

Lives and Times

Milton Hershey

The Founder of Hershey's Chocolate



The Hershey Chocolate Company made chocolate that people could cook with, too.



In 1894 Milton started the Hershey Chocolate **Company**. It started making fancy chocolates. It even made chocolate bicycles! Milton's new company did very well.

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Asa Candler

The Founder of Coca-Cola



Asa made sure people knew about his drink by using **advertising**.



Asa wanted people all over the United States to know about Coca-Cola®. He started using salespeople and advertising in magazines and newspapers.

