



## **FAME OF LA JOLLA BEACH & TENNIS CLUB TESTIFIES TO KELLOGG FAMILY INFLUENCE**

**La Jolla, California** - "La Jolla is a bit of sea coast of many moods and manners, sometimes sparkling, crisp, buoyant; again despondent, troubled, morose; at intervals, tumultuous, defiant, angry, but the dominant mood is soothing, restful and comforting."

That was the La Jolla described by the *San Diego Union* on Jan. 1, 1923. Four years later, the sparsely populated township would become the site of the La Jolla Beach and Yacht Club, original descendent of today's La Jolla Beach & Tennis Club.

The landscape then revealed an expanse of gray-green sagebrush and darker chaparral with patches of brilliant wild flowers...poppies, painted cup, larkspur, lilies, sea-dahlias and sand-verbena. Set back from the site of the club-to-be, stood round-shouldered Mount Soledad as it does today, overlooking pebble-strewn beaches, serrated cliffs, and rock formations ulcerated by wind and sea. Meandering among the hills, farmhouses and grazing cattle, a few dusty roads wound their way to the beach from the outskirts of town.

So set the stage for the emergence of the La Jolla Beach & Tennis Club, now a well-known oceanfront landmark much adored by tennis aficionados and affluent La Jollans and outsiders. Unlike today's glass-and-steel hotel monoliths, whose history is as long and as colorful as a set of fresh blueprints on a building inspector's desk, the La Jolla Beach & Tennis Club is, in a very real sense, a monument to the past - a revered oceanfront icon whose wind-scoured walls bear witness to its history.

## **INVESTORS BREAK GROUND**

The Club's history began in April 1926 with the decision by several prominent businessmen -- including F.W. Kellogg, a Pasadena, California newspaper publisher and patriarch of the Kellogg family that today owns the resort, to build the La Jolla Beach and Yacht Club. Exclusive membership in the Club was to be by invitation only.

The group acquired 14 acres of land on Long Beach - now La Jolla Shores - ground was broken, and work began on the clubhouse, the first of four buildings projected to cost \$900,000. The building, designed by renowned Hollywood architect Robert B. Stacy-Judd, featured a Mayan/Aztec style of architectural design, characterized by the use of adobe-like exteriors, Mexican red-tile roofs and arched entrances.

Two hundred feet long, the Club had a lounge, dining room, offices, kitchen, dressing rooms and shower and locker rooms. An open-air promenade ran the length of the building along the oceanfront.

A newspaper account by the *La Jolla Journal* on July 28, 1927, described the Club as "the first institution of its kind in the United States to utilize the Mayan or Aztec style of architecture...already, because of this fact, the club has received wide publicity in newspapers and magazines."

The Club's invitation-only grand opening was held on July 22, 1927, attracting an overflow crowd of 260 members, who dined outside on the promenade and danced to music by the Pacific Beach Army and Navy Academy Band.

## **YACHT HARBOR ABANDONED**

After the clubhouse was completed, investors turned their attention to the second phase of development - construction of a yacht basin, consisting of an outer harbor, channel and inner harbor for moorage. Dredging of the inner harbor began with the removal of 60,000 cubic feet of soil from a section of low lying

land a few hundred yards inland. However, two offshore breakwaters, designed to form a bell-shaped, seven-acre protected harbor, proved to be an engineering nightmare because of the depth of the ocean. In the face of the difficulties, plans for the harbor eventually were abandoned.

The absence of a yacht harbor and other recreational facilities triggered a decline in membership, and the Club began to experience financial difficulties. In October 1927, the Club was reincorporated, with ownership transferred to a group of San Diego residents for \$500,000. But mounting debt led to a notice of default in August 1933. Finally in March 1934, George M. Hawley Company, a San Diego investment firm took legal possession, and the La Jolla Beach and Yacht Club ceased to exist.

### **KELLOGG PURCHASES CLUB**

Enter Frederick William Kellogg (known as F.W. Kellogg), who recognized the Club's potential, envisioning an oceanfront resort that would attract out-of-town visitors, as well as La Jollans. On August 19, 1935, he purchased the property, transferring all of its assets to himself and his wife, Florence Scripps Kellogg.

To restore the Club to financial health, Kellogg decided to broaden its appeal, changing the Club's emphasis to that of an exclusive oceanfront tennis resort. He built four tennis courts and an Olympic-sized swimming pool, and promptly renamed the resort the La Jolla Beach & Tennis Club. To attract out-of-town guests, he constructed the "Beach Club Apartments" at the south end of the property.

Kellogg continued to expand the property, building a cofferdam to protect oceanfront apartments during construction. The dam later became the foundation for the Marine Room, an oceanfront restaurant and lounge just south of the Club. On the restaurant's opening night, May 19, 1941, with more than 120 guests in attendance, the largest grunion run of the year took place. Around 11 p.m., the beach outside the restaurant suddenly became a shimmering mass of silver, as thousands of the amorous fingerlings were swept on shore for their egg-laying ritual.

Kellogg never lived to see the opening of the Marine Room; he died on September 4, 1940, while on a trans-Pacific cruise to Japan. The responsibility for managing the Club fell to his son William Scripps Kellogg (known as W.S. Kellogg). The younger Kellogg, then publisher of the Glendale-News Press, arrived in La Jolla on October 1, 1940, and was managing trustee of the F.W. Kellogg Trust until November 1973. Following his retirement, he stayed on at the Club.

### **CLUB BLOSSOMS**

W.S. Kellogg was the driving force behind the resort's success as a tennis and vacation destination. During his tenure, he oversaw extensive changes, including the expansion of the Beach Club Apartments in 1948, the addition of the North Wing in 1957, and construction of Playa del Oro Apartments and the F.W. Kellogg commercial building. Other work included the completion of the Marine Room restaurant, construction of a nine-hole par-3 golf course, and extensive landscaping at the main entrance.

Another major undertaking was the construction in 1970 of the La Jolla Shores Hotel, which borders the Club on the north. A montage of Mexican-tile courtyards, fountains and adobe-style exteriors, the 128-room hotel has attracted luminaries from around the world, including former President Gerald Ford and Emperor Hirohito of Japan.

As the Club grew in size, it also grew in stature. W.S. Kellogg succeeded in attracting several major tennis tournaments, establishing the Club as a major tennis destination and drawing top professionals from around the world. By 1942, the Club was the site of a major tournament - the Pacific Coast Men's Doubles Championship - and, by the 1950s, had become a prominent stop on the tournament circuit, playing host to numerous USTA National Hard Court Tennis Championships. The Club also hosted Federation Cup matches between the United States and Great Britain.

### **TENNIS LEGENDS**

Today, the Club continues to host the Pacific Coast Men's Doubles Championship, and is the site of four other USTA national championships: the USTA National Women's 40s; the Father and Son Hardcourt Championships; the Senior Mixed Doubles; and the National Women's 50s and 60s Championships. In February 2006, the Club had the honor of hosting the Davis Cup First Round Tie between the United States and Romania, in which the U.S. won.

Jimmy Connors, John McEnroe, Arthur Ashe and Rod Laver all played in Club tournaments before turning pro. Other legendary tennis figures who grew up playing in Club tournaments include Pancho Segura, Jack Kramer, Ted Schroeder, Bill Tilden, Ellsworth Vines, Maureen Connolly, Karen Hantze, Patti Hogan, Janet Newberry and Les Stoefen.

### **FAMILY HEIRLOOM**

In 1973, W.S. Kellogg retired after 34 years as managing trustee of the properties, and his son, William Crowe Kellogg, assumed management. Under his leadership, two more tennis courts were added and an extensive renovation of the facility was started.

Up until the early 1980s, W.S. Kellogg was still a familiar sight at the Club, taking children for rides on the beach in a 1915 Packard, known as the "Old Black Goose." Children who rode in the convertible became members of the Old Black Goose Club, swearing an oath to never become litterbugs. With W.S. Kellogg's grandson now behind the wheel, children today still keep faithful the oath, patrolling the grounds to pick up litter.

Today, the operation of the Club, Marine Room restaurant and neighboring La Jolla Shores Hotel is in the capable hands of the fourth generation of Kellogg family members: William ("Bill") J. Kellogg.

The fact that the Club has remained a family heirloom, prized and protected by successive generations, is a source of inspiration and pride to the Kellogg family.

"I like the fact that we're still a family business," says Bill Kellogg, who, as president, presides over the Club's future. "We're not controlled by remote interests of some huge hotel chain with headquarters in some other state."

His great grandfather F.W. Kellogg would be proud too!

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