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# Great American





Great American  
First Savings Bank

600 B Street, San Diego, CA 92183

# NEWS

CONTACT:

Jan M. Strode  
First Vice President  
Corporate Relations  
(619) 231-6151

May 8, 1985

## GREAT AMERICAN PLANS CENTENNIAL SWEEPSTAKES

SAN DIEGO -- Four Princess Cruises will be awarded as prizes in a "Centennial Sweepstakes" at Great American First Savings Bank's 120 offices throughout California during a two-month celebration of the company's 100th anniversary on July 11, 1985.

The drawing is open to anyone 18 or over who visits a Great American office between Tuesday, May 28, and the close of business on Saturday, July 13. Winners will be drawn from entries and announced the following week.

First prize is a 13-night Princess Cruise from San Diego to Tahiti, with return flight included; second prize is a 10-night Princess Cruise to Alaska, originating and ending in San Francisco; third is a seven-night Princess Cruise of the Caribbean, departing from and returning to San Juan, Puerto Rico; and fourth prize is a seven-day Princess Cruise of the Mexican Riviera, with embarkation and debarkation at San Diego.

Gordon Luce, Chairman of Great American's Board of Trustees, said Great American is particularly pleased to be working with Princess Cruises in providing these attractive prizes, due to that company's decision to originate many of its cruises in San Diego during the winter season.

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# NEWS

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May 8, 1985

## CENTENNIAL EVENT CALENDAR

May 8	Historical Display 600 B Street
May 8 - July 13	Centennial Sweepstakes (4 Princess cruises to be given)
May 9	A Conversation with Cary Grant Spreckels Theatre
June 10	Historical Display 4280 Clairemont Mesa Blvd.
June 20	"George M!" Starlight Bowl
July 3 - 6	Summer Pops Americana Series Hospitality Point
July 10	Historical Display Museum of San Diego History
July 11	Installation of Historical Plaque 809 Fifth Avenue
July 13	Balboa Park Birthday Party Displays, music, refreshments, free admission (Bob Crosby Orchestra/Great American Jazz Band.
July 15	Centennial Americana Concert Seagrove Park, Del Mar
July 15	Historical Display 1110 Rosecrans
Sept 29	Leukemia Society 10K Run Coronado Bridge



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May 8, 1985

FACT SHEET

Great American  
First Savings Bank

CURRENT

C.E.O.	Gordon C. Luce Chairman and Chief Executive Officer
Assets	Approximately \$7 billion
Branches	56 branches in San Diego 120 branches throughout California
Employees	2,193
Account holders	432,541
Shareholders	12,071

HISTORICAL

Founded July 11, 1885

Name Changes:

July 11, 1885	San Diego Building & Loan Association
December 4, 1936	San Diego Federal Savings and Loan Association
1982	Great American Federal
1984	Great American First Savings Bank

Financial Growth (Assets)

1885	\$41,200
1900	\$191,678
1931	\$2,831,650
1955	\$65,000,000
1965	\$282,500,000
1985	\$7,000,000,000

First Office 809 Fifth Avenue

First Paid Employee George Hensley  
(\$20/month)

First Loan \$200; August 1885



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# NEWS

**CONTACT:**

Jan M. Strobe  
First Vice President  
Corporate Relations  
(619) 231-6151

May 8, 1985

**CENTENNIAL CELEBRATION**

SAN DIEGO -- On July 11, 1985, 100 years to the day from the first organizational meeting of San Diego Building & Loan Association at 809 Fifth Avenue in San Diego's Gaslamp Quarter, a bronze plaque will be installed in the sidewalk in front of the same building. The plaque commemorates the centennial of what is today Great American First Savings Bank, a \$7 billion company whose headquarters remain in San Diego, even though operations now extend to most major markets of California and to many cities outside the state.

"The July 11th ceremony at the original San Diego site culminates a two-month centennial celebration that will take place in our offices throughout Great American's 120-office statewide network," said Gordon C. Luce, Great American chairman and chief executive officer.

Features of branch celebration include:

1. An automated slide-and-sound display that covers 100 years of San Diego history in a six-minute,

multi-projector presentation that utilizes photographs from the archives of the San Diego Historical Society, to be exhibited in several Great American office lobbies over the next few Months.

2. A "Centennial Sweepstakes" drawing with four Princess Cruises as prizes, open to entries by the general public at all Great American offices throughout California.

3. A "Great American Birthday Party" in Balboa Park on Saturday, July 13, featuring the Bob Crosby Orchestra in a 50th Anniversary performance for the "big band" that began in June of 1935. The concert will take place on the Prado, near the Museum of San Diego History where displays on the history of San Diego, Balboa Park, and Great American First Savings Bank will be exhibited.

4. Reprints of a poster originally produced to promote the 1915 Exposition in Balboa Park will be free for all those who visit the Museum of San Diego History during the Balboa Park "birthday party" on July 13.

5. Historical displays on a variety of subjects, from baseball memorabilia to mementos of the 1915 and 1935 Expositions in Balboa Park, in many of the 56 Great American offices in San Diego County.

In addition, Great American has announced a series of special centennial-year contributions to San Diego cultural groups. "Rather than restricting the celebration to our company's own centennial, Great American wishes to commemorate 100 years of San Diego history, calling attention to some of the people and institutions that have made this community what it is today," Luce said in commenting upon the donations.

Luce linked Great American's current involvement in community activities with that of the founders of the predecessor company, San Diego Building & Loan Association. "People like George W. Marston, Ephraim W. Morse, and Abraham Blochman set the pace back in 1885 and the decades that followed. Not only were they founders of this company, but they were leaders in many facets of community life and major contributors to the San Diego we know today," he said.

The largest of the special centennial contributions by Great American has gone to the San Diego Historical Society to fund a major exhibit area in the new Museum of San Diego History, scheduled to open in Balboa Park's Casa de Balboa late in 1985. The \$150,000 contribution will allow construction of an 850-square-foot "changing gallery" which will display the works of local artists and photographers from the vast archives of the San Diego Historical Society, interspersed with traveling exhibits from museums and collectors in other cities.



In addition to funding the Great American Gallery, as the new facility will be called, the donation contributed to the construction of an automated slide-and-sound exhibit that covers a hundred years or more of San Diego History within a six-minute period. The exhibit is now on display in the downtown San Diego office of Great American (600 B Street at Sixth Avenue) and will be moved to other locations in the County during the centennial year before assuming a permanent location in the Museum of San Diego History.

"As we look back at our company's own history, it is fitting that our largest contribution in this centennial year goes to an organization whose purpose is to preserve the past and to give all of us the opportunity to better know the people, the events, the cultures, and the accomplishments of past generations," Luce said.

In addition, Great American has made major supporting contributions to several organizations who themselves are celebrating major anniversaries in 1985, including:

1. The Old Globe Theatre (50 years), with sponsorship of "The Torch-Bearers," which completes its run in early May, and support of the building program.

2. Civic Light Opera Association (40th year of summer "Starlight" performances) with a contribution to the Starlight Bowl refurbishing program, to be recognized by Great American's sponsorship of "George M!" the first production of the 1985 summer season.

3. Children's Hospital (30 years old) with the final \$50,000 of a five-year, \$250,000 pledge which helped make the new surgical wing a reality.

In summarizing the Great American centennial celebration, Luce said, "Few companies in California - or in the nation, for that matter - can point to 100 years of continuous service in the same basic type of business. And there are few financial institutions over the age of sixty that can say, 'Our doors have never been closed on a business day.' But Great American can make this claim; and this heritage is important to this company, its employees, its customers, and its shareholders. That's why, during this period of deregulation and of great change in the financial industry of the United States that we point with pride toward the record of this company, now commemorating one hundred years of uninterrupted service to the people of California."

# # #



**Great American**  
First Savings Bank

600 B Street, San Diego, CA 92183

# NEWS

CONTACT: Jan Strode  
(619) 231-6151

## GREAT AMERICAN DISPLAY SHOWS 100 YEARS OF SAN DIEGO HISTORY

SAN DIEGO, CA May 8, 1985 -- One hundred years of San Diego history unfolds in just six minutes in a fast-paced slide-sound presentation developed for the San Diego Historical Society which will be displayed in branch offices of Great American First Savings Bank beginning May 8, 1985.

The audio-visual presentation, which utilizes four projectors in a rear-screen display, depicts the development of San Diego from the earliest days in Old Town, to the "New Town" developed by Alonzo Horton, to the modern skyline.

In one particularly dramatic series, the skyline of San Diego evolves in historical photos taken over a 100-year period looking southwest from Seventh and Ash Streets.

Approximately 215 slides were utilized in the presentation, many of them drawn from the archives of the San Diego Historical Society.

- more -

SLIDE DISPLAY

2-2-2

Such founders of San Diego as Alonzo Horton, J.D. Spreckels, George Marston, Ellen Browning Scripps, and Kate Sessions are featured in the narrated presentation, and historical scenes include the early waterfront, the construction of the Hotel del Coronado, the boom years, the World War II period, and Charles Lindberg's famous Spirit of St. Louis.

The program was developed by Worldwide Films of Encinitas, and sponsored by a grant from Great American. It is the centerpiece of a free-standing display 9'5" wide by 5' deep, which features historical photos of San Diego, centering on the evolution of San Diego Building and Loan Association into the current \$7 billion Great American First Savings Bank.

After being displayed throughout the community in Great American branches, the display will become a permanent part of the Museum of San Diego History scheduled to open in Balboa Park at the end of this year. Great American contributed \$150,000 to the Historical Society to fund a changing gallery which will feature the works of San Diego artists and photographers drawn from the archives of the Historical Society, as well as travelling displays from museums and collectors in other cities.

- more-

SLIDE DISPLAY

3-3-3

The historical display will be shown in various branches for about one month in each location. The schedule will be as follows:

May 8 -- June 10	Main Office 600 "B" Street, San Diego
June 10 - July 10	Clairemont 4280 Clairemont Mesa Blvd.
July 11 - July 13	Museum of San Diego History Balboa Park
July 15 - Aug. 8	Point Loma 1110 Rosecrans

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**GREAT AMERICAN FIRST SAVINGS BANK**

**Corporate Headquarters:** 600 B Street  
San Diego, CA 92183

**Chairman:** Gordon C. Luce  
Chairman and Chief Executive Officer

**President:** James C. Schmidt  
President and Managing Officer

**Founded:** July 11, 1985 in San Diego

**Type of Business:** Financial services and investment products:  
real estate, business and consumer loans:  
and deposit accounts.

**Number of Offices:** 117 offices in California  
11 mortgage banking offices in key Western  
and Sunbelt cities.

**Assets:** \$7.1 billion

**Loan Portfolio:** More than \$5.9 billion.

**Deposit Base:** More than \$4.7 billion

**1984 Earnings:** \$23.2 million

**Account Insurance:** Provided by the  
Federal Savings and Loan Insurance Corp.

**Member:** Federal Home Loan Bank System  
New York Stock Exchange

MORSE WHALEY & DALTON  
**REAL ESTATE.**

MORSE WHALEY & DALTON

WHALEY & DALTON SUCCESSORS TO

MORSE, WHALEY & DALTON

**REAL ESTATE**

NOTARY PUBLIC

SAN DIEGO BUILDING & LUMBER CO.

909









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First Savings Bank

600 B Street, San Diego, CA 92183

# NEWS

**CONTACT:** Jan M. Strode  
First Vice President  
Corporate Relations  
(619) 231-6151

May 8, 1985

## CENTENNIAL CONTRIBUTIONS

SAN DIEGO -- For Great American First Savings Bank, July 11, 1985 marks an important birthday -- its 100th year of serving the people of San Diego. But, unlike most birthdays, the gifts are not coming to Great American, but rather are going from Great American to the community.

"We don't want to celebrate only our 100 years of service, we want to celebrate 100 years of San Diego history, and the people and organizations who have made San Diego what it is today." With those words, Gordon Luce, chairman of the board of Great American, set the tone for one of San Diego's largest corporate giving programs.

Our major donation is the \$150,000 contribution to the San Diego Historical Society for the construction of an 850-square-foot gallery in the new Museum of San Diego History, scheduled to open late in 1985 in Balboa Park's Casa de Balboa.

The Great American Gallery will house changing displays

of local artists and photographers taken from the archives of the Historical Society, and traveling displays from museums and collectors in other cities. In addition, the donation provided for the construction of an automated slide-and-sound exhibit that covers 100 years of San Diego history in a six-minute period, according to Richard Esparza, executive director of the San Diego Historical Society. The audio-visual display will be exhibited at many Great American offices throughout the county during the Centennial year, before assuming a permanent location in the Museum of San Diego History.

Other beneficiaries of Centennial gifts from Great American were two San Diego institutions also celebrating significant anniversaries during 1985: the Old Globe Theatre, commemorating its 50th year, and The San Diego Civic Light Opera Association, whose "Starlight '85" represents the 40th summer season of musical comedies at Balboa Park's Starlight Bowl. Each has major construction programs underway in 1985.

Great American helped make the Old Globe Theatre's 50th year celebration a success by underwriting the production of "The Torch-Bearers," a circa 1920 play known as a "Great American comedy."

For Starlight's 40th anniversary, Great American underwrote another American classic, the play "George M!" through a \$25,000 grant to Starlight's building fund.

For the San Diego Museum of Art, Great American donated

\$20,000 to help cover the costs of the museum's series "Balboa Lectures: Arts and Letters," including bringing legendary actor Cary Grant to San Diego.

And for Children's Hospital and Health Center, celebrating its 30th anniversary this year, Great American contributed the final \$50,000 of a \$250,000 five-year pledge which helped make the hospital's state-of-the-art surgical wing a reality.

In 1985, Great American continues to demonstrate its 100 years of concern for the community with major support for current causes and issues.

In addition to a corporate donation of \$15,000 to the Easter Seal Society, Gordon and Karon Luce joined the many Great American employees who give freely of their personal time for community causes and served as co-chairmen of the Easter Telethon. Nearly 50 Great American employees volunteered their time to assist with that event.

Great American continued its annual support of the Symphony's Summer Pops concert program with major support for the patriotic "Absolutely American" July 4 series of concerts. As a major corporate sponsor, Great American has bought out one performance and purchased seats for several others, in conjunction with its donation, for a total of \$25,000.

Another San Diego favorite, the San Diego Zoo, received promotional support when Great American donated \$10,000 to

purchase a baby cheetah to be used by Zoo Goodwill Ambassador Joan Embery in community appearances and events.

Other major donations include a \$25,000 pledge over three years to help construct the new Gaslamp Quarter Theatre, and a \$10,000 sponsorship of Leukemia Society 10K run.

In May, Great American stepped forward as the first San Diego corporate underwriter for the California Center for Missing and Exploited Children to sponsor that organization's child identification program, in response to growing community concern over child safety.

Other community organizations receiving major support in 1985 include the University of San Diego, the North Coast Family YMCA, the National Kidney Foundation, the Economic Development Corporation, Scripps Memorial Hospital Cancer Center, Friends of the Handicapped, and United Way.

Total giving in 1985, supporting virtually every cause and element of our community, will total nearly \$500,000. In all, more than 300 contributions will be made to community causes during 1985.

# # # #



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# NEWS

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May 8, 1985

**BOB CROSBY BAND TO PERFORM  
AT BALBOA PARK BIRTHDAY**

SAN DIEGO, -- A 50th anniversary performance of the Bob Crosby Orchestra, including four original members of the "big band" that began in June 1935, has been announced by Great American First Savings Bank, sponsor of the outdoor concert that will be part of a huge Balboa Park "birthday party" on Saturday, July 13, 1985.

The over-all event is being organized and coordinated by the Committee of 100, the San Diego organization that has worked for many years to restore and preserve the buildings of Spanish architecture originally built for The San Diego Exposition of 1915.

All organizations operating museums and other facilities in the Park will participate in the celebration of the Park's 117th birthday, according to Mrs. Donn H. DeMarce, Committee of 100 president. Special admission prices, tours, and entertainment are among the planned activities.

Great American's involvement in the event evolved from its major

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contribution toward the development of the Museum of San Diego History, a new facility being constructed by the San Diego Historical Society, and to the occurrence of the company's own 100th anniversary just two days prior to the "birthday party" in the Park.

As a tenant of the Park, the San Diego Historical Society is participating in the one-day public event by opening the new Museum of San Diego History for a public preview, even though the facility will not be completed until the fall of 1985. Because one of the first exhibits to be completed in the Museum will be the Great American Gallery, it was a natural evolvement for Great American to join the Society in its effort. Both organizations will be supplying objects for historical exhibits during the birthday celebration.

A further tie between the anniversaries of Great American and Balboa Park is the relationship of pioneer San Diegan Ephraim W. Morse to the founding of both. Morse, a city trustee (councilman) in 1868, when land was first set aside for a city park, led the crusade for the civic action that led to the establishment of Balboa Park. Seventeen years later, Morse was one of the founders of San Diego Building & Loan Association, predecessor of Great American.

Other anniversaries to be celebrated on July 13th will be the 70th of the 1915 Panama-California Exposition, for which the California Tower and many other buildings were constructed; the 50th anniversary of the 1935 San Diego Exposition, which gave the community an economic lift during the Great Depression; the 50th anniversary of the Old Globe Theatre, a featured attraction of the '35 fair; and

(more)

the 40th anniversary of Starlight's summer performances in what was constructed as the "Ford Bowl" for the 1935 Exposition, but is today known as Starlight Bowl.

To add to the festive spirit of the occasion, Great American arranged for the appearance of the Bob Crosby Orchestra from noon until 3:00 p.m. It will be preceded by a performance of the Great American Jazz Band, presenting a program entitled "100 Years of Great American Music", from 10:00 a.m. to noon. The latter band also will perform in the afternoon, first, in front of the Aerospace Museum and, later, at the Organ Pavilion.

Coincidentally, the Crosby band had its beginning about the same time as the 1935 Exposition and the Old Globe Theatre, but on the opposite side of the continent. Its first performance was in June 1935 at the Roseland Ballroom in New York City.

Joining Bob Crosby on the bandstand will be three other original members of the "big band" that became famous for "South Rampart Street Parade," "Big Noise from Winnetka," and other hit recordings of the '30s and '40s. These are Bob Haggart, playing string bass, also an arranger and composer; Yank Lawson, trumpet; and Eddie Miller, saxophone. All three were also members of "The Bob Cats," when that smaller jazz group was formed within the Crosby band for an NBC broadcast in 1937. Haggart and Lawson now live on the East coast, while Miller makes his home in Los Angeles. Crosby lives in La Jolla where he and his wife June have been residents for many years.

Some of the other musicians to perform on July 13 also played with Bob Crosby in earlier days, although not original members of the band. One of these is San Diegan John Best, trumpet, who played with the Crosby band in 1942.

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Another feature of the combined activities of Great American and the Historical Society is the availability at no charge of a colorful poster, reprinted from a poster that was designed to promote the 1915 Panama-California Exposition. It clearly depicts an artist's rendition of the planned buildings of Spanish architecture that were to become synonymous with Balboa Park. The poster will be given to each adult who visits the Museum of San Diego History on Saturday, July 13.

# # #





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May 8, 1985

**HISTORICAL HIGHLIGHTS  
OF GREAT AMERICAN**

1885-1895

The history of Great American First Savings Bank began July 11, 1885, in a small storefront in downtown San Diego. A group of local businessmen gathered in the real estate office of Morse, Noell, and Whaley at 8:00 p.m. to organize the first savings and loan institution in Southern California, San Diego Building & Loan Association, for the purpose of encouraging thrift and home ownership. This office, now a nightclub in the historic Gaslamp Quarter, was located at 809 Fifth Avenue then the heart of downtown San Diego.

The first three organizational meetings were held in the front office. Later, in August of 1887, this same room became the first permanent headquarters of the Association. (Until then, apparently, business was transacted and records were kept wherever the part-time Secretary was otherwise employed.)

#### DIRECTORS ELECTED

The original directors of the firm were elected at the second meeting of the founders on July 13, 1885. These were:

- \* Abraham Blochman, businessman and rancher.
- \* Martin D. Hamilton, City Assessor.
- \* George Hensley, rancher in the Tijuana Valley and deputy county clerk in 1872.
- \* Bryant Howard, City Treasurer and president of Consolidated Bank.
- \* Simon Levi, owner of a grocery and general merchandise business, and executive in the San Diego Telephone Company and San Diego Gas and Electric Light.
- \* George W. Marston, owner of a large mercantile store.
- \* Ephraim W. Morse, lawyer, businessman and organizer of the Bank of San Diego.
- \* Allan Overbaugh, real estate investor.
- \* Captain Matthew Sherman, believed to be the first resident of New San Diego, who had served in both the Navy and the Army in the Mexican and Civil Wars.
- \* John H. Snyder, president of the Board of Trustees (city council) in 1885.

At this second meeting, the secretary pro tem, George Hensley, was instructed to collect the sum of ten cents on each share of stock subscribed to cover expenses of incorporation and the purchase of supplies. Hensley also was directed to correspond with various firms in San Francisco to obtain samples and price lists of supplies used by similar organizations.

The capital stock of San Diego Building & Loan Association was \$500,000 in 2,500 shares of \$200 each. Among the original stockholders were all of the

directors and many other local leaders and businessmen.

The first 206 shares of stock were subscribed at \$200 each. Marie Blochman, Hiram Mabury and Bryant Howard owned the maximum amount of fifty shares apiece. Other early shareholders, in addition to directors, were J.M. Ashe, J.R. Atherton, Congregation Beth Israel, R. V. Dodge, H.C. Emory, G.W. Jenkins, Anton Mayerhofer, John Oliver Winslow Paine, Marcus Schiller, and Anna E. Whaley.

#### **OFFICERS ELECTED**

A third meeting was held on July 25, 1885, for the purpose of electing officers of the newly formed Association. Elected were: Matthew Sherman, president; Simon Levi, vice-president; Bryant Howard, treasurer; and George Hensley, secretary.

Elected to serve on the security committee were directors Hamilton, Howard, and Overbaugh; on the finance committee, Marston, Morse, and Snyder. The salary of the secretary was fixed at \$20 per month, commencing August 1, 1885, and a code of bylaws was adopted.

#### **MOSES A. LUCE ELECTED ATTORNEY**

Another pioneer San Diegan actively involved in the founding of San Diego Building & Loan Association was Moses Augustine Luce, the grandfather of Gordon C. Luce, Great American's current chairman of the board and chief executive officer. Active in the San Diego community, Moses Luce was vice president and counsel for the California Southern Railroad.

At a directors meeting on August 29, 1885, in the office of E. W. Morse, M. A. Luce was nominated to become the attorney for the Association, along with J.D. Works, and J.O.W. Paine. A vote was taken with the minutes recording the outcome as M.A. Luce, five votes; J.O.W. Paine, two votes; and J.D. Works, withdrawn.

"M.A. Luce was declared duly elected attorney for the Association and the secretary was instructed to notify Mr. Luce of his election," read the minutes of the meeting. Moses Luce subsequently served in the position for 38 years, not retiring from his post until 1923.

#### FIRST LOAN ISSUED TO REPORTER

It was decided that monthly stockholders meetings would be held on the last Monday of the month at 8:00 p.m., a practice that was to continue for many years. The first of these was scheduled for August 31, 1885, and "ladies were especially invited to attend."

Moses Luce arranged the meeting and rented Horton Hall for \$2.00. President Matthew Sherman called the meeting to order and announced that the sum of \$600 was available for home loans, offering the sum "for sale" to the highest bidders in sums of \$200 and upward.

The initial loan went to a reporter for the San Diego Sun, Edwin N. Sullivan of 2243 B Street. A \$200 loan was issued with a 21% premium and an interest rate of 10% per annum.

#### THE EARLY YEARS

Martin Hamilton was appointed to canvass the city on behalf of the Association and his activities were covered by the San Diego Union, which reported on September 2, 1885, that "he expects to place a number of shares among our enterprising citizens," adding: "The principles of this association are of an excellent character, and we hope the mutual aid association will meet with the public favor its character deserves."

During the first two years of operations, the various meetings of stockholders and directors were held at a variety of locations: the Consolidated National Bank, where Bryant Howard was an officer; E.W. Morse's office, where the first organizational meetings had been held;

Horton Hall; and the office of the secretary, George Hensley.

**ONLY ONE PAID EMPLOYEE**

Hensley's office was located next door to Chase's Drug Store and directly across the street from Morse's office at 809 Fifth Street. As the only paid employee of the Association, Hensley performed a number of tasks. He took the minutes of the meetings, accepted loan applications, conducted all correspondence, and paid all bills.

Some expenses incurred in the early years of the firm were:

\$ 25.00.....	rent per month
1.00.....	gas per month
3.00.....	for Simpson Bros. draymen to move a safe
300.00.....	Hall's Safe from F.R. Wetmore & Co.
2.50.....	one thousand envelopes
3.00.....	new sign from Marks & Garwood, Painters
.15.....	filing fees
.50.....	postage on a registered letter
1.00.....	monthly advertising and notices in the <u>Daily Bee</u> , <u>San Diego Union</u> and <u>The Sun</u>
1.75.....	water
1.00.....	one blank leather-bound ledger book
1.75.....	monthly salary for Jas. M. Russell, night watchman, starting 1894
1.00.....	one thousand annual report statements
10.00.....	dues for California League of Mutual Building and Loan Association
25.00.....	Moses A. Luce's fees for "services and counsel relative to increase of stock"

In the early years, business proceeded smoothly for the young Association with routine matters dominating the meetings. Two or three loan applications were considered at each meeting and most were approved. Occasionally, one would be rejected upon the advice of the security committee and counsel Luce for insufficient security or unclear title. Rarely was foreclosure necessary, and then only after lengthy efforts to resolve the situation.

#### **SECOND STOCK ISSUE**

On July 22, 1886, the second series of stock was issued, exactly one year and one day after the first series. At the annual stockholders' meeting four days later, Matthew Sherman resigned as president and director, being replaced by Simon Levi. Other officers elected were John H. Snyder, vice-president; Bryant Howard, treasurer; George Hensley, secretary; and Moses Luce, attorney. Assets stood at \$18,111.65.

A month later, on August 30, Hensley's salary was increased by 50%...to \$30.00 per month!

#### **LARGER LOANS**

In February, 1887, the amount offered for loans was a record \$3,000. The size of loans had risen from an average of \$200-400 the first year, to an average of \$1,200-2,000.

On July 22 of that year, at the annual meeting, the third series of stock was issued and E.W. Morse resigned as a director. Several days later, on August 2, new officers were elected unanimously, as follows: Simon Levi, re-elected president; George Hensley, vice president; Bryant Howard, re-elected treasurer; and Theodore Fintzelberg, secretary.

#### **NEW SECRETARY-MANAGER**

The man who replaced George Hensley as the only paid employee of

San Diego Building & Loan Association was a native of Hamburg, Germany, who was a founding partner of Fintzelberg and Steinmetz, a real estate and insurance firm founded shortly after the Association, in 1886. As the second managing secretary, Theodore Fintzelberg's salary rose from \$50.00 per month in 1887 to \$140.00 per month by 1911. He served San Diego Building & Loan twenty-five years as managing secretary; until 1912, when he was elected vice president.

It is interesting to note that Fintzelberg's son, Theodore "Thid" Fintzelberg, became a director of the Association in 1953, and currently serves as a director emeritus of Great American.

Immediately following Fintzelberg's election, the Association moved into what can be considered to be its first permanent office. The address was a familiar one, 809 Fifth Avenue; but it is believed that the name of the company went on the outside of a building for the first time, along with the names of other firms sharing the space. The minutes reveal that rent was "\$25.00 for one-half of front office."

Soon, a Hall's safe was obtained from F.R. Westmore & Company for \$300.00, paid in five monthly installments. H.G. Williams was paid \$3.00 to paint the lettering on the safe. Other payments shown in the minutes covered City and County taxes, dues to the California League of Building and Loan Associations, insurance policies, subscriptions to Home Builders Magazine, and the printing of passbooks.

In his capacity as secretary, Theodore Fintzelberg paid the bills and noted on them, in his careful handwriting, the date and pertinent facts. On January 6, 1888, in explanation of a gas bill for \$1.00, he stated that he "left the gas burning all night, for the protection of the safe."

**NEW LOCATION**

On March 26, 1888, a monthly notice to stockholders published in the San Diego Union informed readers that the Association's offices "have been reformed to No. 961 Fourth Street (Horton House Plaza). The regular monthly meeting of the stockholders will be held there on Monday, March 26." The new address was that of Fintzelberg & Steinmetz, the Association normally being headquartered at the business office of the managing secretary.

At elections held in August of 1888, George Hensley moved up to become president and Abraham Blochman became vice president; Howard, Fintzelberg, and Luce retained their positions of treasurer, secretary, and counsel.

#### **ANOTHER MOVE IN 1889**

Another move took place in April of 1889, as Fintzelberg & Steinmetz relocated to 759 Sixth Street in the Express Block. The building is now gone and a parking lot has taken its place.

At the end of 1886, the firm's assets had totalled \$18,111.65. By July 29, 1889, the assets had increased to \$144,852.15. Also, by 1889 a total of 85 loans had been made, stockholders numbered 208, and the number of shares issued was 2,235. All officers were re-elected for another year.

In December of 1889, it was proposed that capital stock be increased from \$500,000 to \$1,000,000. On April 14, 1890, action was taken to issue the additional stock. Hebrew Congregation Beth Israel, Marcus and J.R. Schiller, Samuel I. Fox, "Ed Fletcher, still a minor," Amasa P. Johnson, W.L. Dodge, Mrs. Anna E. Whaley, Mrs. Elizabeth Hamilton, and Mrs. Anna L. Marston all purchased stock in this new series, along with many others.



#### BLOCHMAN BECOMES PRESIDENT

Later that year, at the July 28 annual meeting, a new president was elected. It was Abraham Blochman, a native of France who had come to the California gold fields at the age of 17. He became a businessman and rancher in northern California before moving to San Diego in 1881. He was to remain in the office for 22 years, longer than any other president in the history of the Association.

The bank remained stable through its first decade, despite the Panic of 1893 that rocked the national banks and the "bust" years in San Diego that followed the "boom" of the eighties. As its next decade began, the Association was on a sound footing, and its assets continued to increase at a steady pace.

#### 1895-1905

San Diego Building and Loan Association maintained its steady growth and continued to assist San Diegans in their housing needs. On June 30, 1900, the firm's assets were \$191,678.92. The directors and officers remained the same during this decade and no major changes occurred either in staff or location.

#### 1905-1915

The third decade began on a sound basis despite another panic in 1907 that was shaking the nation. San Diego suffered little in comparison to other parts of the country, in spite of the severity of the economic problems. Good years began in 1908 and, after a long period of recovery, the economic picture brightened again. The city fathers began to make plans for the future, confident that the worst times were over.

Through the various events that alternately saddened or enriched the lives of San Diegans, San Diego Building & Loan Association remained stable, continuing to give reliable service and achieving steady, if slow

Routine matters occupied the attention of the officers most of the time. The transition from horse to auto is seen in a sampling of the minutes. In January, 1907, a payment of \$1.50 was approved for one month's rental of a horse and buggy from Diamond Hack & Transfer. Three years later in June, 1910, the directors approved a \$4.50 payment to N. Steinmetz for hire of an auto for the Security Committee. Also in the minute book is a notation that Kate Sessions had repaid a loan in full during August, 1907.

Abraham Blochman remained president until ill health forced him to retire in 1912. That year William Rogers took over as president, Theodore Fintzelberg became vice-president and J.R. Beardsley took control as secretary.

During this decade, the San Diego community put much of its effort in preparing for the Panama-California Exposition which opened in 1915. This event stimulated population growth and contributed to the generally optimistic outlook for the future of San Diego.

### 1915-1925

The advent of World War I brought renewed activity to San Diego. San Diego Building & Loan Association took part in the war effort by maintaining the United War Fund ledger. J. R. Beardsley was in charge of the campaign and a total of \$130,520.94 was collected from a variety of community sources.

By 1916, the assets had grown to \$302,879.33. The death of Theodore Fintzelberg in that same year saddened the association.

In 1917, a move to new headquarters at 940 Third Avenue, now a part of the Horton Plaza redevelopment project, brought San Diego Building and Loan Association to another location.

In 1921, more changes took place in the group of officers. Amasa

P. Johnson became president, Samuel I. Fox took the vice-presidency and Roy E. Hegg began a long association with the firm as secretary. In 1923, Moses A. Luce resigned as counsel after serving thirty-eight years in the post and was replaced by E.E. Hubbell.

### 1925-1935

Land sales soared in Southern California as the country enjoyed the prosperity of the twenties. Assets reached a new high of \$919,832.96 as San Diego Building and Loan Association sought to accommodate the needs of new homeowners, as it had for the previous forty years. Based on a solid financial footing, the company weathered the Crash of 1929 and remained constant during the troubled years of the early 1930's. Unlike many other financial institutions, San Diego Building & Loan never closed its doors on a business day, continuing to serve its customers throughout the Depression.

As the Great Depression began, new changes occurred in the leadership of the firm. In 1930, Amasa P. Johnson died, his position being filled by E.E. Hubbell. Roy E. Hegg became vice-president and treasurer. The first woman officer, Catherine Reikowsky, was appointed assistant secretary. Miss Reikowsky joined the firm in 1924 and retired in 1966, having attained the position of executive vice-president.

The U.S. Grant Hotel at 336 Broadway served as the home for the association, beginning in 1930.

In 1931, Samuel I. Fox, president of Lion Clothing Company replaced E. E. Hubbell as president. Assets stood at \$2,831,650.59. The interest rate on savings was 6% in 1931, the highest in the area. Rates dropped at this point due to the economic problems of the country, and would not rise to 6% again until 1969.

Major changes occurred in the banking industry due to the havoc wrought by the Great Depression. When Franklin Delano Roosevelt came into office in 1933, a ten-day "bank holiday" was called to help the banks reorganize their assets, in order to remain solvent. Then, in the early days of the new administration, several new banking laws were passed by Congress.

In 1933, the Federal Deposit Insurance Corporation was formed to protect the banks and help retain solvency. One year later, in 1934, the savings and loan industry received insurance for its customers in the formation of the Federal Saving and Loan Insurance Corporation. It provided the first insurance for depositor's savings, up to a limit of \$5,000.00 per account.

#### 1935-1945

On December 24, 1936, the Association received its federal charter, becoming a member of the Federal Home Loan Bank System, a big advantage for expansion of operations. Reflecting the change from a California state charter to a Federal charter (Charter K Revised), the name was changed to San Diego Federal Savings and Loan Association.

During 1937, the firm moved its headquarters from the Grant Hotel to 1027 Sixth Avenue. (The building currently is unoccupied and is listed for sale.)

In 1939, upon the death of Samuel I. Fox, Roy E. Hegg, past president of Southern Title and Trust Company, became president of San Diego Federal.

In 1941, San Diego began to gear up for participation in World War II, the economy improving as the war went on. During this time, deposits increased as shortages and rationing prevented consumers from

purchasing many products and services. After the war, as a result of the pent-up demand for housing, tracts sprang up in large numbers to satisfy prospective homeowners. San Diego Federal was there to assist them with their loan requirements. Dedicated to home ownership, the firm sought to help San Diegans in every possible way. For example, the Association made the first G.I. Loan in San Diego county and soon became the major lender for this type of loan.

### 1945-1955

Because of the growth in California during the late 1940's and early 1950's, the state became "capital-shy." In addition to an aggressive marketing program in California, ads were placed in out-of-state media such as the Wall Street Journal, the New York Times, and the Philadelphia Enquirer, stating in small space: "We pay 3 1/2% per annum - Safe since 1885." A coupon for the name, address, and amount of money enclosed completed the ad. Checks of varying amounts would arrive in the mail daily, stapled to the coupons. Many were for ten and twenty thousand dollars, but most were more modest in amount.

The funds acquired by eastern advertising, added to the local deposits, helped San Diego Federal to meet the demand as the post-war period became an era of continual growth in San Diego. As San Diego Federal grew, its needs for office space increased and, in 1951, the firm built its own four-story building at 1265 Sixth Avenue, on the southeast corner of 6th & A. The building was demolished in 1974 to make room for the current headquarters at 600 B Street.

Keeping in mind its dedication to home ownership, the post-war volume in home building, and the inherent public interest in home design and decoration, the Association provided space in the new building for

the most complete home planning facility in the area. Displayed in very stylish settings were a variety of home plans, model homes, and actual reproductions of all types of construction. Other features of the new building were drive-in teller windows and a 125 car garage that offered complete service station facilities.

In 1952 Roy E. Hegg became both president and chairman of the board. The following year, he relinquished the title of president to George E. Leonard, remaining as chairman. In 1954, after the sudden death of Roy Hegg, Jack D. Thompson, Jr., a senior officer at Union Title Company, became president of San Diego Federal.

In 1955, on its 70th anniversary, San Diego Federal Savings and Loan Association had \$65 million in assets and was the largest savings and loan association in San Diego county.

#### 1955-1965

As the 1950's closed and the 1960's began, the lending division expanded its activities beyond the single-family home loan to include apartments and a variety of other commercial loans. Although this decade found San Diego Federal being surpassed in size, progress was steady, growth was constant, and the Association held strongly to its position as second largest in San Diego. By 1965, assets stood at \$282,500,000.

During this decade, changes in regulations made it possible for savings and loan associations in California to apply for branch offices, earlier having been restricted to the one headquarters location. San Diego Federal was one of the first to apply and its first branch office opened in Clairemont in 1957. A second followed in 1960, serving National City; a third, in 1962, at Grossmont Center. All were located in new shopping centers that were attracting shoppers from the traditional downtown area of San Diego.

### 1965-1975

In 1969 a new era began for San Diego Federal Savings and Loan Association. With the untimely death of president Jack Thompson that summer, the board was faced with the task of selecting new leadership for the Association.

The first step was to bring in James C. Schmidt as executive vice president to serve as interim manager until the president was selected. That second task was completed in the fall, when Gordon C. Luce accepted the board's invitation to become president. Previously in the savings and loan business, Luce had accepted an appointment from Governor Ronald Reagan in 1966 to serve as secretary of business and transportation for the State of California. With his commitment to the governor completed, Luce became president of San Diego Federal prior to the beginning of the new year.

One of the first steps taken by the new management team was the development of a "new look" for the Association. A new color scheme was selected, a new logo was designed, and a new style of branch architecture was developed. An advertisement on the back cover of San Diego Magazine in January, 1970, summed up the new logo and red-white-and-blue color scheme this way:

"There's a bright new symbol on the San Diego Scene. It's ours. And it's designed to suggest many things. Like patriotism and conservation (things we strongly support). But mostly, our new symbol reflects this great community of ours. Its clear skies and blue sea. Its bright future. We believe our symbol says 'San Diego--soaring ahead.' We hope you like it. You're part of it."

In 1970 San Diego Federal began an aggressive program of

expansion, supported by an intensive marketing effort. A free-standing Grossmont office replaced the former storefront, assuming the new, innovative architectural look. Another innovation was "teller-on-the-mall" service, the forerunner of automated teller service.

The first "inner city" office opened in Southeast San Diego, becoming the first savings institution in that area. Additionally, environmental lending standards were initiated.

New locations opened across the state in the first few years of the 1970's. In 1971, the first regional office opened in Palm Springs. Full-service branches opened in Century City/Beverly Hills, Fashion Valley, Monterey and Sacramento in 1973.

The historic Heilbron House, dating back to 1881, was restored in 1973 to serve as a branch office in Sacramento, an example of San Diego Federal's deep interest in history and community service. The office was cited by the California Historical Society as an outstanding example of effective and aesthetic use of historic buildings to serve contemporary community needs.

In the five year period from 1969-74, the number of new savings accounts nearly tripled. A total of 21,190 real estate loans were made. Consumer loans tripled, and \$850 million was injected into the California mortgage market. Loans were given for commercial projects such as hospitals, hotels and restaurants, farms and housing tracts. San Diego Federal pioneered the way in tract lending for various developments, including Rancho Bernardo. Loans for mobile homes, custom homes, apartment buildings and condominiums were made available to people of all economic levels.

Geographical expansion was supplemented by an equal expansion of services offered to the public. San Diego Federal made a strong



commitment to the minorities and was called "a national leader in the field" for its progress in inner city housing. It was the leading mortgage lender in disadvantaged areas for several years and received the first annual award from the NAACP for "outstanding contributions to the San Diego community" for its work in Southeast San Diego. Programs were developed to assist low and moderate income families, minorities and the disadvantaged. Internship programs were started for minority youth and officers provided counsel to beginning minority financial institutions.

In 1974, a 24-story building was constructed at 600 B Street, the current headquarters for the association. People oriented, with plazas and murals, it continues the tradition of designing the building to reflect the community it serves. Sculpture, paintings and sand castings add to the charm of the buildings. The branch in Oceanside had aquariums inside the lobby, Point Loma is decorated with marine antiques, and Mexican artifacts grace the San Ysidro office. Along with the new building, new services started in 1971 were continued for the customer's convenience.

Satellite branches were developed in supermarkets, debentures and mortgaged-backed bonds were issued, notary public, free traveller's checks, money orders, document copying, ticket information, local telephone use, financial guides, and letters of introduction all added to the list of services.

#### 1975-1985

In 1975, San Diego Federal was one of the first savings and loan institutions in the West to bring completely automated teller machines to the public. The first one was installed at San Diego International Lindberg Field.

New programs through the seventies continued to improve the services

of San Diego Federal. The San Diego Federal Solar Energy Loan program was described by the U.S. Department of Energy as the best and "most viable" in the nation. Creative financing programs geared to the changing society allow new home owners to purchase homes. The Flexi-Loan enabled young buyers to make interest only payments for the first five years.

San Diego Federal was the prime mover in the establishment of the Neighborhood Home Loan Counseling Center for low income buyers. Rehabilitation loans helped people salvage worthwhile older homes and improve them.

The decade of the eighties has continued the trend of growth and community service. These years have brought more big changes to San Diego Federal. Deregulations of many of the laws that govern the savings and loan industry brought the association a wide variety of new services and responsibilities. In addition, the association's name was changed from San Diego Federal to Great American First Savings Bank; and the company became a shareholder-owned savings bank. Throughout the decade, Great American has remained strong. Its record loan volume has increased, and in 1983 it generated the highest annual earnings in its history. Assets are at the \$7 billion level with a total of 120 offices serving the state and matching the acceleration of its economy.

# # #

THE WHITE HOUSE

WASHINGTON

May 14, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: Drafts of Presidential Greetings

The attached incorporates the change suggested in your marginalia, with which I agree.

Attachment

THE WHITE HOUSE

WASHINGTON

May 14, 1985

MEMORANDUM FOR DAVID L. CHEW  
STAFF SECRETARY

FROM: FRED F. FIELDING      Orig. signed by FFF  
COUNSEL TO THE PRESIDENT

SUBJECT:      Drafts of Presidential Greetings

You have asked for my views on three draft Presidential form letters. I have no objection to the text of the draft convention greetings or letter for resigning chairmen. These letters, however, should not be sent on White House letterhead stationery. They should be sent only on the Ronald Reagan personal stationery, although the disclaimer language is not necessary. Production and mailing costs should be borne by the Republican National Committee.

I recommend that the first sentence of the third draft form letter, the thank you note on legislative initiatives, be changed to the following: "Your support on the [legislative initiative] vote has been brought to my attention." This change will minimize the danger that the letter could be seen as after-the-fact evidence of a violation of the Anti-Lobbying Act, 18 U.S.C. § 1913.

FFF:JGR:aea 5/14/85

cc: FFFielding  
JGRoberts  
Subj  
Chron

THE WHITE HOUSE

WASHINGTON

May 13, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Drafts of Presidential Greetings

This was staffed to me for direct response by 5:00 p.m. today, but I thought I should run it by you. David Chew has asked for comments on three Presidential form letters. The first is a draft convention greeting, a purely partisan letter to be sent to State Republican Party gatherings. The second is a similarly partisan letter to be sent to resigning party chairmen. The third is a brief, non-partisan "thank you" for "assistance" on a legislative initiative.

The first two letters should be on Ronald Reagan personal stationery, not White House letterhead. The personal stationery need not carry the disclaimer language. The production and mailing costs of these letters should be borne by the Republican National Committee. I have discussed this with Sherrie and she concurs.

The problem with the third form letter is that, under certain circumstances, it may be taken as after-the-fact evidence of a violation of the Anti-Lobbying Act, 18 U.S.C. § 1913. If there is a concern, for example, that the Administration has violated the Act by enlisting an outside organization to conduct a mass mailing to Congress, it would not help our case to have a "thank you for your assistance" letter sent after the vote. Accordingly, I recommend that we approve this letter only for mailing to individual private citizens, not groups or organizations or the chairmen of groups or organizations. Approval for any thank you letters to such groups for legislative support should be sought on a case-by-case basis.

Attachment

*3rd  
has  
been  
brought  
to  
my  
attention*

THE WHITE HOUSE

WASHINGTON

May 13, 1985

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FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Drafts of Presidential Greetings

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THE WHITE HOUSE

WASHINGTON

May 13, 1985

MEMORANDUM FOR DAVID L. CHEW  
STAFF SECRETARY

FROM: FRED F. FIELDING  
COUNSEL TO THE PRESIDENT

SUBJECT: Drafts of Presidential Greetings

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I have no objection to the text of the third draft form letter, the thank you note on legislative initiatives. This letter may be sent on White House letterhead, but it should only be used to thank individual private citizens. It should not be sent to organizations or groups, such as the Chamber of Commerce or Citizens for America, nor should it be sent to the chairmen of such groups. The danger in such cases is that the letter could be seen as after-the-fact evidence of a violation of the Anti-Lobbying Act, 18 U.S.C. § 1913. Thank you letters for support on legislative initiatives for groups or organizations should be submitted for clearance on a case-by-case basis.

FFF:JGR:aea 5/13/85

cc: FFFielding  
JGRoberts  
Subj  
Chron





## WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/9/85 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00 p.m. 5/13/85

SUBJECT: Drafts of Presidential Greetings

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	LACY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
REGAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McFARLANE	<input type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input type="checkbox"/>	<input type="checkbox"/>	OGLESBY	<input type="checkbox"/>	<input type="checkbox"/>
BUCHANAN	<input type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CHAVEZ	<input type="checkbox"/>	<input type="checkbox"/>	RYAN	<input type="checkbox"/>	<input type="checkbox"/>
CHEW	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
DANIELS	<input type="checkbox"/>	<input type="checkbox"/>	SPRINKEL	<input type="checkbox"/>	<input type="checkbox"/>
FIELDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SVAHN	<input type="checkbox"/>	<input type="checkbox"/>
FRIEDERSDORF	<input type="checkbox"/>	<input type="checkbox"/>	TUTTLE	<input type="checkbox"/>	<input type="checkbox"/>
HENKEL	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HICKEY	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HICKS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
KINGON	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please provide any comments/edits by 5:00 p.m. Monday, May 13th.  
Thank.

**RESPONSE:**

1005 MAY -9 11 5:00

David L. Chew  
Staff Secretary  
Ext. 2702

THE WHITE HOUSE

WASHINGTON

DATE

DRAFT FOR CONVENTION GREETING

Dear \_\_\_\_\_:

I am delighted to send my warmest greetings to all of you gathered in [ ] for this convention of the Republican Party of [ ].

INSERT (when appropriate):

-----  
This special occasion presents me with a welcome opportunity to thank [ ] for the work he/she has done on behalf of the Republican Party and to stress our commitment to the re-election of [ ] as a top priority for our party.  
-----

We in America are fortunate indeed to have been able to witness the revitalization of this great nation. Great strides have been made, but this task cannot be completed without your help. Once again we will need your continued support and efforts for the 1986 campaigns to ensure victory.

This is a year of challenge for the Republican Party; our Party is stronger than ever, but we must continue forward. It is critical for us to open our Party's doors to all Americans and invite them to participate in our efforts.

Nancy joins me in thanking you for the tremendous support you have shown for me and our great Party. We wish you the best for a successful convention.

Sincerely,

Ronald Reagan

THE WHITE HOUSE

WASHINGTON

DATE:

DRAFT LETTER FOR RESIGNING CHAIRMEN

Dear \_\_\_\_\_,

When you give up the gavel as Chairman of the Republican Party of (state), you do so with a record of solid accomplishment. You also do so with my personal gratitude for a job well done.

The strong showing of the Reagan/Bush team in (state) and the other Republican successes in 1984 pay tribute to your leadership, and your efforts to invigorate the party organization will play a major role in strengthening future Republican efforts.

Nancy joins me in thanking you again for all your work both on our behalf and our Party's.

Sincerely,

Ronald Reagan

THE WHITE HOUSE  
WASHINGTON

PRESIDENTIAL THANK YOU NOTE ON LEGISLATIVE INITIATIVES  
(WILL NOT BE SENT TO MEMBERS OF CONGRESS)

Dear \_\_\_\_\_:

Thank you for your assistance on the [legislative  
initiative] vote.

Throughout my Presidency our achievements have often  
been aided by the help of dedicated people like you, and  
I wanted to personally let you know of my appreciation.

Sincerely,

Ronald Reagan

THE WHITE HOUSE  
WASHINGTON

Date 5/16/85

Suspense Date \_\_\_\_\_

MEMORANDUM FOR: John

FROM: **DIANNA G. HOLLAND**

**ACTION**

- Approved
- Please handle/review
- For your information
- For your recommendation
- For the files
- Please see me
- Please prepare response for \_\_\_\_\_ signature
- As we discussed
- Return to me for filing

**COMMENT**

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## WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/15/85 ACTION/CONCURRENCE/COMMENT DUE BY: \_\_\_\_\_

SUBJECT: DRAFTS OF PRESIDENTIAL GREETINGS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	LACY	<input type="checkbox"/>	<input type="checkbox"/>
REGAN	<input type="checkbox"/>	<input type="checkbox"/>	McFARLANE	<input type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input type="checkbox"/>	<input type="checkbox"/>	OGLESBY	<input type="checkbox"/>	<input type="checkbox"/>
BUCHANAN	<input type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CHAVEZ	<input type="checkbox"/>	<input type="checkbox"/>	RYAN	<input type="checkbox"/>	<input type="checkbox"/>
CHEW	<input type="checkbox"/> P	<input checked="" type="checkbox"/>	SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
DANIELS	<input type="checkbox"/>	<input type="checkbox"/>	SPRINKEL	<input type="checkbox"/>	<input type="checkbox"/>
FIELDING	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SVAHN	<input type="checkbox"/>	<input type="checkbox"/>
FRIEDERSDORF	<input type="checkbox"/>	<input type="checkbox"/>	TUTTLE	<input type="checkbox"/>	<input type="checkbox"/>
HENKEL	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HICKEY	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HICKS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
KINGON	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

The attached drafts have been cleared provided that the Counsel's edit on the "legislative initiatives" letter is made and provided that these letters be typed on "Ronald Reagan" stationery and production and mailing costs be borne by the RNC.

**RESPONSE:**

1985 MAY 15 PM 3: 10

David L. Chew  
Staff Secretary  
Ext. 2702

THE WHITE HOUSE  
WASHINGTON

Received SS  
1985 MAY -9 PM 2:04

MAY 7, 1985

MEMORANDUM FOR DAVID CHEW

FROM:

ED ROLLINS (L)

SUBJECT:

DRAFTS OF PRESIDENTIAL GREETINGS

As we discussed earlier, I have prepared several drafts for the President's signature.

These letters will be used for State Party Conventions, when a State Chairman is resigning, and to thank individuals for their assistance on legislative initiatives. I anticipate using these drafts on a regular basis, filling in the specific information as appropriate.

In particular, the Georgia State Convention is May 17-18 and at that time Bob Bell will be resigning as the State Party Chairman. I also would like to thank several individuals (not Members of Congress) for their assistance with the President's budget proposal. If appropriate I would like to use the attached letters.

Thanks for your attention to this.

THE WHITE HOUSE  
WASHINGTON

DATE

DRAFT FOR CONVENTION GREETING

Dear \_\_\_\_\_:

I am delighted to send my warmest greetings to all of you gathered in [ ] for this convention of the Republican Party of [ ].

INSERT (when appropriate):

-----  
This special occasion presents me with a welcome opportunity to thank [ ] for the work he/she has done on behalf of the Republican Party and to stress our commitment to the re-election of [ ] as a top priority for our party.  
-----

We in America are fortunate indeed to have been able to witness the revitalization of this great nation. Great strides have been made, but this task cannot be completed without your help. Once again we will need your continued support and efforts for the 1986 campaigns to ensure victory.

This is a year of challenge for the Republican Party; our Party is stronger than ever, but we must continue forward. It is critical for us to open our Party's doors to all Americans and invite them to participate in our efforts.

Nancy joins me in thanking you for the tremendous support you have shown for me and our great Party. We wish you the best for a successful convention.

Sincerely,

Ronald Reagan



~~THE WHITE HOUSE  
WASHINGTON~~

DATE:

DRAFT LETTER FOR RESIGNING CHAIRMEN

Dear \_\_\_\_\_,

When you give up the gavel as Chairman of the Republican Party of (state), you do so with a record of solid accomplishment. You also do so with my personal gratitude for a job well done.

The strong showing of the Reagan/Bush team in (state) and the other Republican successes in 1984 pay tribute to your leadership, and your efforts to invigorate the party organization will play a major role in strengthening future Republican efforts.

Nancy joins me in thanking you again for all your work both on our behalf and our Party's.

Sincerely,

Ronald Reagan

THE WHITE HOUSE  
WASHINGTON

PRESIDENTIAL THANK YOU NOTE ON LEGISLATIVE INITIATIVES  
(WILL NOT BE SENT TO MEMBERS OF CONGRESS)

Dear \_\_\_\_\_:

~~Thank you for your assistance on the [legislative initiative] vote.~~ *Your support on the [legislative initiative] vote has been brought to my attention.*

Throughout my Presidency our achievements have often been aided by the help of dedicated people like you, and I wanted to personally let you know of my appreciation.

Sincerely,

Ronald Reagan

Received SS  
1985 MAY 14 PM 5:09

THE WHITE HOUSE  
WASHINGTON

May 14, 1985

MEMORANDUM FOR DAVID L. CHEW  
STAFF SECRETARY

FROM: FRED F. FIELDING  
COUNSEL TO THE PRESIDENT

SUBJECT: Drafts of Presidential Greetings

You have asked for my views on three draft Presidential form letters. I have no objection to the text of the draft convention greetings or letter for resigning chairmen. These letters, however, should not be sent on White House letterhead stationery. They should be sent only on the Ronald Reagan personal stationery, although the disclaimer language is not necessary. Production and mailing costs should be borne by the Republican National Committee.

I recommend that the first sentence of the third draft form letter, the thank you note on legislative initiatives, be changed to the following: "Your support on the [legislative initiative] vote has been brought to my attention." This change will minimize the danger that the letter could be seen as after-the-fact evidence of a violation of the Anti-Lobbying Act, 18 U.S.C. § 1913.

THE WHITE HOUSE

WASHINGTON

May 23, 1985

MEMORANDUM FOR DAVID L. CHEW  
STAFF SECRETARY

FROM: JOHN G. ROBERTS   
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Draft Presidential Letter of Commendation

Counsel's Office has reviewed the above-referenced draft Presidential letter, and finds no objection to it from a legal perspective.

## WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

- O - OUTGOING  
 H - INTERNAL  
 I - INCOMING  
 Date Correspondence Received (YY/MM/DD) 1 1

Name of Correspondent: Dave Chew

- MI Mail Report      User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Draft Presidential Letter of Commendation

ROUTE TO:	ACTION	DISPOSITION		
Office/Agency      (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>CULHOLL</u>	ORIGINATOR	<u>85105122</u>		<u>1 1</u>
	Referral Note:			
<u>CUAT 18</u>	—	<u>85105122</u>	<u>S</u>	<u>85105128</u>
	Referral Note:			
	—	<u>1 1</u>		<u>1 1</u>
	Referral Note:			
	—	<u>1 1</u>		<u>1 1</u>
	Referral Note:			
	—	<u>1 1</u>		<u>1 1</u>
	Referral Note:			

**ACTION CODES:**

- A - Appropriate Action
- C - Comment/Recommendation
- D - Draft Response
- F - Furnish Fact Sheet to be used as Enclosure
- I - Info Copy Only/No Action Necessary
- R - Direct Reply w/Copy
- S - For Signature
- X - Interim Reply

**DISPOSITION CODES:**

- A - Answered
- B - Non-Special Referral
- C - Completed
- S - Suspended

**FOR OUTGOING CORRESPONDENCE:**

- Type of Response = Initials of Signer
- Code = "A"
- Completion Date = Date of Outgoing

Comments: \_\_\_\_\_

Keep this worksheet attached to the original incoming letter.  
 Send all routing updates to Central Reference (Room 75, OEOB).  
 Always return completed correspondence record to Central Files.  
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.