

# RANCHO SANTA FE PROGRESS





Rexanna Peavine, five-year-old, three-gaited chestnut saddle mare, the pride of the Loomis stable.  
R. G. Young, trainer, holds the reins.

## "IT'S GREAT RIDING COUNTRY"

Says NORBERT R. NETTLESHIP, Editor of Sportologue

*the Horse Authority of the West*

Variety! How well this word typifies the modern trend. Yet it is only the natural result of minds stimulated by the novelties, speed and luxury of this fast-moving age. Variety! in cars, in homes, in clothes, in entertainment, in scenery and also in riding country. All these and more is the seeming necessity of the times.

It is this very speed and excitement that makes horseback riding such a beneficial form of antidote and exercise. On the back of a good saddle-horse which never argues or talks back, which seems responsive to your every mood and accepts you without

question as his master and superior, there you find your mind enters a state of dozing contentment, while your body unconsciously soaks up the fresh air and sunshine, meanwhile receiving a not too strenuous exercise.

Yet, so that even this ideal sport should not jade either rider or steed, it is necessary that there be a variety of gait and surroundings. It is an established fact that the dairy companies, who are among the greatest users of horses, frequently have to place their horses on different routes, otherwise the deadly monotony of the same daily routine, starts and stops,

will eventually kill the horse. So it is the horseback rider finds the same gait or bridle-path day in and day out boresome.

Due to the rapid and vast increase of public interest in the saddle-horse, and the hold the automobile has taken as a necessity, with its necessary attendant of paved roads, good varied riding country close to the centers of population is comparatively scarce. Thus the natural topography, plus the elaborate system of bridle paths laid out for Rancho Santa Fe gives the horseman what he wants.

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## Loomis Horses Arrive

Establishment at Rancho Santa Fe of a string of fine blooded saddle horses by Mr. and Mrs. Arthur L. Loomis has caused great interest among Rancho Santa Fe residents and among outside horse lovers as well. In fact, it seems safe to predict that this move will be followed by a number of other devotees of the "sport of kings" and that Rancho Santa Fe is destined to become truly a center for equestrian activities.

Mr. Loomis now has seventeen horses in his recently erected stables on his 45-acre Rancho San Dieguito. Twelve of these horses were brought last month from Kentucky, Mr. Loomis and his trainer, R. G. Young, having scouted the entire Blue Grass district from Nashville to Lexington to secure these superb mounts.

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An action picture on the Loomis practice track, Trainer R. G. Young on Matt Cohen. "It's a great climate for horses," says Young.



A glimpse of the Loomis stable, with the Kentucky stallion, Easter Cloud, in the foreground, and one of his sons next door.

# Flower Show Is Huge Success

Lovers of flowers, especially admirers of the gladiolus, were attracted to Rancho Santa Fe on June 16 and 17 to the number of more than a thousand to attend the Second Annual Flower Show. The affair was pronounced a huge success, people coming not only from nearby towns but from San Diego, La Jolla, Santa Ana, Pasadena and Los Angeles.

The setting for the show was provided by Glenn A. Moore within the boundaries of his recently acquired business property in the Civic Center. The court in the rear of the Arcade near the Administration Building had been equipped with a high lath roof, the space made charming with ferns and gorgeous tuberous begonias, while

a suggestion of the tropics was provided by waving banana plants.

Upon two-deck tables were arranged the flowers, chiefly gladiolus seedlings from the nursery of the Rancho Santa Fe Bulb Company, of almost every conceivable color and widely varying shapes. The flowers themselves, in all truth, defy description. Gladiolus, roses, dahlias, pelargoniums, Salpiglossis, artistically arranged baskets of mixed garden flowers, displays of wild flowers, corsage bouquets—It was truly a colorful and beautiful scene with the sunshine glistening through the eucalyptus trees and latticed roof overhead.

An unusual cluster of Hoosier Beauty roses was displayed on one of the circular tables, their sun-flecked scarlet

petals bringing to mind Henley's lines:

"It was a bowl of roses—  
They there in the sunlight lay  
Languishing, glorying, glowing  
Their life away."

Gladiolus, of course, dominated the floral showing, Rancho Santa Fe having become synonymous with gladioli culture in the flower world at least, through the outstanding results of Dr. A. R. Sprague and the Rancho Santa Fe Bulb Company. One entire table was devoted to the Orchid Gladiolus, most notable of Dr. Sprague's originations.

Others frequently commented upon were the deep red Glendale and Shaylor, a Scarlet Throated Turline, and

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A table of Orchid Gladiolus at the recent flower show. This flower was originated at Rancho Santa Fe by A. R. Sprague, horticulturist, and is one of the most famous in the flower world.



Among more than 100 seedling gladiolus ranging almost every known color, was one of the color of the Padre rose, a clear, rich, salmon pink, with petals of excellent substance. A most remarkable flower, which bloomed for the first time on the first day of the recent flower show.

## FLOWER SHOW IS HUGE SUCCESS

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the dazzling beauty of the Giant White. Two seedling creations, Mimi and Captain Scarlet, attracted special attention, as did also a special exhibit of Petites or Tom Thumb Gladiolus—very small and delicate but far superior to the "little glads" of the Caloilii species. These Petites will be featured in the fall catalog of the Rancho Santa Fe Bulb Company.

Altogether 100 varieties of new seedlings were shown, every one of which possessed something distinctive and different in form or color from any variety yet catalogued. The exhibit proved to be a great revelation to most visitors, especially those who had before known only the few varieties which florists keep so monotonously before the public.

Some lovely displays of flowers were contributed by Mrs. C. F. Pease, Mrs. J. W. Marshall, Mrs. T. L. Carothers, Mrs. H. L. Porter and others. The displays were artistically arranged by Mrs. S. R. Nelson, Mr. and Mrs. C. Everett Smith and Mr. John White, Jr. These flower lovers, together with Dr. A. R. Sprague, Mr. H. A. Sprague and Mr. Glenn Moore are to be commended for their untiring efforts and congratulated upon the great success of the exhibit.

It is planned to make the flower show an annual event. Already a large number of resident owners have expressed their intention of growing special flowers in their gardens for next year's exhibit. No soil or climate is more favorable for floriculture than that of Rancho Santa Fe and flower growing is a natural sequence of landscaping activities of residents.

Gene Williams, owner of the Supply Material Depot at Rancho Santa Fe, is building a rock crusher on the Escondido Road near the limits of Rancho Santa Fe to provide rock for building and road purposes.

F. L. Hammond, who recently acquired the old Osuna place and is planning extensive landscaping and building improvements, has been called to Banff, Canada, on business matters. He is expected to return to Rancho Santa Fe soon.

H. Gordon Badger has joined the sales staff of the Santa Fe Land Improvement Company and will move his family on July 15 to the Spurr home at Rancho Santa Fe. A son, Douglas Badger, has joined the staff of Glenn A. Moore, landscape architect.

## RANCHO SANTA FE BULB COMPANY TO MARKET GLADIOLUS

The Rancho Santa Fe Bulb Company is an organization exclusively of Rancho Santa Fe men, formed for the purpose of developing and marketing bulbs of the Gladiolus, Narcissus, Dahlia, Anemones, Ranunculus and Iris, but more especially the Gladiolus, of which A. R. Sprague, the president has originated the orchid and many other distinctive and beautiful varieties.

The trial garden the space for which was generously presented by Mr. Campbell, has been a feast for the eyes, and the main planting in the Walnut Valley is a 12-acre picture of gorgeous color.

The officers are: President, A. R. Sprague; Vice President, C. F. Pease;

## This Month's Cover Page

Miss Peggy Loomis and Flaming Flapper, a five-gaited lady's mare from the Loomis stables.

Mr. and Mrs. S. R. Nelson returned at the end of June from a twelve-day vacation in Northern California. It is significant that Mr. Nelson's idea of a vacation was to spend most of his time studying other real estate developments at Los Angeles, Santa Barbara, Carmel, Monterey, and San Francisco. Bobby Nelson is at a Y. M. C. A. camp in eastern San Diego County.

Secretary-Treasurer, U. L. Voris, and Superintendent in active charge, H. A. Sprague.

The Orchid Gladiolus is so extraordinary a flower that it has had very wide news publicity—so that Rancho Santa Fe is a name familiar to flower lovers in three continents.

## RANCHO SANTA FE WINS FIRST PRIZE IN AD COMPETITION

Rancho Santa Fe won first award at the annual convention of the Pacific Advertising Clubs Association in June for the best real estate advertising produced on the Pacific Coast during 1927. The exhibits of newspaper, magazine and direct mail advertising which won first prize were entered by Smith & Ferris advertising agency of Los Angeles, serving Rancho Santa Fe.

Rancho Santa Fe advertising is frequently the subject of favorable comment because of its dignity, conservatism and restraint. A. V. Echternach, vice president of Smith & Ferris, is in charge of the advertising and publicity for Rancho Santa Fe, under the direction of S. R. Nelson, manager of the Santa Fe Land Improvement Co.



The C. F. Pease home is one of the most impressive at Rancho Santa Fe. A little lake, a winding drive, rolling ground above the river and extensive landscaping make this estate truly attractive.

## ANOTHER WINNER

The accompanying photograph of Fred Laurens and his burro, Rinky Dink, was taken as the pair were in the midst of doing a chore. Note the clean-cut ears, the knee action, the hocks; also the latest thing in streamline packs. Reliable sources inform us that this animal is destined to be the nucleus of a Rancho Santa Fe Burro-Polo Club.



## LOOMIS HORSES ARRIVE (Continued from page 3)

Complete facilities for training and breeding have been established on the Loomis estate. Ample stable accommodations have been provided. These follow the architectural style of early California rancho buildings, being built around three sides of a quadrangle. The finish is an antique grey simulating weathered whitewash.

An exercise track and two or three patches of alfalfa are other features of the improvement, which has taken place in the clearing of eucalyptus trees on the Loomis estate.

Considerable road work has been accomplished, especially the gracefully winding drive that leads to the site on a picturesque ridge where the Loomis home will be built.

Among the Loomis string brought from Kentucky is a stallion, Easter Cloud 4128. This horse is credited with winning over fifty stakes in his career. He was the first horse to win the \$10,000 five-gaited stake at Louisville. This is considered to be the greatest honor a saddle horse can win. Besides establishing a wonderful record in the show ring, Easter Cloud has sired several good horses which also have been prize winners.

Another fine horse of the Loomis string is Rexanna Peavine, purchased from Claude Pemberton at Elizabethtown, Kentucky. This five-year-old mare is considered one of the best three-gaited prospects in the country. The Peavine strain comprises the greatest show horses in America. It is widely noted for its gameness.

Sorrel-Cin, a three-year-old inbred Peavine mare, is another famous horse of the Loomis string. She possesses a wonderful trot and rack and is as fully developed as a five-year-old.

Still another splendid Loomis horse is Matt Cohen, a 16-hand chestnut geld-

ing, three-gaited and seven years old.

Little Rebel, a polo pony with many laurels to his credit, is the personal mount of Miss Peggy Loomis.

Another pony, oddly marked in black and white, from a Shetland mare and saddle-bred horse is the center of attraction. This type of pony, five-gaited, is not frequently seen on the Pacific Coast, although it is a feature of practically all Kentucky and Tennessee horse shows.

Both Mr. Loomis and his trainer, R. G. Young, are enthusiastic about the possibilities of Rancho Santa Fe as a place to keep horses. Mr. Young in his twenty years' work with fine horses has trained and shown such horses as Bohemian Actress, champion of the world for five years; Norma Talmadge, Fashion Plate, Plumes Pride and Crim-

Mrs. Barton Millard and her daughter, Miss Barbara Millard, left recently for a vacation in Europe. They are accompanying Mr. and Mrs. George A. C. Christiancy. The party is traveling by steamer via the Panama Canal.

P. C. Hosmer is spending a brief vacation period at the Powly Le Huray residence, having brought his family down from Los Angeles to enjoy Rancho Santa Fe with him. Mr. and Mrs. Le Huray have gone to Northern California for a vacation.

Ralph Claggett, John Cushman and D. C. Keep recently spent a day at deep sea fishing on a barge off La Jolla. One five-pound calico bass was the total net damage.

Sales of estates have recently been made to S. H. Bingham of Chicago, Illinois; L. A. Skeel of Cleveland, Ohio; Mrs. Gertrude A. Morris of Chicago, Illinois, and Kenneth Q. Volk of Los Angeles.

Mr. and Mrs. W. R. Fawcett, who own an attractive property at Rancho Santa Fe, have taken the Millard residence for the summer months. Mr. and Mrs. Fawcett and family are of Los Angeles.

son Chief. He therefore knows whereof he speaks when he says that the remarkable evenness of temperature of Rancho Santa Fe is ideal for the specialized business of raising fine blooded horses.



A glimpse of Paseo Delicias on Flower Show Day. More than 1000 people attended the exhibit.

## BUILDING

Reference to the building permit records of Miss Lilian J. Rice show that building activity at Rancho Santa Fe during the first half of 1928 vastly exceeds that of the corresponding period of 1927. Building activity promises to continue throughout the remainder of the year, a number of important homes being about ready to be announced. Meanwhile, various dwellings begun during the last two months are progressing satisfactorily.

The Larrick and Ketchum residences are almost completed. The Hamilton Carpenters have recently moved into their new home and the Hunnewell residence is progressing satisfactorily. The Whitsitt hacienda-type home is well under way and the plans for the C. Everett Smith residence, overlooking the golf course, are nearing definition. Mr. and Mrs. Arthur L. Loomis expect soon to finish plans for their lovely new home in block 37. Tentative sketches have been finished by Miss Rice for Mr. A. C. Stover.

### IT'S GREAT RIDING COUNTRY

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The rider wants good footing with reasonable softness and resilience yet the minimum of dust. He wants some nice long level stretches, where he can try out the gaits of his horse without danger of injury to foot or tendon. He wants stretches of open sunlit country, where he and his mount can work up a satisfactory perspiration, so that he can fully appreciate the shady lane when he comes to it. He needs some uphill and down, too, so that the various muscles of his horse will be properly developed; also a distant peak with its exhilarating view always makes an interesting objective for a ride. The rider likes a little bit of natural wild country once in a while, where he can get the tickly odor of wild sage up his nostrils and catch a glimpse of a coyote or deer, and get that all-alone wild-west feeling. The rider likes beautiful scenery to please his eyes, a temperate climate for the well being of himself and his horse, and now and then a little bit of park riding on a



Doorway, Tarifa, Spain—From a collection of several hundred photographs especially taken by Lilian J. Rice so that authentic details and architectural treatment in the old Spanish World would be available for those who build at Rancho Santa Fe. Through this small town of Tarifa the Moors entered Spain and it was the last town to be surrendered by them on their retreat to Africa. Our word "tariff" comes from the name.

smooth bridle-path close to a highway, where he can show the effete automobilists how well and smoothly his horse does his gaits, or how well he sits his saddle—a bit of natural and pardonable vanity that we all have if we would only admit it. All this goes

to make the ideal "riding country."

By the gift of nature and the foresight of its management, I think Rancho Santa Fe has or will have all the requirements for good riding country. I may be wrong. Why not go and see for yourself?

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