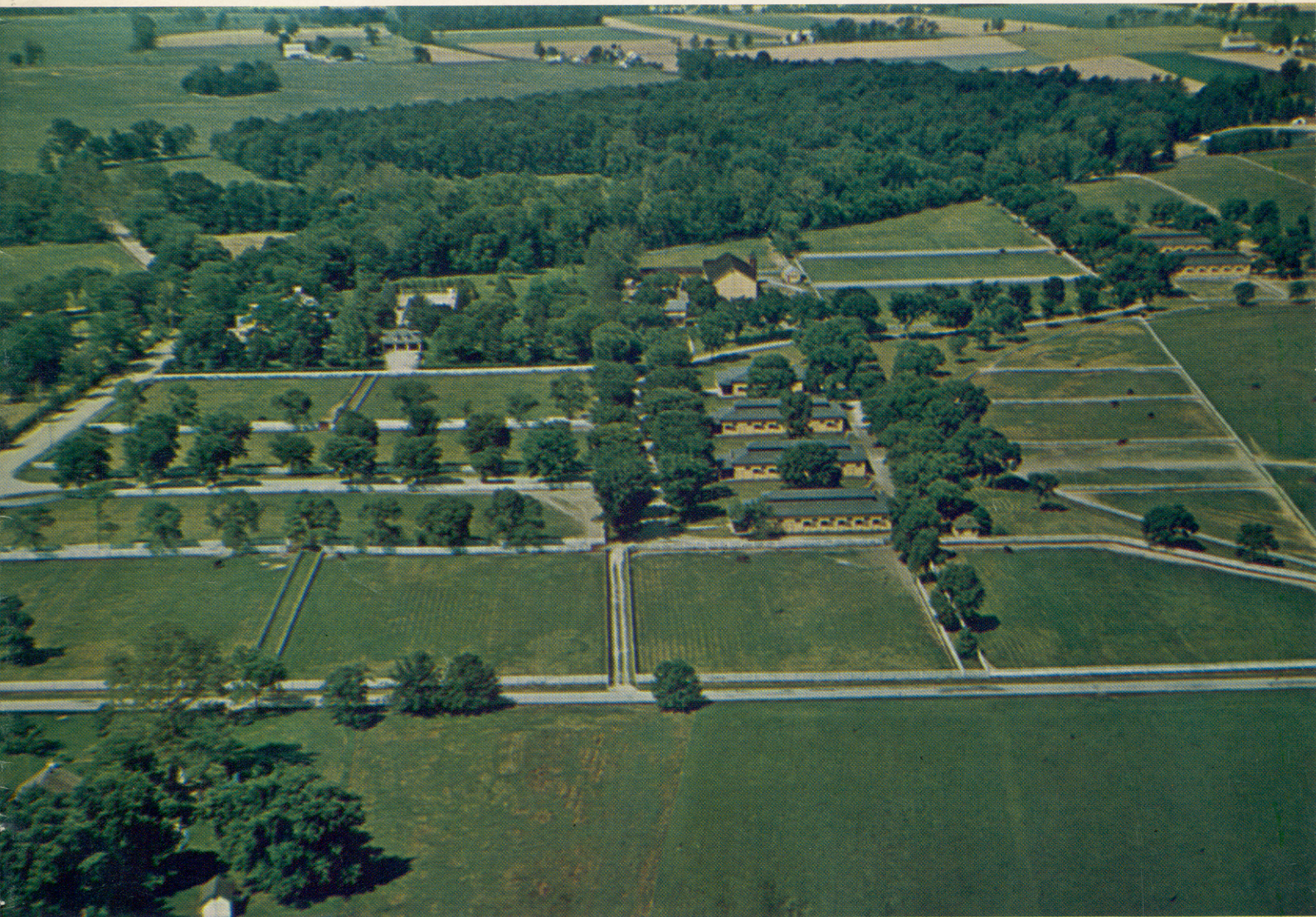


*Souvenir Brochure*

# **HANOVER SHOE FARMS**

**World's Largest Standardbred Nursery**

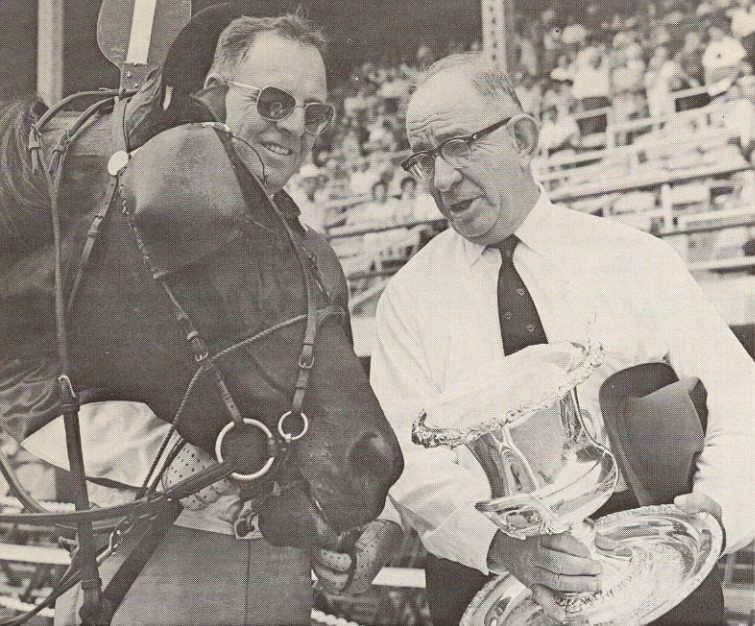


*Aerial View of Farm headquarters, showing Stallion Barns, Office and Foaling Barns, Paddocks, Entrance Road, and L. B. Sheppard residence.*

*Visitors are always welcome to Hanover Shoe Farms*

**Located on Route 194 (Hanover-Littlestown Pike), R. D. 2, Hanover, Pa.**





*John Simpson and Lawrence Sheppard accept Review Futurity trophy after 1:59 Ayres' triumph at three.*



*Dr. Greenhoff and "Monty" Moncrief.*



*Paul Spears, Burnell Hesson and Bill Melhorn.*



*Charlie Marshall*



*Dr. Norman Umphenour*



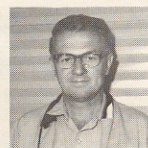
*Clarence Mummert*



*Harry Hahn*



*Bob Williams*



*Clyde Sterner*

# Welcome to HANOVER SHOE FARMS

When you visit a horse farm, you are entering a special kind of world. Naturally, the horses are the headliners and the center of attention. The success of the farm depends on the class of the stallions in service and the calibre of the broodmare band. Their offspring and their development up to the time they go to the auction ring as yearlings determines the standing of the farm in the never-ending competition among breeders.

The horses can't do it by themselves. They need people, too. Hanover Shoe Farms is fortunate in the number of uniquely skilled and experienced personnel that play a part in the production of trotters and pacers at the world's largest and most successful Standardbred farm.

The names of Lawrence Sheppard and Hanover Shoe Farms are so closely intertwined that it is hard to think of one without the other. From the first beginnings in 1926 through the 40th anniversary date this past spring, Mr. Sheppard has been the Master of Hanover. In any matters of importance affecting the future of the Farms, his is the final decision.

Mr. Sheppard is the principal owner and he is "The Boss," but Hanover Shoe Farms is not a one man operation by any means.

Second in command is John F. Simpson, Executive Vice-President and General Manager, whose career as a trainer and driver has kept him firmly in the top rank. He now divides his time between the training and racing worlds and the breeding farm.

Elsewhere in this brochure Mr. Sheppard's career in harness racing and breeding, as well as some of his other wide-ranging activities, will be reviewed in greater detail. John Simpson's many accomplishments in the sport will also come in for closer attention.

Hanover Shoe Farms' Superintendent, L. W. "Monty" Moncrief, is a former stock farm manager and before that an active trainer at the Grand Circuit level. A trio of veteran foremen assist him: Clarence Mummert, now in his 30th year at the Farms; Harry Hahn, with more than 25 years; and Bob Williams in his ninth year. Clyde Sterner, a 24 year employee, is maintenance foreman.

Resident veterinarian Dr. G. R. Greenhoff, with almost 30 years of experience, is on call night and day, and is now assisted by the youthful "Little Doc," Norman Umphenour, an energetic newcomer. Charlie Marshall, for a dozen years feature editor of "The Harness Horse" and a breeding enthusiast since his "teens," handles the Farms' advertising and public relations and other aspects as Mr. Sheppard's special assistant.

The business end of the Farms operations are handled by Vice-President and Treasurer Paul Spears and Burnell Hesson, Corresponding Officer responsible for the bulk of the office work involving the Farms. Secretary Bill Melhorn also handles special business affairs for the Farms.

There are close to 60 other employees: men with special skills concerning stallions, mares, foals and yearlings. It is their work that provides the means for developing the champions that the sport has come to expect from Hanover Shoe Farms.



# Past



*Dillon Axworthy 2, 2:11¼, 3, 2:10¼, Hanover Shoe Farms original premier stallion, purchased in May, 1926.*

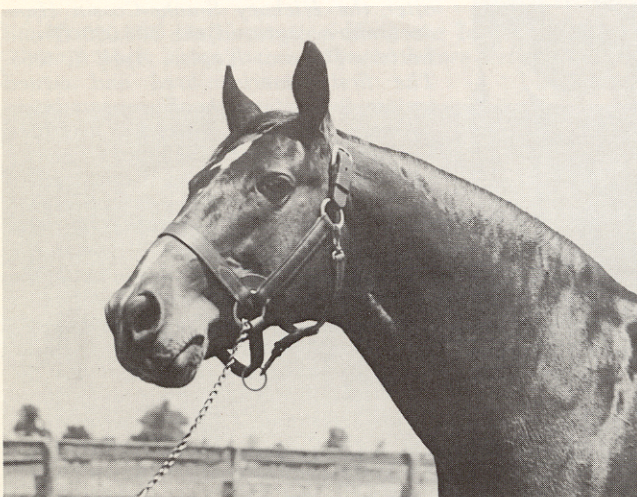
In late May of 1926, Lawrence B. Sheppard, then in his middle "twenties," made the purchase that started Hanover Shoe Farms off from the first as a top-class breeding establishment. Meeting with Mrs. A. B. Coxe, widow of the noted owner-breeder, A. B. Coxe, of Nawbeek Farm at Paoli, he bought all the 69 horses from the estate for \$150,000.

These included the stallion, Dillon Axworthy, already proven as a sire of early speed. Among the 27 broodmares was Miss Bertha Dillon, soon to be known as the dam of three 2:00 trotting mares and now recognized as the founder of Hanover's "Royal Family."

In founding the Farms, Mr. Sheppard was acting for himself and the Farms' co-founders, his father, the late Harper D. Sheppard, and his partner, the late Clinton N. Myers, who together had founded the Hanover Shoe Company in 1899.

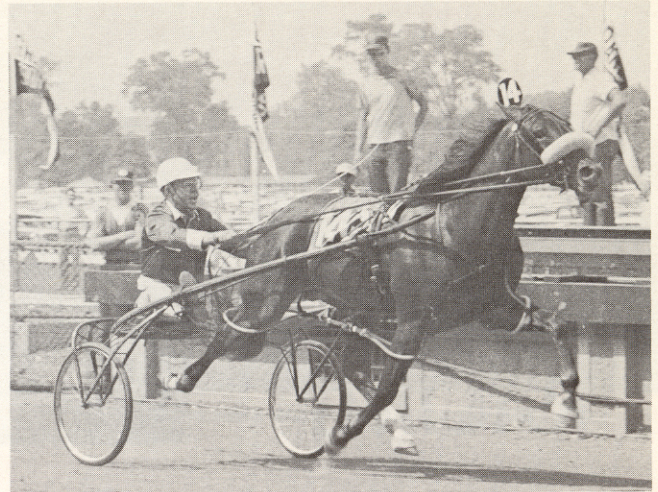
**A noted roster of former Hanover Shoe Farms stallions**

Dillon Axworthy	Calumet Chuck	His Excellency
Guy McKinney	Mr. McElwyn	Bill Gallon
Sandy Flash	Spencer Scott	Adios
The Great Volo	Dean Hanover	Hoot Mon
Bunter	Billy Direct	Titan Hanover
Peter the Brewer	Nibble Hanover	



*Dean Hanover 3,T1:59½, "The Perfect Trotter," a many-times World Champion at two, three and four and a top sire at the Farms (sired by Dillon Axworthy at 23 in his final crop).*

# Present



*Bullet Hanover (John Simpson) finishes his World Record mile for two-year-olds in 1:57 in the 1959 Fox Stake.*

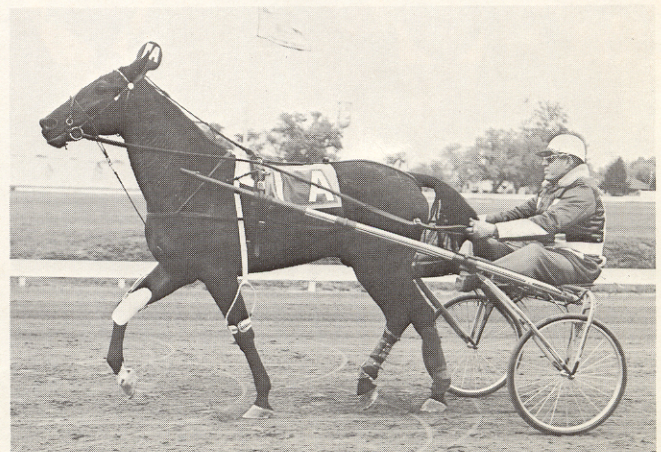
It is a far cry from the Hanover Shoe Farms of 1926 to the present mammoth establishment in many ways. The stallion roster now lists twelve more sires than were offered for service in 1927. The broodmare band has multiplied just about ten-fold with 300 matrons on the books at present.

At the peak of the breeding season in the late spring of 1966, there were nearly 1,600 horses on the Farms. A record number of foals, 432, arrived this season, 200 owned by the Farms, 232 by patrons.

The yearlings of 1966 also established a new record total, with 189 colts and fillies over at the Bonneauville farms toward Gettysburg. With the exception of a few fillies that will be retained as future matrons, according to the usual policy of maintaining family lines from the top broodmares, these will be sold at the Standard-bred Sale in Harrisburg in November.

In 1965 the Hanover yearlings, 159 of them, sold for a record-shattering total of \$1,696,800, the average of \$10,672 also setting a record.

The various individual farms that make up the Hanover Shoe Farms establishment add up to a total acreage of close to 3,000 in this gently rolling section of southern Pennsylvania. The yellow barns and buildings have become a trademark for visitors from all over the world.



*Ayres (John Simpson), the fastest two-year-old of either gait on a half-mile track with a juvenile race mark of 2:00½h; the Star's Pride colt set a Hambletonian mark of 1:56½ at three, a race record for trotters of any age.*



# HANOVER

*Greatest  
Name  
In*

# HARNESS RACING



There are few sights more attractive than a young foal romping along a green pasture field with its dam on a sunlit afternoon—or a group of yearlings racing and playing, sometimes pretty roughly, like a group of unruly schoolboys during recess—or a regal stallion trotting proudly through the center of his spacious paddock.

These are the every-day happenings at Hanover Shoe Farms, dedicated to breeding the best in trotting and pacing. Harness racing is America's most unique contribution to the world of racing. Trotting and pacing to a sulky was part and parcel of America during the 19th century when the horse, rather than the auto-

mobile, was "King." Few prophets at the beginning of the 20th century would have been rash enough to predict the tremendous growth of the sport that has taken place since the early "forties." Until the advent of night racing with pari-mutuel wagering, the use of the starting gate and all the other modern trimmings, harness racing had been more or less a rural-based sport, with most of the competition at fairs. The traditional Grand Circuit meetings provided the sport's major league competition. There was great racing, great horses and great horsemen, but it was pretty much of a closed world, appealing mainly to an older generation and making no attempt at mass appeal.

All that has changed now. Harness racing is "Big Time." There's "Big Money" at stake in a game often characterized as "America's Fastest Growing Sport."

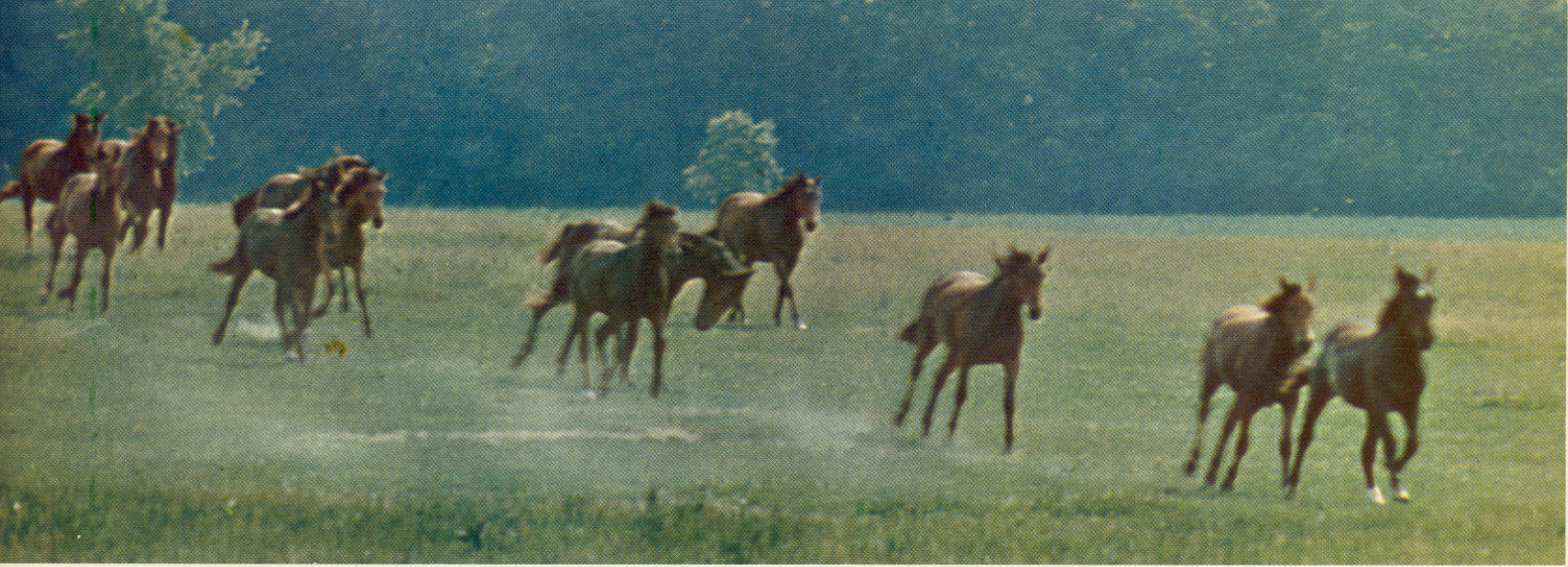
No matter how much it changes, there's one thing to remember. It can't exist without horses and that's where Hanover Shoe Farms comes in. There have been changes there, too, but they mainly concern size and growth.

Certainly, Lawrence Sheppard—or his father, Harper D. Sheppard, or his father's business partner in the Shoe Company and the Farms, Clinton Myers, never imagined developments quite like this. In an era of change Hanover Shoe Farms has



*John Simpson, Executive Vice-President and General Manager, and Lawrence B. Sheppard, President, of Hanover Shoe Farms, hold trophy won by the European champion, Elma 3, 1:58 4/5, after the Hickory Smoke-Cassin Hanover mare captured the \$64,000 Grand Lottery Prize at Naples, April 4, 1965. The first American-bred and owned trotter to capture the European international free-for-all title, she was bred by Mrs. Charlotte Sheppard, owned jointly with Mr. Sheppard and trained and raced in the U. S. by John Simpson with earnings of over \$164,000. Her European trainer, Jonel Chyriacos, stands between Mr. Simpson and Mr. Sheppard, with Elma's driver, Johannes Fromming, on right. Chyriacos has the largest public stable in Europe; Fromming has won more races than any living driver. Elma won nine major free-for-all trots and \$159,000 during 1965 and early 1966 in Italy, France, Germany and Sweden. Now a broodmare at the Farms, she is in foal to Star's Pride.*





*Yearlings streaming down over a slope at Hanover testing their heart and muscle that will eventually determine their success in the racing world.*

kept pace. Despite the hugeness of the operation, the emphasis still is on individual quality as the criterion of Hanover excellence.

The horsemen know it—not only in the United States but all over the world. They flock to the auction ring at Harrisburg to bid record prices for the yearlings that sell each fall. They send their mares for service at Hanover, confident that the stallions they select will instill the qualities of racing speed and class that have made Hanover-bred or Hanover-Sired a guarantee of excellence. Horsemen know that a yearling raised at Hanover has been grown and developed in a practical, common-sense manner. They haven't been babied. They are outdoors virtually all the time, in the natural way. Mares and foals at the Farms receive careful and experienced handling. Hanover is not a fancy, "Show" farm, it is a working establishment. It is devoted to accomplishments, not looks.

Located eleven miles north of the

Mason-Dixon line, Hanover is in an area strong in limestone base, with good water, rolling land, wooded in many places; the over-all blend for top horse-raising country. There is an emphasis on the best of natural feed, selected hay and other basic aspects of equine development.

Just for the record, let's look at a few facts and figures on Hanover's status in the horse breeding arena. The United States Trotting Association has only compiled over-all figures on breeders in 1964 and 1965.

The '64 tabulation showed that Hanover-bred trotters and pacers had earned \$3,085,709 to top the list. Two and three-year-old Hanover-breds picked up \$1,186,657 in 1964.

The '65 totals were \$2,968,804 for All Performers; with the Two and Three-Year-Olds coming up with a new record of \$1,266,702.

Five of the first ten leading money-winning sires in 1965 were Hanover stallions. In the Two and Three-Year-Old Category there were five Hanovers out of the first ten, includ-

ing the two leaders, Star's Pride (\$841,075) and Adios (\$812,415).

Breaking down the figures on an individual basis, the Hanover-bred or Hanover-sired two and three-year-olds topped the earners in all major divisions. Romeo Hanover, by Dancer Hanover, led the juvenile pacers with \$146,786, second highest of all time, to Bret Hanover. Bonjour Hanover was runner-up with \$68,272, a new record for juvenile pacing fillies.

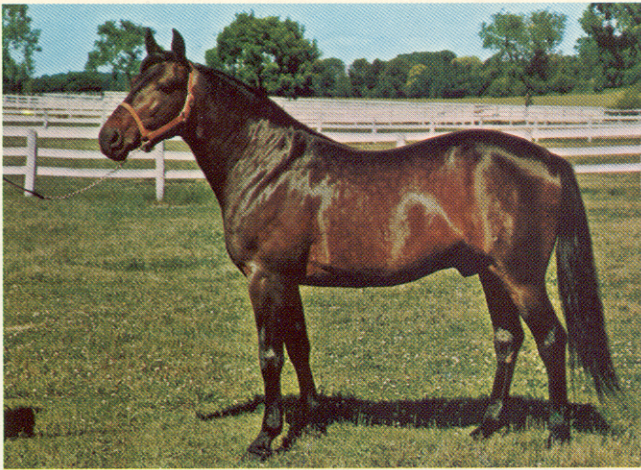
On the trotting side, the Star's Pride miss, Kerry Way, notched a record \$116,549, new mark for a juvenile trotting filly, over Armbro Flight (also by Star's Pride) that earned \$107,452 in '64. Third in juvenile trotting earners was Amastar, by Star's Pride, with \$73,644.

The incomparable Bret Hanover garnered a record \$341,784, a new mark by a three-year-old (excelling Overtrick's \$208,883), as well as a single season mark for a harness horse of any age. The Adios champion was followed in the money figures by Adios Vic at \$123,915.

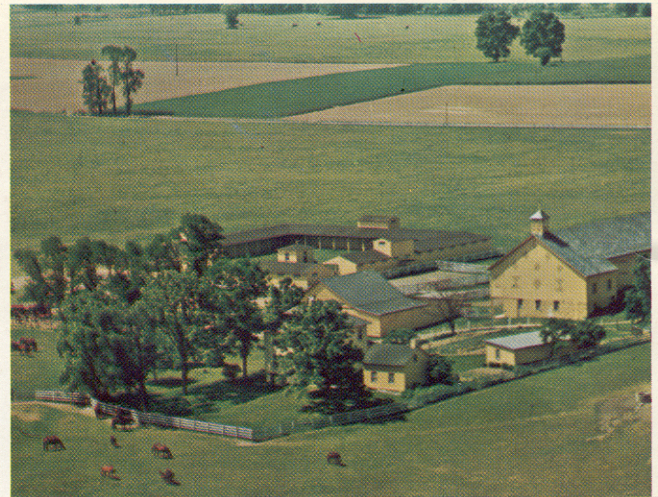
*Mares and foals speeding along the fences on a sunny spring day at Hanover Shoe Farms. The youngsters stay with their dams for six months before being weaned and transferred to the special farms at nearby Bonneauville for yearlings.*







*Star's Pride 1:57½, Hanover Shoe Farms' premier trotting stallion, sire of Triple Crown victor and World Champion two and three-year-old Ayres 2, 2:00½h, 3, 1:56¼ (race record for trotters, taken in Hambletonian)*



*Barns, farm-buildings, shed-rows, paddocks and pastures at Hanover.*

In the three-year-old trotting ranks the powerhouse Armbro Flight racked up a record sum of \$232,200; the daughter of Star's Pride taking the laurels from an earlier Star's Pride, Emily's Pride (In '58, \$118,830). Her two and three-year total of \$339,652 surpassed the former total of \$335,199 of Speedy Scott.

Hambletonian winner, Egyptian Candor, a Star's Pride colt, was third on this roster at \$124,772.

Mention of the Hambletonian brings up the unique fact that the winner and the two heat winners, Armbro Flight and Short Stop, plus the winners of fourth and fifth monies, were all out of daughters of the farm's former trotting premier, Hoot Mon 3, 2:00. Never before have the five money winners in a row been out of mares by the same sire.

The sport's two blue ribbon classics are still the Hambletonian Stake and the Little Brown Jug. The former was first contested in 1926, the same year that Hanover Shoe Farms was founded. Let's scan the winner's roster as an index to the effect Han-

over Shoe Farms has had on the three-year-old trotting test.

1926 Guy McKinney. Purchased the fall of 1926, Hanover sire.

1930 Hanover's Bertha. Hanover-bred and owned winner. (Peter Volomiss Bertha Dillon).

1933 Mary Reynolds. By Hanover sire, (Peter the Brewer).

1937 Shirley Hanover. Hanover-bred and owned winner (Mr. McElwyn-Hanover's Bertha).

1938 McLin Hanover. By Hanover sire (Mr. McElwyn). Hanover-owned winner.

1940 Spencer Scott. In service at Hanover.

1941 Bill Gallon (Ashley Hanover). In service at Hanover. (By Sandy Flash).

1945 Titan Hanover. In service at Hanover. (By Calumet Chuck).

1947 Hoot Mon. Purchased at 4, in service at Hanover.

1948 Demon Hanover. Amateur-driven winner. (By Dean Hanover).

1949 Miss Tilly. By Hanover sire, (Nibble Hanover).

1953 Helicopter. By Hanover sire, (Hoot Mon).

1954 Newport Dream. By Hanover sire, (Axomite). Hanover Sire.

1955 Scott Frost. By Hanover sire (Hoot Mon).

1957 Hickory Smoke. By Hanover sire (Titan Hanover). Hanover sire.

1958 Emily's Pride. By Hanover sire (Star's Pride).

1959 Diller Hanover. Hanover-bred, (Star's Pride).

1960 Blaze Hanover. Hanover-bred (Hoot Mon).

1961 Harlan Dean. Hanover sire, half-interest purchased '65.

1962 A. C.'s Viking. By Hanover sire (Hoot Mon).

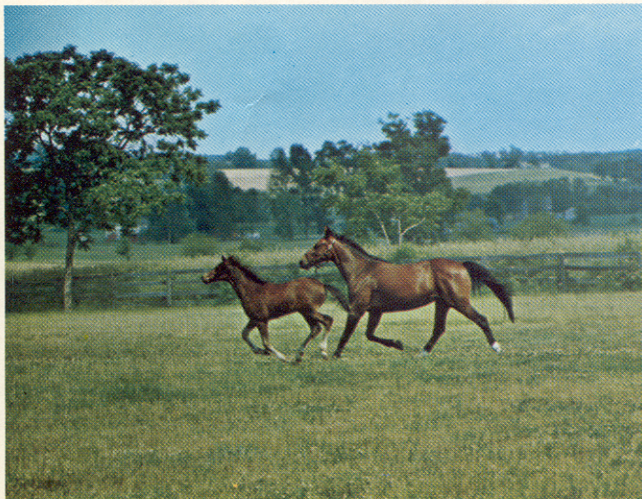
1964 Ayres. By Hanover sire (Star's Pride). (Holds 1:56¼ Stake Record).

1965 Egyptian Candor. By Hanover sire (Star's Pride).

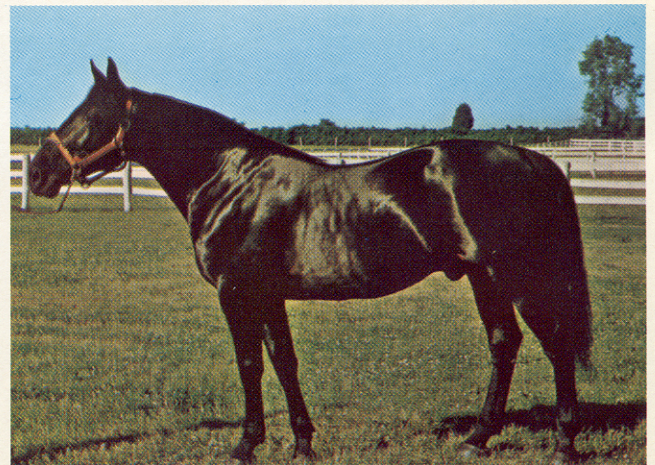
Thus twenty-two of the forty winners have either been Hanover-bred or sired or later were selected and stood for service at the Farms.

The Little Brown Jug is half as

*A mare and foal move gracefully over the grass on Hanover's famed limestone pastures.*



*Tar Heel, Hanover's pacing premier. The son of Billy Direct p. 4, 1:55 (former champion pacer and first of his gait to stand at the Farms) is the leading living 2:00 sire.*







*A Hanover broodmare stands over her new-born foal, lying in the straw.*

old, first raced in 1946. so let's look at Hanover and the 20 Jug victors.

1946 Ensign Hanover. Hanover-bred (Billy Direct).

1947 Forbes Chief. Was in service at Hanover.

1948 Knight Dream. By Hanover sire (Nibble Hanover). Now Hanover sire.

1950 Dudley Hanover. Hanover-bred (Billy Direct).

1951 Tar Heel. By Hanover sire (Billy Direct). Hanover sire.

1954 Adios Harry. By Hanover sire (Adios).

1956 Noble Adios. By Hanover sire (Adios).

1957 Torpid. By Hanover sire (Knight Dream). Now Hanover sire.

1958 Shadow Wave. By Hanover sire (Adios).

1959 Adios Butler. By Hanover sire (Adios).

1960 Bullet Hanover. Hanover-bred (Adios-Barbara Direct). Now Hanover sire.

1961 Henry T. Adios. By Hanover sire (Adios).

1962 Lehigh Hanover. Hanover-bred (Adios-Lucine Hanover). Now Hanover sire.

1963 Overtrick. By Solicitor, then in service at Hanover.

1964 Vicar Hanover. Hanover-bred (Torpid-Valentine Day).

1965 Bret Hanover. Hanover-bred (Adios-Brenna Hanover).

The past ten years in a row all Jug winners have been Hanover-bred or sired. Five Jug winners are now in service at Hanover.

Master of Hanover, Lawrence Baker Sheppard, now in his late "sixties," has been the center of controversy many times during his years of true service to the sport. But no one ever questioned his devotion to

the best interests of the trotting and pacing world. In the eight years he served as President of the United States Trotting Association, the organization came through the era of explosive growth, won an anti-trust suit of major importance against the Federal government, and laid down the guidelines for the sport in state after state that had endorsed harness racing. As Pennsylvania's first Chairman of the Harness Racing Commission, he was responsible for the introduction of first-class competition, despite political obstacles that would have deterred most men.

His accomplishments outside of harness racing as president and now chairman of the board of the Hanover Shoe Company, a firm that did over 18 million dollars worth of business last year, for example, are manifold. He also has been active as a



*The kibitzer—a curious foal watches the blacksmith work on his dam's hoof.*

banker, newspaper owner and especially prominent in civic affairs as head of the Hanover Water Company (The donated Sheppard-Myers Dam provides the area supply) and on the board of the Hanover Hospital.

He has been a horseman since boyhood, owning his first pacer at 13. The two summers he spent at Yellowstone national park as a wrangler with a 10 horse string also provide real memories. A skilled reinsman, he raced frequently on the Grand Circuit and at major fairs and night meetings. In the "twenties" he exhibited the Farm's famed trotter, Peter Manning 1:56 $\frac{3}{4}$ , purchased to use as a track-record breaker in the East. His favorite trotter, though, remains Dean Hanover, the last of the Dillon Axworthys. Sold for \$410 as a yearling, the colt was brought back at three in 1937 for \$20,000, already a

World Champion. His eleven-year-old daughter, Alma, drove the colt to a World Record of 1:58 $\frac{1}{2}$  at Lexington and a week later Mr. Sheppard reined him to a 2:00 $\frac{1}{4}$ , 2:00 $\frac{3}{4}$ , 2:00 $\frac{3}{4}$  three heat mark that will always stand. At four he equalled the 1:58 $\frac{1}{2}$  mark with Dean Hanover, lowering the record set by Hanover's Guy McKinney 4, 1:58 $\frac{3}{4}$  in 1927.

No man in the annals of harness racing has ever had such an impact on the sport. It is doubtful that any other single individual will again. Lawrence Sheppard is a fighter and a doer. He has his enemies, as any "big man" will, but there are none who do not respect him as a man.

John Simpson, his closest associate in running Hanover Shoe Farms, is a strong figure, too. In his mid-forties, the soft-spoken native of South Carolina has earned about every honor that training and driving can provide. Before World War II he became the sport's youngest 2:00 driver, when he steered My Birthday to an even-time triumph in the New England Pacing Derby. Since then, after time out for service as an Army officer, he has driven 85 more race miles, the second ranked driver in this respect. He also stands second in initial 2:00 performers, entering no less than 37 into the "charmed circle." He has topped the leading dash-winning list and the leading money-winning driver title has been his. He has won virtually every major stake, including the Hambletonian, the Jug, the Messenger, the Kentucky Futurity, the Fox Stake, etc. A master developer of early speed and a specialist in balancing trotters, his two finest pupils have been Ayres and Bullet Hanover, both now Hanover sires.

Hanover Shoe Farms—Greatest Name in Harness Racing—is not a boastful slogan. It simply states the facts. It is the number one harness horse farm in the world—and it is Lawrence Sheppard's aim to keep it that way—along with all his associates from John Simpson on down the line. The Hanover tradition has been set a long time ago and it will continue as long as the name remains in the sport.

*As the day draws to a close, yearlings drink from a pool at Hanover Shoe Farms.*





# Hanover Shoe Farms

1967 — Stallions In Service — 1967

## STAR'S PRIDE 1:57<sup>1</sup>/<sub>5</sub>

Worthy Boy-Stardrift, by Mr. McElwyn

Fee \$7,500

## TAR HEEL

p, 3, T1:57<sup>2</sup>/<sub>5</sub> (3, 2:00h), 4, T1:57

Billy Direct-Leta Long, by Volomite

Fee \$5,000

## BULLET HANOVER

p, 2, 1:57, 3, T1:55<sup>3</sup>/<sub>5</sub> (3, 1:58<sup>3</sup>/<sub>5</sub>h)

Adios-Barbara Direct, by Billy Direct

Fee \$5,000

## HICKORY SMOKE

2, 2:03<sup>1</sup>/<sub>5</sub>, 3, 2:00<sup>1</sup>/<sub>5</sub>, 4, T1:58<sup>2</sup>/<sub>5</sub>

Titan Hanover-Misty Hanover, by Dean Hanover

Fee \$2,000

## AYRES

2, 2:00<sup>1</sup>/<sub>5</sub>h, 3, 1:56<sup>4</sup>/<sub>5</sub>

Star's Pride-Arpege, by Hoot Mon

Fee \$2,000

## DANCER HANOVER

p, 3, T1:57<sup>1</sup>/<sub>5</sub>, 4, T1:56<sup>4</sup>/<sub>5</sub>

Adios-The Old Maid, by Guy Abbey

Fee \$2,000

## KNIGHT DREAM

p, 2, 2:00<sup>2</sup>/<sub>5</sub>, 3, T1:59

Nibble Hanover-Lydia Knight, by Peter the Brewer

Fee \$1,800

## TORPID

p, 2, 1:58, 3, 1:58 (3, 2:00h)

Knight Dream-Torresdale, by Abbedale

Fee \$2,000

## HARLAN DEAN

2, 2:01<sup>2</sup>/<sub>5</sub>, 3, 1:58<sup>2</sup>/<sub>5</sub>

Harlan-Lydean Hanover, by Dean Hanover

Fee \$1,000

(Standing at Hempt Farms, Mechanicsburg, Pa.)

## LEHIGH HANOVER

p, 2, 1:59<sup>1</sup>/<sub>5</sub>, 3, 1:58<sup>4</sup>/<sub>5</sub>h

Adios-Lucine Hanover, by Dean Hanover

Fee \$1,000

## CALEB

3, 1:58<sup>1</sup>/<sub>5</sub>, 3, T2:00<sup>3</sup>/<sub>5</sub>h

Hoot Mon-Columbia Hanover, by His Excellency

Fee \$1,000

## SAMPSON HANOVER

p, 3, 1:59<sup>3</sup>/<sub>5</sub> (4, 1:59<sup>3</sup>/<sub>5</sub>h), 4, T1:56<sup>4</sup>/<sub>5</sub>

Volomite-Irene Hanover, by Dillon Axworthy

Fee \$1,000

## GAMECOCK

p, 3, T1:57<sup>2</sup>/<sub>5</sub>

Tar Heel-Terka Hanover, by Nibble Hanover

Fee \$500