

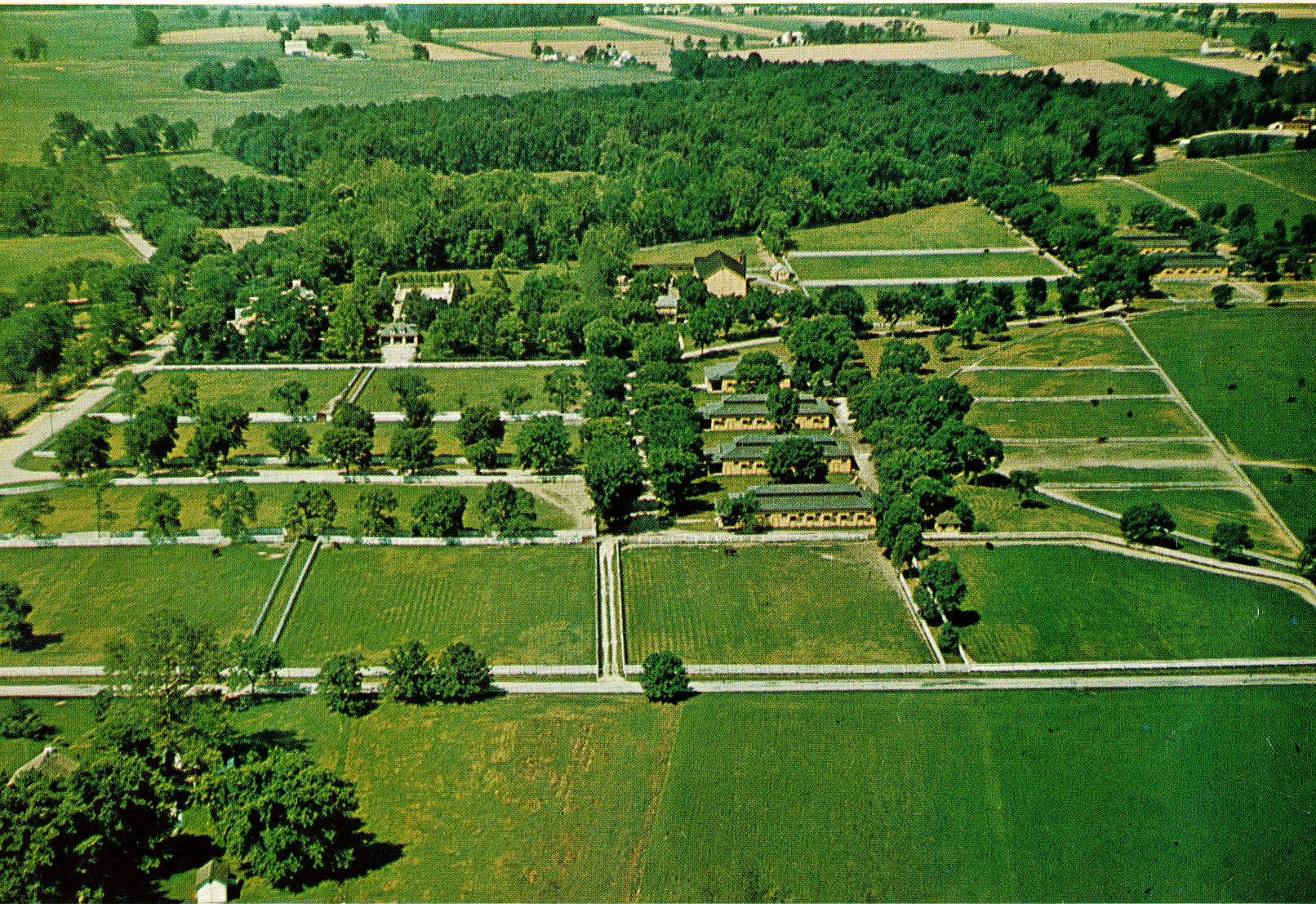
Souvenir Brochure

Hanover
*Greatest name in
harness racing*



SHOE FARMS

World's Largest Standardbred Nursery



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

*Visitors are welcome to Hanover Shoe Farms
daily between 8:00 A.M. and 3:00 P.M.*

Located on Route 194 (Hanover-Littlestown Pike), R. D. 4, Hanover, Pa.

STAFF OF

Hanover

Greatest name in
harness racing



SHOE FARMS, INC.

GREATEST NAME IN HARNESS RACING



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*President and
General Manager*



PAUL E. SPEARS
*Exec. Vice President
and Treasurer*



HORACE E. SMITH
Secretary



DR. G. R. GREENHOFF
Veterinarian



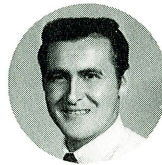
BURNELL F. HESSON
Corresponding Officer



JUNIOR HITT
Night Foreman



DICK STOCKSLAGER
Foreman



HAROLD STRAUSBAUGH
Foreman



DELANEY KENNEY
Stallioner



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MURRAY BROWN
Public Relations



CLYDE STERNER
Maintenance Foreman



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Veterinarian



L. W. MONCRIEF
Yearling Preparation



JAMES HARVEY
*Assistant to
Superintendent*



TOM CASHMAN
Stallioner



JOHN TURNER
Stallioner



EUGENE K. HARVEY
Pilot



BILLY JESSEE
Yearling Supt.



BOB CROUGH
Foreman



DAVE WELK
Foreman

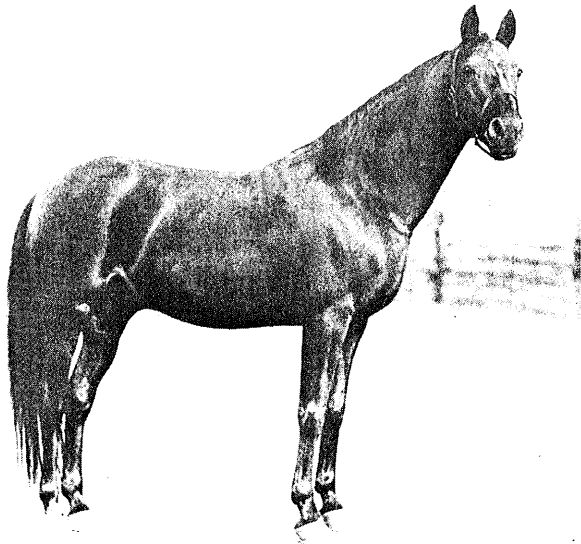


RAY MOOSE
Foreman



Lawrence B. Sheppard, the late President and Co-Founder of Hanover Shoe Farms, with his all time favorite, Dean Hanover 3, T1:58 1/2.

Past



Dillon Axworthy 2,2:11 1/4, 3,2:10 1/4, Hanover Shoe Farms original premier stallion, purchased in May, 1926.

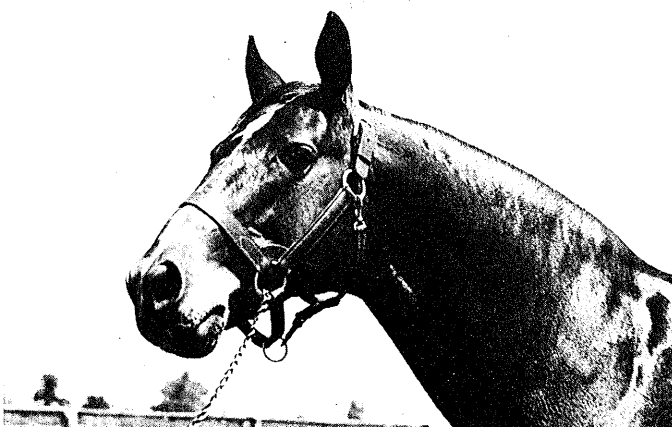
In late May of 1926, Lawrence B. Sheppard, then in his middle twenties, made the purchase that started Hanover Shoe Farms off from the first as a top-class establishment. Meeting with Mrs. A. B. Coxe, widow of the noted owner-breeder, A. B. Coxe, of Nawbeek Farm at Paoli, he bought all the 69 horses 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" and trotting and pacing's leading 2:00 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.

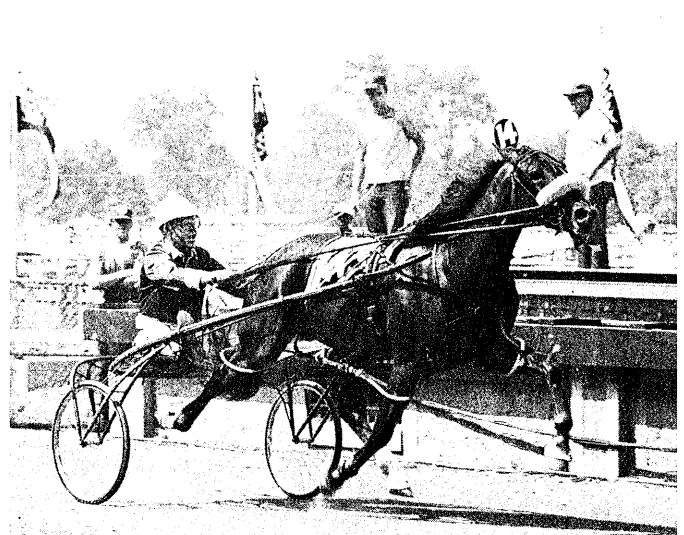
A noted roster of former Hanover Shoe Farms stallions

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	Sampson Hanover



Dean Hanover 3,1:59 1/2. "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



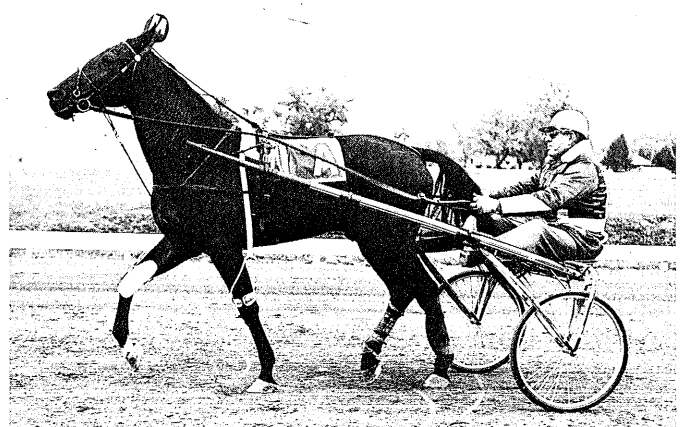
Bullet Hanover (John Simpson) finishes his World Record mile for two-year-olds in 1:57 in the 1959 Fox Stake.

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 thirteen 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 1973 there were over 1,700 horses on the farms.

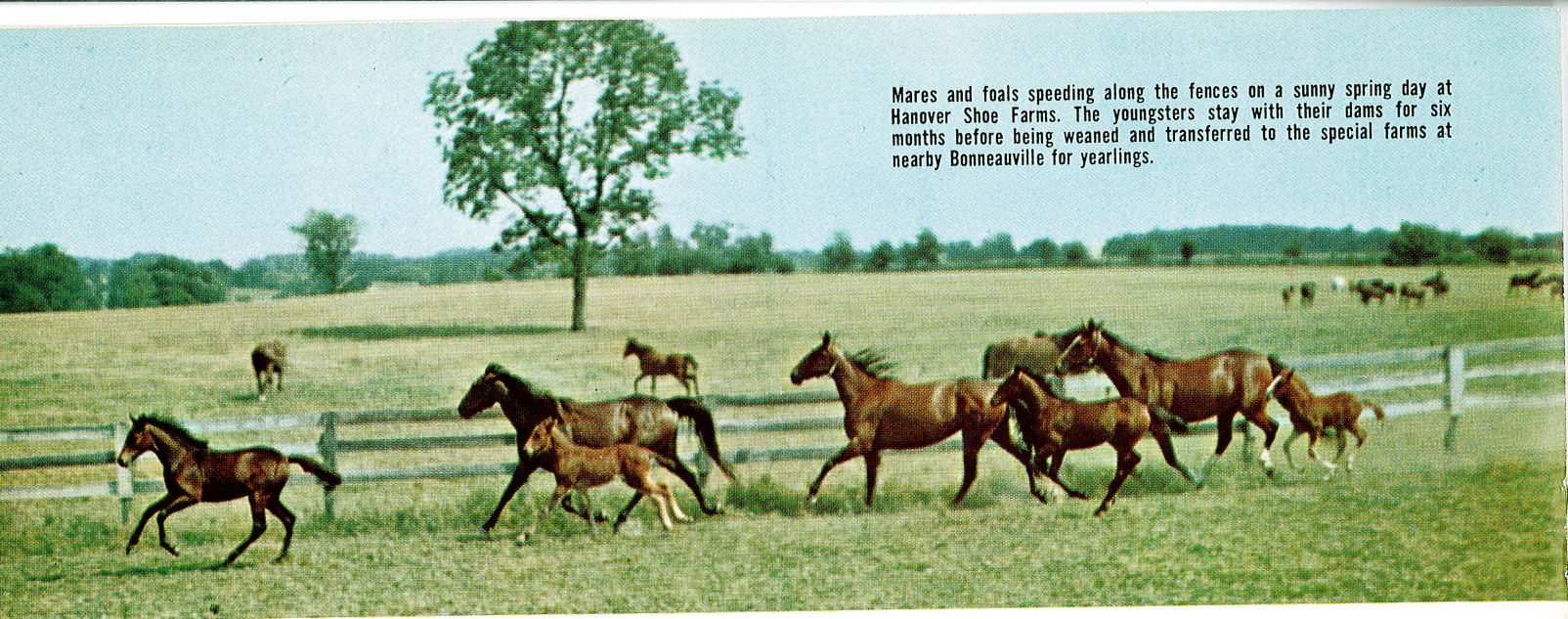
The yearlings of 1973 also established a new record total, with over 350 colts and fillies residing at the Bonneauville Yearling Farms near Gettysburg. With the exception of a few fillies that will be retained as future matrons, according to the usual policy of maintaining family lines from the top broodmares, all the Farm-owned yearlings are sold at the Standardbred Sale in Harrisburg in November.

The various individual farms that make up The Hanover Shoe Farms establishment add up to a total acreage of close to 4,000 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 2:00 1/5h; the Star's Pride colt set a Hambletonian mark of 1:56 4/5 at three, at the time a race record for trotters of any age.

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.



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 N. 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.

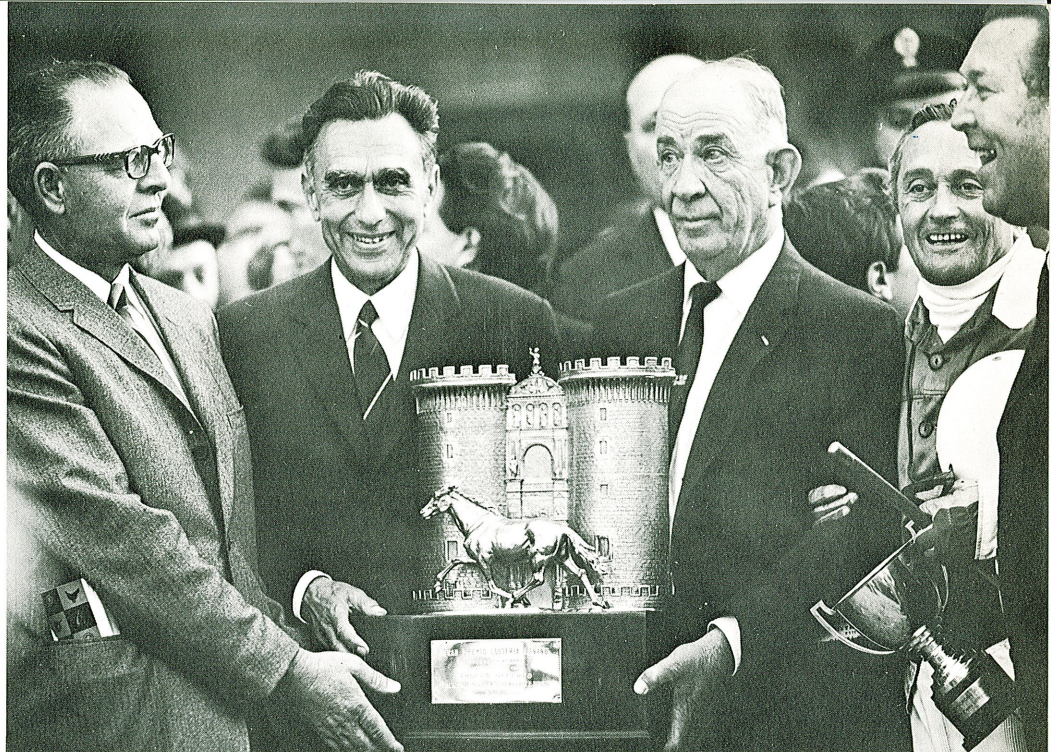
The horsemen know it—not only in the United States but all over the world. They flock to the auction ring at Harrisburg to bid record prices for the yearlings that sell each fall. They send their mares for service at Hanover, confident that the stallions they select will instill the qualities of racing 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 breed-



Right: John Simpson, President and General Manager, and Lawrence B. Sheppard, the late President and Co-Founder 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, the late Jonel Chyriacos, stands between Mr. Simpson and Mr. Sheppard, with Elma's driver, Johannes Fromming, on right. Chyriacos had 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, her first foal is the good Star's Pride trotter Shep's Pride 4,1:59 2/5.



ers since 1964 and Hanover has led the list each year. We will concentrate on the over-all breeders' records for the 1972 and 1973 seasons.

The 1972 figures showed that Hanover-bred trotters and pacers had earned \$3,983,187 to top the list. Two- and three-year-old Hanover-breds earned \$1,706,152 in 1972.

The 1973 totals were \$4,357,297 for all performers; with the two- and three-year-olds coming with \$1,686,602.

Four of the first ten leading money-winning sires in 1972 were Hanover stallions. In the two- and three-year-old category there were four Hanovers in the first ten, including leader Tar Heel with two- and three-year-old winners of \$1,684,119, a new record!

The figures on broodmare sires reflect even more the superiority of the Hanover sires. Five of the top ten leading money-winning broodmare sires in 1972 were Hanover stallions, including the only living one—the still active Tar Heel.

In the two- and three-year-old category, five of the first ten spots are occupied by Hanover stallions, including the two top positions held by Tar Heel (\$1,684,119) and Adios (\$1,278,552).

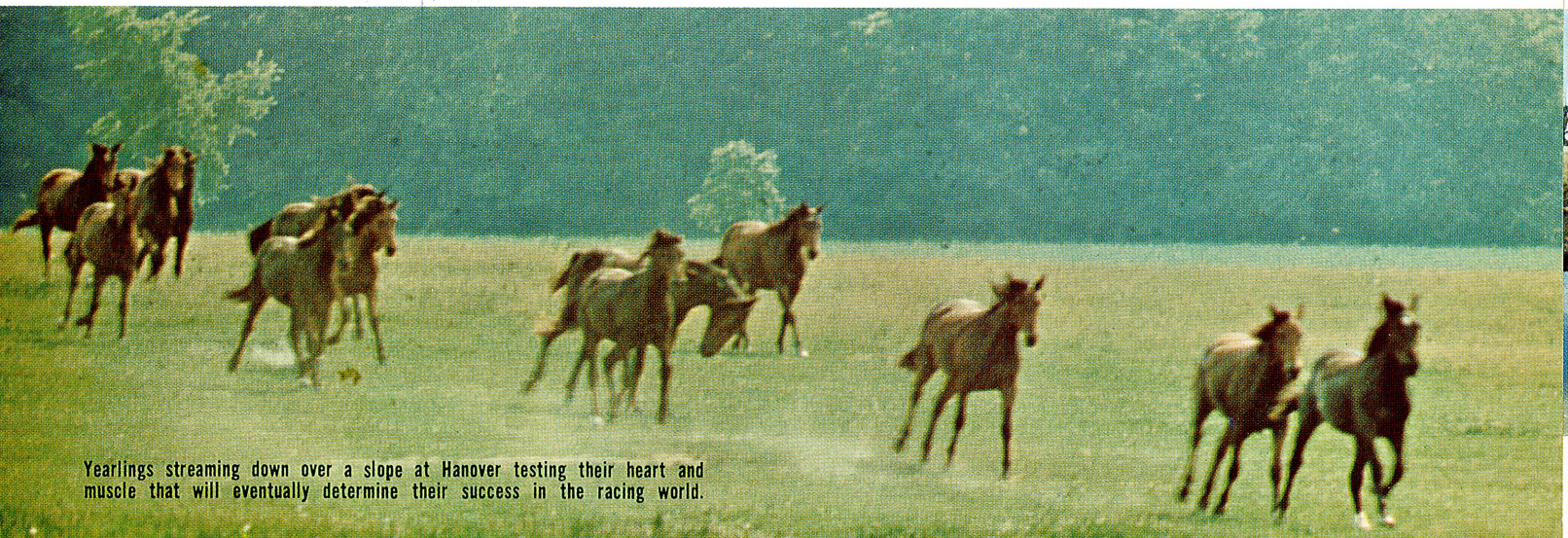
Invariably the Hanover sires dominate the United States Trotting Association's "Harness Horse of the Year" selections and the 1972 and 1973 seasons were no exceptions. In 1972 the Hanover stallion Albatross was a near unanimous choice for "Harness Horse of the Year." On his way to this honor he set numerous world and track records, some of which may never be broken. Albatross retired as the all-time money-winning pacer. He is now standing in service at the Farms and his first crop of foals will be yearlings in 1975.

That same year Albatross' stud mate, the Star's Pride-sired Super Bowl, was chosen "1972 Trotter of the Year." Super Bowl set a World Record of 1:56²/₅ in winning the Hambletonian. He completed his sweep of Trotting's Triple Crown by also winning the Kentucky Futurity and the Yonkers Futurity. Super Bowl earned more money at three than any other trotter in a single season. His first foals will also be yearlings in 1975.

The 1973 season brought more of the same with the Hanover-breds Starlark Hanover and Boyden Hanover easily sweeping all two-year-old trotting and pacing honors and the trotting mare Delmonica Hanover establishing herself as the World's Greatest Trotter with her victories in the Roosevelt International Trot and the Prix D'Amerique.

Of added significance was the continued Hanover domination of the sport's two great classics, The Hambletonian and The Little Brown Jug.

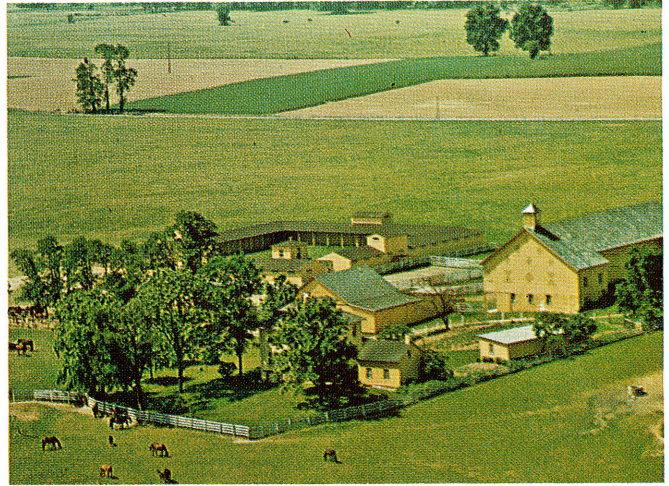
Mention of the Hambletonian brings up the remarkable fact that the winners of six of the last ten harness classics have been won by the get of Star's Pride, and that eight of the last seventeen winners were also by Star's Pride. Of the remaining seven years: one was won by a grandson of Star's Pride, Timothy T., he by the Hanover sire Ayres. Two of the races were won by the get of another Hanover stallion, the late Hoot Mon, while another was won by the Hanover stallion Hickory



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



Star's Pride 1:57 1/5, Hanover Shoe Farms' premier trotting stallion, sire of Triple Crown victor and World Champion two- and three-year-old Ayres 2:2:00 1/5h, 3:1:56 4/5 (race record for trotters, taken in Hambletonian).



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

Smoke. Mention of Hoot Mon brings up the fact that he himself won the Hambletonian, he sired four Hambletonian winners, and sired the dams of three Hambletonian winners: Ayres, Nevele Pride 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 winners' 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 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 in 1965.
- 1962—A.C.'s Viking. By Hanover sire (Hoot Mon).
- 1964—Ayres. By Hanover sire (Star's Pride).
- 1965—Egyptian Candor. By Hanover sire (Star's Pride).
- 1966—Kerry Way. By Hanover sire (Star's Pride).
- 1968—Nevele Pride. By Hanover sire (Star's Pride).
- 1969—Lindy's Pride. Hanover-bred (Star's Pride).
- 1970—Timothy T. By Hanover sire (Ayres).
- 1972—Super Bowl. By Hanover sire (Star's Pride). Now a Hanover stallion and holds the World and Stakes Record of 1:56 2/5.

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

The Little Brown Jug is about half as old, first raced in 1946, so let's look at Hanover and the 28 Jug victors.

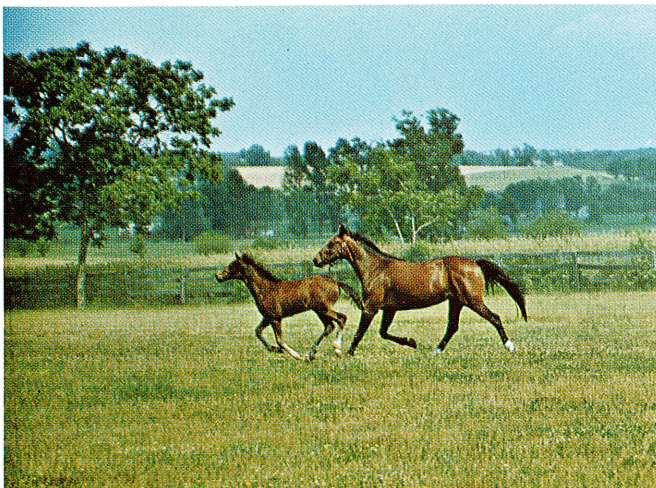
- 1946—Ensign Hanover. Hanover-bred (Billy Direct).
- 1947—Forbes Chief. Was in service at Hanover.
- 1948—Knight Dream. By Hanover sire (Nibble Hanover). Now Hanover sire.
- 1950—Dudley Hanover. Hanover-bred (Billy Direct).
- 1951—Tar Heel. By Hanover sire (Billy Direct). Hanover sire.
- 1954—Adios 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).



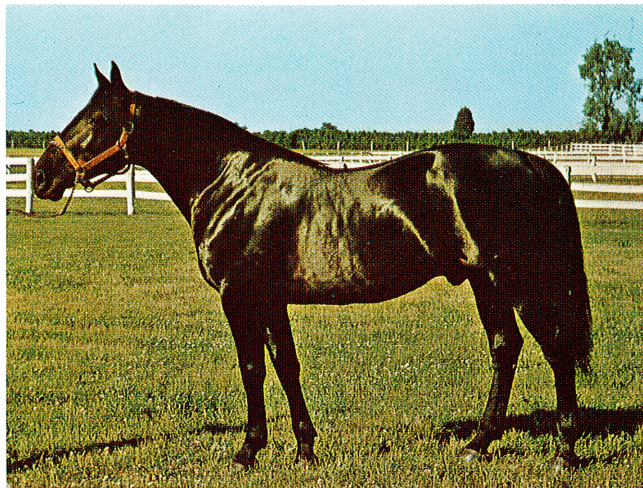
A Hanover broodmare stands over her new-born foal, lying in the straw.

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





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.

1967—Best Of All. Now a Hanover stallion.

1969—Laverne Hanover. Hanover-bred (Tar Heel).

1971—Nansemond. By Hanover sire (Tar Heel).

Previous to 1967, for 11 years in a row all Jug winners had been Hanover-bred or Hanover-sired. Five Jug winners are now in service at Hanover.

The Master of Hanover, Lawrence Baker Sheppard, passed away in February, 1968. He had been the center of controversy many times during his years of true service to the sport. But no one had 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 Chairman of the Board of the Hanover Shoe Company, a firm that did over 25 million dollars worth of business last year, and rose from 22nd to 21st place in competition among all shoe companies although restricted to men's shoes, are manifold.

He had also been active as a banker (in 1967 elected Chairman of the Board of the National Central Bank of Pennsylvania), newspaper owner, and had been especially prominent in civic and charitable projects. He was responsible for the construction of the Sheppard-Myers Dam, which provides the area's water supply. He had also served on the board of the Hanover General Hospital.

He had 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 a 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, Peter Manning 1:56³/₄, purchased to use as a track record breaker in the East. His favorite standardbred, nevertheless, was 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 1:58¹/₂ at Lexington. A week later Mr. Sheppard reined him to a 2:00¹/₄, 2:00³/₄, 2:00³/₄, three heat mark that has stood for thirty years (1937-1967). At 4, he equalled the 1:58¹/₂ record with Dean Hanover, lowering the record set by Hanover's Guy McKinney 4,1:58³/₄ 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 was a fighter and a doer. He had his enemies, as any big man will, but there are none who did not respect him as a man.

John Simpson, his closest associate, and now President and General Manager of Hanover Shoe Farms, is a strong figure, too. The soft-spoken native of South Carolina has earned about every honor that training and driving can provide and capped things off in 1971 with his election to the Living Hall of Fame of the Trotter. Before World War II he became the sport's youngest 2:00 driver, when, at 22, 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 88 more 2:00 race miles, the fourth ranked driver in this respect. He also stands fourth in initial 2:00 performers, entering no less than 39 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 Mrs. Sheppard's and John Simpson's aim to keep it that way—along with all their associates. 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, mares and foals drink from a pool at Hanover Shoe Farms.

Hanover

Greatest name in
harness racing



SHOE FARMS

1974 - Stallions In Service - 1974

AYRES

2,2:00 1/5h; 3,1:56 4/5

Star's Pride—Arpege—Hoot Mon

ALBATROSS

p,2,1:57 4/5; 3,1:54 4/5; 4,1:54 3/5f-1:55 3/5h

Meadow Skipper—Voodoo Hanover—Dancer Hanover

BEST OF ALL

p,2,1:57 4/5; 3,1:57; 4,1:56 2/5

Good Time—Besta Hanover—Knight Dream

BULLET HANOVER

p,2,1:57; 3,T1:55 3/5; 3,1:58 3/5h

Adios—Barbara Direct—Billy Direct

COLUMBIA GEORGE

p,2,1:58 4/5h; 3,1:56-1:57 3/5h

Good Time—Mitzi Eden—The Widower

DANCER HANOVER

p,3,T1:57 1/5; 4,T1:56 4/5

Adios—The Old Maid—Guy Abbey

HICKORY SMOKE

2,2:03 1/5; 3,2:00 1/5; 4,T1:58 2/5

Titan Hanover—Misty Hanover—Dean Hanover

KNIGHT DREAM

p,2,2:00 2/5; 3,T1:59

Nibble Hanover—Lydia Knight—Peter The Brewer

LEHIGH HANOVER

p,2,1:59 1/5; 3,1:58 4/5h

Adios—Lucine Hanover—Dean Hanover

SPEEDY COUNT

2,2:00 2/5; 3,1:58 4/5

Speedster—Countess Song—Victory Song

STAR'S PRIDE

1:57 1/5

Worthy Boy—Stardrift—Mr. McElwyn

STEADY STAR

p,2,1:58 4/5; 3,T1:54; 4,T1:52

Steady Beau—Avaway—Averill

SUPER BOWL

2,1:59 4/5; 3,1:56 2/5

Star's Pride—Pillow Talk—Rodney

TAR HEEL

p,2,2:00 3/5; 3,T1:57 2/5; 4,T1:57

Billy Direct—Leta Long—Volomite