

ANNOUNCING

MY ENTRANCE INTO THE PURE-BRED HEREFORD INDUSTRY

Man's greatest joy, we are told, lies in creating. I concur in that statement. The keenest pleasure I have experienced during my seventy-one years on this earth has been derived from constructive building. During the forty-five years in which the J. C. Penney Company has been developing from a single store to an organization operating 1602 stores, my chief compensation has been not in dollars and cents, but in watching its growth from the little "acorn" into the "mighty oak" that has served the public well by saving our customers millions of dollars annually and by providing employment for many thousands of persons. That has been satisfaction plus.

Building the great herd of Guernsey cattle known as "Foremost Guernseys", at Emmadine Farm, Hopewell Junction, New York, has given me almost as keen creative joy. Founded twenty-six years ago, the herd is now recognized as one of the foremost breeding nurseries in this country. From it many thousands of dollars worth of breeding stock is shipped annually throughout this country, to Canada, Central and South America, and, before the war, even abroad.

A few years ago, on my father's old "Home Place," near Hamilton, Missouri, where I was born, I founded a herd of registered Aberdeen-Angus cattle, which I determined should rank with the best - that it should be as noteworthy in the

Aberdeen-Angus breed as "Foremost Guernseys" are in the Guernsey breed.

Now I have accepted another challenge. There are few breeders of registered Hereford cattle who are not acquainted with Whitelen Farm, located one mile west of Breckenridge, Missouri, on Highway 36. I have recently purchased this farm, together with the entire herd of pure-bred Herefords. This farm is considered to be one of the best stock farms in Missouri - comprising 1800 acres of as good blue grass sod as I have ever seen, underlaid with limestone. It resembles closely the famous blue grass farms of Kentucky.

At the present time the herd consists of around 450 head. The cows are largely of Hazlett breeding and are uniform and of good quality. This herd has been developing for fifteen years under the management of Joe Allen. Wherever I have talked with Hereford breeders, Joe Allen has always been referred to as a man of character and as knowing cattle.

I have always admired Hereford cattle. True, when I was selecting a breed for the "Home Place," my decision was in favor of the "blacks." I have never regretted my decision. When this Aberdeen-Angus herd was founded, ten years ago, under the partnership name of Penney and James, and under the management of Orin James, we started "at scratch." The development of the herd has been far greater than I ever dreamed it would be.

With the acquisition of Whitelen Farm and cattle I am happy to be included in the roster of Hereford breeders. I shall

proceed to build on the strong foundation laid by Joe Allen and the improvement of the herd shall be my constant aim.

On April 23rd will be held my First Annual Sale of Registered Herefords, consisting of 100 head of open and bred heifers and nine young bulls. These cattle will not be in show condition for I have never favored that policy; but they will be in good breeding condition. They are a great lot and have only to be seen to be appreciated.

I extend to you a cordial invitation to attend this First Draft Sale which will be held at Whitelen Farm, approximately one mile west of Breckenridge, Missouri, (highway 36).

Remember the date - April twenty-third!

J. C. Penney