FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

<b>STATEMENT</b>	<b>OF CHANGES</b>	IN BENEFICIAL	<b>OWNERSHIP</b>

OMB APPROVAL								
OMB Number:	3235-0287							
Estimated average burd	len							
hours per response:	0.5							

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

		Reporting Person*  GUITON					r Name a				Symbol P [ HSY	]			Check all	ship of Reporti applicable) rector	ng Per	rson(s) to Is	
(Last) (First) (Middle) 100 CRYSTAL A DRIVE				3. Date of Earliest Transaction (Month/Day/Year) 01/01/2004										ficer (give title low)		Other below)	(specify		
(Street) HERSHE (City)			17033 Zip)		_ 4. If	4. If Amendment, Date of Original Filed (Month/Day/Year)								ine) X F	ividual or Joint/Group Filing (Check Applicable  Form filed by One Reporting Person  Form filed by More than One Reporting  Person				
		Tabl	e I - No	n-Deriv	/ative	Se	curitie	es Acc	quired,	, Dis	posed o	f, or	Ben	efici	ally Ow	ned			
Dat			Date	Date (Month/Day/Year) if		2A. Deemed Execution Date, if any (Month/Day/Year)		Transaction Disposed Code (Instr.		ties Acquired (A) o I Of (D) (Instr. 3, 4			nd 5) Sed Bed Ow	mount of curities deficially ned Following	Forn (D) c	wnership m: Direct or Indirect nstr. 4)	7. Nature of Indirect Beneficial Ownership		
								Code	v	Amount		A) or D)	Price	Tra	nsaction(s) tr. 3 and 4)	n(s) d 4)		(Instr. 4)	
Common	Stock <sup>(1)</sup>			01/01	L/2004				A		194.62	8 A \$77.07 2,537.7567				Т	D		
Common	Stock															150 I by '			by Trust
		Та									osed of, onvertib				y Owne	ed			
Derivative Conversion Date Security or Exercise (Month/Day/Year)		3A. Deem Execution if any (Month/D	n Date, Transa Code (l					6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4)		str. 3	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction( (Instr. 4)	y G	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)		
					Code	v	(A)	(D)	Date Exercisa		Expiration Date	Title	or Nur of	ount mber ires					

## **Explanation of Responses:**

1. The total amount of securities reported in Column 5 of Table I includes 21.6084 shares acquired on December 15, 2003, pursuant to a Hershey Foods Dividend Reinvestment Plan.

Bonnie G. Hill

01/02/2004

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- $^{\star}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.