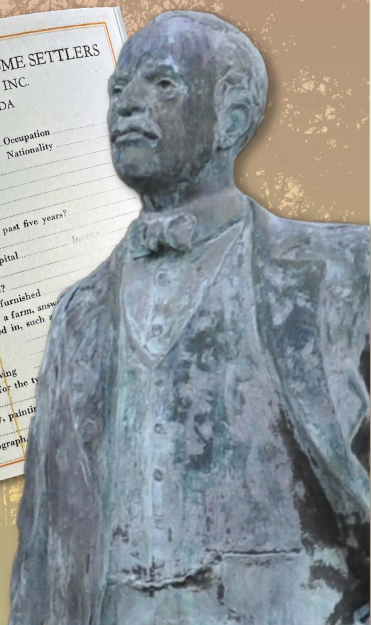
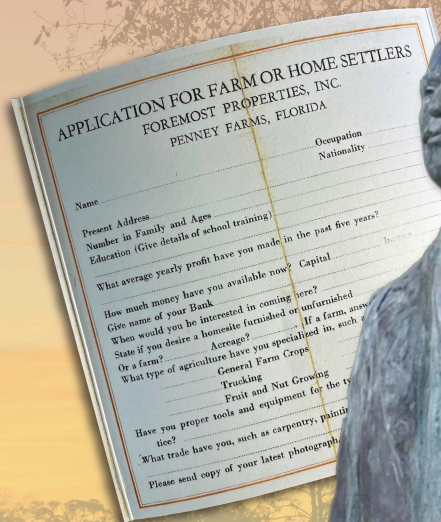




After the Great Depression, Foremost Dairies continued an application process similar to J.C Penney's to attract stable, industrious families to farm small plots of land as homesteaders and to work on dairy, poultry or truck farms. There were mules to rent and equipment for reasonable fees as well as feeds, seeds and fertilizer at wholesale prices. A grocery store, gas stations, a post office, a hotel, garage and drug store grew to meet the needs of the thriving community.

Prevailing and guiding principle
of J.C. Penney:

*Do unto others as you would have
them do unto you.*

Matthew (7:12)

For visitor information, go to
www.ExploreClay.com



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Historical Society of Penney Farms
4100 Clark Avenue
P.O. Box 1041
Penney Farms, FL 32079



Historical Society of

Penney Farms



TOWN OF PENNEY FARMS
HISTORIC MUSEUM

4100 Clark Ave.
Penney Farms, FL
(904) 742-1344

info@HistoricalSocietyofPenneyFarms.org

HistoricalSocietyofPenneyFarms.org

A Brief History of the Town of Penney Farms

Long before Penney Farms there was a settlement called Long Branch, Florida. Dowling Lumber and Florida Farms and Industries provided employment to the sparsely populated community. Then the Florida Land Boom directed the nation's attention to Florida and in 1925, the department store pioneer J. C. Penney arrived. He purchased 120,000 acres in Long Branch as well as property including a saw mill and a hotel in Green Cove Springs hoping to develop a self sustaining farming community with offices in the nearby town. Bad weather, the real estate decline and the stock market crash pressed Penney to slow, but not squelch his idea for this farming community. As things turned out, a sixty acre site for his Memorial Home Community, now Penney Retirement Community, survived and is part of the Town of Penney Farms. As the population grew it sported a school, church, hotel, gas station, store, jail, fire station, golf course, air field and swimming pool. Today, there is Penney Retirement Community, New Hope Community, an auto repair business, private homes, Town Hall, a Historical Museum, a beautiful passive park and lovely section of the Florida Scenic Highway.



Historical Society of Penney Farms Town of Penney Farms Historical Museum

The Historical Society of Penney Farms was established in 2004 and, thanks to support from local and county governments, the organization moved into the renovated space of the former Penney Farms Fire Station in 2022. This move created a venue to hold meetings and events as well as display material of historical value that had been collected and preserved. The mission of the Historical Society is to *educate the community about its rich and dynamic history, and maintain the museum as a repository for archival materials.*

For more information about hours, monthly meetings and guest speakers please visit online at:

[HistoricalSocietyofPenneyFarms.org](https://www.HistoricalSocietyofPenneyFarms.org)

Centennial years are approaching for The Penney Memorial Church and Memorial Home Community developed by JC Penney in 1926 as well as the Town of Penney Farms, incorporated by the State of Florida in 1927.

Get Involved

Your support helps us continue to preserve the rich history of Penney Farms for future generations and provide fun and educational programs to the community. As a member you receive the benefits of museum exhibits and activities, historical photographs and archives, and more importantly, you will be proud to know you support our mission to keep our history alive, preserved, and treasured by all.

Historical Society of Penney Farms

4100 Clark Avenue
P.O. Box 1041
Penney Farms, FL 32079

Membership Donation: \$10
(Optional) Additional: _____
Total: _____

Name

Address

Phone

Email Address

I am interested in:

☐ Historic Sites ☐ Museum
☐ Membership ☐ Publicity
☐ Events ☐ Fund Raising



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