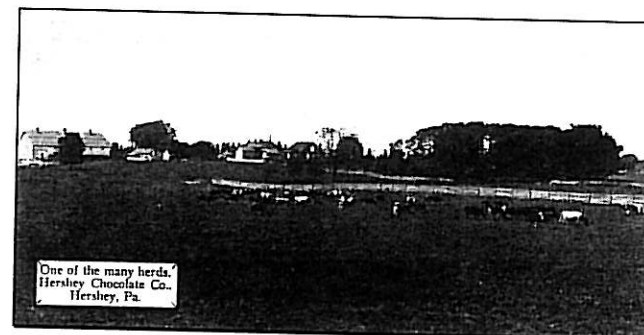
Home of the Hershey Chocolate Co.
Hershey, Pa.

1.1MC Multi-Colored Printing □ Back Style 1 □ Back Style 2



Old Homestead Farm
Hershey Chocolate Co., Hershey, Pa.

1.2MC Multi-Colored Printing □ Back Style 1 □ Back Style 2

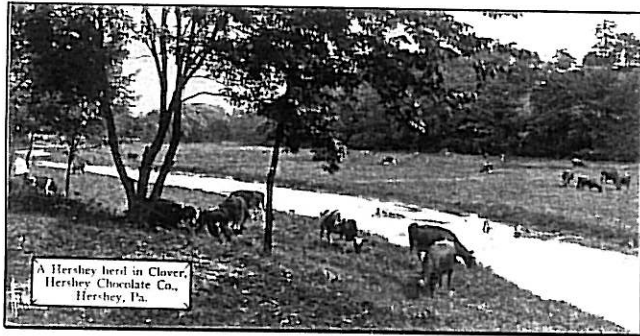


One of the many herds
Hershey Chocolate Co., Hershey, Pa.

1.3MC Multi-Colored Printing □ Back Style 1 □ Back Style 2

Hershey Bar Post Cards

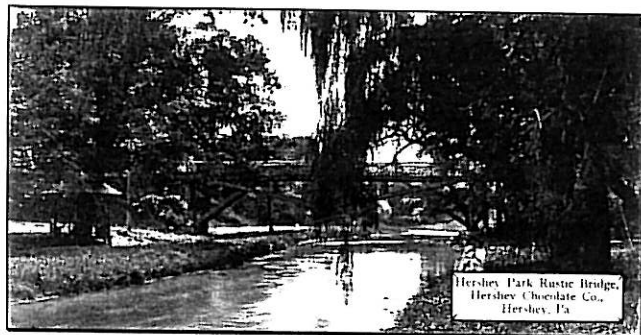
Group 1. Caption Box with Corner Marks



A Hershey herd in Clover

Hershey Chocolate Co., Hershey, Pa.

1.4BW Black & White Printing □ Back Style 1 □ Back Style 2



Hershey Park Rustic Bridge

Hershey Chocolate Co., Hershey, Pa.

1.5BW Black & White Printing □ Back Style 1 □ Back Style 2



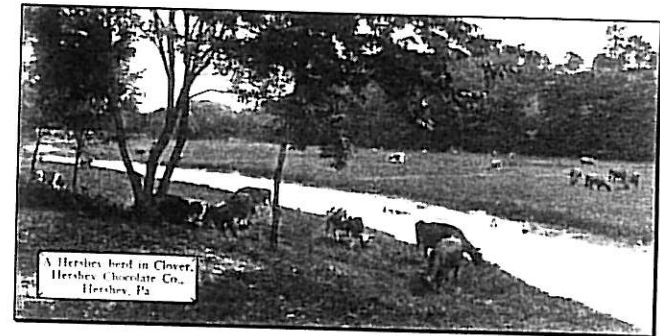
A Recreation Spot

Hershey Chocolate Co., Hershey, Pa.

1.6BW Black & White Printing □ Back Style 1 □ Back Style 2

Hershey Bar Post Cards

Group 1. Caption Box with Corner Marks



A Hershey herd in Clover

Hershey Chocolate Co., Hershey, Pa.

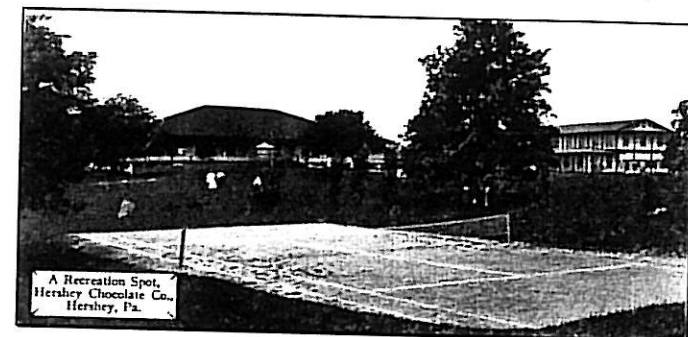
1.4MC Multi-Colored Printing □ Back Style 1 □ Back Style 2



Hershey Park Rustic Bridge

Hershey Chocolate Co., Hershey, Pa.

1.5MC Multi-Colored Printing □ Back Style 1 □ Back Style 2



A Recreation Spot

Hershey Chocolate Co., Hershey, Pa.

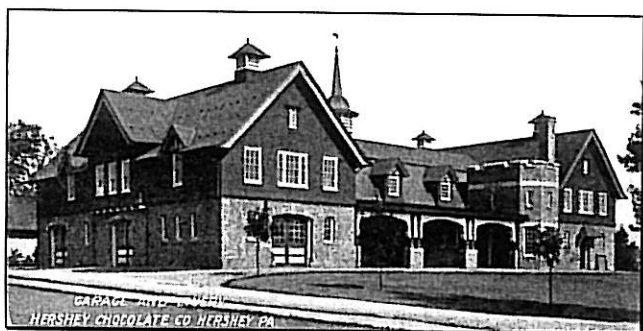
1.6MC Multi-Colored Printing □ Back Style 1 □ Back Style 2

Hershey Bar Post Cards

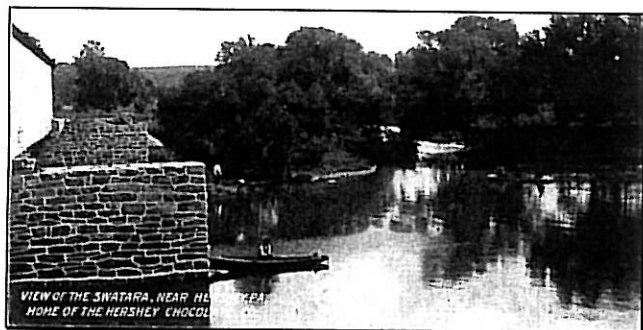
Group 2. Caption with Italic, Capital Letters



ONE OF THE MANY HERDS
HERSHEY CHOCOLATE CO. HERSHEY, PA.
2.1 □ Black & White Printing - Back Style I



GARAGE AND LIVERY
HERSHEY CHOCOLATE CO. HERSHEY, PA.
2.2 □ Black & White Printing - Back Style I



VIEW OF THE SWATARA, NEAR HERSHEY, PA.
HOME OF THE HERSHEY CHOCOLATE CO.
2.3 □ Black & White Printing - Back Style I

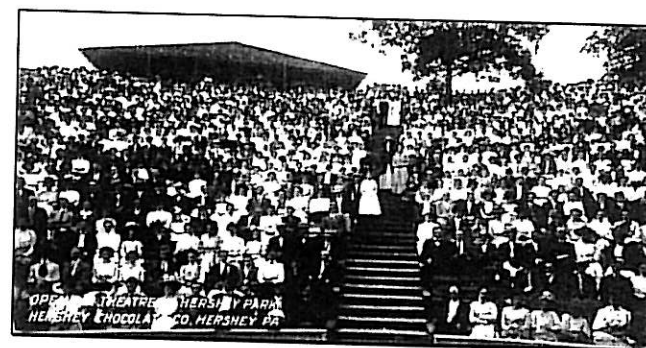
Group 2. Caption with Italic, Capital Letters



A SHADY NOOK IN HERSHEY PARK
HERSHEY CHOCOLATE CO. HERSHEY, PA.
2.4 □ Black & White Printing - Back Style I



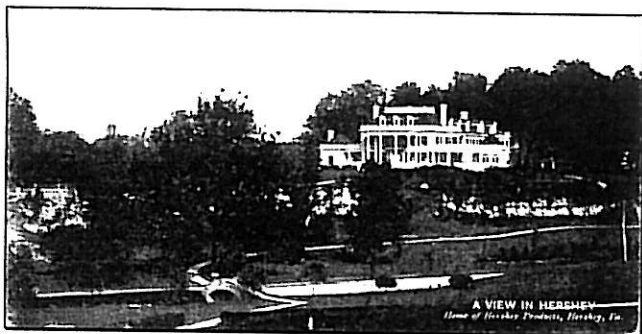
PIC-NIC DAY AT HERSHEY PARK
HERSHEY CHOCOLATE CO. HERSHEY, PA.
2.5 □ Black & White Printing - Back Style I



OPEN AIR THEATRE IN HERSHEY PARK
HOME OF THE HERSHEY CHOCOLATE CO.
2.6 □ Black & White Printing - Back Style I

Group 3. Caption with Capital Letter Titles

The following group of Hershey Bar Post Card designs had captions with consistent, capital-letter titles in a SAN-SERIF FONT. The associated sub-titles had several noticeable variations in font types and sizes. There were five different postcard designs that had sub-titles with either *small, serif italic fonts* or *small, san-serif italic fonts*. Three other designs had only *small, san-serif italic fonts* and the last three designs had only *medium, san-serif italic fonts*.



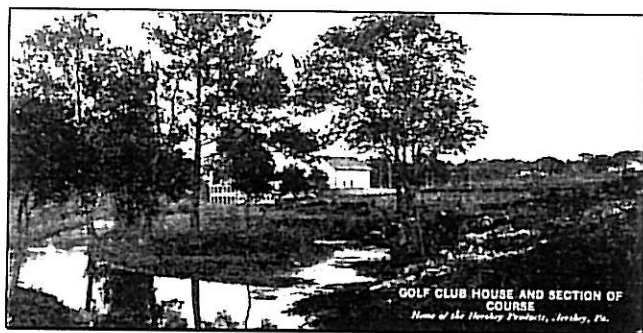
A VIEW IN HERSHEY

Home of the Hershey Products. Hershey, Pa. [Shown]

3.1s □ *Black & White Printing - Back Style 1*

Home of the Hershey Products. Hershey, Pa.

3.1ss □ *Black & White Printing - Back Style 2*



GOLF CLUB HOUSE AND SECTION OF COURSE

Home of the Hershey Products. Hershey, Pa. [Shown]

3.2s □ *Black & White Printing - Back Style 1*

Home of the Hershey Products. Hershey, Pa.

3.2ss □ *Black & White Printing - Back Style 2*

Group 3. Caption with Capital Letter Titles



HERSHEY INN

APARTMENTS FOR SOME OF OUR EMPLOYEES

Hershey Chocolate Co. Hershey, Pa.

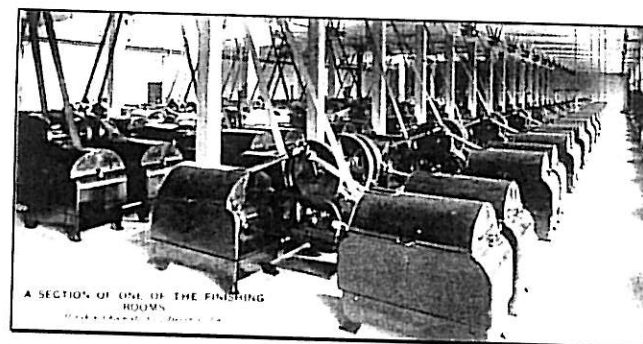
3.3s □ *Black & White Printing - Back Style 1*

Hershey Chocolate Co., Hershey, Pa. [Shown]

3.3ss □ *Black & White Printing - Back Style 2*

Hershey Chocolate Co., Hershey, Pa.

3.3ssGR □ *Black & Green Printing - Back Style 3*



A SECTION OF ONE OF THE FINISHING ROOMS

Hershey Chocolate Co. Hershey, Pa.

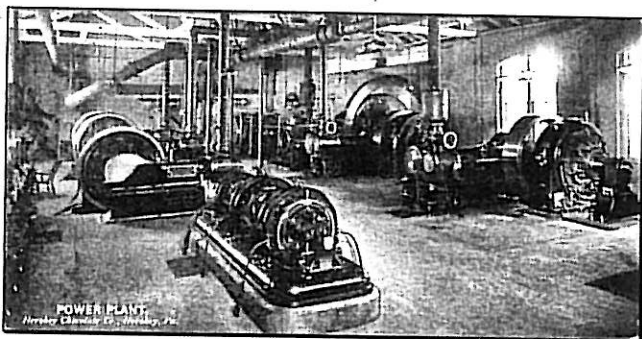
3.4s *Black & White Printing* □ *Back Style 1* □ *Back Style 2*



A SECTION OF ONE OF THE FINISHING ROOMS (*Cropped*)
Hershey Chocolate Co. Hershey, Pa.

3.4ss □ *Black & White Printing - Back Style 2*

Group 3. Caption with Capital Letter Titles



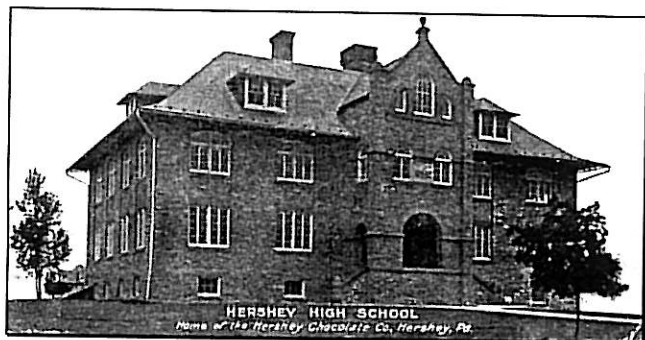
POWER PLANT

Hershey Chocolate Co. Hershey, Pa.

3.5s Black & White Printing □ Back Style 1 □ Back Style 2

Hershey Chocolate Co. Hershey, Pa. [Shown]

3.5ss □ Black & White Printing - Back Style 2



HERSHEY HIGH SCHOOL

Home of the Hershey Chocolate Co., Hershey, Pa.

3.6 □ Black & White Printing - Back Style 2



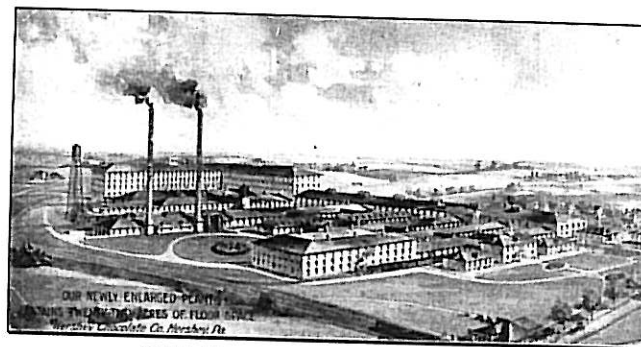
HERSHEY Y.M.C.A. AND GYMNASIUM

Hershey Chocolate Co., Hershey, Pa.

3.7 □ Black & White Printing - Back Style 2

Hershey Bar Post Cards

Group 3. Caption with Capital Letter Titles



OUR NEWLY ENLARGED PLANT

CONTAINS TWENTY TWO ACRES OF FLOOR SPACE

Hershey Chocolate Co., Hershey, Pa.

3.8 □ Black & White Printing - Back Style 2



LUNCH ROOMS

Home of the Hershey Chocolate Co., Hershey, Pa.

3.9 □ Black & White Printing - Back Style 2



HERSHEY INDUSTRIAL SCHOOL

*500 acres dedicated to the use of Orphan Boys
Hershey Chocolate Co., Hershey, Pa.*

3.10 □ Black & White Printing - Back Style 2

Hershey Bar Post Cards

Group 3. Caption with Capital Letter Titles



ONE OF THE NUMEROUS HERDS
on our 4000 acres devoted to milk raising exclusively
Hershey Chocolate Co., Hershey, Pa.
3.11 □ Black & White Printing - Back Style 2



MILKING TIME
We require 5000 cows to supply us with milk
Hershey Chocolate Co., Hershey, Pa.
3.12 □ Black & White Printing - Back Style 2

Group 4. Long Caption Box



CHILDREN'S PLAYGROUNDS - HERSHEY, PA.
Home of the Hershey Chocolate Co.
4.1 □ Black & White Printing - Back Style 3



ATHLETIC FIELD - HERSHEY, PA.
Home of the Hershey Chocolate Co.
4.2 □ Black & White Printing - Back Style 3

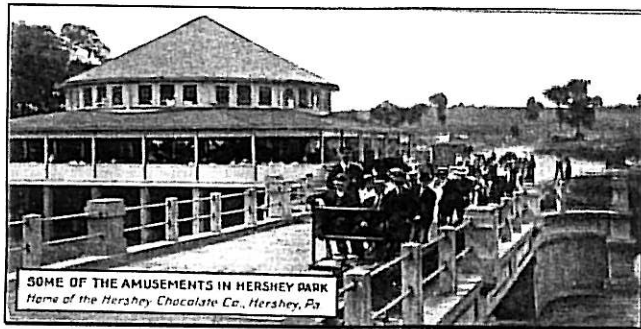
Note: Take another look at the position of the players on the Athletic Field. The catcher and batter were positioned where third base was located on the Hershey baseball diamond.

In the early 1900s it was fairly common for postcard publishers to "doctor" photographs. They used the original "cut-and-paste" process to combine different photographs and make the final image more visually appealing.

Group 4. Long Caption Box



HERSHEY STATION – HERSEY, PA.
Home of the Hershey Chocolate Co.
4.3 □ Black & White Printing - Back Style 3

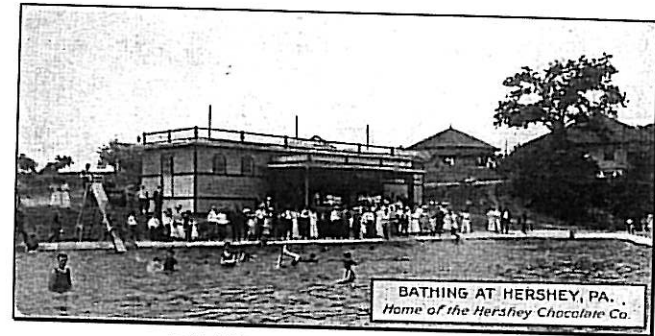


SOME OF THE AMUSEMENTS IN HERSEY PARK
Home of the Hershey Chocolate Co., Hershey, Pa.
4.4 □ Black & White Printing - Back Style 3



SCENE IN HERSEY PARK
Home of the Hershey Chocolate Co., Hershey, Pa.
4.5 □ Black & White Printing - Back Style 3

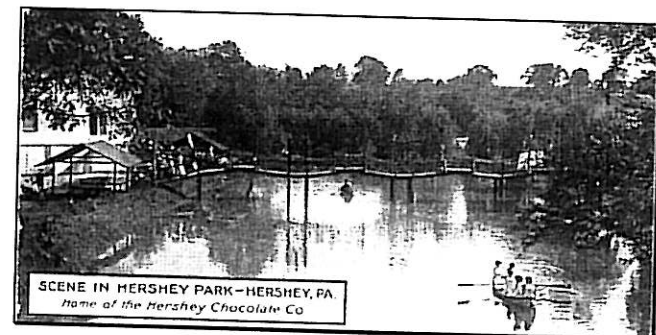
Group 4. Long Caption Box



BATHING AT HERSEY, PA.
Home of the Hershey Chocolate Co.
4.6 □ Black & White Printing - Back Style 3



SCENE IN HERSEY PARK
Home of the Hershey Chocolate Co., Hershey, Pa.
4.7 □ Black & White Printing - Back Style 3

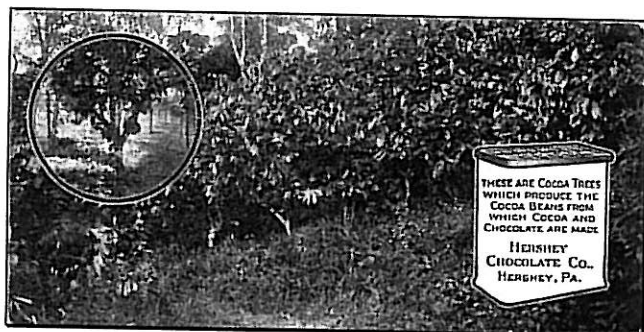


SCENE IN HERSEY PARK – HERSEY, PA.
Home of the Hershey Chocolate Co.
4.8 □ Black & White Printing - Back Style 3

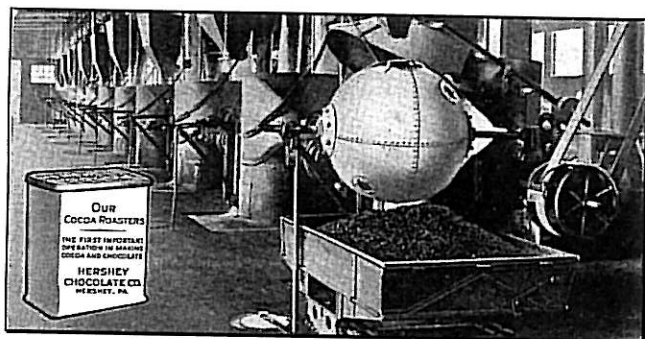
Group 5. Caption in Cocoa Box / Other Shape



**"GOOD TIMES" IN HERSEY, PA.
THE CHOCOLATE TOWN HOME OF THE HERSEY CHOCOLATE CO.**
5.1 □ Black & Green Printing - Back Style 3

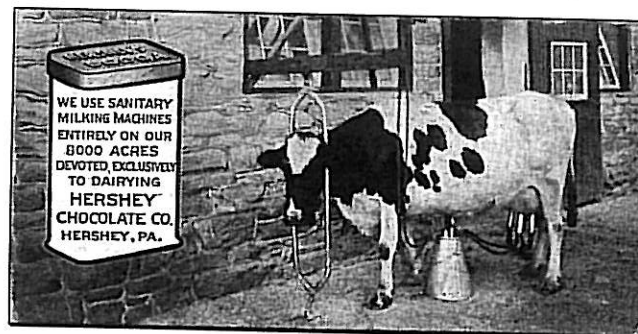


**THESE ARE COCOA TREES WHICH PRODUCE THE
COCOA BEANS FROM WHICH COCOA AND CHOCOLATE ARE MADE
HERSEY CHOCOLATE CO., HERSEY, PA.**
5.2 □ Black & Green Printing - Back Style 3

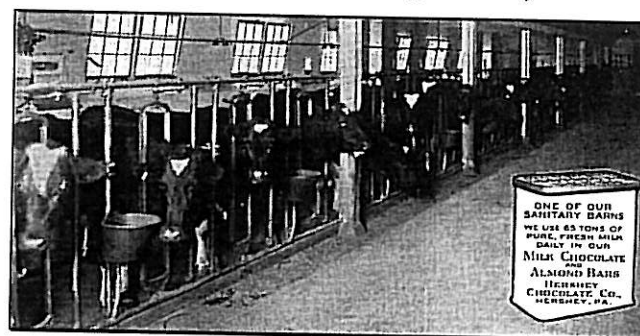


**OUR COCOA ROASTERS – THE FIRST IMPORTANT
OPERATION IN MAKING COCOA AND CHOCOLATE
HERSEY CHOCOLATE CO. HERSEY, PA.**
5.3 □ Black & Green Printing - Back Style 3

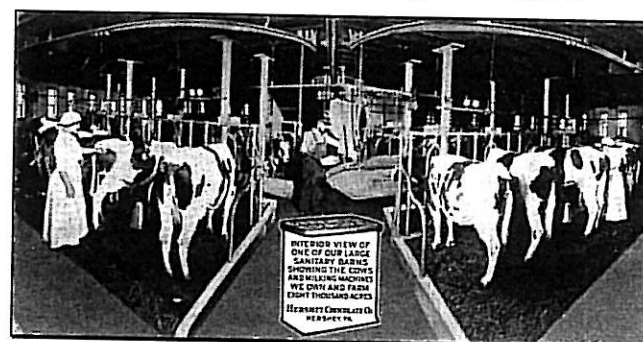
Group 5. Caption in Cocoa Box / Other Shape



**WE USE SANITARY MILKING MACHINES ENTIRELY ON OUR
8000 ACRES DEVOTED, EXCLUSIVELY TO DAIRYING
HERSEY CHOCOLATE CO. HERSEY, PA.**
5.4 □ Black & Green Printing - Back Style 3

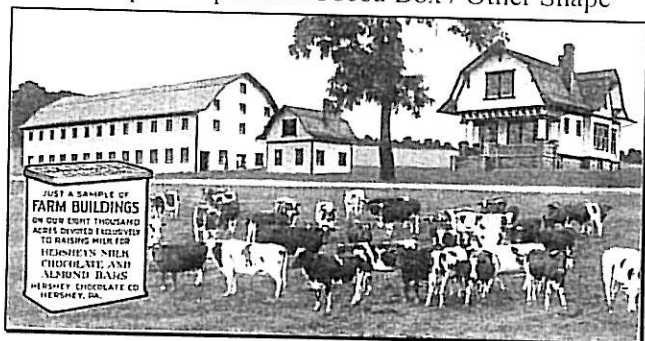


**ONE OF OUR SANITARY BARN WE USE 65 TONS OF PURE, FRESH
MILK DAILY IN OUR MILK CHOCOLATE AND ALMOND BARS
HERSEY CHOCOLATE CO., HERSEY, PA.**
5.5 □ Black & Green Printing - Back Style 3



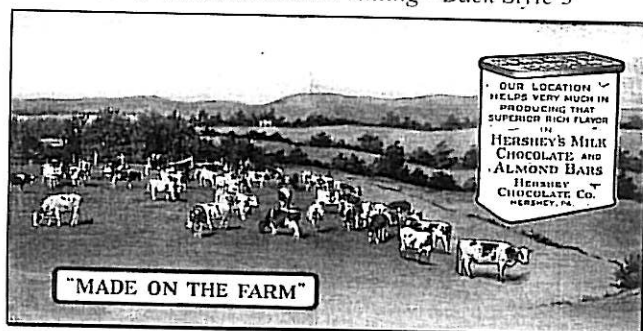
**INTERIOR VIEW OF ONE OF OUR LARGE SANITARY BARN SHOWING THE
COWS AND MILKING MACHINES. WE OWN AND FARM EIGHT THOUSAND ACRES.
HERSEY CHOCOLATE CO. HERSEY, PA.**
5.6 □ Black & Green Printing - Back Style 3

Group 5. Caption in Cocoa Box / Other Shape



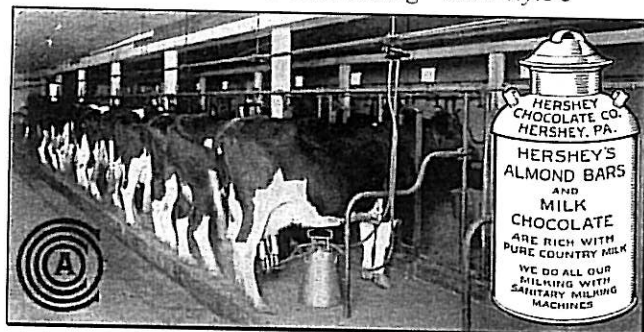
JUST A SAMPLE OF **FARM BUILDINGS** ON OUR EIGHT THOUSAND ACRES DEVOTED, EXCLUSIVELY TO RAISING MILK FOR HERSHEY'S MILK CHOCOLATE AND ALMOND BARS HERSHEY CHOCOLATE CO. HERSHEY, PA.

5.7 □ Black & Green Printing - Back Style 3



"MADE ON THE FARM" OUR LOCATION HELPS VERY MUCH IN PRODUCING THAT SUPERIOR RICH FLAVOR IN HERSHEY'S MILK CHOCOLATE AND ALMOND BARS HERSHEY CHOCOLATE CO., HERSHEY, PA.

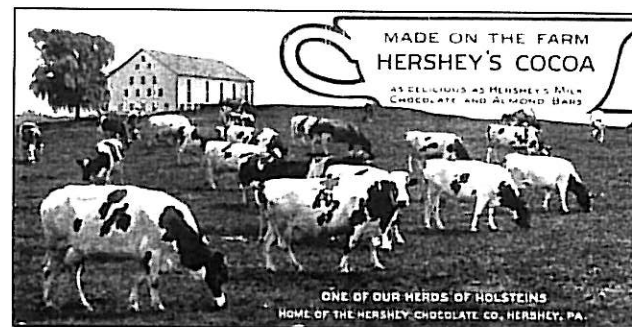
5.8 □ Black & Green Printing - Back Style 3



HERSHEY CHOCOLATE CO. HERSHEY, PA.
HERSHEY'S ALMOND BARS AND MILK CHOCOLATE ARE RICH WITH PURE COUNTRY MILK. WE DO ALL OUR MILKING WITH SANITARY MILKING MACHINES

5.9 □ Black & Green Printing - Back Style 3

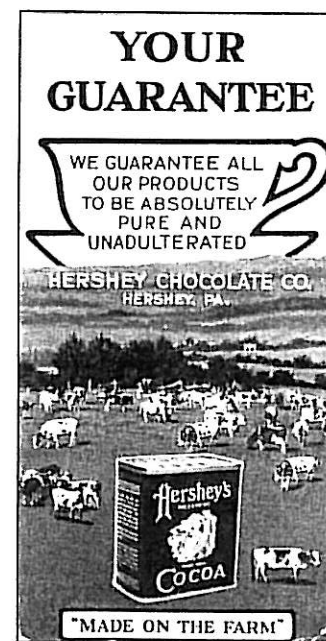
Group 5. Caption in Cocoa Box / Other Shape



MADE ON THE FARM HERSHEY'S COCOA
AS DELICIOUS AS HERSHEY'S MILK CHOCOLATE AND ALMOND BARS
ONE OF OUR HERDS OF HOLSTEINS
HOME OF THE HERSHEY CHOCOLATE CO. HERSHEY, PA.

5.10 □ Black & Green Printing - Back Style 3

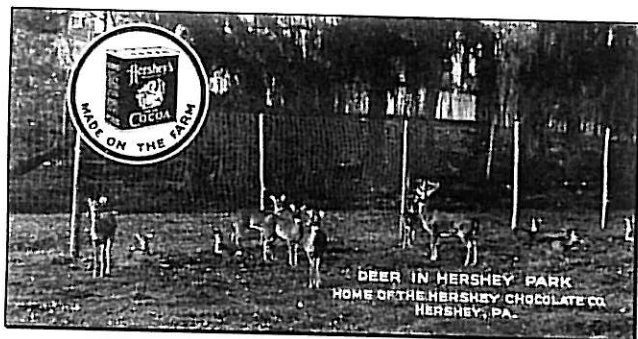
Group 6. Cocoa Box Picture in Design



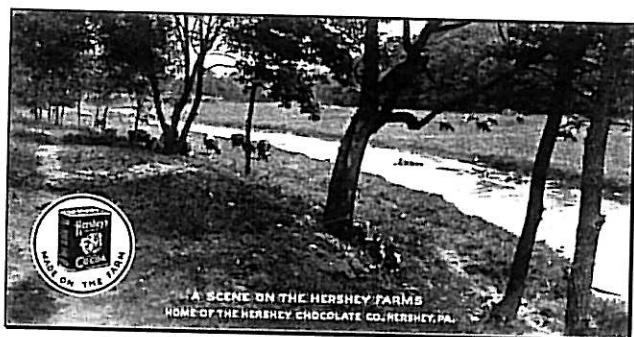
YOUR GUARANTEE
WE GUARANTEE ALL OUR PRODUCTS TO BE ABSOLUTELY PURE AND UNADULTERATED
HERSHEY CHOCOLATE CO. HERSHEY, PA.
"MADE ON THE FARM"

6.1 □ Black & Green Printing - Back Style 3

Group 6. Cocoa Box Picture in Design



DEER IN HERSHEY PARK
HOME OF THE HERSHEY CHOCOLATE CO. HERSHEY, PA.
6.2 □ Black & Green Printing - Back Style 3

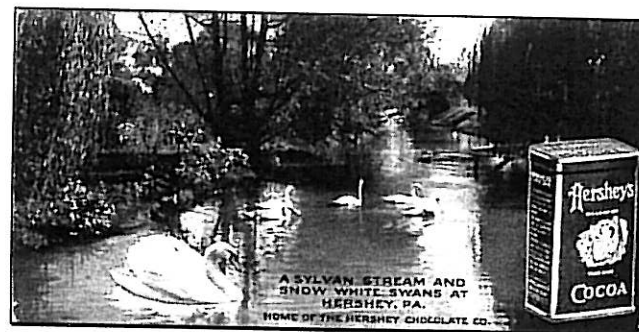


A SCENE ON THE HERSHEY FARMS
HOME OF THE HERSHEY CHOCOLATE CO. HERSHEY, PA.
6.3 □ Black & Green Printing - Back Style 3

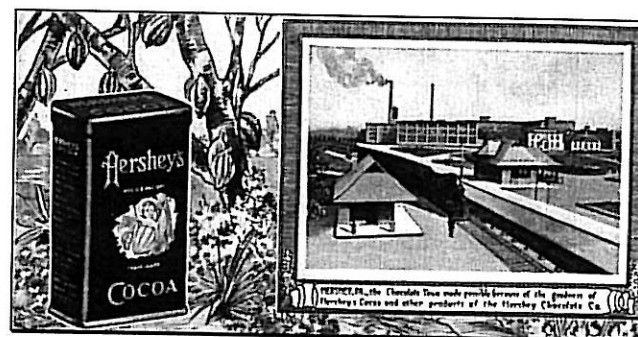


VIEW OF NEW FACTORY ADDITION, SHOWING
NATURAL LANDSCAPE SURROUNDINGS.
HERSHEY CHOCOLATE CO., HERSHEY, PA.
6.4 □ Black & White Printing - Back Style 3

Group 6. Cocoa Box Picture in Design



A SYLVAN STREAM AND SNOW WHITE SWANS AT HERSHEY, PA.
HOME OF THE HERSHEY CHOCOLATE CO.
6.5 □ Black & Green Printing - Back Style 3



HERSHEY, PA., the Chocolate Town made possible because of the goodness
of Hershey's Cocoa and other products of the Hershey Chocolate Co.
6.6 □ Black & White Printing - Back Style 3



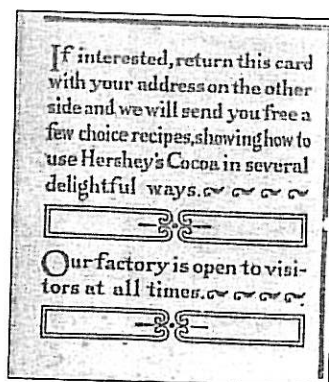
A SECTION OF ONE OF OUR LARGE FINISHING ROOMS
HERSHEY CHOCOLATE CO., HERSHEY, PA.
6.7 □ Black & Green Printing - Back Style 3



Hershey's Cocoa

COCOA RECIPES
FREE

6.8GR □ Black & Green Printing
- Back Style 3



Back Text



Hershey's Cocoa

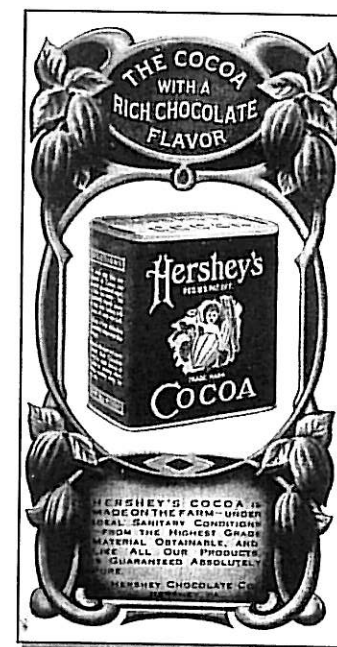
COCOA RECIPES
FREE

6.8BW □ Black & White Printing
- Back Style 3

Hershey's Cocoa
THE COCOA WITH A
RICH CHOCOLATE FLAVOR

HERSHEY'S COCOA IS MADE ON
THE FARM - UNDER IDEAL SANITARY
CONDITIONS - FROM THE HIGHEST
GRADE MATERIAL OBTAINABLE, AND
LIKE ALL OUR PRODUCTS, IS
GUARANTEED ABSOLUTELY PURE.
HERSHEY CHOCOLATE CO.
HERSHEY, PA.

6.9 □ Black & White Printing
- Back Style 3

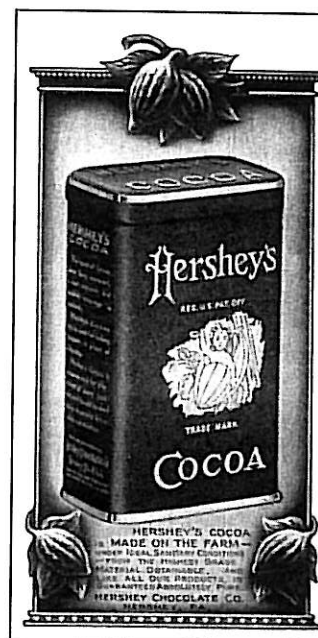


Hershey's Cocoa

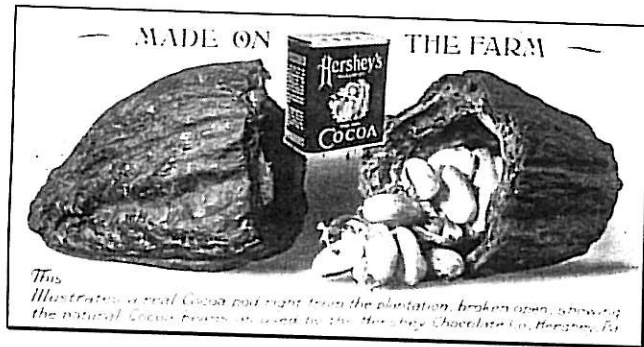
HERSHEY'S COCOA IS MADE ON THE
FARM - UNDER IDEAL SANITARY
CONDITIONS - FROM THE HIGHEST
GRADE MATERIAL OBTAINABLE, AND
LIKE ALL OUR PRODUCTS, IS GUARANTEED
ABSOLUTELY PURE.

HERSHEY CHOCOLATE CO.
HERSHEY, PA.

6.10 □ Black & White Printing
- Back Style 3



Group 6. Cocoa Box Picture in Design



MADE ON THE FARM

This
Illustrates a real Cocoa pod right from the plantation, broken open, showing the natural Cocoa beans as used by the Hershey Chocolate Co. Hershey, Pa.
6.11 □ Black & White Printing - Back Style 3



HERSHEY'S

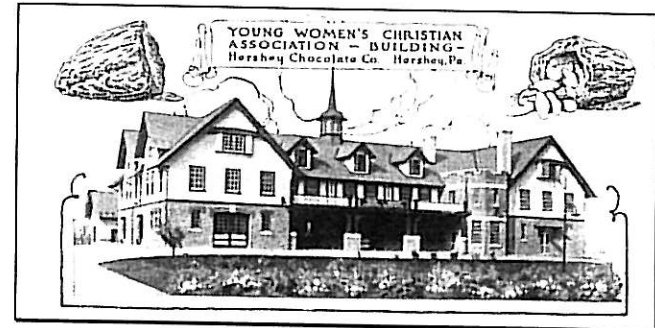
COCOA AS DELICIOUS
AS HERSHEY'S ALMOND BAR.

Hershey Chocolate Co. Hershey, Pa.
"THE CHOCOLATE TOWN"

6.12 □ Black & White Printing - Back Style 3

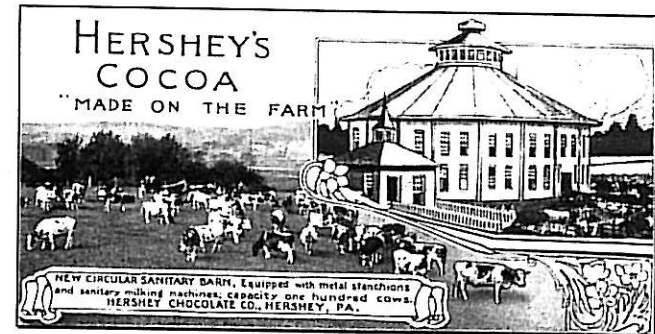
Hershey Bar Post Cards

Group 7. Miscellaneous Designs



YOUNG WOMEN'S CHRISTIAN
ASSOCIATION - BUILDING -
Hershey Chocolate Co. Hershey, Pa.

7.1 □ Black & White Printing - Back Style 3



HERSHEY'S COCOA
"MADE ON THE FARM"

NEW CIRCULAR SANITARY BARN, Equipped with metal stanchions and sanitary milking machines; capacity one hundred cows.
HERSHEY CHOCOLATE CO., HERSHEY, PA.

7.2 □ Black & White Printing - Back Style 3

Hershey Bar Post Cards

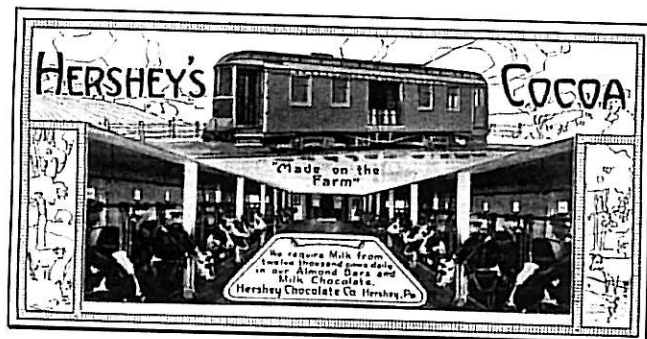
Group 7. Miscellaneous Designs



HERSHEY'S COCOA
AS DELICIOUS AS HERSEY'S ALMOND BAR

KINDERGARTEN CALF FARM
WHERE WE RAISE THE CALVES FROM
OUR OWN SELECTED COWS.
HERSEY CHOCOLATE CO. HERSEY, PA.

7.3 □ Black & White Printing - Back Style 3



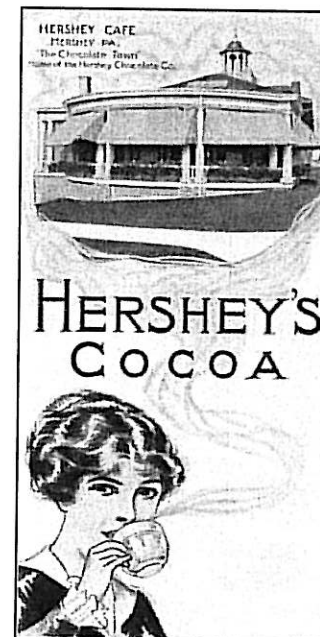
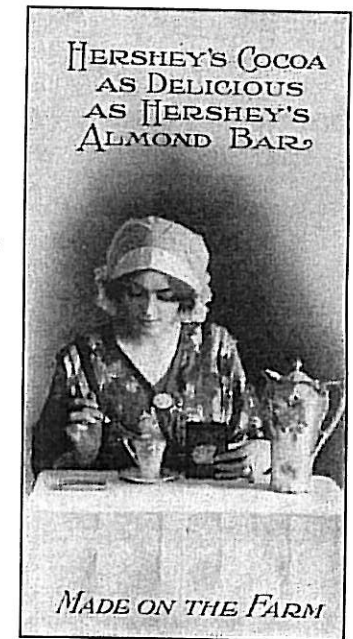
HERSHEY'S COCOA "Made on the Farm"
We require Milk from twelve thousand cows daily
in our Almond Bars and Milk Chocolate.

Hershey Chocolate Co. Hershey, Pa.
7.4 □ Black & White Printing - Back Style 3

Hershey Bar Post Cards

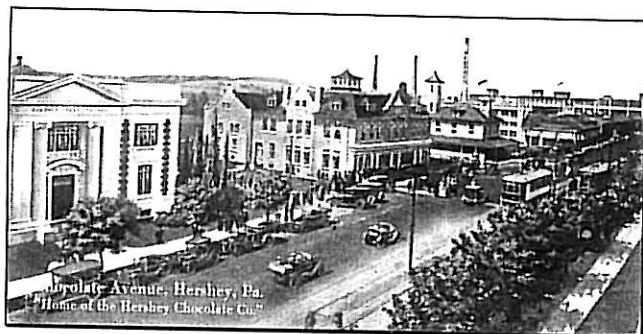
Group 7. Miscellaneous Designs

HERSHEY'S COCOA
AS DELICIOUS
AS HERSEY'S
ALMOND BAR
MADE ON THE FARM
7.5 □ Black & White Printing - Back Style 3

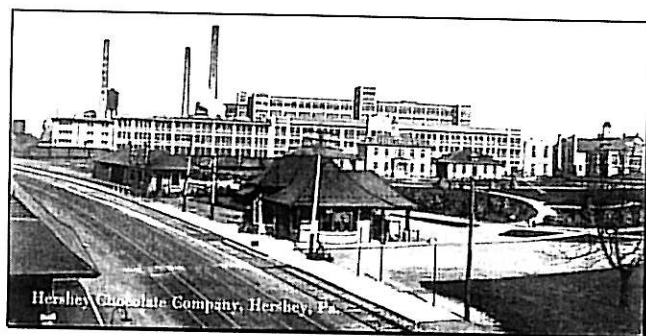


HERSHEY'S COCOA
HERSEY CAFE
HERSEY PA.
"The Chocolate Town"
Home of the Hershey Chocolate Co.
7.6 □ Black & White Printing - Back Style 3

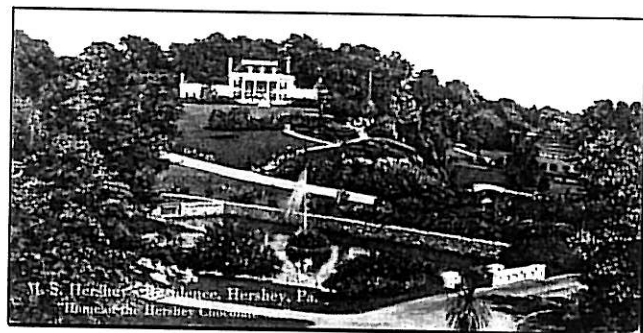
Hershey Bar Post Cards



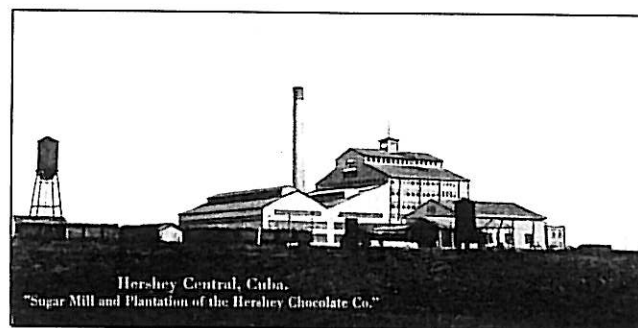
Chocolate Avenue, Hershey, Pa.
 "Home of the Hershey Chocolate Co."
 8.1 □ Multi-Colored Printing – Back Style 4



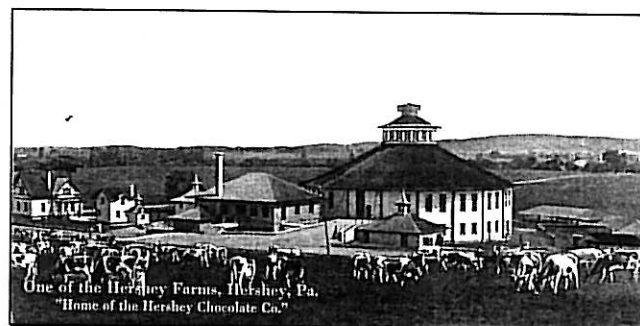
Hershey Chocolate Company, Hershey, Pa.
 8.2 □ Multi-Colored Printing – Back Style 4



M. S. Hershey's Residence, Hershey, Pa.
 "Home of the Hershey Chocolate Co."
 8.3 □ Multi-Colored Printing – Back Style 4



Hershey Central, Cuba
 "Sugar Mill and Plantation of the Hershey Chocolate Co."
 8.4 □ Multi-Colored Printing – Back Style 4



One of the Hershey Farms, Hershey, Pa.
 "Home of the Hershey Chocolate Co."
 8.5 □ Multi-Colored Printing – Back Style 4



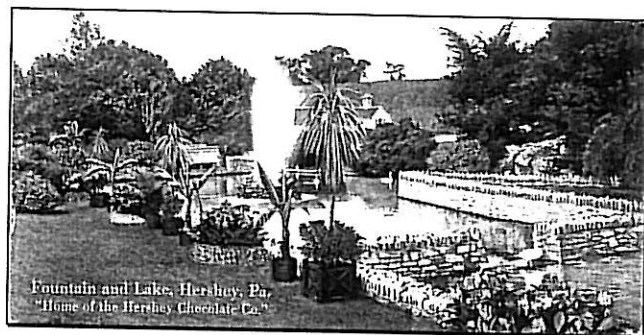
Hershey Convention Hall, Hershey, Pa.
 "Home of the Hershey Chocolate Co."
 8.6 □ Multi-Colored Printing – Back Style 4



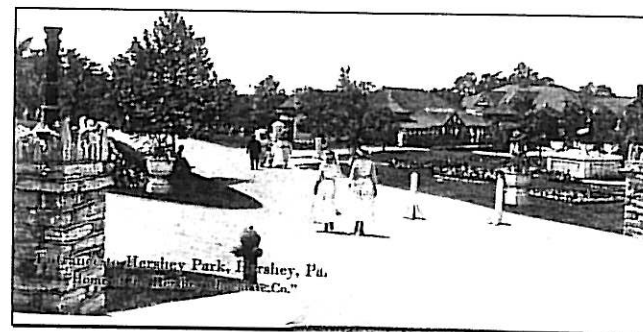
Hershey Industrial School, Hershey, Pa.
 "Home of the Hershey Chocolate Co."
 8.7 □ Multi-Colored Printing – Back Style 4



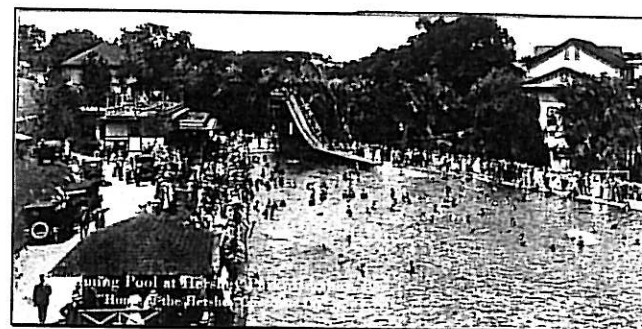
Highpoint Conservatory, Hershey, Pa.
 "Home of the Hershey Chocolate Co."
 8.8 □ Multi-Colored Printing – Back Style 4



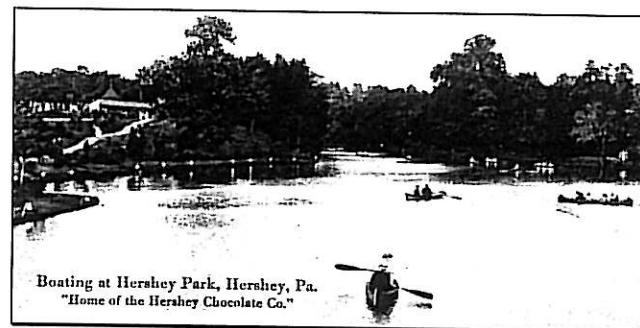
Fountain and Lake, Hershey, Pa.
 "Home of the Hershey Chocolate Co."
 8.9 □ Multi-Colored Printing – Back Style 4



Entrance to Hershey Park, Hershey, Pa.
 "Home of the Hershey Chocolate Co."
 8.10 □ Multi-Colored Printing – Back Style 4



Swimming Pool at Hershey Park, Hershey, Pa.
 "Home of the Hershey Chocolate Co."
 8.11 □ Multi-Colored Printing – Back Style 4



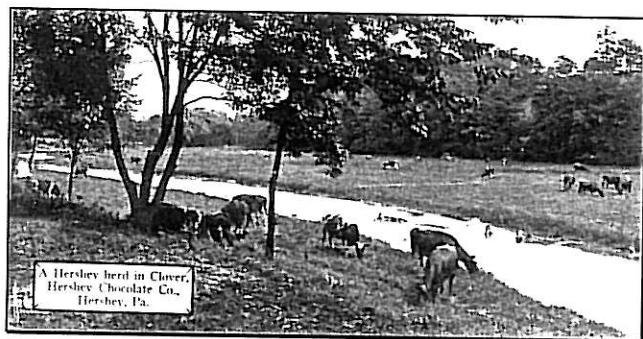
Boating at Hershey Park, Hershey, Pa.
 "Home of the Hershey Chocolate Co."
 8.12 □ Multi-Colored Printing – Back Style 4

Booklet Purpose & Format

(continued from inside front cover)

Numerous variations in printing colors and combinations of front and back designs are noted. Text font variations are noted for several postcards. The four known Hershey Bar Post Card back styles are shown on the back cover.

The monochromatic postcards in this booklet are noted as “Black & White Printing” but there are several designs with examples that look like they were printed with blue ink or brown ink. Additional minor color variations probably exist.



A Hershey herd in Clover

Hershey Chocolate Co., Hershey, Pa.

“Black & White Printing” – Brown Ink Example

The groups of postcard designs in this booklet are generally arranged in chronological order based on postal history and contributors’ estimates. The earliest cancellation dates from a postmark survey are:

- Group 1. Caption Box with Corner Marks - August 5, 1909
- Group 2. Caption with Italic, Capital Letters – March 22, 1910
- Group 3. Caption with Capital Letter Titles – April 10, 1911
- Group 4. Long Caption Box – January 14, 1913
- Group 5. Caption in Cocoa Box / Other Shape – September 15, 1914
- Group 6. Cocoa Box Picture in Design – October 31, 1913
- Group 7. Miscellaneous Designs - October 11, 1913
- Group 8. Caption, Mixed Upper & Lower Case Text – June 14, 1920

We hope you enjoy this booklet. Additional books are available through the Hershey-Derry Township Historical Society. Their contact information is located on the inside of the back cover.

Contributors & Sponsors

Neil Fasnacht; Hershey, Pennsylvania, wrote the introduction to this booklet, provided examples of several difficult-to-find small Hershey Bar Post Cards, and provided numerous postally used examples for the postal survey.

Pamela Whitenack, Director, *Hershey Community Archives*, worked with Neil to verify the story and dates of the Hershey Bar Post Cards.

Janice E. Jenkins; Bloomington, Illinois compiled a listing of *The Narrow Hershey Post Cards*, 1983; updated with illustrations, 1989. Her listings were compared to several parts of this booklet.

Donald R. Brown is the founder of *The Institute of American Deltiology*; 300 West Main Avenue; Myerstown, Pennsylvania 17067. Donald provided many unused and postally used examples of small Hershey Bar postcards from the institute’s collection.

Jim Ward provided postal cancellation date ranges, by back style, from his personal collection. Jim is publisher of the *Journal of the Postcard History Society*; 1795 Kleinfeltersville Rd.; Stevens, Pennsylvania 17578-9669.

Dennis McBurney; Douglass, Kansas did the page layout of this booklet. Dennis became interested in Hershey postcards when he began working in the Hershey, Pennsylvania area in October 2005.

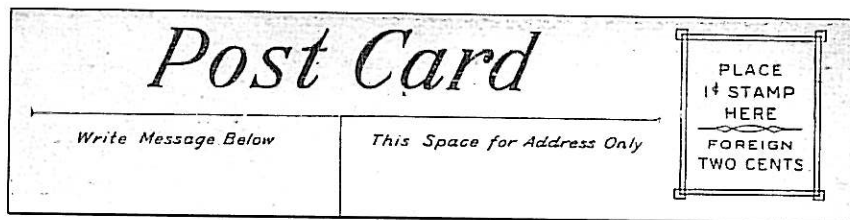
The *Hershey-Derry Township Historical Society* (H-DTHS); Hershey, Pennsylvania, sponsored the design and production of this illustrated booklet. **Joanne Lewis Curry** and **Kathy Lewis** wanted a complete, color listing of the famous small Hershey postcards.

For additional copies, contact:

Hershey-Derry Township Historical Society
40 Northeast Drive
Hershey, Pennsylvania 17033
Phone: 717-520-0748
Web site: www.hersheyhistory.org

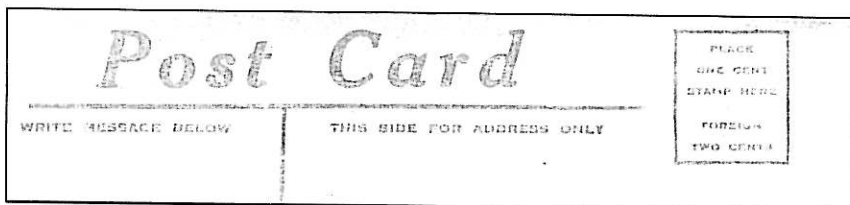
Michael Sigler, owner of *Minuteman Press*; Palmyra, Pennsylvania, printed this booklet as part of his continuing support for the H-DTHS.

- Copyright 2006 by H-DTHS; Hershey, Pennsylvania-



Back Style 1 (cropped)

This style was printed in Black, Blue, Green, Red, Brown, and Yellow. Survey examples were postmarked between August 1909 and April 1919.



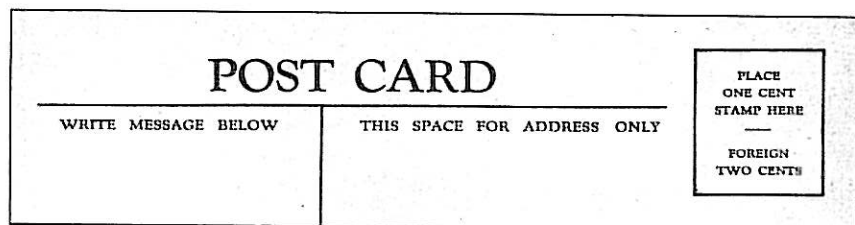
Back Style 2 (cropped)

This style was printed in Blue and Green. Survey examples were postmarked between August 1911 and December 1914.



Back Style 3 (cropped)

This style was printed in Black, Blue, and Green. Survey examples were postmarked between January 1913 and March 1920.



Back Style 4 (cropped)

This style was printed in Blue. Survey examples were postmarked between June 1920 and November 1922.

Hershey Bar Post Cards