#### Edgar Filing: LENNY RICHARD H - Form 4

LENNY RI Form 4												
December (											PROVAL	
FORM	<b>A</b> 4 UNITED	STATES				AND EX 1, D.C. 2			OMMISSION	OMB OMB Number:	3235-0287	
Check this box					,				Expires:	January 31,		
Section 16. Form 4 or Form 5 Filed pursuant to Section 5				CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES ection 16(a) of the Securities Exchange Act of 1934,							Estimated average burden hours per response 0.5	
obligati may con <i>See</i> Inst 1(b).	ntinue. Section 17(			•		•	-	ny Act of ct of 194	1935 or Section 0			
(Print or Type	Responses)											
	Address of Reporting ICHARD H	Person <sup>*</sup>	Symbol			<b>d</b> Ticker o		-	5. Relationship of F Issuer	Reporting Pers	on(s) to	
(Last)	(First) (	Middle)				Fransaction	•	.151]	(Check	k all applicable)		
(Month				Aonth/Day/Year) 1/30/2004					_X_ Director 10% Owner _X_ Officer (give title Other (specify below) below) Chairman, President & CEO			
				ed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting			
HERSHEY	Z, PA 17033								Person		porting	
(City)	(State)	(Zip)	Tab	ole I - N	on-	Derivativ	e Secu	rities Acq	uired, Disposed of,	or Beneficiall	y Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deema Execution any (Month/Da	Date, if	3. Transa Code (Instr.		4. Securi on(A) or D (Instr. 3,	ispose	d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	Amount		Price	(Instr. 3 and 4)	(Instr. 4)		
Common Stock	11/30/2004			М		2,300	А	\$ 32.325	127,282.7934	D		
Common Stock	11/30/2004			S		2,300	D	\$ 52.28	124,982.7934	D		
Common Stock	11/30/2004			М		2,300	А	\$ 32.325	127,282.7934	D		
Common Stock	11/30/2004			S		2,300	D	\$ 52.27	124,982.7934	D		
Common Stock	11/30/2004			М		500	А	\$ 32.325	125,482.7934	D		
	11/30/2004			S		500	D	\$ 52.26	124,982.7934	D		

Common

Stock

Common Stock	11/30/2004	М	700	А	\$ 32.325	125,682.7934	D
Common Stock	11/30/2004	S	700	D	\$ 52.25	124,982.7934	D
Common Stock	11/30/2004	М	500	A	\$ 32.325	125,482.7934	D
Common Stock	11/30/2004	S	500	D	\$ 52.21	124,982.7934	D
Common Stock	11/30/2004	М	1,600	А	\$ 32.325	126,582.7934	D
Common Stock	11/30/2004	S	1,600	D	\$ 52.2	124,982.7934	D
Common Stock	11/30/2004	М	2,400	A	\$ 32.325	127,382.7934	D
Common Stock	11/30/2004	S	2,400	D	\$ 52.09	124,982.7934	D
Common Stock	11/30/2004	М	1,200	А	\$ 32.325	126,182.7934	D
Common Stock	11/30/2004	S	1,200	D	\$ 52.08	124,982.7934	D
Common Stock	11/30/2004	М	1,000	А	\$ 32.325	125,982.7934	D
Common Stock	11/30/2004	S	1,000	D	\$ 52.05	124,982.7934	D
Common Stock	11/30/2004	М	300	А	\$ 32.325	125,282.7934	D
Common Stock	11/30/2004	S	300	D	\$ 52.42	124,982.7934	D
Common Stock	11/30/2004	М	7,100	А	\$ 32.325	132,082.7934	D
Common Stock	11/30/2004	S	7,100	D	\$ 52.4	124,982.7934	D
Common Stock	11/30/2004	М	800	А	\$ 32.325	125,782.7934	D
Common Stock	11/30/2004	S	800	D	\$ 52.39	124,982.7934	D
Common Stock	11/30/2004	М	900	А	\$ 32.325	125,882.7934	D
	11/30/2004	S	900	D	\$ 52.38	124,982.7934	D

Common Stock							
Common Stock	11/30/2004	М	1,300	А	\$ 32.325	126,282.7934	D
Common Stock	11/30/2004	S	1,300	D	\$ 52.37	124,982.7934	D
Common Stock	11/30/2004	М	4,600	А	\$ 32.325	129,582.7934	D
Common Stock	11/30/2004	S		D	\$ 52.3		D

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

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 control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transact Code (Instr. 8)	5. tionNumber of ) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	3	ate	7. Titl Amou Under Securi (Instr.	int of lying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
				Code V	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

# **Reporting Owners**

<b>Reporting Owner Name / Address</b>	Relationships					
	Director	10% Owner	Officer	Other		
LENNY RICHARD H 100 CRYSTAL A DRIVE HERSHEY, PA 17033	Х		Chairman, President & CEO			
Signaturas						

### Signatures

Richard H	12/01/2004
Lenny	12/01/2004

<u>\*\*</u>Signature of Reporting Person Date

## **Explanation of Responses:**

- \* 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).

#### **Remarks:**

The total amount of securities reported as indirectly owned by the reporting person in Column 5 of Table I (401(k) Plan) inclu

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.