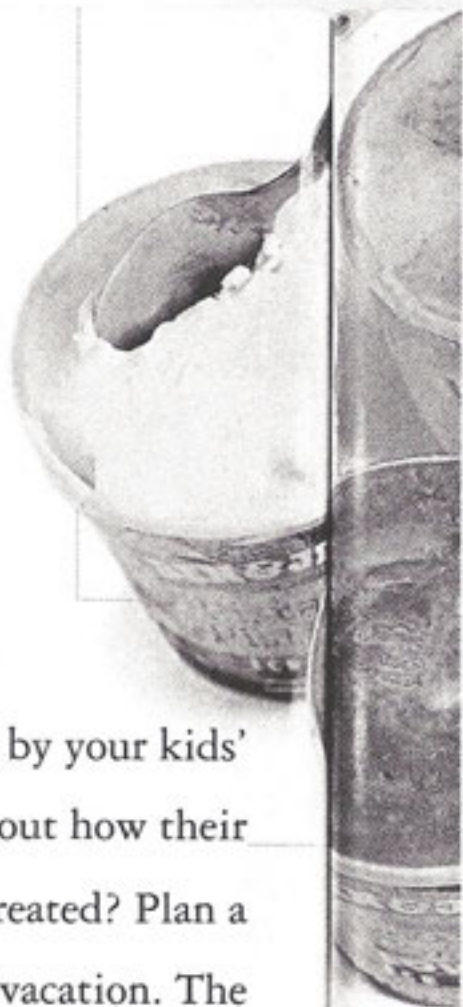
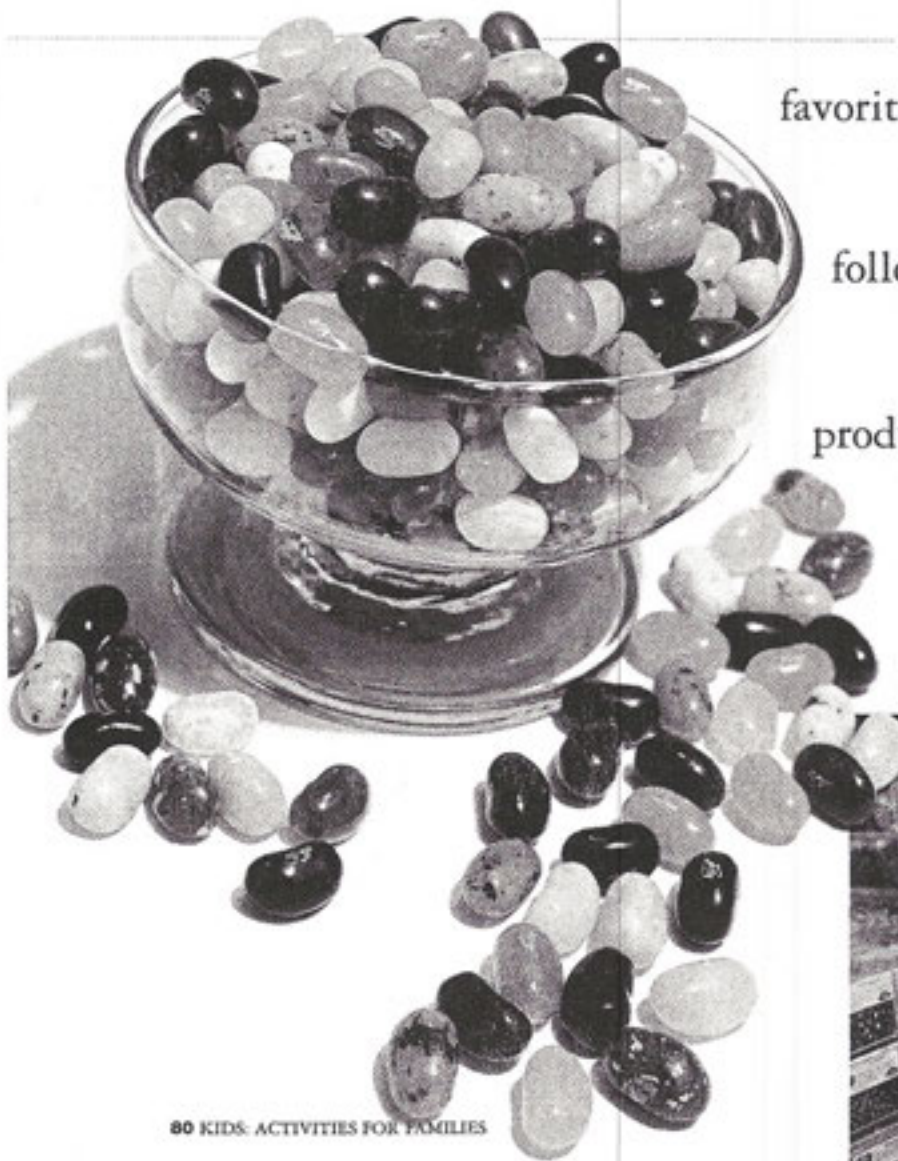


Jelly Beans, Ice Cream and Crayons



Stumped by your kids' questions about how their

favorite items are created? Plan a factory-tour vacation. The following companies welcome curious children on the production line, and most even give freebies when you're done with your visit.





Ben & Jerry's

South Burlington, Vermont

You may have a hard time getting your kids to enter Ben & Jerry's factory because they'll be having too much fun outside the building petting cows and taking in the country scenery. The merriment continues inside, where colorful banners festoon a lively ice-cream factory. Love that Chunky Monkey? Let the cheery guides lead you along a glassed-in mezzanine, where you'll see the ice cream churned, the banana puree mixed in, the chocolate and walnut chunks stirred in and the results poured into pints. After a spoonful (or more!) of fresh ice cream, you'll continue through a "Hall of Fame" filled with Ben's original recipe book and other memorabilia.



Jelly Belly

Fairfield, California

At the Jelly Belly factory's new Visitor Center, you can learn how all 40 flavors of jelly beans—and 200 other types of candy—are made. A "trail guide" will lead you up in an elevator covered with jelly-bean graphics to a room with 6-foot-tall jelly bean pictures of Chinese dragons and portraits of various celebrity faces. Then you can watch jawbreakers, taffy, jelly beans or other candies being made. The jelly beans start with a colored, flavored, gooey "slurry," which is molded, coated with sugar and topped with four layers of shell. At the end, you get your own quarter-pound bag. Maybe you'll get the company's newest flavor: Dr Pepper.

FOR INFORMATION, SEE SOURCES
ON PAGE 109.

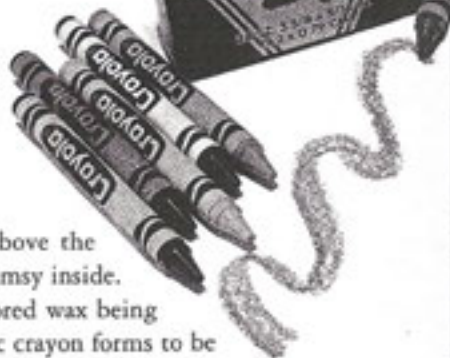
PHOTOGRAPHS: JELLYBEANS, ICE CREAM AND CRAYONS,
MICHAEL GRIMM PROP STYLING: CANDACE CLARK



The Crayola Factory

Easton, Pennsylvania

A 25-foot replica of a box of crayons above the Crayola Factory's exterior hints at the whimsy inside. You begin the tour by watching hot colored wax being poured into molds, then emerge in classic crayon forms to be sent, 1,200 at a time, for labels. Select colors of crayons and markers are made here; the bulk of the products are made at another factory nearby. After seeing how crayons are made, head over to the dozens of interactive projects such as Chalk Walk, a simulated urban sidewalk where kids can draw on the "street," or explore the Easton Press & Bindery, which teaches kids about printmaking techniques and even allows them to design the front of a newspaper or make their own stamps. Visitors get a free four-pack of crayons at the end.



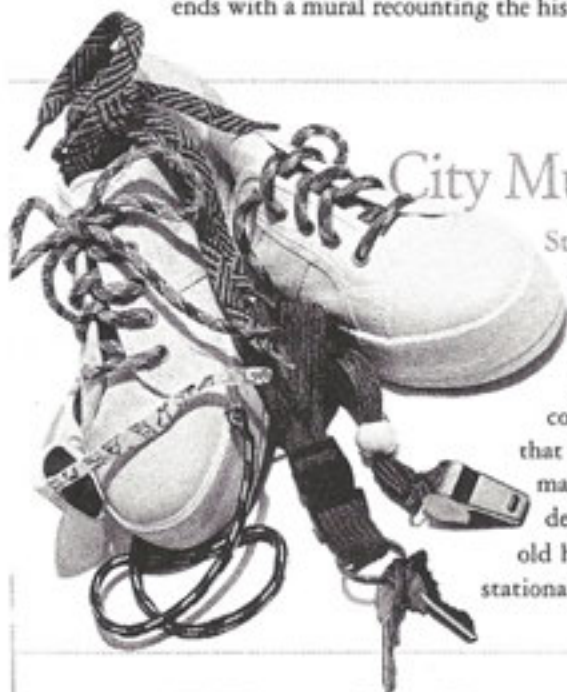
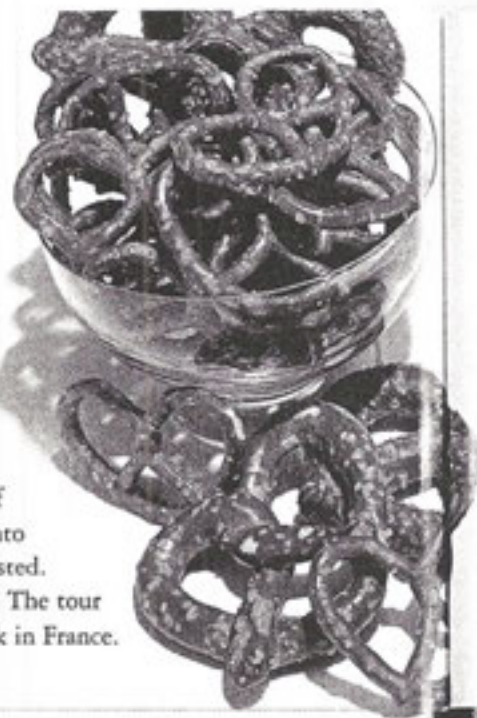


Anderson Pretzels

Lancaster, Pennsylvania

Walk at your own pace through the Anderson Pretzel factory, learning how one of America's

favorite snacks is made. After passing a hallway full of old historical photographs, you'll look down onto the production floor, where 700 pounds of dough is mixed in 70 seconds. The dough passes through machines and is cut into various shapes; for Dutch pretzels, dough is formed into balls, rolled and twisted. You'll see pretzels coated, salted, baked in 160-foot-long ovens and packaged. The tour ends with a mural recounting the history of pretzels, which began with a monk in France.



City Museum Shoelace Factory

St. Louis, Missouri

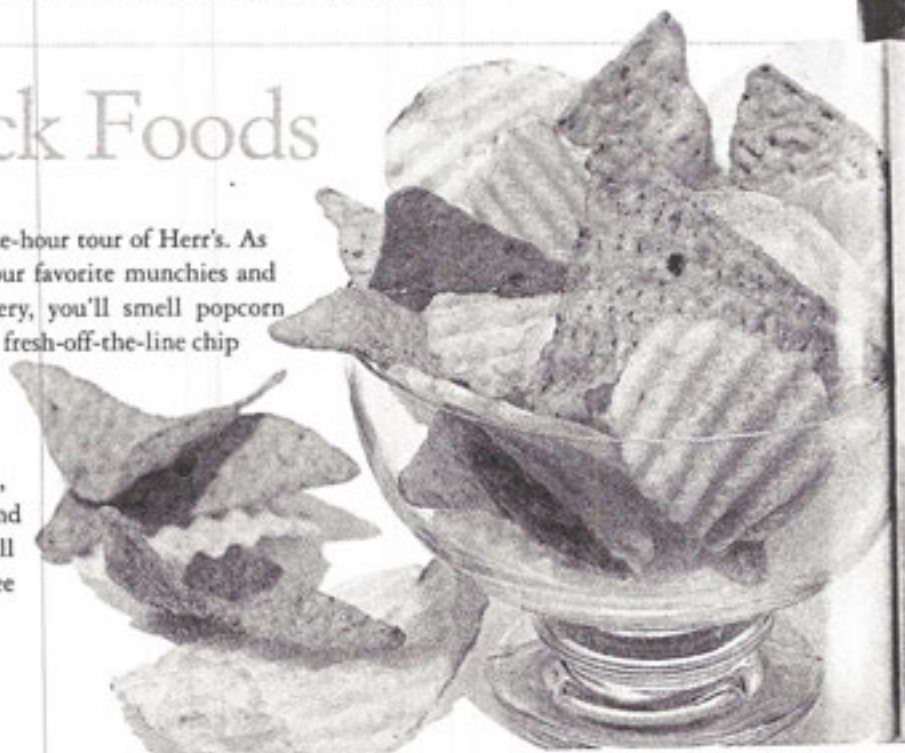
Shoes were once manufactured in the St. Louis building that now houses the interactive City Museum, so it's a fitting tribute that kids watch shoelaces being made there now. Near colorful spindles that once carried shoes to a loading dock, craftsman Mike Killian braids shoelaces, whistle cords and hair ornaments on a collection of 100-year-old shoelace machines that he bought for \$35 at an auction. Killian feeds 15 vibrant colors into each machine at a time. They come out the other end in fabulously kaleidoscopic designs. He cuts them to your shoe size, and binds the ends with a century-old heat process. Some days (if he's not superbusy), he lets kids power-ride the stationary bicycle that powers one of the machines.



Herr's Snack Foods

Nottingham, Pennsylvania

You'll use all five senses during the one-hour tour of Herr's. As you watch machines make some of your favorite munchies and hear the productive roar of machinery, you'll smell popcorn popping and potato slices frying, feel a fresh-off-the-line chip in your hand and, gleefully, taste it while it's still hot. If potato chips are on the production schedule, you'll see potatoes washed, peeled, sliced, sorted by size, salted and packaged. In case you don't get your fill during the tour, look for more free samples when you're done.



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Hershey's Chocolate World

Hershey, Pennsylvania

In love with chocolate Kisses? Hershey will show you how they're made in a simulated factory. Begin by walking through a make-believe forest, where jungle sounds play amid detailed murals depicting cocoa bean forests. You can watch videos of the beans being harvested. Then step into a moving car that guides you past displays depicting every phase of the chocolate-making process, from processing the cocoa bean and adding milk to molding Hershey bars or dropping and wrapping Kisses. Best yet, you even get free candy once you've completed the tour.



Mack Trucks

Macungie, Pennsylvania

Satisfy your kids' fascination with the big wheelers that dominate our nation's highways by taking them to the source, where they can watch giant rigs being made right before their eyes. Put on your walking shoes (you'll cover a mile and a half!) and safety glasses, and start hiking through the Mack factory. You'll stand alongside workers as they bolt on side-view mirrors, install 80-pound fuel tanks, and spray-paint entire trucks (here's where those brown United Parcel Service trucks come from). Then visit the dynamometer, where drivers test trucks to make sure they work, even in simulated rain and snow.



Louisville Slugger Museum

Louisville, Kentucky

Wooden bats made by Louisville Slugger have been a staple at major league ball fields since 1884, and today's Little Leaguers can see how these Sluggers are made in a new 48,000-square-foot factory. Watch with awe as craftsmen turn a block of white ash into a Slugger. You'll be on the factory floor, smelling the freshly cut wood as a variety of machines turn pre-cut pieces of wood into bat shapes. Your baseball fans will especially enjoy seeing craftsmen tailor bats for specific players and then burn-brand the company logo into the wood. At the end of the tour, kids receive a free miniature wooden bat as a keepsake.

—Rona Gindin

FOR INFORMATION, SEE SOURCES ON PAGE 109.

PHOTOGRAPHS: PRETZELS, SNEAKERS, CHIPS, KISSES, AND BASEBALL BAT, MICHAEL GRIMM PROP STYLING: CANDACE CLARK

