

S.F. Social Figure Joan Hitchcock

Joan Hitchcock, the San Francisco socialite, onetime discotheque hostess, television personality and supervisory candidate, died yesterday at Queen of the Valley Hospital in Napa after a long illness. She was 49.

Mrs. Hitchcock was born Joan Lucille Lundberg in Chicago, on December 29, 1932. She went to public schools in Chicago and Racine, Wis., and later attended the University of Colorado.

After leaving college, she moved to Southern California. Mrs. Hitchcock told friends and acquaintances that she met Senator John F. Kennedy while living in Malibu and became his lover for a time.

"He wanted to be president, and I always wanted to be rich," she often said. "We both got what we wanted."

While she was still living in Malibu, she met Fremont Bodine (Peter) Hitchcock, a polo-playing millionaire. The two became close friends and, in 1960, they moved to San Francisco and were married.

The Hitchcocks were active in the city's social scene. When Mrs. Hitchcock gave birth to a boy, Zachary Ross Hitchcock, in 1963, the couple invited 150 guests — most of them members of the city's society set — to a "swinging christening party" in his honor in their sumptuous home on Broadway.

The couple was divorced in 1967. Before the divorce was final, Mrs. Hitchcock announced plans to marry motion picture producer Roy Sickner.

The newlywed Sickners separated 16 days after their wedding, however, and a final divorce decree was issued in May, 1969.

While awaiting the decree, she undertook a brief career as a



JOAN HITCHCOCK
'She had a lot of friends'

greeter at a discotheque in the Cannery.

In September, 1970, Mrs. Hitchcock announced her engagement to Harold Goodnough, a former football star from Syracuse University. By December, the newlyweds had separated and Mrs. Hitchcock filed for an annulment.

In late 1972, Mrs. Hitchcock began a new career as the host of a TV show on Channel 20 called "Swingles Scene," which was described by Chronicle television critic Terrence O'Flaherty as "a kind of video auction block" for would-be daters.

The program lasted only a few weeks and, after its demise, Mrs. Hitchcock joined the Hahnemann Hospital Auxiliary.

In 1975 she ran for the San Francisco Board of Supervisors, offering voters "A Breath of Fresh Air." She finished in the lower half of a field of 29 candidates.

Mrs. Hitchcock made a brief splash in local papers in 1976 as a founder of the Bay Area Society for the Protection of the Bigfoot, a tongue-in-cheek organization aimed at upgrading the image of the hairy and elusive Northern California creature.

In 1978, she married her fifth husband, Mark McIntyre, an actor who specialized in impersonating President Kennedy. She divorced

him three months after the wedding.

She took husband No. 6, Michael Douglas Walton, in January, 1961, and divorced him last August.

Mrs. Hitchcock had been a patient in Queen of the Valley Hospital for much of the last six months, suffering from cirrhosis of the liver. She had undergone surgery for the ailment twice at Children's Hospital in San Francisco.

"She was a beautiful person, and she had a lot of friends," said Joyce Jansen, a longtime friend. "She will be very badly missed."

She is survived by her mother, Mrs. Charles Lundborg of Chicago; her daughter, Leeann Fuller of Newport Beach; and three sons, Brent Uribe of San Francisco, Zachary Hitchcock of San Diego, and Fremont Bodine Hitchcock III of Woodside.

Services had not yet been arranged by last night.

— Bill Wallace

after enrolling at Stanford University in 1913. He later acquired a fortune in real estate investment.

By 1978, when he was 70, Lee said group medical hadn't turned out quite the way he had hoped.

"I thought we'd be able to get good medical care and save money," he said. "But that didn't happen. Doctors charge too much. We charge too much at our clinic. I made my money not patients."

Dr. Lee once said, "It's legally determined that a man is dead when he can't come back when his heart stops. Of course, you'd have to be very careful in your diagnosis."

"One time I went to see a doctor in Alto, where a man was in bed and I told his wife, 'Martha is dead.' But Henry sat there expostulating and pointing out that that was not quite accurate."

"But Martha showed me respect for doctors. She said, 'Henry, lay down. The doctor is right.'"

DATE: 29 JAN 82 (CAEN)

TOO YOUNG to die: Joan Hitchcock, dead at 49 of cirrhosis of the liver, was a dazzler in her day and especially nights — friendly, funny, saucy and sexy. Her best epigram, "Lovers Don't Snore," was to have been the title of the memoir she never wrote, and perhaps it is just as well. Alive, she made a lot of people happy. Her death may make some of her buddies cut down on their drinking, but probably won't . . . For smokers only: M. Waldo Hunter, the noted Calistoga maker of rhubarb wine, got the bad news after the operation. "We couldn't save it," said the doc, meaning his larynx. Writes Waldo: "Imagine the icy clutch of fear that gripped this unreconstructed New Dealer to learn that he could never again rasp out, 'Damn reactionaries!' Other cigaret smokers who have puffed a pack-plus for 50 years might read this with more than casual interest."

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He was born in Spanish Fork, Utah, in 1895, the son of a Presbyterian minister. Dr. Lee's twin brother, Admiral Paul Franz Lee, was chief of naval research when he retired in 1947. Admiral Lee died three years ago.

Dr. Lee said he had but \$8 left

Singer-songwriter Jack Owens was voted A 10th most popular male after his debut on the "Dor Breakfast Club," broadcast Chicago hotel. He co-wrote "Hut Sut Song," a nonsensical popular in the 1940s, and "Soon," a million-seller that topped the Hit Parade.

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DATA SUPPLIED BY NATIONAL WEATHER SERVICE FOR THURSDAY JANUARY 28, 1982