

CALENDAR

May – July 2020

Due to COVID-19, Cypress Lawn canceled all Heritage Foundation programs in April. Hopefully, we can resume our regular schedule in May. Please call our Reception Desk at 650.755.0580 to check on the status of any particular event.

**HERITAGE SUNDAY LECTURE**

May 2, 2 pm

*The Rose of Sharon – Sarah Althea Hill
and the Senator*

Crosby-N Gray, 2 Park Blvd., Burlingame
Professor Michael Svanevik

**MONTHLY TROLLEY TOUR****

May 9, 11 am

*General Excursion of the Eastside,
Westside, and Hillside*

1370 El Camino Real, Colma
Docent: Terry Hamburg
24 seat capacity – RSVP 655.755.0580

**SUNDAY AFTERNOON LECTURE***

May 17, 1 pm

End of the World, The End of the Century:

*San Francisco Land's End –
More Excitement Than You Think*

1370 El Camino Real, Colma
Historian Woody LeBounty

**HERITAGE SUNDAY LECTURE**

June 7, 2 pm

Vladivostok – American Soldiers in Siberia
Crosby-N Gray, 2 Park Blvd., Burlingame
Professor Michael Svanevik

**MONTHLY TROLLEY TOUR****

June 13, 11 am

California's Fashionable Elite
1370 El Camino Real

Professor Michael Svanevik
24 seat capacity – RSVP 650.755.0580

*Continued on page 2***EVENT LOCATIONS:**

*Cypress Lawn Reception Room, 2nd floor,
1370 El Camino Real

**1370 El Camino Real, Colma, meet at Main Lobby
All Events Are Free • Light Refreshments

AT REST AT CYPRESS LAWN

J. B. Monaco: Chronicler of the Great Earthquake



His passion for photography earned J. B. Monaco the moniker “Dean of North Beach Photographers.” He was well known for the portraits he took of “Little Italy” families and prominent people in the city. More importantly, through brilliantly artistic images, Monaco captured a catastrophic event in San Francisco that forever changed the lives of its inhabitants.

Giovanni Battista Monaco was born in a Swiss Italian village. Three years later his brother Louis immigrated to Northern California and eventually set up a photography studio in Neveva where he began to develop a reputation for fine work. J.B joined in him 1888, the studio was moved to San Francisco, and J.B. took over the business when his brother died.

Although he earned his living as a portrait photographer, he also spent countless hours documenting events and projects involving San Francisco. In 1898, Monaco took pictures of the burning Palace Hotel. He photographed various stages of the construction of Gold Gate Park

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From the President's Desk



Cypress Lawn Matters

At Cypress Lawn, we are doing everything we can to mitigate the effects of COVID-19 while providing safe and sensitive service to our families in time of need. By practicing social distancing and other health measures, Cypress Lawn is conducting participant-limited funeral and cemetery arrangements that are augmented by live video streaming so family and friends can pay tribute from the safety of their homes. And you can still offer condolences online through our website. All of this is provided without additional cost. Together we will all get through this ordeal and come out stronger.

2020 continues to be an exciting time for Cypress Lawn. It will mark the embarkation of the acquisition of a neighboring cemetery, the launch of our own Casket Company and the first run of our proprietary software One-Portal.

Olivet Campus: The acquisition of Olivet Memorial Park Crematory and Funeral Home enhances our competitive advantage in the market, improves our delivery systems for services, cremations and receptions, reduces annual irrigation costs, and, most importantly, opens up access to eight additional acres of land for cemetery sales. One of the earliest of the Colma cemeteries, Mount Olivet, as it was originally named, opened in 1896, four years after Cypress Lawn. Located at 1601 Hillside Boulevard, it is adjacent to our Hillside campus. At present, it occupies 65 acres and contains the remains of approximately 120,000. It features a columbarium with stain glass skylights and a new 300-seat funeral chapel for services. One

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CALENDAR *Continued from page 1*

SUNDAY AFTERNOON LECTURE*

June 21, 1 pm

*Willie, Niki & George –
Emperors, Cousins, Enemies*
1370 El Camino Real, Colma
Professor Michael Svanevik



HERITAGE SUNDAY LECTURE

July 5, 2 pm

*From the Hall of Montezuma – A 19th Century
Event That Changed the World*
Crosby-Gray, 2 Park Blvd., Burlingame
Professor Michael Svanevik



MONTHLY TROLLEY TOUR**

July 11, 11 am

*General Excursion of the Eastside,
Westside, and Hillside*
1370 El Camino Real, Colma
Docent: Terry Hamburg
24 seat capacity – RSVP 650.755.0580



SUNDAY AFTERNOON LECTURE*

July 19, 1 pm

*Splendor in the Glass – Walking Lecture on
Magnificent Stained Glass of Cypress Lawn*
1370 El Camino Real, Colma
Docent: Terry Hamburg



EVENT LOCATIONS:

*Cypress Lawn Reception Room, 2nd floor,
1370 El Camino Real

**1370 El Camino Real, Colma, meet at Main Lobby

All Events Are Free • Light Refreshments

Cypress Lawn Cemetery Association

Cypress Lawn is a 501 (c)(3) not for profit corporation established in 1892 by a group of prominent and responsible citizens, headed by Hamden Noble, determined to provide a decent cemetery for all creeds and races as well as “an attractive and pleasing place for meditation of the living.” Today, over a hundred years later, Cypress Lawn stands as a testament to the vision of these men when they proclaimed, “... in the fullness of time, the cemetery ... will form an extensive park, rich in foliage, flowers, mausoleums, statuary and other works of art ... a handsome gift to posterity.”

Continued from page 1 Cypress Lawn Matters

of its most notable monuments was erected in memory of the Show Folks of America, known as Showman's Rest. The organization began holding annual conventions in San Francisco in 1945 and at that time commissioned the burial tribute to circus and carnival people. It features a Ferris wheel and smiley clown faces etched in the stone. Please feel free to visit our newest campus. Tours will begin soon.

Cypress Casket Company: The newly formed entity Cypress Casket Company will source quality caskets at the best price for our funeral homes. This will ensure that we capture the most value from each sale while delivering best in class products to the families we serve.

One Portal Software System: The Cypress Lawn One-Portal Software program is scheduled to go live with its first iteration this summer. The advanced technology enhances our human interaction. It is designed to reduce arrangements time, to eliminate rework, to improve the overall client/associate experience, and to add a more consistent message across all client interactions.

Cypress Lawn's strong performance is not by chance. The unique business model, the prestigious board, the best in class leadership and “do things right” culture all drive the continuous improvement and superior service. We continue to focus on these three areas:

1. Ensure adequate facilities and land: We will continue to strategically purchase, develop and sell land that fits within our model, expertise and long-term plan.
2. Strive for Operational Excellence: We will continue to review internal controls, supplier costs, business processes and make improvements to increase our ability to deliver world class services and products at the lowest possible cost.
3. Perpetuate our Best in Class Culture: We will continue refining our People, Architecture, Routines and Culture to ensure another winning year. We strive to be the best place to work in the funeral industry. Happy employees lead to happy clients.

The vision of Hamden Holmes Noble lives on in the hearts of each of us.

“We fortunate enough to serve at Cypress Lawn Cemetery Association, endeavor every day to deliver on our promise to deliver premium products, services and experiences that promote healing, remembering and celebrating life.”

~ Bob Gordon, CEO

ANNUAL APPEAL

We thank all our friends who responded to our Annual Appeal. Your invaluable support allows us to continue our education and cultural programs, preserve our historic arboretum and gardens, and maintain our incomparable outdoor “museum.” On behalf of the Board of Directors and Staff of the Cypress Lawn Heritage Foundation, we would like to extend our deep gratitude, and hope you will continue to support us as well as encourage your friends to join in these educational and preservation efforts.

Donations can be made at any time of the year and it's easy to do. You have two options: traditional mail option and online option. Go to our website at www.cypresslawnheritagefoundation.com. Rewards are offered for giving and increase as the donation increases.



Preserving a Timeless Treasure...

Andreini Brothers
ASF Electric
Betty Bernstein
Nancy Borgstrom
Christina Boyson
Gillian Brown
Ronald Coffey
Peter Cole
Sandy Diggins
Theresa Dyer

Thomas Fisher
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Foundation
Lawrence McQuiad
MKJ Marketing
Prudence Noon
Monica Novakosy
Mick Orten
Shirley Perkins

Marilyn Porteous
Danny Quinto
Richard Rocchetta
Julie Siegal
Colleen Soracco
Beverly Stone
Rita Strehl
Lisa Zink

CYPRESS LAWN ARBORETUM REPORT

In just the past few weeks, Cypress Lawn Arboretum has been working to plant over 150 new trees onto our grounds. This is part of an effort to replace trees that died or have been removed over the past several years, which were thus owed as a “tree debt” to the City of Colma. Of course, at the Arboretum, we regard this as not so much an obligation, but an **opportunity** to add to the beauty of our scenic landscape!

Included in the new plantings are several species, namely the Monterey cypress (*Hesperocyparismacrocarpa*), the water gum or kanooka (*Tristaniopsislaurina*), the red maple (*Acer rubrum*), and the Irish yew (*Taxusbaccata Fastigiata*).

Each of these kinds of trees brings unique value and a special character to the landscape of Cypress Lawn, and will be assets to the Arboretum’s collection of living trees for years to come.

Cypress Lawn has, since its inception in 1892, been indelibly linked to the Monterey cypress, from which the cemetery gets its name. We have several cypress trees on our grounds that are well over a century in age, and are some of the grandest and most spectacular living specimens in the Arboretum. These trees don’t live much longer than 150 years, however, so planting young cypress seedlings back into our collection will help to preserve the character of our landscape for many generations.

The water gum, or kanooka as it is known in its native Australia, is a particularly hardy plant that will tolerate quite extreme urban conditions. As its common name suggests, the water gum loves being close to water, as it is a riparian, or riverside, tree in a natural context. Down by the ponds of our historic East Campus, the kanooka trees will grow to a height of 30 feet, with fragrant yellow flowers blossoming each spring.

The red maple is a native of the Eastern United States, where it is one of the most widespread and abundant species. More than perhaps any tree found in North America, the red maple does well in a wide variety of soil types, with varying moisture levels, acidity, and texture, which makes it a desirable candidate for ornamental plantings here at Cypress Lawn. Every fall, the green maple leaves will turn a vibrant shade of red, adding to the diversity of colors found throughout the canopy of our Arboretum.

The Irish yew is an iconic tree in the rural cemetery movement across the United States, and is a tree that has long been associated with the everlife. It is the most numerous tree in the entire Arboretum collection, with over 200 specimens planted, often in a pair to either side of an ornate marble monument or granite headstone. Because these remarkable trees can live to be over a thousand years old, it makes perfect sense for yew trees to be linked to cemeteries, where our loved ones can be remembered for eternity! For example, the Fortingall Yew in Perthshire, Scotland, is

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estimated to be between 2,000 and 3,000 years old and is believed to be the oldest tree in the entire United Kingdom. The many new yews we have planted into the Arboretum collection will, therefore, be a living asset to Cypress Lawn beyond us all.

As we continue to add to the diversity and splendor of trees here at Cypress Lawn Arboretum, we strive to grow a place with a unique heritage that, while commemorating and celebrating those no longer with us, still thrives as a destination for living.

~ Joshua Gevertz, Arboretum Director

MEET OUR ARBORETUM DIRECTOR: JOSH GEVERTZ

Trees have always been integral to the life of Cypress Lawn's new Arboretum Director, Josh Gevertz.

Gevertz, who is a native of the Bay Area, grew up admiring the redwood tree in the front yard of his home in Moraga, CA. As a child, he started drawing comic strips, which later transitioned into painting. Now, he works with watercolor, using trees almost exclusively as his subject matter.

"I see a tree that inspires me and catches my attention, and I connect with it," Gevertz said.

When Gevertz started college at UC Davis, his love for trees was further solidified. The university has a Level IV arboretum, and Gevertz has many fond memories of walking around the campus feeling enchanted by the beauty of the landscape and inspired to learn more about the trees.

During his time in college, Gevertz participated in an immersive study in Bodega Bay, which has an ancient Monterey Cypress tree on its headland.

"It was my first connection to the Monterey Cypress. I knew it was my favorite tree. It became a sacred landscape for me," he said.

It's nothing short of serendipity that Gevertz would end up in the role of Arboretum Director at Cypress Lawn, which has a deeply rooted connection with the Monterey Cypress.

"The Monterey Cypress has been a link throughout the constellation of my life," Gevertz said. "My role as the leader of Cypress Lawn Arboretum is a really unique position to have such a connection with this tree species in particular."

With Cypress Lawn's recent recognition as a Level I arboretum by Morton Arboretum's international ArbNet program, it became time to create a role for an expert to exclusively focus on the growth of the arboretum.

Gevertz says being able to take on this role is his dream job.

"I'm blessed to have the opportunity to innovate here and showcase our living collection of trees, as well as preserving them for future generations to enjoy," he said.

Gevertz joined the team at Cypress Lawn after earning his master's degree in landscape design from UC Berkeley, where he

specialized in geospatial planning and arboriculture. He previously earned his bachelor's degree in biological sciences at UC Davis. Gevertz was also a recipient of the prestigious Geraldine Knight Scott Fellowship. Through this traveling scholarship awarded by UC Berkeley's College of Environmental Design, he was able to travel the world, including New Zealand and Australia, to further research and study the Monterey Cypress.

In his role as Arboretum Director, Gevertz hopes to motivate our neighbors in the Bay Area to become more involved and connected with Cypress Lawn.

"I hope to establish the arboretum as a place that is both an educational center and a celebrational center for trees. That kinship between humankind and the trees among us sometimes gets lost. I hope to help others embrace that relationship," he said.

One of Gevertz's first initiatives is to begin leading "Tree Tours" at Cypress Lawn. He thinks this will be a great opportunity to show a group of community members – everyone from high school students to senior citizens – just what makes our landscape so special.

Gevertz is passionate about preserving the history of the trees at Cypress Lawn. He says several of the most historic trees in the collection were planted by founder Hamden Holmes Noble himself.

"We have so much history in our landscape. There's so much to take in – there's so much life here. We're just entering a new era as an arboretum, where Cypress Lawn can grow from being a place for the deceased to also thriving as a destination for living," Gevertz said.

Gevertz wants everyone to see that the arboretum is an "uncut gem" in the Bay Area, a place of real brilliance for celebrating and learning about trees. One of the ways he's doing this is by highlighting a different tree every month on our Cypress Lawn blog.



in the 1890s, and showcased the 1908 San Francisco arrival of President Theodore Roosevelt's "Great White Fleet" – four squadrons of U.S. warships manned by 14,000 sailors and marines. Monaco also chronicled the construction of the Palace of Fine Arts and events at the Panama-Pacific International Exposition in 1914.

But the most important photographic task he undertook was that of preserving the fire and aftermath of the Great Earthquake of 1906. In spite of putting out flames in his own home and others in the neighborhood, he still had the presence of mind to record events with a flair for dramatic composition. Some of his photographs have become the iconic symbols of the disaster. This was at a time when the art was still esoteric – a province of professionals and the wealthy, which explains why so few photographs of the Earthquake were taken.

Unfortunately, he lost almost all of his work depicting early Nevada and California that were stored in his studio because federal troops denied him access to his burning building in 1906. For reasons he never revealed, J.B. kept the earthquake and fire photos hidden until after 1915 when he gave copies of prints to a local Italian language newspaper.

When he died in 1938, his grandson Dick Monaco held on to the historical treasures created by his grandfather, which were kept in the house on Leavenworth Street where he grew up. The collection consists of all negatives and prints made from 1859 to 1938, both historic and personal. In the spring of 2009, Dick Monaco donated the J.B. Monaco Collection to the San Francisco History Center at the main San Francisco Public Library

J. B. Monaco was a devoted family man who sported a dashing and debonair image. He is buried in Lot 179 Division 2 Section C with his wife Katherine, and their son Dante and his family.



J.B Monaco's wife Katherine and son Dante on Telegraph Hill after the devastation. The Golden Gate (without the bridge) and Marin County are in the distance.



Dante Monaco, 6, sits in the rubble of his father's photography studio of what is now Columbus Avenue.

HERE'S YOUR WEEKLY HOROSCOPE

Aries – you'll be spending time at home

Taurus - you'll be spending time at home

Gemini - you'll be spending time at home

Cancer - you'll be spending time at home

Leo - you'll be spending time at home

Virgo - you'll be spending time at home

Libra - you'll be spending time at home

Scorpio - you'll be spending time at home

Sagittarius - you'll be spending time at home

Capricorn - you'll be spending time at home

Aquarius - you'll be spending time at home

Pisces - you'll be spending time at home

WHY CYPRESS LAWN?

William Gladstone said: "Show me the Manner in which a nation or community cares for its dead and I will measure with mathematical exactness the tender sympathies of its people, their respect for the laws of the land and their loyalty to high ideals."

Every human being is faced with stressful events. The most stressful is the death of a spouse or loved one. The many decisions to be made and items to be paid can be overwhelming. Since 1892, the licensed trained associates at Cypress Lawn have guided our community through difficult times ensuring they are able to celebrate life, heal from their loss, and have the time to remember those that they love. Families selecting Cypress Lawn and its affiliates report the value exceeded the cost, the staff was incredibly caring and they are happy they trusted us. When you have one chance to tell your loved one's story — choose Cypress Lawn.



Cypress Lawn Habitat

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JAMES CLAIR FLOOD

1939-2020

A TRIBUTE



A member of the Cypress Lawn Cemetery Board of Directors for 31 years, “Jim” Flood passed away on February 22, 2020. He died as he lived. The avid outdoorsman suffered a heart attack after a day of downhill skiing near Jackson Hole, Wyoming. His passionate pursuit of duck hunting, horseback riding, fly fishing, and skiing took him all over California and Wyoming. He was eighty, and will be buried in the family mausoleum at Cypress Lawn, the largest in the cemetery. He is survived by his wife of 54 years, Astrid Sommer Flood of San Francisco, and his three daughters Karin Flood of San Francisco, Christina Flood Kane of San Francisco, and Lisa Flood of Wilson, Wyoming.

In addition to his long and devoted service to Cypress Lawn, he was also a board member of the San Francisco General Hospital Foundation, the Jackson Hole Land Trust, and the Cate School in Santa Barbara County, of which he was a graduate.

His pride and joy was the beloved Flood Building, an official city landmark, originally built by his grandfather in San Francisco as tribute to his own father, James

Clair Flood, known as the “Bonanza Silver King” who made his fortune here in the 1870s. It sits in the heart of downtown at the corner of 5th and Market Streets next to the most famous cable car turnaround in The City. It is the oldest family-owned commercial building in San Francisco.

Jim began his love affair with the Flood Building later in life, and it almost didn’t happen. A graduate of Stanford in 1961, he spent two years as a Captain in Army intelligence before settling into a long, productive career as a bank executive at Wells Fargo. At age 50, his world changed dramatically. His father’s death left him with the responsibility for the Flood building and a 127 acre ranch in Santa Barbara that included the Rancho Sisquoc winery.

“It was a new start, a new business, a new everything,” recalled Flood looking back on his Well Fargo departure, where he went “from a huge big business to a small family business,” although he might have been the only person who would describe running the Flood Building with some 350 tenants in such terms. Jim was a hands-on owner who oversaw each aspect of the management. He wanted every office filled,” daughter Karin Flood said. “He took care of it like it was a member of the family.” Outside of his personal office on the 11th floor are historical photo galleries of the building and his descendants.

The classical “flatiron” 12 story building, when constructed in 1904, represented the largest structure in San Francisco. And, as it turned out, one of sturdiest – a virtual fortress covered in steel and curtain brick that survived the Great 1906 Earthquake and subsequent fires. It was created by renowned architect Albert Pissis, who also designed the Emporium, Hibernia Bank, and the original, grand Crematory/Chapel at Cypress Lawn in 1893, the first Crematory in Northern California.

The Flood Building has had an array of tenants over the years. In the early days, the Southern Pacific Railroad headquarters was located there. Famed San Francisco detective novelist Dashiell Hammett plied his trade as a Pinkerton Detective Agency gumshoe. Medical and dental office dominated the floors for a time. But in 1950, Jim’s father was about to lease the building to Woolworth’s, which had plans to demolish it and replace it with a modern three-story office and retail complex. The tenants were evicted and the wrecking ball poised, when at the last minute the historic building was spared because the federal government invoked its right of eminent domain to occupy the office spaces to manage the Korean War.

Woolworth’s continued its lease in the lower part of the building until 1996, the largest Woolworth retail space in the country. Older San Franciscans remember the store fondly.



Flood Family Mausoleum



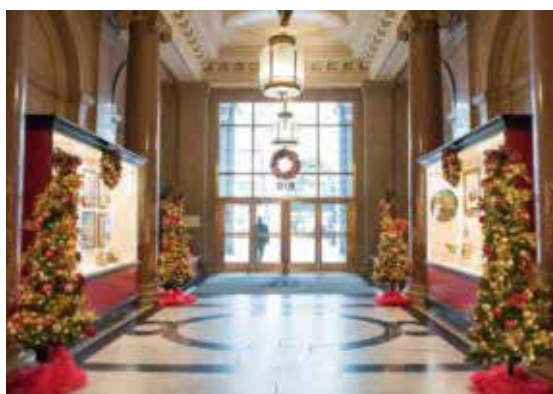


Upon its departure, Flood wanted to return to the original look of the ground floor and retail areas that had been “modernized” in 1952. He spent \$15 million on those renovations and also replaced several large archway entrances, restored the facade on the upper stories, refurbished many of the detail ornaments, and recreated the parapet.

This elaborate project took over a year to complete. The “grande dame,” as it has been called, was back to her old grandeur. In the lobby, Flood placed a bust of his grandfather done by celebrated sculptor Mary Emma Flood Stebbins, his aunt.

The tenants today are a potpourri of The City, including a variety of retail stores and attorney offices to non-profits and foreign consulates. It fills a unique niche in a modern day San Francisco tech and financial skyline that caters to big companies. The Flood building’s bread and butter is 500 to 5000 square foot tenants, which makes for a large and diverse clientele.

“You just walk into another era when you walk through the lobby,” remarked the late historian Kevin Starr, the state librarian of California – a reminder of what the quaint, charming old days of San Francisco were like. And according to every description of James Flood, from his dapper dress to impeccable manners to his gregarious and down-to-earth nature, he was also cut from that same old cloth. He preserved and gave to San Francisco for all time the finest classic office building The City boasts.



Gladys Hansen Memorial Tribute

On the 114th anniversary of the Great Earthquake, let us remember the contribution to scholarship and understanding of the late Gladys Hansen, appointed the first Chief Archivist of the City of San Francisco.

Through her tireless and courageous work documenting the “uncounted dead,” the Board of Supervisors in 2006 – the centennial of the calamity - revised the “official” number of deceased announced in 1906 from 478 to “over 3000.”



A dedication to those souls at Cypress Lawn in 2006 was led by Gladys Hansen. It sits next to a memorial for Ms. Hansen upon the occasion of her passing in 2017.

CYPRESS LAWN HERITAGE FOUNDATION

A non-profit 501 (c)(3) corporation promoting
Cypress Lawn Cemetery as a historical and
educational resource for the Bay Area community.

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Terry Hamburg

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