## Edgar Filing: PALMER ANTHONY J. - Form 4

PALMER A	NTHONY J.										
Form 4 December 15	5 2011										
								OMB AF	PROVAL		
FORM	RITIES AND EXCHANGE COMMISSION shington, D.C. 20549					OMB Number:	3235-0287				
Check thi if no long subject to Section 1	GES IN BENEFICIAL OWNERSHIP OF SECURITIES					Expires: January 31 2005 Estimated average burden hours per					
Form 4 or Form 5 obligatior may conti <i>See</i> Instru 1(b).	Filed purs ns Section 17(a	suant to Section 1 a) of the Public U 30(h) of the Ir	tility Hold	ling Con	npany	y Act of	1935 or Section	response	0.5		
(Print or Type R	Responses)										
PALMER ANTHONY J. Symbol			r Name <b>and</b> Ticker or Trading IEY CO [HSY]				5. Relationship of Reporting Person(s) to Issuer				
(Last)	(First) (N	(Middle) 3. Date of Earliest Transaction					(Check all applicable)				
			Day/Year) 2011				X_ Director 10% Owner Officer (give title Other (specify below)				
			endment, Date Original nth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
HERSHEY,	PA 17033						Form filed by M Person				
(City)	(State)	(Zip) Tab	le I - Non-D	erivative	Secur	ities Acq	uired, Disposed of	, or Beneficial	ly Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	(Instr. 3,	spose 4 and (A) or	d of (D) 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)			
Common Stock	12/15/2011		Code V A	387	(D) A	Price \$ 58.09	3,000.611	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)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transact Code (Instr. 8)	ionNumber Ex of (N				7. Title and Amount of Underlying Securities (Instr. 3 and 4)		9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
			Code V	7 (A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

## **Reporting Owners**

Reporting Owner Name / Address		Relationsh		
I B	Director	10% Owner	Officer	Other
PALMER ANTHONY J. 100 CRYSTAL A DRIVE HERSHEY, PA 17033	Х			
Signatures				
Steven J. Holsinger, Attorney-i Palmer	12/15/2011			
*****	. D			

<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).

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.