

Edgar Filing: HERSHEY CO - Form SC 13G/A

HERSHEY CO  
Form SC 13G/A  
January 11, 2007

SCHEDULE SC 13G/A

Under the Securities Exchange Act of 1934  
(Amendment No.)

HERSHEY CO

-----  
(Name of Issuer)

Common

-----  
(Title of Class of Securities)

427866108

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(CUSIP Number)

Check the following box if a fee is being paid with this statement .  
(A fee is not required only if the filing person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.) (See Rule 13d-7).

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes)

Item 1(a) NAME OF ISSUER  
HERSHEY CO

Item 1(b) ADDRESS OF ISSUERS PRINCIPAL EXECUTIVE OFFICES  
100 CRYSTAL A DRIVE  
P O BOX 810-EXTERNAL RPTG & COMPLIANCE  
HERSHEY, PENNSYLVANIA 17033-0810

Item 2(a) NAME OF PERSON FILING  
Davis Selected Advisers, L.P.

Item 2(b) ADDRESS OF PRINCIPAL BUSINESS OFFICE  
2949 East Elvira Road, Suite 101  
Tucson, Arizona 85706

Item 2(c) CITIZENSHIP  
Colorado Limited Partnership

Item 2(d) TITLE OF CLASS OF SECURITIES  
Common

Item 2(e) CUSIP NUMBER  
427866108

Item 3 FIELD PURSUANT TO RULE 13d-1(b)

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(e) [X] Investment Adviser registered under Section 203 of the Investment Advisers Act of 1940

Item 4 OWNERSHIP

(a) Amount beneficially owned: 10,644,449 shares

(b) Percent of class: 6.22%

(i) sole power to vote or to direct the vote  
Davis Selected Advisers, L.P. 10,644,449 shares

(ii) shared power to vote to direct the vote  
N/A

(iii) sole power to dispose or to direct the disposition of  
Davis Selected Advisers, 10,644,449 shares

(iv) shared power to dispose or to direct the disposition of  
N/A

Item 5 Not applicable

Item 6 Not applicable

Item 7 Not applicable

Item 8 Not applicable

Item 9 Not applicable

Item 10 CERTIFICATION

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer or such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

SIGNATURE /s/ Anthony Frazia

PRINT Anthony Frazia, JD, CRCP  
Co-Chief Compliance Officer/Director of  
Institutional Operations, Compliance and Risk  
Management

DATE December 31, 2006