



# Heritage Newsletter

Dedicated to Maintaining the Historic Beauty of Cypress Lawn  
A cemetery and funeral home serving the San Francisco Bay Area with an unsurpassed tradition of caring since 1892  
A publication of the Cypress Lawn Heritage Foundation

Winter 2015

Volume 7 No. 3

## Calendar 2015

### JANUARY

#### HERITAGE SUNDAY LECTURE

January 4, 2 pm  
Crosby N Gray, Burlingame  
*Law, What Law?  
The Peninsula Ignores Prohibition*

Lecturer: Michael Svanevik

#### SUNDAY AFTERNOON LECTURE

January 18, 2 pm  
Cypress Lawn Reception Center  
*Life and Death of the Giant  
Dirigibles: High flying Luxury*  
Lecturer: Michael Svanevik

### FEBRUARY

#### HERITAGE SUNDAY LECTURE

February 1, 2 pm  
Crosby N Gray, Burlingame  
*Medical Secrets — From Behind  
White House Walls*  
Lecturer: Michael Svanevik

#### SUNDAY AFTERNOON LECTURE

February 15, 2 pm  
Cypress Lawn Reception Center  
*Love in the Afternoon at Cypress  
Lawn: A Valentine's Day Special*  
Lecturer: Michael Svanevik

### MARCH

#### HERITAGE SUNDAY LECTURE

March 1, 2 pm  
Crosby N Gray, Burlingame  
*Clash of Titans - Hearst vs.  
Pulitzer, Newspaper Giants*  
Lecturer: Michael Svanevik

#### SUNDAY AFTERNOON LECTURE

March 15, 2 pm  
Cypress Lawn Reception Center  
*A Funerary Phenomenon*  
Lecturer: Michael Svanevik

#### SATURDAY WALKING TOUR

March 28, 1:30 pm  
Start by Archway, East Gardens  
*Legendary Personalities of  
Cypress Lawn*  
Lecturer: Michael Svanevik

## What is a Memorial Park?

**Terry Hamburg**

*Director of Fund Development  
Cypress Lawn Heritage Foundation*

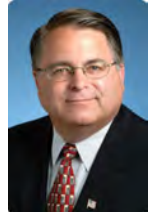
Every cemetery is, technically speaking, a memorial park, but some are more special than others.

Cypress Lawn is one of those. Part of that uniqueness is both the sheer size — 220 acres embracing some 250,000 souls — and the political and economic impact those decedents had on American and California culture: Charles de Young, Charles Frederick Crocker, William H. Crocker, James C. Flood, cable car inventor Andrew Hallidie, William Randolph Hearst, Lillie Coit Hitchcock (Coit Tower), California Governor and Senator Hiram Johnson, John Larkin (founder of Monterey and Benicia), William Matson, John McLaren, Gustave Niebaum (Inglenook Winery), Steve Silver (Beach Blanket Babylon), Claus Spreckels, and on and on. A stroll through Cypress Lawn is indeed a stroll through history.

These and other pioneers “curated” the largest and most impressive outdoor museum in the West. Many of the prominent artists - from acclaimed sculptors and stained glass masters to renowned architects - that constructed our mausoleums and monuments may not be buried here, but their legacies are on display for the world to see.

Hamden Holmes Noble, our founder, carefully designed Cypress Lawn to fit the model of the “rural” or “garden” cemetery of the nineteenth century, representing a rebellion against the overcrowded, neglected, and foreboding burial grounds that were all too typical of the times. In contrast, the “garden cemetery” signified careful and elegant landscaping with curved roads and enchanting gardens and inspirational monuments. In short, it was to resemble a gracious arboretum city park, an oasis of tranquility amidst the noise and

## From the President's Desk



**Kenneth E. Varner**

This is Cypress Lawn, lives are commemorated — deaths are recorded — families are reunited. Memories are made tangible — and love is undisguised.

Communities accord respect, families bestow reverence. Historians seek information and our heritage is hereby enriched.

Testimonies of devotion, pride and remembrance are carved in stone, to pay warm tribute to accomplishments and to the life — not the death — of a loved one.

Cypress Lawn is a homeland for family memorials that are a sustaining source of comfort for the living. Cypress Lawn is a history of people — a perpetual record of yesterday and a sanctuary of peace and quiet today.

Cypress Lawn exists because every life is worth loving and remembering — always.

Cypress Lawn Heritage Foundation's mission is to continue to provide media, lectures and tours for the

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**Cypress Lawn Cemetery Association**

Cypress Lawn is a 501 (c)(13) 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."



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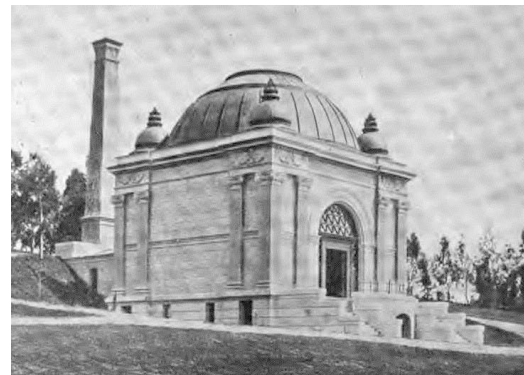
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**Kenneth E. Varner**  
President & CEO



**Restoration Spotlight: Cremation Society**

Not long after Cypress Lawn Cemetery was created in 1892, a group of San Francisco residents formed the San Francisco Cremation Company, a society for cremation reform. Soon after, the cremation company reached an agreement with Cypress Lawn to build a crematory on cemetery grounds, thus, making Cypress Lawn the first cemetery in the country to house a crematory within its grounds.



1893 Cypress Lawn Crematory was spared in the 1906 earthquake but was irreparably damaged in the 1957 earthquake and destroyed

At the same time in 1893, Cypress Lawn also built its first columbarium to provide an alternative to scattering,

the only option for cremation at that time.



Cypress Lawn's 1893 Columbarium still stands

The Cremation Company eventually folded in 1913. The cemetery took over running both the crematory and the Columbarium. In anticipation of the growth of cremation in the area, the cemetery built a second columbarium on the West Side. In the late 1920s a third one was built by the lake which remains

*Continued on Page 4*

**Who Am I? :**

- I was a Hollywood superstar in my day. But many think my greatest achievement was to marry three of the most gorgeous women in Tinsel Town, and that doesn't count the other gorgeous women I cavorted with
- I had more big hits than I could tally on my fingers and toes. I was such a successful crooner in my childhood that I dropped out of high school to pursue my career. I had two TV shows of my own and made so many guest appearances it was hard to turn on the TV without seeing my curly locks. I even did a couple of movies--*Bundle of Joy* and *Butterfield 8*
- By the late 1970s, I was falling out of style. I attempted an unsuccessful comeback tour in 1983. At the end of my career, I took the concert route that led through the Palace Theatre, the Palladium, and of course Las Vegas
- I had a wild and controversial life. When I published my autobiography, I let it all hang out, so to speak, revealing new details of my personal dalliances. When my daughter read the book, she declared: "That's it. I'm having my DNA fumigated."
- Sure I had five wives, but the fifth one was the charm--lovely dancer and choreographer Betty Lin who passed away in 2001, eight years after we were married. I placed her in a niche at Cypress Lawn and joined her in 2010

**Answer:** Singer/Actor Eddie Fisher

**What is a Memorial Park? From page 1**

bustle of the city, a place that invited people to come and reflect upon the past while enjoying the present. A cemetery was to be for the living as well as for the departed.

Thus, from their inception, these cemeteries were intended as civic institutions designed for community use. Before the widespread development of municipal parks, they provided a place for the public to enjoy refined outdoor recreation set among art and landscape previously available only to the rich.

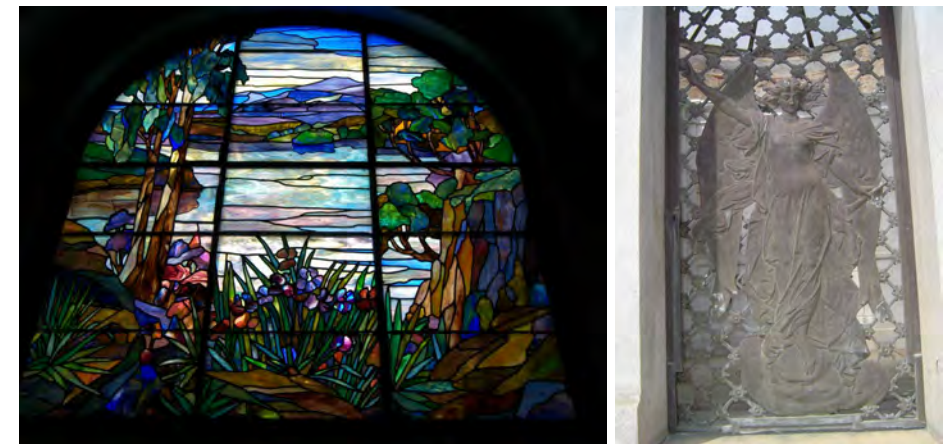
To accomplish and preserve this vision, Noble organized Cypress Lawn to be an endowed enterprise, charging a modest one-time surcharge on all property purchases, to be placed in a general fund for improvement and maintenance. This is the foundation of Cypress Lawn's continued beauty and enviable condition. It is, unfortunately, not enough for all our restoration and preservation needs, and for this, we depend on the continued generosity of our community.

Cypress Lawn is, and should be, more than just a pleasant place to visit, however legendary. Service to the public is an obligation, even a

That outreach is now being expanded with a new range of programs and events.

Having a loved one interred here gives you a special connection to Cypress Lawn. But we want everyone in the community to feel connected. Cypress Lawn is your social resource, your urban oasis, your memorial park. We are partners, and we need your help. This is the time of year for our Annual Appeal. Your support funds the renovation and conservancy of our monument and grounds as well as permitting Cypress Lawn to continue and expand our community outreach.

For the first time, you can now donate online. Visit our new website at [www.cypresslawnheritagefoundation.com](http://www.cypresslawnheritagefoundation.com). Please don't forget to "Like" us on Facebook and Twitter. ❖



*Cypress Lawn  
is your  
urban oasis*



sacred trust. We hold your loved ones, our common history, even our vision of the future. That is why the Cypress Lawn Heritage Foundation exists. Its mission goes beyond the traditional "giving back to the community." We want to be an integral and dynamic part of that community, which is the reason for our educational and cultural programs that have delivered some 300 tours and lectures since the Foundation's inauguration in 2000.



*We depend on the  
continued  
generosity  
of our community*

## Cypress Cremation Society *Continued from Page 2*

unfinished to this day, a victim of the Great Depression. Until the early 1980s Cypress Lawn was averaging about 1,200 cremation cases a year.

In 2010, the cemetery launched the Cypress Lawn Cremation Society. Cypress Lawn once again is poised



*Cypress Lawn's second columbarium*



*Cypress Lawn's Lakeside Columbarium—the unfinished building*

to recapture the ever-growing cremation market in the Bay Area.

Cypress Lawn Cemetery Association president and CEO Ken Varner views the new cremation society as a restoration of the San Francisco Cremation Company which was fundamentally instrumental in keeping Cypress Lawn at the top of the cremation industry in Northern California in the early part of the 20th century.

While the Cremation Company provided an alternative to burial in the 1900s by offering niches



in the Columbarium in place of scattering, the Cypress Lawn Cremation Society offers unlimited options for a final resting place as well as the assurance to all members that their final wishes are faithfully carried out in our own crematory facilities and by our own staff.

A \$35 lifetime membership fee includes recording and safekeeping of the member's personal wishes, instructions and authorizations, access to Cypress Lawn's discounted cremation options, and, with the purchase of any cremation plan, there is statewide coverage throughout California at no extra charge. ❖

## Successful Estate Planning Seminar

Over 50 people attended the first Estate Planning Seminar for Friends of Cypress Lawn held at the Reception Center in the morning of Saturday, October 25th. The event was free.

Yulissa Zulaica, an estate and trust administration lawyer with the San Francisco law firm of Johnson, Kinney and Zulaica unraveled the complexities of wills, living trusts, powers of attorney,

and health care directives.

In addition to delicious pastries and wraps, attendees received a complimentary "Getting Organized" estate planning booklet. Many in the audience declared that they were enlightened by the presentation and are now inspired to get their own financial house in order.

The event was so well received Cypress Lawn plans to conduct another one soon, perhaps conducting the event more often.

For more information on coming events check out the Cypress Lawn Heritage Foundation newsletter, visit our website and our Facebook Page, or contact Terry Hamburg, Fund Development Director of the Heritage Foundation. Terry can be reached at 650.550.8812 or email him at [thamburg@cypresslawn.com](mailto:thamburg@cypresslawn.com).

All members of the Cypress Lawn Heritage Foundation will get a special mailer announcing the next Seminar. ❖

## Docent-Led School Children Tours

When the Cypress Lawn Heritage Foundation was established in 2000, one of its goals was to provide educational tours of our historic grounds to California school children.

As recently as a generation ago, that's exactly what local teachers did. After all, many of the pioneer business, political, and cultural leaders of California are at rest here, most of them in magnificent family mausoleums and private estates: William Crocker, William Randolph Hearst, Charles de Young,

Charles Frederick Crocker, Lillie Hitchcock Coit (Coit Tower), Claus Spreckels, Thomas Oliver Larkin, William Matson, James C. Flood, Hiram Johnson, John McLaren, and many more. Cypress Lawn is not only rich in historical figures, it also boasts of a wealth of beautiful art and architecture - all displayed in a historical arboretum. The past becomes present at Cypress Lawn.

We want to revive that tour tradition. Our excursion is free and docent-led. It will last one hour or longer and after the field trip, there will be a question and answer period with the docent.

Parents will be encouraged to join their children for the tour.

For schools who are interested, our Fund Development Director Terry Hamburg would welcome the opportunity to meet with school teachers and administrator personally to discuss logistics and details of the walking tour. ❖

*Terry Hamburg*  
650.550.8812  
[thamburg@cypresslawn.com](mailto:thamburg@cypresslawn.com)

## From the President's Desk *Continued from Page 1*

history of the people laid to rest at Cypress Lawn, plus its arboretum, gardens, art and architecture.

Our mission is to continue to be a resource to the community on California history as represented within the grounds of Cypress Lawn. Each year, we run a recruiting drive to find people of like minds that will buy into our mission. The recruiting drive is what we call our "Annual Appeal." If you have not received our annual appeal letter, please contact us so we can provide you with an invitation.

Of course, we are looking for contributions to our shared mission. We want you to be part of Cypress Lawn and its important role for the future of our community. We would hope that once you have become a committed member to our shared cause that you continue to provide us support each year.

Based on your annual commitment, we would then encourage a larger commitment in the future through a major gift or planned gift. This of course is your opportunity to make a difference in our

**Become a Guardian  
of California's Heritage  
Give to the  
Heritage Foundation's  
ANNUAL APPEAL**

community and to be never forgotten as a contributor to our perpetual heritage.

The annual appeal was mailed in the beginning of December. Please contact Terry Hamburg at 650.550.8812 for any information. You're also welcome to visit our new website to find out more about the Foundation and our annual appeal. Please visit [www.cypresslawnheritagefoundation.org](http://www.cypresslawnheritagefoundation.org)

Join us in our mission to preserve our shared history. ❖

*Join the New Cypress Lawn Book Club  
contact Terry Hamburg 650.550.8812 or [thamburg@cypresslawn.com](mailto:thamburg@cypresslawn.com)*

*"There are worse crimes than burning books.  
One of them is not reading them."  
~Ray Bradbury*



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**CYPRESS LAWN  
HERITAGE FOUNDATION**

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Cypress Lawn Cemetery  
as a historical and  
educational resource for  
the Bay Area community

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**Colors of Fall at Cypress Lawn**

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