



HERITAGE NEWSLETTER

A PUBLICATION OF THE CYPRESS LAWN HERITAGE FOUNDATION

A FOUNDATION DEDICATED TO EDUCATION & PRESERVATION FOR THE BENEFIT OF THE COMMUNITY

Fall 2019

Volume 10 No. 10

CALENDAR

October – December 2019



HERITAGE SUNDAY LECTURE

October 6, 2 pm

Tinsel Town Cowboys – Creating the Western Icon
Crosby-N Gray, 2 Park Blvd., Burlingame
Professor: Michael Svanevik



MONTHLY TROLLEY TOUR**

October 12, 11 am

*General Excursion of
The East, Westside, and Hillside*
1370 El Camino Real, Colma
Docent: Terry Hamburg
24 rider capacity: RSVP 650-755-0580



MOVIE UNDER THE STARS

October 19, 7:30 pm

Pixar's Coco will be featured
1363 El Camino Real, Colma
(next to Noble Chapel)



SUNDAY AFTERNOON LECTURE*

October 20, 1 pm

Walking San Francisco's 49 Mile Scenic Drive
Authors: Kristine Poggioli and Carolyn Eidson
Book signing



ANNUAL NIGHTTIME

WALKING TOUR

October 26, 7:30 pm

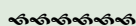
1363 El Camino Real, Colma
(next to Noble Chapel)



HERITAGE SUNDAY LECTURE

November 3, 2 pm

Mathilde Kschessinska – An Emperor's Favorite
Crosby-N Gray, 2 Park Blvd., Burlingame
Professor: Michael Svanevik



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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

The Suffragists of Cypress Lawn

2020 is the centennial of the passage of the Nineteenth Amendment to the U.S. Constitution that granted voting rights to women.

“Suffragists” is not a misspelling. People are more likely to use the word “suffragettes” for those women (and men) who were advocates of female voting.

The battle for woman’s suffrage was in full force in both Britain and the United States in the early 1900s. Journalists took sides, and in 1906, a British reporter used the word “suffragette” to mock those fighting for women’s right to vote. The suffix “-ette” is used to refer to something small or diminutive, and the writer meant to minimize the movement.

Many women in Britain ignored the slight or embraced the term suffragette as a way of reclaiming it from its original derogatory meaning, much like the use of the anti-gay word “queer” common in LGBTQ language today.

In the United States, the term suffragette could be seen as offensive, and was commonly rejected. Moreover, British participants were generally more militant and confrontational than their American counterparts, and in an effort to distance themselves from those tactics, the term was avoided by some in the U.S.



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From the President’s Desk



Q & A with Robert Gordon, Jr.

Q: You were born into the profession. Can you tell us a little bit about that?

A: These days I am definitely the exception to the rule. Our industry has changed in the last 30 years and is no longer as closed off to family members and those that accidentally found us. Today our caring professional team members come from all walks of life and typically transition from other industries for the many benefits we offer. But yes I grew up in a Century old home, on a 100 acre Cemetery/Mortuary campus. My first job was sweeping memorials for a “dime a row” and pulling a disc behind our tractor tilling under the weeds in the undeveloped land. I am very proud to be a 4th generation leader in our industry, having served in nearly every role possible. My son Zachary (age 24) is a 5th generation and leads a team for SCI in the North-West.

Q: Your last position with SCI was as Market Sales Director for Orange and San Diego counties. You consistently ranked as one of the top market sales directors. What do you attribute that success to?

A: Earlier you asked about what jobs I liked best and least in my early career. I believe the reason I have been lucky enough to enjoy as much or more growth and consistency than most, is completely attributed to the amazing mentors I have had and the messages they offered that I listened to. I have always wanted to be a leader and at my core I know what drives team success. It begins with really having a clear vision, caring about and ensuring others success, connecting the dots, being creative and remaining humble all the while. In short, I love the Industry, I love being a leader and Helping Others Succeed. It is a perfect fit.

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CALENDAR *Continued from page 1*

MONTHLY TROLLEY TOUR**
November 9, 11 am
Kings All – Railroaders, Minors & Men of the Forest
1370 El Camino Real, Colma
Professor: Michael Svanevik
24 rider capacity: RSVP 650-755-0580



SUNDAY AFTERNOON LECTURE*
November 10, 1 pm
Traversing the Isthmus – A 19th Century Saga of Panama and the Most Dangerous 60 Miles in the Hemisphere
Professor: Michael Svanevik



HERITAGE SUNDAY LECTURE
December 1, 2 pm
Rogers & Hammerstein – America’s Music Men
Crosby-N Gray, 2 Park Blvd., Burlingame
Professor: Michael Svanevik



SUNDAY AFTERNOON LECTURE*
December 8, 1 pm
Jewels! Jewels! Jewels! – The Magic of Peter Karl Gustavovich Faberge
Professor: Michael Svanevik



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, statuaries and other works of art ... a handsome gift to posterity.”

*Cypress Lawn,
the one place for all your
arrangements...*

Continued from page 1 Q & A with Robert Gordon, Jr.

Q: How did the job at Cypress Lawn come about?

A: Kenneth Varner, President and CEO of Cypress lawn had decided he wanted to transition to a Chairman and Consultant role, spend more time with family and begin searching for his replacement. As I understand it, He was to select four or more candidates. The key criteria were a successful track record, complete cemetery, funeral and crematory business experience, and then a good fit for the Cypress team. Approximately 14 months ago, Ken was at a meeting in Huntington Beach a few blocks from my home. He reached out to me through Facebook and asked if I could meet up with him. We spoke for a bit and he explained the opportunity and that he would like to include me in the process. Ken has known my Grandfather, Father and we have known each other for over 25 years. At first I don't know if I wanted the position and toward the end I really wanted them to choose me. It appears to be a great fit for the company, a great challenge for me and good for my family.



Q: Prior to accepting the job at Cypress Lawn, what did you know about the historically significant funeral home and cemetery?

A: I have known of Cypress Lawn for most of my career. In my 20's I worked with one of their Sales Managers and helped them as a consultant on The Family Service approach. In addition, my time in Toppers and the Cemetery Council, Industry Sharing Groups, I was fortunate enough to see presentations on Cypress and other Historical Cemeteries.

Q: What makes Cypress Lawn such a special place?

A: I have to compliment Ken Varner, his management team for the past decades along with the board of directors for the unique California asset and its current state. The Historic Buildings, Gardens and Family Memorials are well cared for and maintained. The association culture and the people are truly what makes the difference. You never really understand these things until you go there every day though... It is an amazing place and every day we take care of it.

Q: What do you hope to accomplish during your first year?

A: The organization that has been built by Ken and the Cypress Team in the last ten years is a firm foundation to build on. We will continue to maintain our brand as the premier place to heal, to remember, and to celebrate life. My role as President is to take up the flag and carry forward the ideals that we hold dear. 1) Build the Endowment Fund to protect and maintain this California asset, 2) To remain relevant through connecting with the community and providing meaningful service, 3) To grow market share in both At Need Clients and Before Need Plans, and 4) To develop and refine systems that make constant improvement in Customer and Employee experience.

Q: The Bay Area is home to diverse communities.... how important is for cemeteries and funeral homes throughout the country to understand diversity?

A: Earlier you had asked what was your secret to success. This challenge is really the most exciting thing in Funeral Service today. I love the challenge of serving many families in a day all from different walks of life, ethnicities or preferences and have them all leave with a warm feeling about our organization, our people and the services they received. We are committed to having a diverse staff, meaningful offerings and the ability to adjust to fit the family's needs without obstruction.

Q: The cremation in California has always been ahead of the country ... what do funeral professionals in other parts of the country need to understand about cremation?

A: I have always just thought of the cremation minded customer as a different ethnicity or market segment. The concept of Traditional and Non-Traditional is no longer a valid way to think. We offer many different places to establish memorialization and many different ways to celebrate life; some are Cremation and some are Non-Cremation... All are people that need to be met where they are and offered a path to heal and remember.

Q: Your personal motto is “Ensure Others Succeed.” Can you tell us why that is important to you?

A: When I think about where this came from I recall three mentors: I remember watching David Wharmby running sales meetings and I admired so much the way he connected and cared for each of the team members. I wanted to be him when I was a new manager. Gerry Heard SCI always reinforced in almost any training or meeting that our primary job every day was to help our team members achieve their goals. In addition Rich Sells often used the quote “you can accomplish almost anything if you don't care who gets the credit.”

As I look back coaching little league, acting as president of my fraternity, fighting to become a sales leader from the sales floor, at every point I really just wanted to lead, to help mentor and coach others and to have the biggest impact. Ensuring Others Succeed is how that really works...

I love this opportunity and consider myself lucky and blessed.

Upcoming Events

Movie Under the Stars at Cypress Lawn

FREE ADMISSION

Saturday, October 19, 2019

Gates open at 6:30pm / Show starts at 7:30pm

Cypress Lawn Memorial Park, 1383 El Camino Real, Colma (next to Noble Chapel)

Get tickets at the gate for your FREE beverage, popcorn, and a chance to win raffle prizes

Easy parking on the cemetery grounds

Bring your blankets, low lawn chairs, and if you'd like, pack a picnic for your family!



Sunday Afternoon Lecture October 20, 2019 @ 1:00 pm

Walking San Francisco's 49 Mile Scenic Drive
Authors: Kristine Poggioli and Carolyn Eidson, Book signing

Cypress Lawn Memorial Park, 2nd Floor Reception Room at 1370 El Camino Real, Colma

San Francisco's famous citywide scenic route has been reinvented for a new generation as a green, healthy walking adventure. This new turn-by-turn guide breaks the historic 49-mile route into 17 different enchanting walks — taking those who love San Francisco on up-close adventures past the city's major sights, fascinating neighborhoods, and stunning vistas.



Annual Nighttime Walking Tour

Saturday, October 26, 2019

@ 7:30 pm

In the dark of night, guided only by the moon and lanterns, we wind our way around grand mausoleums and monuments. Cypress Lawn will provide some lanterns, but please bring one if you have it, or a flashlight.

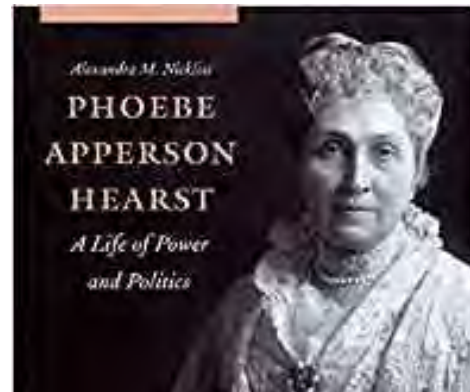
Docent: Terry Hamburg

We will meet at the historic Noble Chapel at Cypress Lawn Memorial Park, 1363 El Camino Real, Colma



Some of the Prominent Suffragists at Rest at Cypress Lawn

PHOEBE APPERSON HEARST



Philanthropist and mother of William Randolph Hearst, Phoebe Hearst became a member of the national advisory council of Congressional Union for Woman Suffrage and vice chairman of the National Woman's Party. Mrs. Hearst was a major benefactor to the University of California, including special scholarships for women. When she discovered that young co-eds had no place on campus to congregate, her large home pavilion was converted into a Woman's Student Center. To protect female students earning money by working for local families, she set up the Hearst Domestic Industries to regulate hours and pay. Hearst was also instrumental in establishing kindergarten as a national institution and created the National Congress of Mothers, the forerunner of the PTA.



Young members of the California 2020 Woman's Suffrage Project in front of the Hearst Mausoleum

ELIZABETH HAYWOOD ASHE

A member of the College Suffrage League in San Francisco and head nurse of the Children's Bureau of the Red Cross during World War I.

DR. EMMA SUTRO MERRITT

The daughter of California governor Adolph Sutro, who earned her medical degree at the University of San Francisco, frequently hosted local suffragist meetings.

KATE KENNEDY

A vocal suffragist, the teacher pioneered equal pay for women educators in California and was instrumental in establishing the tenure system.



BELLE JUDITH MILLER

Executive Secretary of the Northern California College Equal Suffrage League. She also actively advocated for conservation in California and the U.S.

ELIZA DOUGLAS KEITH

The Principal of the Sherman School was a journalist and member of the California Equal Suffrage Association who wrote extensively promoting the cause of women's suffrage.

MYRA VIRGINIA SIMMONS

The Chair of the Women's Civic and Progressive league in Oakland and President of the Colored American Equal Suffrage League was a prolific speaker advocating for the passage of California's suffrage amendment.



DR. ELIZABETH E. RICHARDSON

The Redwood City orthodontist became an active speaker for the suffrage cause during the 1911 California campaign.

FANNIE JEAN LYNNE BLACK

President of the California Club. She and her husband, who served as District Attorney of San Francisco, were vocal supporters of woman's suffrage.

MARY TERESA GAMAGE

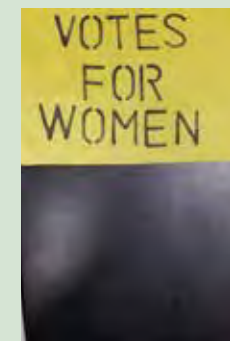
President of the San Francisco Equal Suffrage League.

MAY BENTON TREAT MORRISON

The graduate of University of California and University of Zurich was a Director of the College Equal Suffrage League as well as President of the San Francisco Children's Hospital and a trustee of the California Academy of Sciences in San Francisco and Mills College in Oakland. A contribution from her family estate funded the Morrison Planetarium.



On the November 2020 Election Day, members of the California Women's Suffrage Movement will be placing these yellow flags (below) at memorials of prominent suffragists in Cypress Lawn and other cemeteries. If you wish to join them, here is the contact information:



The CA 2020 Women's Suffrage Project supports the 2020 Suffrage Centennial education projects and Centennial celebrations throughout the state of California in 2020. Visit its website <https://cawomensuffrageproject.org/>



PAST EVENTS

Annual Victorian Days

Partnered with the San Mateo Historical Association



RED HAT SOCIETY TOUR

Cypress Lawn Trolley Tours

Use our trolley tours as fundraisers for your non-profit or church group.

Cypress Lawn will pay \$20 to your organization for each individual you bring on the free excursion.

Contact Terry Hamburg
thamburg@cypresslawn.com



Cypress Lawn participated in this year's National Night Out event!



ALL ABOARD! FUNERAL TRAIN ABOUT TO DEPART

Right before the opening of Cypress Lawn in 1892 came the inauguration of the San Francisco & San Mateo Railway electric trolley line that serviced Colma cemeteries from downtown San Francisco every fifteen minutes. The company offered a handsomely equipped funeral car with special compartments for the casket, the immediate family, and other mourners. Casket travel cost \$10 while mourners traveled for the normal ten-cent fare. Additional mourning cars could be added. The funeral traffic was a consistent source of income for the line, but the company didn't last beyond 1902.

Funeral parties could also reach the cemeteries via the South Pacific Railroad mainline, which in the 1890s traveled through Colma on its way to other destinations. There were two scheduled funeral trains daily. Caskets were carried in baggage cars for \$1. Mourners made the trip for 50 cents per person.

The most popular accommodation for groups of twenty or more was an upgrade via the Southern Pacific's El Descanso or Greenwood, both magnificently appointed funeral parlor cars including draperies, plush carpeting, wicker furnishing, and separate "apartments" for men and women. Groups desiring greater flexibility could charter an entire train for \$50 in addition to the regular mourner and casket charges.

By 1905, the Southern Pacific was serving Mt. Olivet, Masonic, Odd Fellows, Eternal Home, Sholim, Emanuel, Cypress Lawn and Holy Cross Cemeteries.



Funeral Car of the S. F. & S. M. Electric R'wy Co.



S. P. Co.'s Funeral Car "EL DESCANSO."
El Descanso - Southern Pacific's funeral car in front of the Cypress Lawn granite entry gate. Notice Noble Chapel at the left.



Photography Contest



13 pictures will be selected to appear in our yearly 2020 Calendar. The deadline for entry is November 7. You can submit as many entries as you like and one person can have more than one picture selected for multiple months. All photographers will be acknowledged.

For best reproduction quality, please try to take pictures at your camera's maximum resolution.

All winners will also appear on our Facebook Page and in this Newsletter.

For details on how submit: Go to cypresslawnheritagefoundation.org, click on *Programs and Events* (top green bar, upper left; then click *Our Events*).

Any problems or issues please contact Aracele Govea at 415.740-4646 or agovea@cypresslawn.com

**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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The *Heritage Newsletter* is published by
the Cypress Lawn Heritage Foundation,
a subsidiary corporation of Cypress Lawn
Cemetery Association

Terry Hamburg
Director of Development/Managing Editor
650.550.8812
1370 El Camino Real, Colma, CA 94014-3239



Cypress Lawn Heritage Foundation
1370 El Camino Real
Colma, California 94014-3239

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