


CITY OF SAN DIEGO
M E M O R A N D U M

DATE: May 17, 2013
TO: Historical Resources Board and Interested Parties
FROM: Kelley Stanco, Senior Planner 
SUBJECT: **Item 5 – 579 San Elijo Street**

The applicant has submitted an Addendum dated May 2013 which includes miscellaneous articles found during preparation of the Historical Resource Research Report (HRRR) but not included in Attachment E of the report. The information in these articles provide insight on the history of the subject house and its owner/occupants, but did not reveal any information to support a conclusion of significance under any HRB Criteria. Staff concurs with this determination, and continues to recommend that the property not be designated under any HRB Criteria.

At this time, no other information regarding the property or any possible historic significance has been provided to the City by the applicant or any other individual or group.

Attachments: 1.) Applicant's Addendum dated May 2013 under separate cover

ADDENDUM

Miscellaneous articles not included in original historic research report, which were deemed not of a caliber to substantiate designation under Criteria A or B.

for

579 San Elijo Street
San Diego, California 92106

APN# 532-361-05-00

Prepared By:

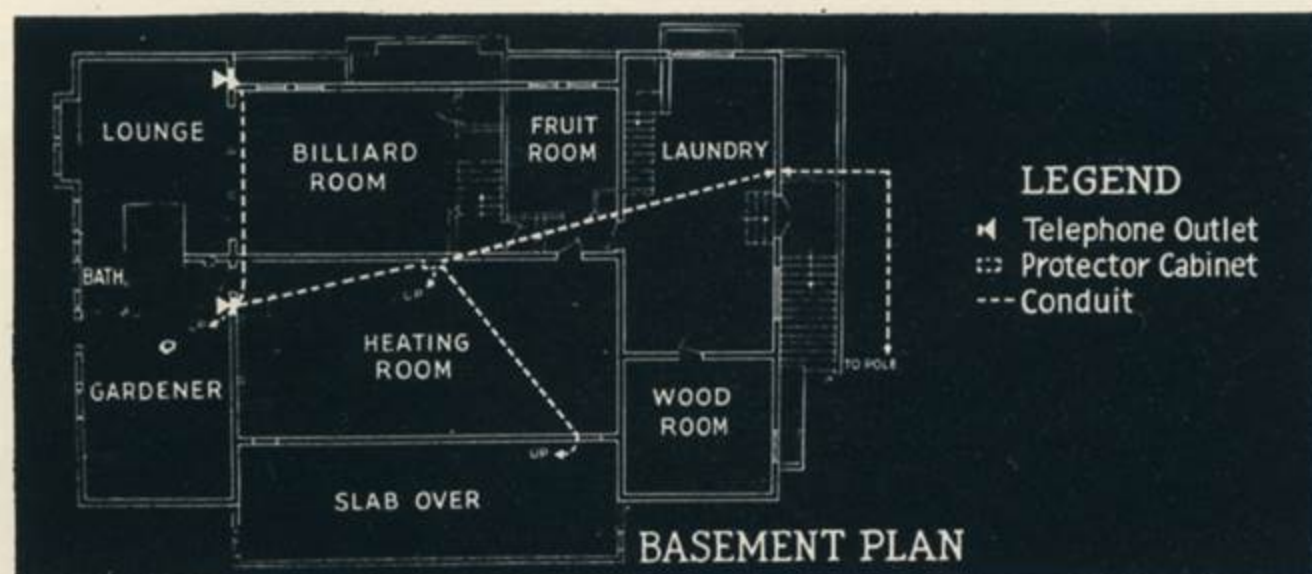
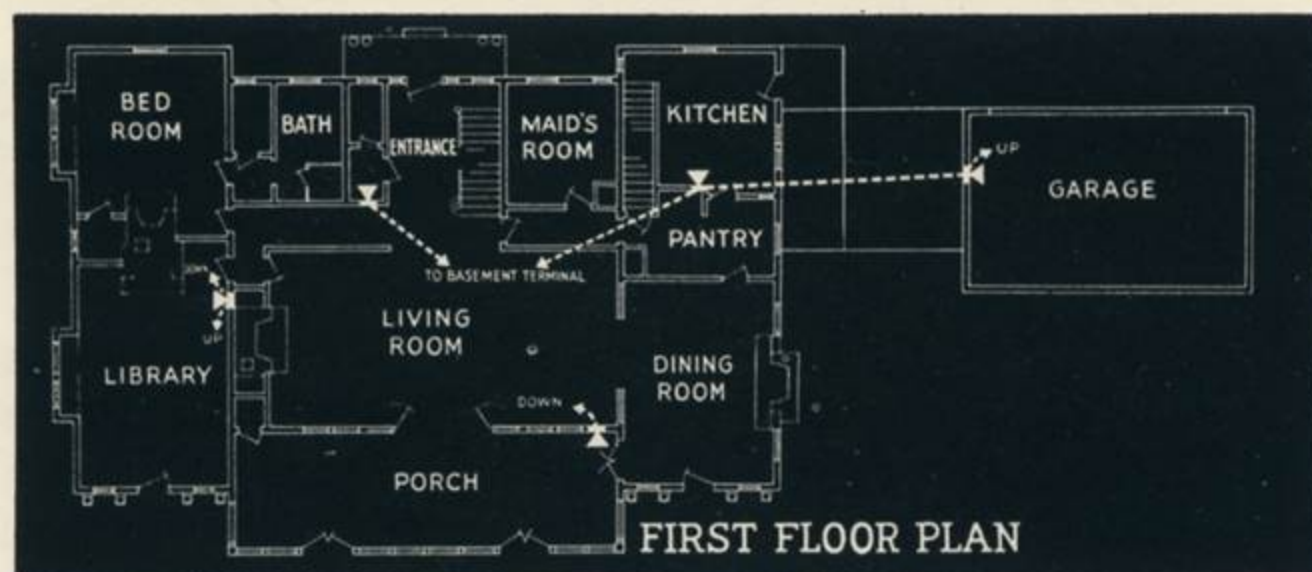
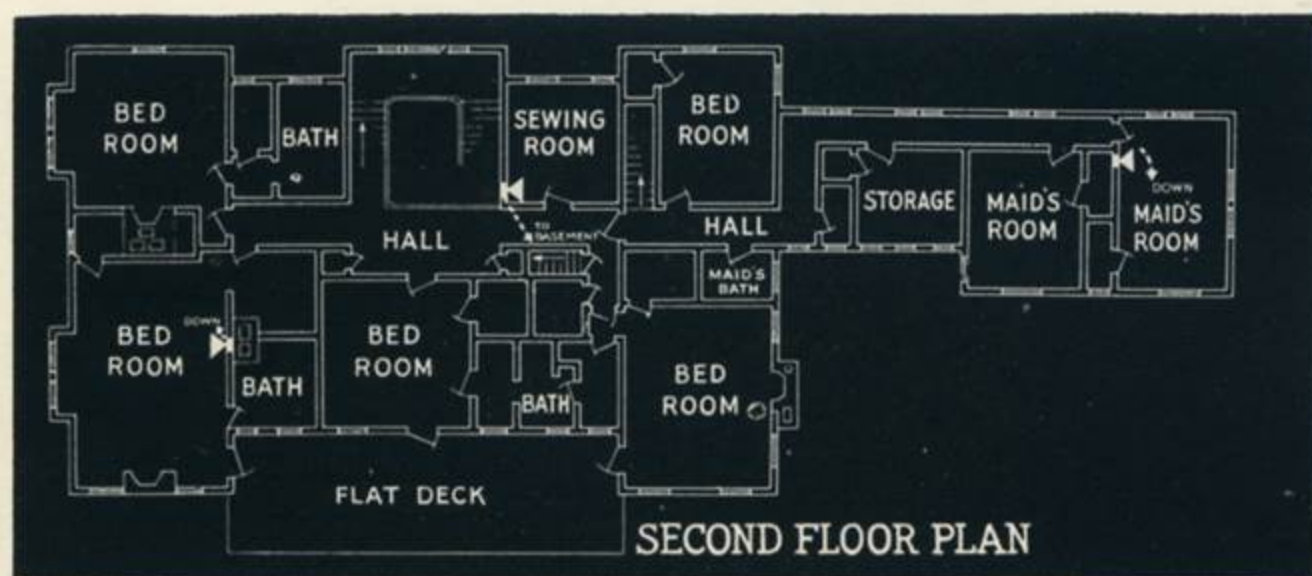
IS Architecture
5649 La Jolla Boulevard
La Jolla, California 92037
(858) 456-8555

May 2013

Communication *within* the Residence . . . over the Regular Bell Telephones



Ten telephone outlets, including one in the garage and two in the basement, provide complete telephone convenience in the residence of Mr. A. W. Treadwell, 579 San Elijo Ave., San Diego, Calif.
HAYWARD PIERCE, Architect, San Diego.



IN DESIGNING a residence, it is often desirable to provide for communication within the house . . . bedroom to kitchen, for instance, or library to garage . . . as well as to the outside. Home owners find this especially convenient for conducting household business, receiving incoming calls or talking to people in other parts of the house. Bell System equipment makes it possible to have this intercommunication over certain of the house telephones, without interfering with outside calls.

This is but one of the many features of modern telephone convenience. The basic thought is to have the telephones sufficient in number, and so located, as to bring the greatest possible ease and comfort in the use of the service.

Conduit for the telephone wiring is specified throughout the house, making outlets available in every important room. Telephones can then be had just where the occupants want them. And they can enjoy the improved appearance which comes from concealed wiring.

The telephone company is constantly studying ways to improve its service. It will gladly co-operate with architects in helping to plan the best telephone arrangements for particular building projects. When intercommunicating service is involved, this consultation is particularly important. There is no charge. Just call the Business Office.



Harvard, Yale Alumni Gather

Harvard and Yale alumni will assemble at the University club at 11 o'clock today to listen to the play-by-play account of the annual football game between the two institutions which will be played at Cambridge. A buffet lunch will be served during the progress of the game.

Alumni residing in the vicinity of San Diego wishing to attend the party are requested to notify Robinson Rowe at Main 8311 or A. W. Treadwell at Main 0178. Those present will include Dr. Dunham, Karl Baumgarten, Henry L. Bischoff, H. K. Clay, R. S. Hoyt, Gordon Gray, Aaron Davis, Frazier Curtis, S. J. Jackson, T. Stimson, R. L. Maloon, R. R. Rowe, C. A. McGrew, A. W. Treadwell, L. P. Brown, Capt. H. J. Humphrey, Austin Burnham, R. P. Burch, Stearns Cook, J. C. Smille, G. M. Steese, Hayward Peirce, Henry D. Holt, and M. T. McGinnis.

63 Golfers To Play For President's Cup

Sixty-three members of the La Jolla County club will tee off tomorrow morning in the opening round of competition for the president's cup of the club. The championship will be decided by 54 holes of medal play with rounds of 18 holes scheduled for tomorrow, Saturday and Sunday. First-round pairings follow:

- 8:30—H. B. Cassidy, C. H. Calloway and T. S. Johnson.
8:35—C. M. Baldwin, E. S. Lovett and J. C. Riach.
8:40—A. L. Clark, W. G. Stitt and H. H. Atherton.
8:45—R. E. Davis, H. P. Wilson and A. H. Barlow.
8:50—H. J. Muir, Juan Faudoa and F. C. Corey.
8:55—F. T. Chasey, L. Staley and W. F. W. Low.
9:05—M. Cooper, E. G. Bigelow and C. J. Coutts, Jr.
9:10—J. D. Towner, J. W. Gates, Jr., and **A. W. Treadwell**.
9:15—W. R. Jackson, J. D. Brunton and N. E. Parker, Jr.
9:20—R. C. Lounsberry, T. M. Meanley and A. M. Rowley.
9:25—H. Cavaness, F. F. Adams and G. C. Hicks.
9:30—C. F. Atkinson, W. E. Allen and R. Rutherford.
9:40—W. Blanchard, A. H. Chase and R. McGinnis.
9:45—F. T. Gillespie, F. L. Stimson and R. E. Curry.
9:50—M. S. Wright, H. H. Stewart and R. L. Kennedy.
9:55—C. McIntyre, A. M. Speer and E. J. Neville.
10:05—F. Turnbull, H. H. Ink and W. H. Court.
10:10—A. W. Willett, C. Smith and J. K. Wells.
10:15—E. C. King, George Maler and R. B. Morgan.
10:20—E. W. Miller, V. W. Becker and R. Cromwell.
10:25—J. Sisler, W. McIntyre and J. K. Whitehead.

San Diego Union, May 29, 1932

FLORAL ASSOCIATION INVITES GARDEN VISIT

San Diego Floral association members and friends are invited to view the extensive and beautiful gardens of Mrs. A. W. Treadwell, 579 San Elijo avenue, and Mrs. O. B. Wetzell, 510 San Fernando road, both in La Playa, this afternoon from 2 to 5 o'clock.

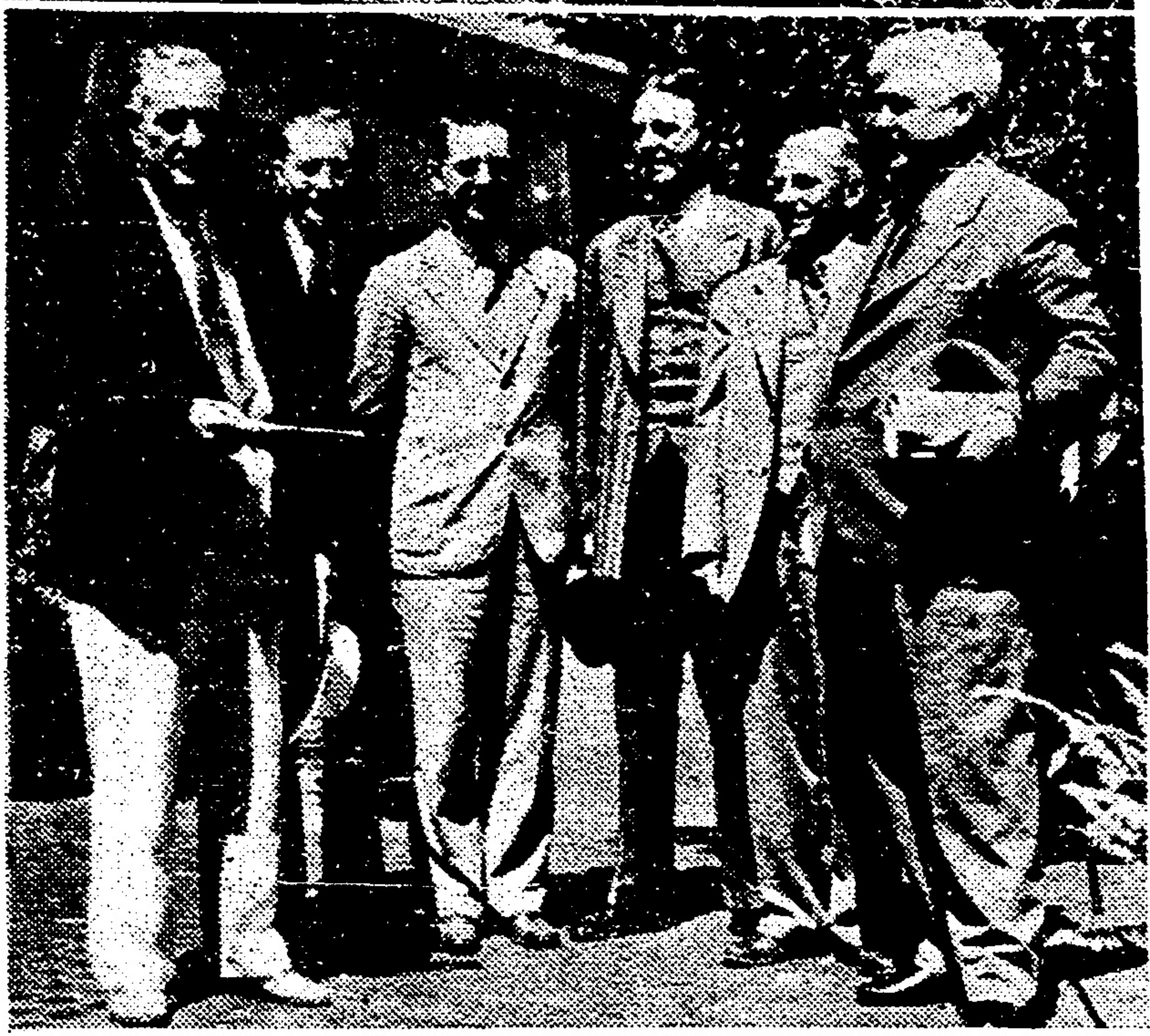
San Diego Evening Tribune, October 28, 1933

Entertain Small Group

Mr. and Mrs. A. W. Treadwell were host and hostess yesterday evening at an informal dinner and bridge party given for a small group of their friends in their home, 579 San Elijo, Poin. Loma.

S. D. Bench, Bar Donate to Pool

It was an occasion for smiles when D. L. Ault (left below), president of the San Diego County Bar association, presented a check for \$581, gift of bench and bar members to the crippled children's pool fund, to Ed K. Cormack (right). The others (left to right) are John A. Hewicker, association treasurer; Judge Lloyd Griffin, Clifford Fitzgerald, solicitation committee chairman, and William H. Evans, secretary.



Fund for the crippled children's pool was \$581 richer today, following contribution of that amount to the campaign by the San Diego County Bar association at its luncheon meeting. The presentation was made by D. L. Ault, president of the association, in behalf of the bench and bar, and was accepted by Ed K. Cormack, president of the Society for Crippled Children, with an expression of "the gratitude of these physically handicapped children who can not be here to thank you personally, but to whom your gift means so much."

Working quietly among members of the legal profession, a committee headed by Clifford Fitzgerald raised the amount, which Ault said does not represent the total contribution of association members, as many of them had made individual gifts to the fund before the separate campaign was undertaken. Assisting Fitzgerald were W. H. Evans, Adam Thompson, James Henderson, George Mallette, John Hewicker and Judge Dean Sherry.

Work Progressing, Word

"This gift from the bar association is the largest individual contribution from any one group whose campaign was limited to its members," said Cormack. "It brings us appreciably nearer our objective and assures our ultimate success. Our committee is grateful for this public manifestation of interest in establishment of a children's health restoration institution in San Diego—an institution which one day, we are confident, will rank among the finest of its kind in the United States."

Cormack informed the meeting that work is progressing on the therapeutic pool and will be pushed to completion to give earliest possible treatment to eagerly-waiting children afflicted with infantile paralysis. Principal speaker was A. W. Treadwell, whose subject was "The English Bar and the English Barrister." He traced development of the system of legal procedure in England from the time of William the Conqueror. Members of the bar voted to hold the annual picnic June 9 at the El Cajon ranch of Y. A. Jacques.

Remodeled Clubrooms Celebrated

The half century old Cuyamaca club has such smart re-appointed clubrooms that the members are determined to celebrate the club's new spring dress with a festive dinner dance Saturday night.

Mrs. Homer C. Oatman is chairman of the social committee which is in charge of arrangements.

Marcus Martinez, who is responsible for the entertainment announces that two Spanish dancers and a contralto soloist will give a dinner hour program. The dancers are Paquita and Margarita Morrice

NO-HOST PARTIES

At one no-host table will be Miss Emily Clayton, Mr. and Mrs. Maurice James, Mr. and Mrs. Sydney Dodds, Mr. and Mrs. Marston Burnham, Mr. and Mrs. Burnet Wohlford, Mr. and Mrs. C. Wesley Hall. Miss Clayton will give a cocktail party in her home before the dinner.

Mr. and Mrs. John Lawrence Fox will entertain guests at the reopening dinner dance. Mr. and Mrs. A. W. Treadwell, E. C. Sawade, Mr. and Mrs. Ben L. Elliott, C. T. Johnson jr, M. N. Wilson have all made reservations

Mr. and Mrs. Philip L. Gildred, Mr. and Mrs. Frank Frye jr., Mr. and Mrs. Louis Rice are getting up a table for 12.

Mr. and Mrs. Harry L. Benbough will have as their guests Mr. and Mrs. Charles Easterbrook, Mr. and Mrs. H. L. Benbough jr, Mr. and Mrs. Elmer Small.

One of the largest parties will be given by Mr. and Mrs. Don M. Stewart who will honor Capt. and Mrs. John S. McCann, and Capt. and Mrs. Andrew S. Hickey.

The Stewarts will serve aperitifs in their home. Their other guests will be Mr. and Mrs. Maurice Herschel, Mr. and Mrs. Sam E. Mason, Mr. and Mrs. Joseph Dryer, Mr. and Mrs. Adrian Miles, H. W. Lane, Miss Florence Eastwood, Mrs. Marjorie Stewart Storay.

NO-HOST PARTY

Mr. and Mrs. Thomas G. Cross and Mr. and Mrs. Ed Hope are getting up a small no-host party as are Mr. and Mrs. Frank W. Nevitt who will dine with four other members.

Mr. and Mrs. H. Philip Anewalt, Mr. and Mrs. George Graves, Mr. and Mrs. Hal Hotchkiss, Mr. and Mrs. Arthur Wells and Mrs. Clyde Box will dine together at the festive party.

Another no-host party will include Mr. and Mrs. Richmond Jackson, Mr. and Mrs. Robert Flack, Mr. and Mrs. W. Murray Smith and Mr. and Mrs. Joseph Jessop.

Reservations have also been made by Mr. and Mrs. D. S. Calland, Homer D. Peabody, D. R. Minshali, Mr. and Mrs. C. Arnolt Smith, Mr. and Mrs. Charles B. Wincote, Mr. and Mrs. A. L. Houser, Marcus Martinez, Mr. and Mrs. B. B. Starke.

Mr. and Mrs. Herbert S. Richards, Mr. and Mrs. Sidney D. Frantz, Mr. and Mrs. Frank Frye, Miss Hortense Coulter, Mr. and Mrs. Mel Baker, Lt. and Mrs. Eddie Sanders will complete another party.

Mr. and Mrs. Wiley V. Ambrose and Mr. and Mrs. C. N. Phillips have reserved a table for eight.



DAVID GIRTON FLEET

Buffalo, New York

Diploma—Scientific

Cornell University



MILITARY—26-27 Private Cavalry. 27-28 Sergeant Cavalry.
28-29 Sergeant Cavalry.

ATHLETIC—26-27 Company Football; Track; Baseball. 27-28
Company Football; Track; Baseball. 28-29 Company Foot-
ball; Track; Baseball.

MISCELLANEOUS—26-27 Black Horse Troop; Culvers; Senior
Plebe Club; Silver Lozenge. 27-28 Treasurer Yearling Com-
mission; Gold Lozenge; R. O. T. C. Medal. 28-29 President
Two Stripe Council; Y. M. C. A. Cabinet.

San Diego Union, November 6, 1944



FLEETS PLAN MOVE

Mr. and Mrs. David G. Fleet and son, David Fulton Fleet, will move on the first of December to their recently purchased house at 2270 San Juan rd. Their Pt. Loma home was purchased by Dr. and Mrs. Roy M. Ledford.

Joy Peterson Will Become June Bride of R. Merl Ledford jr.

Capt. Harry M. Peterson (ChC), U.S.N., and Mrs. Peterson, of Pt. Loma, announce the engagement of their daughter, Joy Gertrude, to Roy Merl Ledford jr., son of Dr. and Mrs. Roy M. Ledford, of Pt. Loma. A June wedding is planned. Miss Peterson was graduated from Occidental college where she was a member of Gamma Kappa Theta. A leader of the arts and crafts section of the American Association of University Women, she is a teacher in the city school system. After her wedding she will work toward her master's degree at Stanford university where Mr. Ledford will continue his pre-med studies. Mr. Ledford, who was president of the Hoover High school student body, was in radar with the naval reserve during the war, serving overseas. Before entering the service and since being released he has been a pre-med student at Stanford university where he is a member of Kappa Alpha fraternity.

Miss Peterson and Mr. Ledford received with Dr. and Mrs. Ledford yesterday at their holiday open house.



Miss Joy Gertrude Peterson, charming daughter of Capt. Harry M. Peterson (ChC), U.S.N., and Mrs. Peterson, of Pt. Loma, whose engagement to Roy Merl Ledford jr., son of Dr. and Mrs. Roy M. Ledford, is being announced by her parents. (Maybelle Smith—Valley studio.)

SOCIETY NEWS

Christmas Ideas To Be Featured

By **EDITH CUSHING**
Society Editor

Seven attractive homes in the Presidio Hills and Point Loma sections will be opened to the public Dec. 6 and 7 when the San Diego Floral Association sponsors a house tour featuring stunning Christmas arrangements and decorations. Mrs. Eugene Daney Jr., president, has appointed Mrs. Harle H. Brown as general chairman of this interesting event. Pur-

chaser of each ticket will receive a map showing where the homes are and the best way to make the complete tour, ending at the home of Capt. Charles A. Hill, USA, ret., and Mrs. Hill, 3130 Udall St. Refreshments will be served there under the direc-

tion of Mrs. Edith Cushing Mark Baldwin. The other homes to be visited include Mrs. Lester Wright, 4460 Trias St.; Dr. and Mrs. Purvis Martin, 2410 Pine St.; Mr. and Mrs. Charles Hafter, 2408 Arista Ct.; Mr. and Mrs. Sydney R. Inch, 2440 Marilouise Way; Dr. and Mrs. Roy M. Ledford, 579 San Eljo St., and Mrs. Samuel Durr, 511 San Fernando St.

Tour tickets may be purchased from Mrs. Benjamin Anthony, 3170 Curlew St., or Mrs. Brown, 3233 Tennyson St. Mrs. J. Terrell Scott is chairman of hostesses, who will be at each house to show patrons both the decor and the homes. Mrs. Roland Hoyt is in charge of ticket sales at the houses. Members of garden clubs or garden sections who take the tour in groups of 20 or more will be entitled to a reduction in price of tickets.

Mrs. Stewart Carse is to be chairman of the holiday arrangements, which will be placed in each dining room, living room, at the doorway and in the entrance hall. Mrs. Arthur Shoven and Mrs. Rawson J. Pickard already are planning the artistic decor they will use at the home of Mrs. Durr. Since Floral Association members are noted for their deftness with floral and holiday arrangements, we predict that those who make the tour will find many interesting ideas to use in their own homes at Yuletide.



Barker. Mrs. Ira A. Robbins and Mrs. Donald F. McLean will take to the review as their guests Mmes. George Roberts, Byron Gilchrist, A. Sidney Freedman and Nicholas Doukas.

Many are planning luncheons at Cafe del Rey Moro before the program, while others will form no-hostess tables. At one of the latter will be Mrs. Franklin H. Robinson, Mrs. Ethel H. Robertson and Mrs. Loring. Mrs. Fred Millard Cox will have as luncheon guests Mmes. Paul R. Stevenson, Verne N. Sutherland, Anderson Borthwick, Charles A. Taylor, Charles W. Curtis, John N. Schworke and Robert G. Waterhouse.

Turkey Talk

It's not too long until Mr. Tom Turkey is served and already family plans are being made for Nov. 27, Thanksgiving Day. Mr. and Mrs. Herman R. Ascher will have with them for dinner their son-in-law and daughter, Mr. and Mrs. Gordon B. Heller, with children, Gordon Jr., Jeffrey and Edith Ann, and their son and daughter-in-law, Mr. and Mrs. Herman Ascher Jr., with daughters, Judith, Nancy and Mary Katherine. Invited to join them from Los Angeles are Albert Mealey and C. D. Wilson.

The Hellers are happy over news that his parents, Mr. and Mrs. Milton F. Heller, will come down from their San Marino home Christmas Eve to spend at least Christmas Day with them.

Dr. and Mrs. Roy M. Ledford's son-in-law and daughter, Mr. and Mrs. Robert Green, with their babies, Leslie Ann and Robert Alan, will come from Los Angeles for Thanksgiving. Dividing the holiday with Ledfords and with Mr. and Mrs. Ray Cavell will be the latter's son-in-law and daughter, Mr. and Mrs. Kenneth Johns, whose home is in Los Angeles. The Ledfords' other

Garden Tea Chairmen Announced

Chairmen for the fashion show and garden tea to be sponsored by the Floral Association at 2 p.m. July 10, in the garden of Dr. and Mrs. Roy Ledford at 579 San Elijo St., were announced yesterday.

Mrs. Roland S. Hoyt, general chairman, made the announcement. The chairmen are Mrs. C. Wesley Hall, tea committee, assisted by Mmes. Purvis Martin, Maurice Brown, Eugene Cooper and A. F. Gardner; Mrs. A. G. Wenzell, hostesses, assisted by Mmes. Lester Bradley, Arthur Keyes, W. M. Alberty, R. E. Sankey, Samuel Durr and George Stone.

Also, Mrs. L. N. Hart and Mrs. H. O. Cozby, fashion show; Mrs. Eugene Daney Jr., publicity; Mrs. Anita Lynch and Mrs. Mark Baldwin, tickets; Mrs. S. P. Thacher, transportation, and Mmes. Lester Wright, James D. Forward and John H. Fox, who will pour.



—San Diego Union Staff Photo

The garden setting for the "Mint Julep" tea to be given by the Women's Committee of the Symphony Orchestra Association July 2 was visited recently by committee members including, from left, Mrs. Floyd M. Bond, Mrs. John Lawrence Fox, chairman, and Mrs. Albert Hindrelet.

Symphony Unit Announces Plans For 'Mint Julep' Tea

The garden of Dr. and Mrs. Roy M. Ledford's colonial style home on Point Loma will be setting for the "Mint Julep" tea sponsored from 2 to 4 p.m. July 2 by the Women's Committee of the San Diego Symphony Orchestra Association.

Honored at the tea will be 1958 Summer Symphony conductors, Maurice Abravanel, John Barnett, Daniel Lewis and Roger Wagner.

Entering the garden through tall gates, guests will circle left passing a fountain cascading from the top of a rock wall to a pool below. The path will take them to the bay view terrace for a view of the San Diego skyline and bay and then to a flagstone terrace where they will be greeted by Mrs. John Lawrence Fox, general chairman, and Mrs. Anderson Borthwick, co-chairman.

FAVORITE FOODS

The tea table, to be decorated by Mrs. Floyd M. Bond and Mrs. William P. Odom, will be centered with magnolia blossoms arranged in a silver epergne.

Mrs. Albert F. Hindrelet and Mrs. William S. Stovall have asked members of their refreshment committee to bring delicacies made from favorite recipes.

with special seasonings including wine and savory will be made by Mrs. Benjamin F. Eager. Mrs. R. Hastings Garland will bring banana nut loaf made from her mother's recipe. Boston brown bread from an old family recipe will be Mrs. Paul L. Hoefler's contribution. Mrs. Harold Raddatz's scalloped sandwiches will have fresh crabmeat fillings. Mrs. Victor Le Laurin's banana bread will be spread with mint-flavored cream cheese.

TEXAS NUT BREAD

A recipe brought from Texas will be used for Mrs. Sedgewick W. Fraser's nut bread. Holland-born Mrs. Dirk C. Kok Jr. will make miniature Viennese cheese cakes tinted mint green. Mrs. Rob Roy McGregor will add curry to her deviled ham and chopped egg sandwiches. A favorite nut bread will be made by Mrs. Joseph B. Dickinson. Mrs. Joseph E. Cairncross plans to announce her choice at the last minute.

Presiding at the mint julep punch bowls will be Mmes.

Baked Custard

When you remove baked custard from the oven take the cups out of their water bath immediately and place cups in a pan of cold water to cool.

William Donald Evans, Peter Fletcher, Gordon C. Luce, Frederick H. Rohr Jr., Charles W. Shafer and John M. Thornton.

TWO MAYORS' WIVES

Pouring at coffee and tea urns will be Mrs. Charles C. Dail, wife of Mayor Dail, and Mrs. Manuel Quiroz, wife of the Tijuana mayor and a member of the Tijuana Auxiliary of the Women's Committee. Also pouring will be Mmes. A. M. Pride, Thomas A. Wornham, Dean E. Howell, Edgar A. Luce, Richard P. MacNulty, R. Emerson Bond and Philip S. Mountjoy.

Mrs. Laurence M. Klauber's hostess committee includes Mmes. Richard W. Bourne, Philip R. White, Robert Macon, Gerald E. Lutes, Leroy A. Wright and Philip M. Klauber.

Hostesses will be identified by badges being made by a committee including Mrs. Ira H. Wilson, chairman, and Mmes. Lionel Ridout, Hodge M. Crabtree, Harold Warner, Stewart H. Smith and James W. Brayshay.

Mrs. John J. Steelquist has arranged the appearance of two strolling musicians.

Invitations chairman is Mrs. George H. Murch. Mrs. Arthur F. Butler is printing chairman and Mrs. Horace Ball is press chairman.

STRAWS IN THE WIND

'Masterpiece' Party Honors 2 Anniversaries

By EILEEN JACKSON

Dr. and Mrs. Roy Merl Ledford of Point Loma, whose stately Georgian house dominates beautifully landscaped rolling acreage in the heart of La Playa, painted a social masterpiece Saturday night and hung it high on a rose tree-bordered terrace overlooking a fairyland of lighted

city and harbor. Their work of art was a garden supper-seascape celebrating the 35th wedding anniversary (jade) of Lt. Gen. Thomas Andrews Wornham, USMC, ret., and Mrs. Wornham and the 25th (silver) anniversary of Maj. Gen. Victor Krulak, USMC, and Mrs. Krulak. Their "jury" included friends of the honored guests and hosts and a few young couples close to them. There were three generations of Krulaks at the party including General Krulak's mother, Mrs. B. M. Krulak, of Denver, Colo., and General and Mrs. Krulak's son, Victor Jr., student at

the Church Divinity School of the Pacific, Berkeley. The Wornhams' son and daughter-in-law, Mr. and Mrs. Thomas Van Allen Wornham, walked across the street to the party.

The Ledfords' harbor view terrace and its plantation planting, including towering gum trees, is a lily which doesn't need gilding to make it one of the city's most beautiful party settings. However, the adornment Saturday was dramatically right. The flagstone terrace accommodated large green and white party tents which sheltered the white, candlelighted supper tables and white chairs. Simple modern hurricane lights illuminated the tables and the garden walks. A long refectory table, untented, curved along the edge of the terrace. It was hung to the flagstone floor with gossamer-fine pleated organdy, the cloth lighted from within, giving it airy beauty. The long table was edged with a row of crystal bud vases, each holding a single rose, this elegance being interrupted at intervals by cherub-supporting candelabra. In the drawing room and enclosed lanai, guests were seated at small tables strewn with fresh roses.

Witty Champagne Toasts

At the end of the al fresco cocktail hour guests were served champagne for toasting to the honored guests. C. Wesley Hall was the witty master of ceremonies, rereading his rhymed tributes to the Wornhams and Krulaks which he had read Thursday at the Krulaks' anniversary dinner in their quarters.

Mr. and Mrs. Hall, incidentally, have set June 15 for the dinner party which they will give in honor of Mr. and Mrs. Edmund T. Price, recently arrived from London. Last night the Prices were honored at a small dinner party given by the Albert Scotts, who are entertaining each Sunday night this season.

Mrs. Ledford received in a fiesta dress of pink cotton trimmed in gold rickrack braid. Mrs. Krulak, who pinned her gardenia corsage on her sassy topknot, wore a pastel print. Mrs. Wornham, who chose a white Oriental satin brocaded sheath, wore the Imperial jade (for 35 years) earrings which General Wornham had had designed for her from his cufflinks.



Eileen Jackson

Luncheon For IAPA Ladies

Dr. and Mrs. Roy Merl Ledford are lending their handsome New England colonial house and rolling gardens on Point Loma overlooking Shelter Island for the first of three luncheons planned for wives of IAPA members. It will be given tomorrow. Transportation will leave Kona Kai Club for the Ledford house, 579 San Elijo, at 11:45 a.m. Guests will be served sherry and Dubonnet on the flagpole terrace. Guests will be greeted at the double white garden gate by Mrs. William Donald Evans of La Jolla and Mrs. Robert Green of Chicago, daughters of Dr. and Mrs. Ledford, and Mrs. Norman Roberts. They will direct guests to the terrace fronting the white colonial house for a seated, served garden luncheon. Tables will be set up also in the swimming pool pavilion adjoining the house and overlooking the harbor and city, and in the front courtyard under umbrellas. The Ledford house is large enough to accommodate guests in case of inclement weather.

Mrs. Ledford will be assisted in greeting guests by her daughters, also by Mmes. Fred Rohr, David G. Fleet, James S. Copley, Norman Roberts, Alex DeBakcsy, Jesus Clemente Cabello of Tijuana, just returned from an extended trip into Mexico, Camacho de Campo, Ewart Goodwin, Ernesto Ellis and Miss Noanie DeBakcsy. Several of the hostesses are bilingual. Senora Camacho de Campo is from Mexico City.

Reservations for Mrs. Ledford's luncheon and other luncheons to be given this week for wives of IAPA members can be made at the daily continental breakfasts for IAPA ladies in the Island Room, Kona Kai Club, from 9 a.m. to 10:30 a.m. or at the hospitality desks of Shelter Island hotels.

San Diego Union, September 29, 1974

Home Sales

In home sales, Mr. and Mrs. Charles K. Fletcher purchased the La Playa area home at 579 San Elijo St. from the estate of Dr. Roy M. Ledford for \$500,000, transfer tax value.

S.D. UNION, B-7, APRIL 24,
1977

Fletcher To Lead Charity Campaign

Kim Fletcher, president of Home Federal Savings and Loan Association, has been appointed chairman of next fall's annual United Way-Combined Health Agencies Drive.

The appointment was announced by James F. Mulvaney, president of the United Way of San Diego County, and Dr. Ellis M. Benson, CHAD chairman of the board.

Fletcher's grandfather, the late Col. Ed Fletcher, was chairman of San Diego's Community Chest campaigns in 1928 and 1929.

For the past three years the two organizations have combined their fund-raising efforts on behalf of the county's leading privately supported health and human care services.

"In assuming this volunteer function I recognize the responsibility for service

which all citizens share," Fletcher said. "I surely will do my part and I expect that others will respond similarly when called upon to meet our community's urgent health and human care needs."

In the 1976 effort, volunteers raised a record \$8,152,026 and exceeded the campaign goal for the first time in nearly 25 years. The 1976 total was 9 per cent greater than the final results of the 1975 campaign.



KIM FLETCHER
... urges fund support

Kim Fletcher's admirers

"My children," reported Kim Fletcher, "asked me tonight, 'What are you being honored for?'"

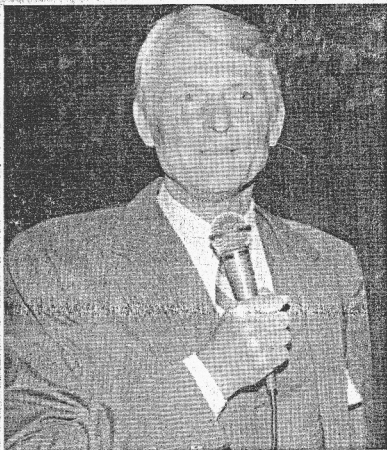
"And I said for going to more breakfast meetings at 7:30 in the morning than anyone else in San Diego!"

"Maybe so, but the party Tuesday night at the Ernest Hahns' Rancho Santa Fe estate also honored Fletcher for lots of other contributions to United Way/CHAD — including his service as president of United Way and General Campaign Chairman for both organizations."

"About 300 Fletcher fans turned out to salute him — and to explore Jean and Ernie Hahn's new home. (They've been in residence 10 months now, but this was the first time many of their guests had seen the suburban showplace, which strikes a happy balance of opulence and informality.)"

Jim Mulvaney, just off a plane from Washington, D.C., and Dennis Conner, just back from 12-meter yacht races off Sardinia, were two of the partygoers who stood up and said nice things about the guest of honor.

Conner gave Fletcher an American flag that had figured in two America's Cup campaigns. (It was originally a gift from the skipper of



The San Diego Union/Jerry McClard

Kim Fletcher at dinner in his honor.

Gathered on the Hahns' poolside terrace were the likes of Rolf Benirschke, Marge and Dr. Author Hughes, the Doug Manchesters, Jeanne and Clayton Brace, Barbara and Ed Luce, singer Patti Page and Rocky Cole, Donis and Judge Mack Lovett, Fran and Ken Golden, Betty and John Mabee, Ted Graham, Dorothy and Bob Shapiro, and lots of the Fletcher clan.

The Bobby Kent combo played upbeat tunes for a crowd that also included the John Thorntons (Sally wore an Adolfo outfit), Ruth and Bill Dick, Rosemary and Bill Logan, the

Dean Dunphys, Alice and David Miller, Barbara and Leon Parma, Tommi and Bob Adelizzi, the Joe Yamadas, Isabel and Bob Morris, the Clark Anthonys, and Carole and David Primuth. Primuth is the current United Way/CHAD campaign chairman — the man who has his sights set on a \$20-million goal.

Among the many couples who toured and admired the Hahn house were the Scott Andersons, the Page Joneses, and the Clair Burgeners. The former congressman, no slouch as a collector of plaques, took special note of all the plaques, trophies

and proclamations displayed in Ernie Hahn's exercise and dressing rooms.



Burl Stiff

the aircraft carrier Enterprise to Conner and Malin Burnham when they were preparing for their successful defense of the Cup in 1980.)

The United Way/CHAD folks came up with a surprise for Conner, too — a bumper sticker that says "America's Cup: Don't Leave Perth Without It!"

And the celebrated sailor had some fun at his own expense: "... you probably invited me because I've earned a reputation for charity — by giving the America's Cup to the Australians last year."

salute him in United Way

Fletcher retires from HomeFed

HomeFed: Fletcher retires as salaried thrift employee

**But he plans to
stay on as board
chairman of thrift**

By L. Erik Bratt
Staff Writer

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Fletcher, who earned cash compensation of \$733,593 in 1989, according to the most recent proxy statement. "There were no calls from any investors, analysts or regulators. The only pressure was from myself."

Several analysts agreed.

"Things went wrong for the company, but I wouldn't say they needed a fall guy for this," said Gary Gordon, a PaineWebber analyst in New York who covers financial institutions on the West Coast. "He's not a young man so there are plenty of reasons for him to retire."

"I could not read anything sinister into it," Gordon said.

Irving Katz, an independent financial analyst formerly with Thomas Green/San Diego Securities Inc., said it is unlikely Fletcher was pressured to retire because the "damage has already been done and the loans are on the books" at HomeFed.

If Adelizzi resigned, Katz said, it might be a different story.

With yesterday's announcement, another big player in the development of San Diego's thrift industry, is gone. Last summer, Gordon C. Luce, head of now-troubled Great American Bank for more than 20 years, officially retired as chief executive.

For more than 20 years, the San Diego savings and loan industry was a competition that pitted HomeFed against Great American, Kim Fletcher against Gordon Luce. Now both have stepped down, unable to muster the energy it takes to navigate an S&L through today's turbulent financial waters.

Fletcher downplayed the cross-town rivalry as "more perception than reality," and said he and Luce have been good friends for a long time. He emphasized that he will re-

main on with HomeFed in an advisory capacity, while Luce has left Great American entirely.

Katz said it is unfortunate to see Luce, and now Fletcher, retire.

"These are the pillars of the community," said Katz. "They both have long histories in San Diego ... and have supported a lot of causes over the years. Who is going to take their place?"

Luce could not be reached at home for comment.

Since joining the company in 1950, Fletcher said HomeFed is much larger than he ever anticipated. When he started, HomeFed had one branch and \$8 million in total assets. Today, HomeFed has roughly 215 branches statewide and about \$19 billion in assets.

"It's more than I ever thought possible," Fletcher said.

Fletcher said he is satisfied with the condition he is officially leaving HomeFed in, except for one thing: declining real estate values.

"I certainly would like to have the real estate recession behind us ... but it is something that is not uncommon to the industry. We have had four or five (real estate recessions) that I can recall."

Much of HomeFed's loan portfolio is wrapped up in commercial real estate, which has dropped significantly over the past year, leading HomeFed to anticipate that non-performing assets will top the \$1 billion mark when year-end 1990 figures are reported, possibly in March.

As part of his remaining duties, Fletcher said he will serve on the directors' loan committee and the credit policy committee, which reviews the quality of HomeFed's loan portfolio. Fletcher also will remain a director of Home Capital Corp. and



Kim Fletcher
End of an era

HomeFed Communities Inc., two subsidiaries of HomeFed Corp.

Beyond those duties, though, Fletcher will devote more time to his family. He said he also will indulge in a little traveling, as well as participate in competitive boat racing, recreational tennis, swimming, body surfing and "enjoying life in general."

A native of Hollywood, Fletcher has lived in San Diego since 1934. He is a graduate of Stanford University, and has served as a past director of the Federal Home Loan Bank (FHLB) of San Francisco, and past chairman of the Advisory Council to the FHLB Board of Washington, D.C.

Fletcher is a director of numerous organizations, including the San Diego Hospital Association, the Child Abuse Prevention Foundation and the California Economic Development Corp. He also serves as a trustee for the University of San Diego and is a member of the America's Cup Organizing Committee.

Against yesterday's announcement, HomeFed's stock jumped \$1.50 per share to \$6.25 on the New York Stock Exchange.

Charles K. (Kim) Fletcher Jr., a pillar of the San Diego financial community for four decades, has retired as a salaried employee of HomeFed Bank to devote more time to his personal life, thrift officials announced yesterday.

However, Fletcher, whose father, Charles, founded the institution in 1934, will not relinquish his title as chairman of the board of HomeFed Bank and its holding company, HomeFed Corp. He will retain a hand in the crucial workings of the San Diego-based thrift, spending an average of 25 hours a week in the office.

Fletcher said that after 40 years on the job, and having recently celebrated his 63rd birthday, it was time to pare down his working hours and spend more time with his wife, Marilyn, at their Point Loma residence. The couple has six children. One of them, Mindy, works at a HomeFed branch in Costa Verde.

"I had a wonderful time with HomeFed ... but there is a time in life when everybody should move on," said Fletcher in a phone interview yesterday.

Fletcher said his decision to retire was "another step in the evolution of HomeFed." He said he has "complete confidence" in chief executive Robert Adelizzi and other members of the executive management team to guide the thrift into the future.

Fletcher's involvement with HomeFed has gradually lessened over the past year. Last year, he turned over the day-to-day operations of the company to Adelizzi to pursue outside interests. Fletcher had been chairman and CEO since 1979. After joining HomeFed in 1950, he was appointed president in 1964.

Fletcher said his decision to retire from San Diego's largest locally based institution had nothing to do with HomeFed's current real estate troubles. Nor is it a move pushed by federal regulators who are currently conducting an exam of the institution.

"This is 100 percent my idea," said

Fletcher

HomeFed takeover ends family tradition

Continued from A-1

Fletcher's HomeFed Corp. He had spent nearly all his adult life at the thrift, but he said he's learned to take such events philosophically.

"You have to take things in stride," he said. "The business has been very good to me. But I have my family and friends, and I want to look back at this business and the really good things it was able to accomplish."

Long regarded as one of San Diego's most aggressive financial institutions, HomeFed Bank was still the largest of the locally owned banks or S&Ls in town.

The names of Fletcher and HomeFed are nearly synonymous in San Diego. Kim Fletcher's father, Charles K. Fletcher, founded the thrift in 1934, taking advantage of new federal legislation that created a whole new industry for mortgage finance.

A child of Franklin Roosevelt's

New Deal, HomeFed began business with Charles Fletcher as its only employee, working from a desk in the corner of his father's downtown San Diego real estate office.

Everybody called him Charlie, and as the company grew by the year, he remained Charlie to customers and employees alike. Charlie Fletcher, who died Sept. 29, 1985, created an air of informality in his company that he would pass on to his successor, his son Kim.

Kim Fletcher graduated from Stanford University in 1950, working at Charles K. Fletcher Insurance Co. for a year after graduation.

"I soon found the insurance business was not for me," Fletcher said. "That's when I joined the thrift."

Kim Fletcher worked his way up at HomeFed, taking over as president in 1964.

He was known as a serious but relaxed boss. He liked to lunch in the company cafeteria, eating with loan officers one day, tellers the next. He listened intently to his employees and their complaints. He then patiently explained to his workers what prob-

lems he faced in correcting the problems or solicited their thoughts on how to solve them.

All the while, HomeFed was booming. The company had developed into one of the fastest-growing and most profitable thrifts in the nation. At one point, its assets climbed to \$1.8 billion, a figure that would shrink in later years as financial problems surfaced.

In early 1990, Kim Fletcher resigned as chief executive of HomeFed, turning over those duties to Robert Adelizzi. In May 1991, Adelizzi was ousted and Fletcher's role as chairman was reduced to that of a caretaker with the arrival of new chief executive Thomas Wageman.

Although severed officially from the thrift, Fletcher remains chairman of HomeFed Corp., which manages approximately \$47 million in assets. The holding company's assets primarily are in property holdings and development projects.

The Fletcher family is woven into the fabric of San Diego's business, political and social circles. The family name has taken its place among such other prominent pioneering families in San

Diego as those of Marston, Spreckels and Luce.

Col. Ed Fletcher moved to San Diego from Massachusetts in 1888 and began to raise his 10 children here.

A developer, Ed Fletcher's early work in constructing reservoirs in East County helped secure water supplies for the region. His development work set the tone for the communities of Del Mar, Solana Beach, Grossmont, Mount Helix and Fletcher Hills.

Charlie Fletcher took up his father's civic pride and took \$2,000 of his own money and \$7,500 from friends to start Home Federal Savings and Loan Association. Within eight years, the thrift that eventually would be renamed HomeFed Bank had assets of \$4 million.

While in the Navy during World War II, Fletcher met Howard Ahmanson, who persuaded him to seek a seat in Congress after the war.

As a token of gratitude, Charlie Fletcher convinced Ahmanson that the savings and loan business would soar along with a postwar housing boom in Southern California.



1991 FILE PHOTO
HomeFed Corp. chairman:
Kim Fletcher says it will be business as usual today.

Confiscation ends tradition for Fletchers

By MICHAEL KINSMAN
Staff Writer

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7-7-92
Kim Fletcher expects today to be like any other at HomeFed Corp. when he begins his workday with an 8:30 meeting.

"It will be business as usual," HomeFed's 64-year-old chairman said just hours after federal regulators took over HomeFed Bank, the savings and loan his father started nearly 60 years ago.

Fletcher seemed to be taking news of the takeover in stride.

Until recently, HomeFed Bank was the prized asset of