



THE OLD BLACK GOOSE HISTORY

Introducing the Old Black Goose:

It was in 1915 that Mr. & Mrs. Frederick William Kellogg (the originators of the La Jolla Beach & Tennis Club) purchased this Packard Twin Six automobile which today is known as "The Old Black Goose" and is the oldest Twin Six Packard in existence!

The car was built in Detroit, Michigan and was delivered to the Kellogg family in San Pedro, Los Angeles Harbor, via the Panama Canal which had recently been completed. The Packard was the first 12 cylinder automobile made. It came equipped with a self-starter, a crank, a Warner speedometer, electric lights and an eight-day clock.

At one point, Mrs. Kellogg told her son William S. Kellogg, *"William, I've had an offer of \$100 for the old Packard and I think I'll take it."* Fortunately for the Kellogg grandchildren, the current owners of the La Jolla Beach & Tennis Club, William Jr. persuaded his mother not to sell the car.

It was not until 1960 that the Packard was driven from its home in Altadena to its new home at the La Jolla Beach & Tennis Club. Shortly after its arrival in La Jolla, it became a major attraction to summertime guests, mostly children, around the grounds of the Club.

One day a young man of ten, Teddy Edmonds from Albuquerque, New Mexico, asked Mr. Kellogg, *"where is the 'Old Black Goose' this morning?".* Mr. Kellogg responded, *"why do you call it that?"* With great scorn, Teddy replied, *"Why Mr. Kellogg, it's old isn't it? And it's black isn't it? And it honks like a goose doesn't it?"* Mr. Kellogg responded back, *"Teddy, you've just named a great automobile and "The Old Black Goose" it shall be from now on!"*

Shortly thereafter, the children who visited the La Jolla Beach & Tennis Club formed "The Old Black Goose Club" with the motto: *"We keep things clean, both at the Club and at home...we don't litter like litterbugs."* The children toured the grounds and La Jolla Shores with Mr. Kellogg picking up litter wherever they went. Small badges were developed and given to each child. "The Old Black Goose Club" immediately caught on as a novel idea which was enjoyed not only by children but by all who took part. During a span of 40 years, over 10,000 of these badges have been distributed and are still being distributed.

The Old Black Goose has and continues to serve a wonderful purpose and has proven itself to be worth much more than the \$100 Mrs. Kellogg was originally offered.

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