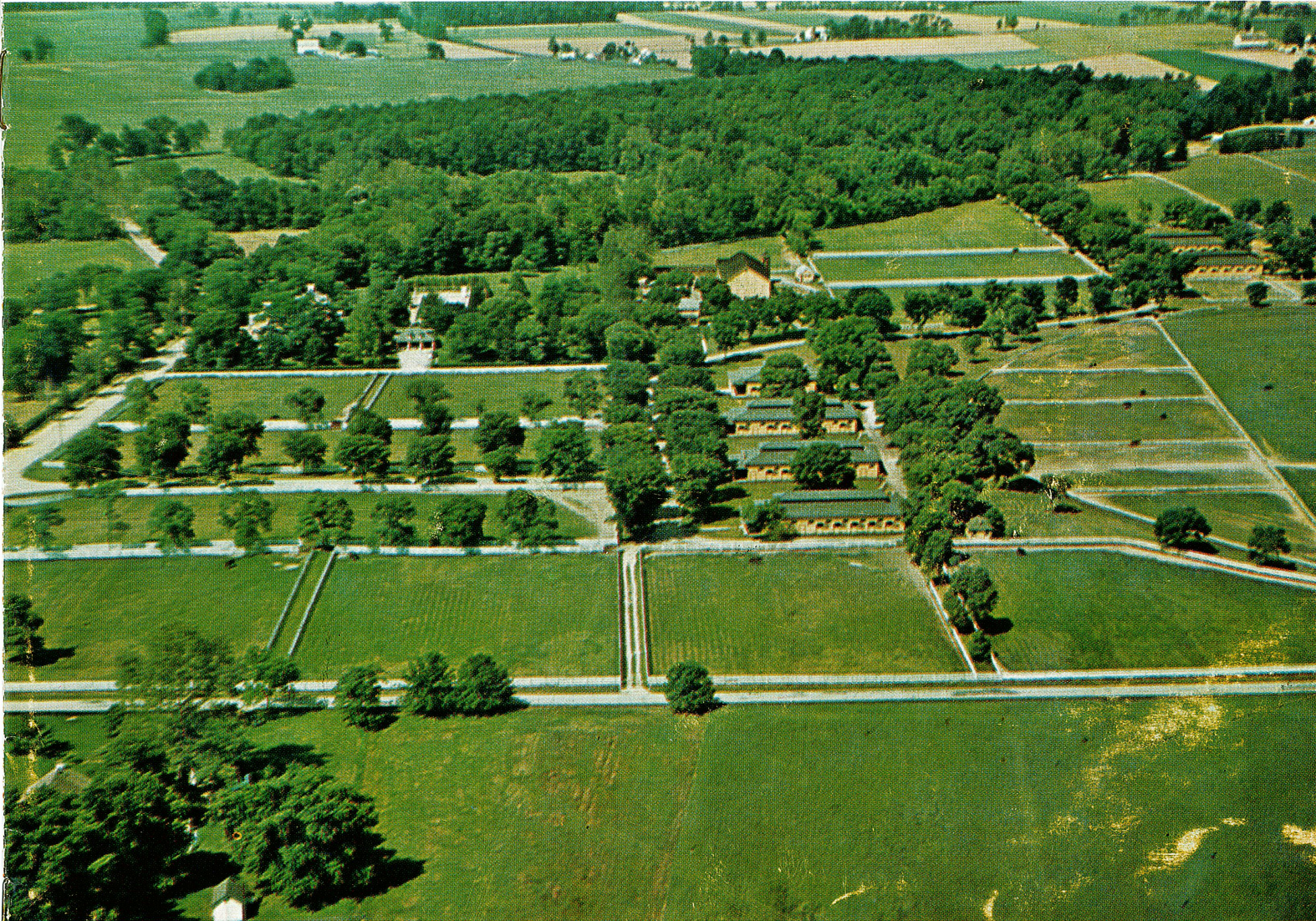


*Souvenir Brochure*

# 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. 4, Hanover, Pa.

# STAFF OF HANOVER SHOE FARMS, INC.



**JOHN F. SIMPSON**  
*Executive Vice President  
and General Manager*



**DON R. MILLAR**  
*Vice-President  
and Administrator*



**PAUL SPEARS**  
*Vice President and  
Treasurer*



**EUGENE K. HARVEY**  
*Pilot*



**CHARLES MOFFETT**  
*Yearling Superintendent*



**CLYDE STERNER**  
*Maintenance Foreman*



**DICK HARNER**  
*Foreman*



**JAMES MOFFETT**  
*Yearling Leader*



Lawrence B. Sheppard, President & Co-Founder of Hanover Shoe Farms, with his all time favorite, Dean Hanover 3, T:1:58½.



**L. W. "MONTY" MONCRIEF**  
*Farm Superintendent*



**DR. G. R. GREENHOFF**  
*Resident Veterinarian*



**BILL MELHORN**  
*Secretary*



**MURRAY BROWN**  
*Director of  
Public Relations*



**HARRY HAHN**  
*Farm Foreman*



**BILLY JESSIE**  
*Yearling Leader*



**CLARENCE MUMMERT**  
*Farm Foreman*



**DR. R. A. JOHNSON**  
*Resident Veterinarian*



**BURNELL HESSON**  
*Corresponding Officer*



**BOB WILLIAMS**  
*Farm Foreman*



**OTIS GAMBLE**  
*Foreman*



**KENNY HAMM**  
*Yearling Leader*

## HANOVER

### GREATEST NAME IN HARNESS RACING

# Past



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

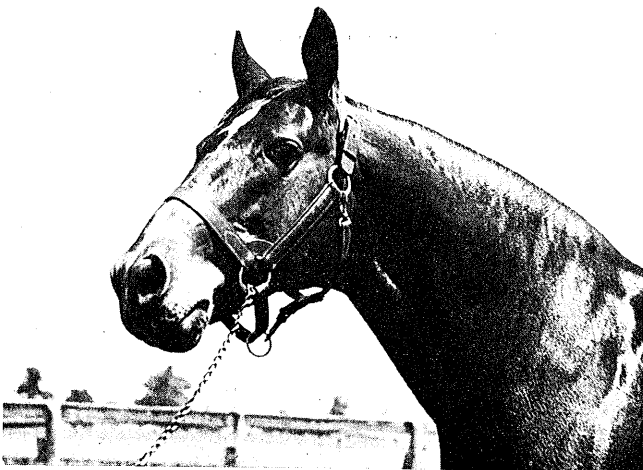
In late May of 1926, Lawrence B. Sheppard, then in his middle "twenties," made the purchase that started Hanover Shoe Farms off from the first as a top-class breeding establishment. Meeting with Mrs. A. B. Coxe, widow of the noted owner-breeder, A. B. Coxe, of Nawbeek Farm at Paoli, he bought all the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

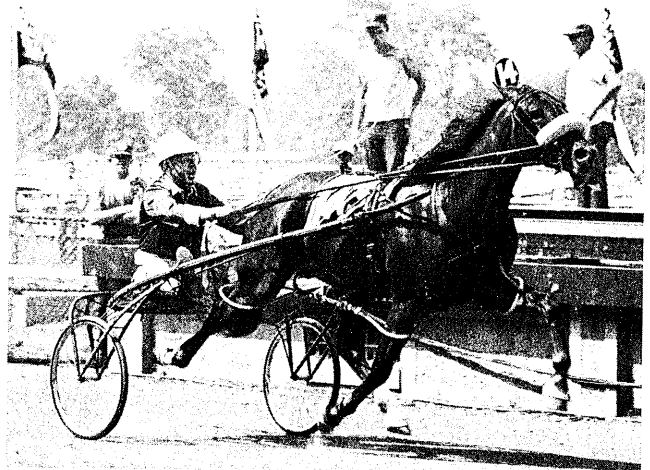
**A noted roster of former Hanover Shoe Farms stallions**

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.*

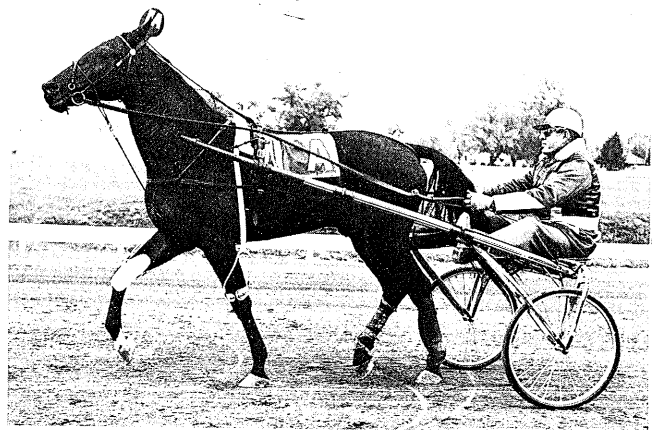
It is a far cry from the Hanover Shoe Farms of 1926 to the present mammoth establishment in many ways. The stallion roster now lists twelve more sires than were offered for service in 1927. The broodmare band has multiplied just about ten-fold with 300 matrons on the books at present.

At the peak of the breeding season in the late spring of 1967 there were nearly 1,500 horses on the farms. A record number of foals, 433, arrived this season, 200 owned by the Farms, 233 by patrons.

The yearlings of 1967 also established a new record total, with 194 colts and fillies residing at the Bonneauville Yearling Farms near 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 Standardbred Sale in Harrisburg in November.

In 1966 the Hanover yearlings, 176 of them, sold for a record-shattering total of \$1,770,200 an average of \$10,058 per yearling.

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 landmark 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 1:56¾ 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 automobile 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 1940's. 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 were 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 is "Big Money" at stake in a game often characterized as "America's Fastest Growing Sport."

No matter how much it changes,

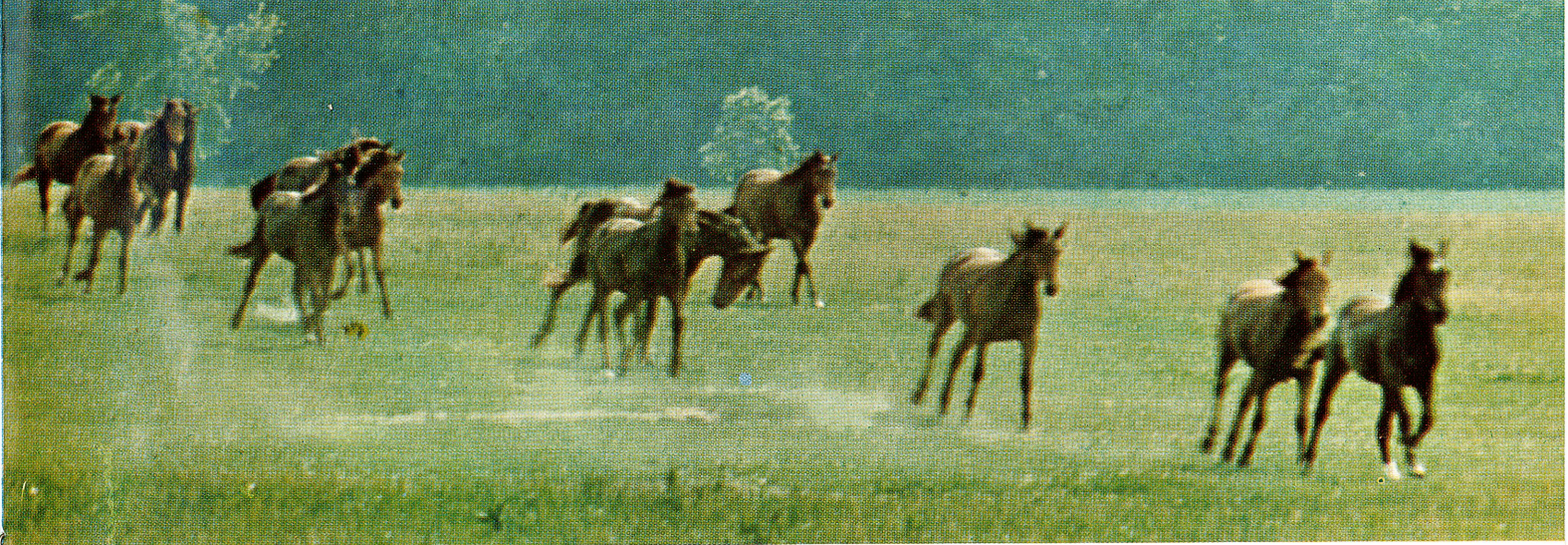
there's one thing to remember. It can't exist without horses and that's where Hanover Shoe Farms comes in. There have been changes there, too, but they mainly concern size and growth.

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 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



*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 1/2, 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.*

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 us look at a few facts and figures on Hanover's status in the horse breeding arena. The United States Trotting Association has

only kept all-inclusive figures of breeders since 1964 and Hanover has led the list each year. We will concentrate on the over-all breeders records for the 1965 and 1966 seasons.

The 1965 figures showed that Hanover-bred trotters and pacers had earned \$2,968,804 to top the list. Two and three-year-old Hanover-breds earned \$1,266,702 in 1965.

The 1966 totals were \$3,422,513 for all performers; with the two and three-year-olds coming with \$1,323,238. These figures set new records for both categories.

Four of the first ten leading money-winning sires in 1966 were Hanover Stallions. In the two and three-year-old category there were five Hanovers in the first ten, including leader Star's Pride with 2 and 3-year-old winners of \$604,448.

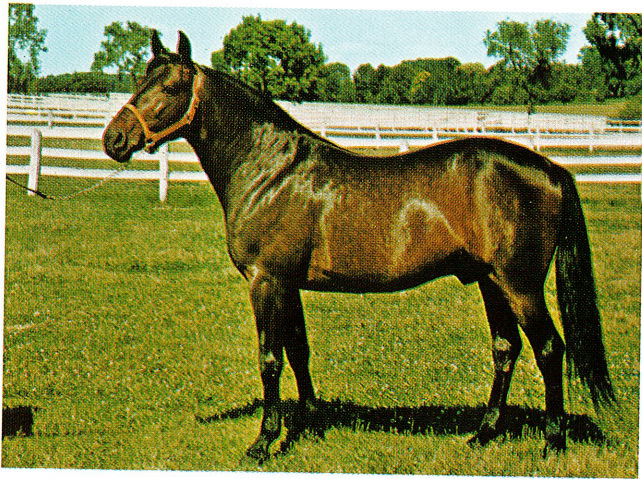
The figures on broodmare sires reflect even greater the superiority of the Hanover sires. Five of the first ten money leading broodmare sires in 1966 were Hanover stallions, including the only two living ones—the venerable Nibble Hanover, and the still active Tar Heel.

In the two and three-year-old category, six of the first ten spots are occupied by Hanover stallions including the two top positions held by Tar Heel (\$700,302) and Adios (\$657,547).

For an unprecedented third year in a row the Hanover-bred Bret Hanover was voted "Harness Horse of the Year" for 1966 by the U.S.T.A. in conjunction with the U.S. Harness Writers Association. Of the seven categories voted upon, four were captured by the get of the Hanover stallions. In addition to being chosen "Harness Horse of the Year," Bret Hanover was also picked as "Aged Pacer of the Year." The triple crown winner Romeo Hanover gathered the honors as the "Three-Year-Old Pacer of 1967" while the Hambletonian winner Kerry Way was chosen as the top "Three-Year-Old Trotter of 1967." This was the second consecutive year that a Star's Pride filly had gained this honor and the third consecutive year that a 3-year-old by Star's Pride had been chosen. The two previous winners were the world champions Armbro Flight in 1966 and Ayres (now a Hanover stallion) in 1965.

*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)*

Mention of the Hambletonian brings up the remarkable fact that the winners of the last three harness classics have been won by the get of Star's Pride, and that five of the last ten winners were also by Star's Pride. Of the remaining five years two of the races were won by the get of another Hanover stallion, the late Hoot Mon, while a third was won by the Hanover stallion Hickory Smoke. Mention of Hoot Mon brings up the fact that he himself won the Hambletonian, he has sired four Hambletonian winners, and he has sired the dams of two Hambletonian winners, Ayres and Egyptian Candor.

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 Hanover 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 Volo-Miss 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 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 1:56½ Stake Record).

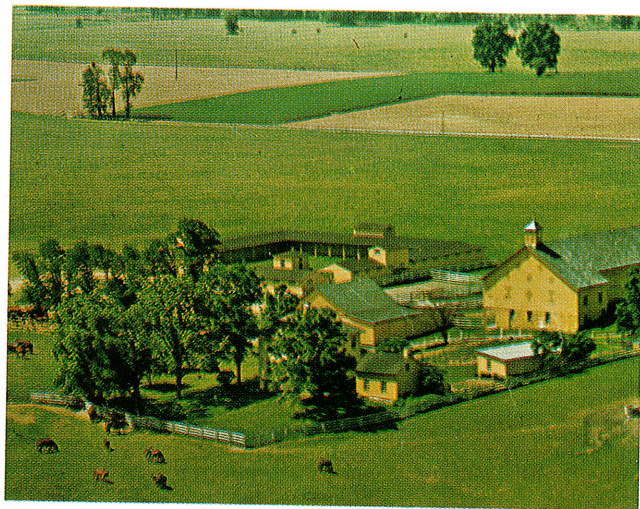
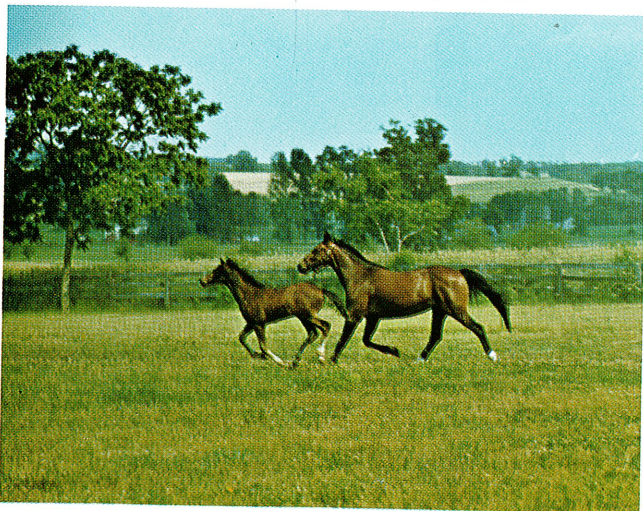
1965 Egyptian Candor. By Hanover sire (Star's Pride).

1966 Kerry Way. By Hanover sire (Star's Pride).

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

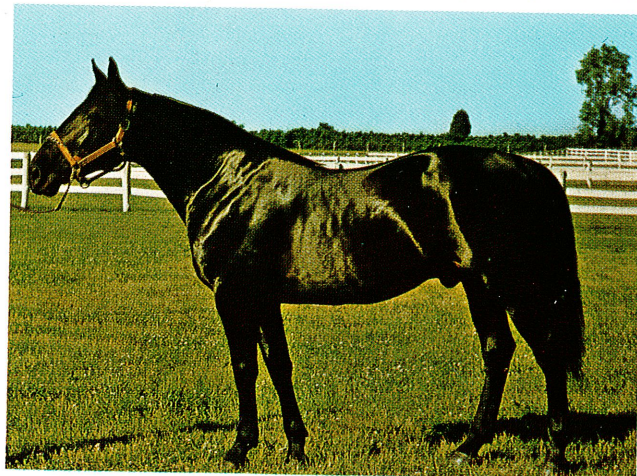
The Little Brown Jug is half as old,

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



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

*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.*

first raced in 1946, so let's look at Hanover and the 21 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).

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).

1966 Romeo Hanover. Hanover-bred (Dancer Hanover-Romola Hanover).

The past 11 years in a row, all Jug winners have been Hanover-bred or Hanover-sired. Four 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 has 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 an 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 Harness Racing Commission, he was responsible for the introduction of first class harness racing 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 20

Peter Manning 1:56 $\frac{3}{4}$ , purchased to use as a track record breaker in the East. His favorite standardbred, nevertheless, is the late Dean Hanover, the last of the Dillon Axworthy's. Sold for \$410 as a yearling, the colt was bought back as a three-year-old in 1937 for \$20,000. His eleven year old daughter, Alma drove the colt to a World Record of 1:58 $\frac{1}{2}$  at Lexington. 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 has stood for thirty years, (1937-1967). At 4, he equalled the 1:58 $\frac{1}{2}$  record 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 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, at 22, he steered My Birthday to an event-time triumph in the New England Pacing Derby. Since then, after time out for service as an Army officer, he has driven 85 more 2:00 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 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.*



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

million dollars worth of business last year, and rose from 22nd to 21st place in competition amongst all shoe companies although restricted to men's shoes, are manifold.

He has also been active as a banker (just this past year elected Chairman of the Board of the National Central Bank of Pennsylvania), newspaper owner, and has been especially prominent in civic and charitable projects. He is responsible for the construction of the Sheppard-Myers Dam which provide the area's water supply. He has also served on the board of the Hanover General Hospital.

He has been a horseman since boyhood, coming into possession of his first pacer at the tender age of thirteen. The five summers he spent at Yellowstone National Park as a wrangler with a ten horse string also provide real memories.

A skilled horseman and very capable 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,



# Hanover Shoe Farms

*1968 – Stallions In Service – 1968*

## **AYRES**

2, 2:00<sup>1</sup>/<sub>5</sub>h; 3, 1:56<sup>4</sup>/<sub>5</sub>  
Star's Pride-Arpege-Hoot Mon

## **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-Billy Direct

## **CALEB**

3, 1:58<sup>1</sup>/<sub>5</sub>; 3,T2:00<sup>3</sup>/<sub>5</sub>h  
Hoot Mon-Columbia Hanover-His Excellency

## **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-Guy Abbey

## **GAMECOCK**

p, 3,T1:57<sup>2</sup>/<sub>5</sub>  
Tar Heel-Terka Hanover-Nibble Hanover

## **HARLAN DEAN**

2, 2:01<sup>2</sup>/<sub>5</sub>; 3, 1:58<sup>2</sup>/<sub>5</sub>  
Harlan-Lydean Hanover-Dean Hanover  
(Standing at Hempt Farms, Mechanicsburg, Pa.)

## **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-Dean Hanover

## **KNIGHT DREAM**

p, 2, 2:00<sup>2</sup>/<sub>5</sub>; 3,T1:59  
Nibble Hanover-Lydia Knight-Peter The Brewer

## **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-Dean Hanover

## **SAMPSON HANOVER**

p, 3, 1:59<sup>3</sup>/<sub>5</sub>; 4,T1:56<sup>4</sup>/<sub>5</sub>; 4, 1:59<sup>3</sup>/<sub>5</sub>h  
Volomite-Irene Hanover-Dillon Axworthy

## **SPEEDY COUNT**

2, 2:00<sup>2</sup>/<sub>5</sub>; 3, 1:58<sup>4</sup>/<sub>5</sub>  
Speedster-Countess Song-Victory Song

## **STAR'S PRIDE**

1:57<sup>1</sup>/<sub>5</sub>  
Worthy Boy-Stardrift-Mr. McElwyn

## **TAR HEEL**

p, 3,T1:57<sup>2</sup>/<sub>5</sub>; 3, 2:00h; 4,T1:57  
Billy Direct-Leta Long-Volomite