



HERITAGE NEWSLETTER

A PUBLICATION OF THE CYPRESS LAWN HERITAGE FOUNDATION

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

Spring 2019

Volume 10 No. 8

CALENDAR March–June 2019

HERITAGE SUNDAY LECTURE

March 3, 2 pm

Lucius Beebe –

New York Razzle Dazzle Slams the West

Crosby-N Gray, 2 Park Blvd., Burlingame

Professor: Michael Svanevik

MONTHLY TROLLEY TOUR*

March 9, 11 am

Annual Arbor Day

Professor: Steven Brown

SUNDAY AFTERNOON

LECTURE**

March 17, 1 pm

How Eureka Valley Became The Castro

Speaker: Jim Van Buskirk

HERITAGE SUNDAY LECTURE

April 7, 2 pm

Bury Me Once, Bury Me Twice—

A Single Burial is Often Not Enough

Crosby-N Gray, 2 Park Blvd. Burlingame

Professor: Michael Svanevik

MONTHLY TROLLEY TOUR*

April 13, 11 am

Angels Of Cypress Lawn

Docent: Terry Hamburg

SUNDAY AFTERNOON

LECTURE**

April 14, 1 pm

Bay Area Coffee – A Stimulating History

Author: Monika Trobits, Book signing

May 5, 2 pm

Whispers of the White House—

Tales Seldom Told

Crosby-N Gray, 2 Park Blvd. Burlingame

Professor: Michael Svanevik

Continued on page 2

EVENT LOCATIONS:

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

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

All Events Are Free • Light Refreshments

AT REST AT CYPRESS LAWN

Charles Howard, King of Horsepower & King of Horses



Charles Howard sitting in a 1906 Buick

Upon his discharge from the Army in 1903, Charles Howard boarded a train for San Francisco, arriving there with 21 cents in his pocket, or so he always claimed.

He became a self-made man but first he had to un-make himself. His father had money but was by all accounts, as described by Charles Howard's great grandson, "a real scoundrel," a philanderer and shady businessman. Howard decided to cut all ties to his father. On borrowed cash, he opened a bicycle shop.

By 1905, Howard was convinced that the next big trend would be automobiles, so he traveled to Detroit and pitched a plan to open a dealership for Buicks, which had been introduced just two years prior. He came back to San Francisco with an exclusive distributorship for eight Western States. In 1906 GM built over two thousand Buicks, so Howard had products to sell on the West Coast. Then came the Great Earthquake that destroyed his dealership building, but he managed to save three Buicks and made a small fortune by renting them to move supplies and the wounded. Everyone took notice - they were the only automobiles in town.

Howard was a born salesman and a master of merchandising. A year after the Earthquake,

he personally drove a new two-cylinder Buick from San Francisco to Oakland via San Jose. Newspapers grabbed the story. People lined the roads to watch. The trip took five hours.

In 1910 a trainload of 134 Buicks was shipped to San Francisco, and Howard made sure to publicize the event - it became an instant tourist attraction. Two years later, he displayed a rail load of 254 sparkling new cars, and then topped that with his greatest show: seventy-five rail cars carrying 375 new Buicks, which was the largest first-class freight shipment in history up to that time. The trains were routed through small towns in an all-daylight procession.

In a pure marketing stunt, Howard led a caravan of Buicks into Yosemite Valley where motor vehicles were prohibited. He was nearly arrested. Again, the headlines blared.

All of this ballyhoo worked. Within a few years, one out of ten Buicks built was sold through Charles Howard's distributorship. By 1912, California ranked second after New York in new car registrations.

The showroom on Gate Avenue couldn't hold Howard's ambition. He moved the operation to a new four-story building on Van Ness at California Avenue. It had a 22-foot ceiling and included opera house-style semicircular staircases and 40,000 square feet of floor space.



Continued on page 6

CALENDAR *Continued from page 1*



MONTHLY TROLLEY TOUR*
May 11, 11 am
*Fashionable San Francisco Society –
An Assembly of Notables*
Professor: Michael Svanevik



**SUNDAY AFTERNOON
LECTURE****
May 19, 1 pm
*Tiny Kingdom of Fortune and Grace –
An American Actress Rescues Europe’s
Smallest Principality*
Professor: Michael Svanevik



HERITAGE SUNDAY LECTURE
June 2, 2 pm
Napoleon’s Demise—Murder Most Foul
Crosby-N Gray, 2 Park Blvd. Burlingame
Professor: Michael Svanevik



MONTHLY TROLLEY TOUR*
June 8, 11 am
*General Excursion of The
East, Westside, and Hillside*
Docent: Terry Hamburg



**SUNDAY AFTERNOON
LECTURE****
June 16, 1 pm
*Taming of the Outside Lands –
History of the Richmond and Sunset District*
Author: Lorri Ungaretti, Book signing

EVENT LOCATIONS:

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

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

All Events Are Free • Light Refreshments

**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.”



**Cypress Lawn
Matters**

From the President’s Desk

Approximately 127 years ago Hamden Noble set out to create a meaningful place for Bay Area residents to celebrate life and remember those they love to others. The vision of Hamden Holmes Noble lives on in the hearts of each of our more than 210 employees. This letter will touch on some key areas we are working on to optimize our organization.

SERVING:

- Net Promoter Scores: The NPS scores tell us how we are doing in terms of customer satisfaction and the likelihood of you referring us to others. Our stats in this area are in 90’s, which is very high compared to businesses in and out of our industry.
- Customer Relationship Management Software: Our CRM is in place and we are tracking usage. As the year continues, our implementation of “Cypress Lawn Concierge” process will go on line where we will ensure defined touch points with our client families, and be able to check in in real time and meet our client family’s needs on the fly.

CONNECTING:

- We have continued to expand our community reach particularly with digital marketing, as we see more and more families finding us and learning about our services online.
- Our Cypress Lawn website has an updated look with beautiful drone footage of our funeral home and memorial park, as well as new resources for hospice, receptions, and our successful trolley tours. Fresh videos about Family Websites, Acute Loss, and testimonials let families see vividly what we have to offer.
- We invested in updated technology for All County that launched in December, featuring a new process to streamline planning a simple cremation that has already resulted in more cremations planned entirely online.
- Our digital marketing touches consumer across the Bay Area with Cypress Lawn ranking on average #1 on Goggle organic and paid searches.
- We have a Facebook presence for our four funeral homes, the Cremation Society, the Cemetery, and Heritage Foundation. In the last quarter alone, we have been viewed 1.2 million times.
- Our Cypress Lawn blog continues to grow as well, with over 21,000 views since we launched. We are ranking high in key searches for Funeral Traditions.
- We continue to grow in subscribers for our e-newsletter, which we use to generate more touches with our client-families. Over one-half of the subscribers are fully engaged as is evidenced by their participation in our blogs and events.

INNOVATING:

- Cypress Lawn Funeral Streaming: Soon, unless declined by our client families, Funeral Services will be streamed via the internet so that friends and family may experience memorial service or celebration of life from anywhere in the world. This will be included in every service as a value add. The Service will also be archived in the client’s family’s Cypress Lawn Family Website.
- Celebrate Life Books: We go live in February with our Celebrate Life Books. These digital archives hold videos and still photos that will be delivered at the conclusion of our services.

IN CLOSING:

We are continuing to focus on service excellence by reviewing and refining our processes, to ensure we will remain the provider of choice in the area. Our non-profit model affords us a longer time horizon than some of our peers, allowing us to be better suited to make sound decisions for a brighter future. As a team your Cypress Lawn Cemetery Association and our Affiliate team members are fully committed to leaving our historical landmark and unique place to remember, better for the generations to come.

Robert A. Gordon Jr., President and CEO



Bob Gordon and family

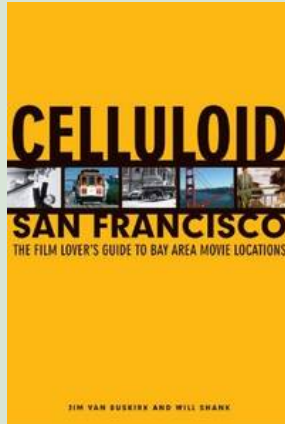
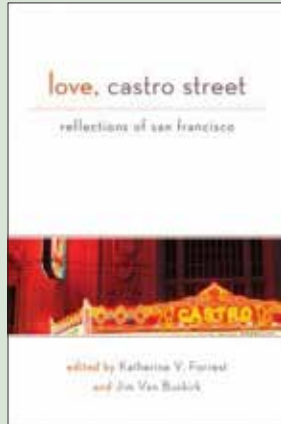
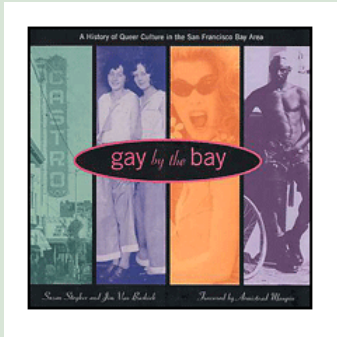
Upcoming Events

*Lectures are free and include complimentary refreshments
Cypress Lawn Memorial Park, 1370 El Camino Real, Colma
Second Floor Reception Room, 1:00 pm*

**Sunday, March 17 Lecture
How Eureka
Valley Became
The Castro**

Jim Van Buskirk is a San Francisco writer, editor, public speaker, exhibit curator, and collections manager.

Books edited by
Jim Van Buskirk

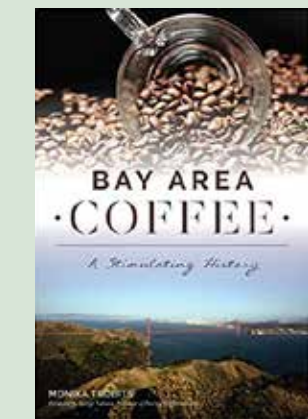


**Sunday, April 14 Lecture
Bay Area Coffee**

This just published work by local historian Monika Trobits follows her pioneering study Antebellum and Civil War San Francisco.

Coffee hopped across four continents and cruised two oceans before arriving in San Francisco, destined to become the third largest coffee port in the United States. From the mid-19th century through the first two decades of the 21st, the San Francisco Bay Area has attracted waves of coffee connoisseurs and entrepreneurs - including Folgers, MJB, and Hills Brothers. Join Monika Trobits for her illustrated presentation during which she'll discuss coffee's energizing history and its journey to the Bay Area.

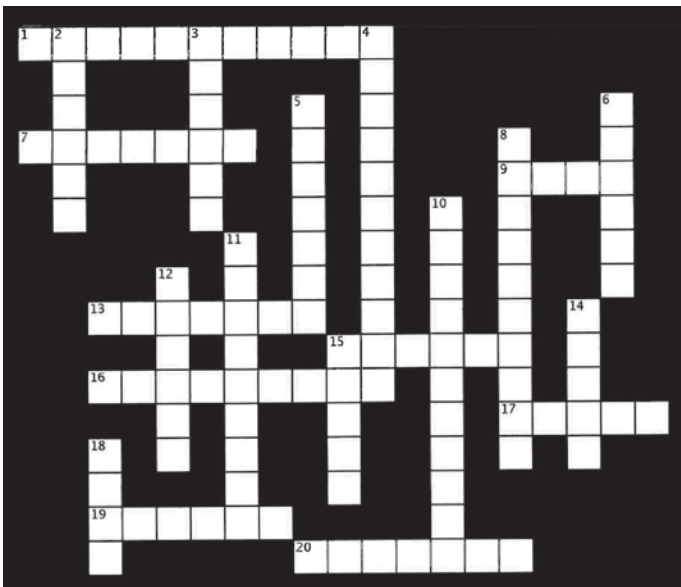
There will be a book signing.



**Cypress
Lawn
Crossword
Puzzle**

**All the name references
are to people buried at
Cypress Lawn.**

Answers to quiz on page 7



Across

1. A little help from my friends
7. Ran with the Bulls
9. Towering on Telegraph Hill
13. Ahead of your time
15. Painted the town red and many other colors
16. Sugar King
17. A place people “urn” for
19. Tabloid King
20. Daredevil

Down

2. Flashy modern San Francisco Mayor
3. Music to the years
4. Stone coffin
5. Park King
6. Family gave Filoli Gardens to California
8. Gone with the wind
10. Two in one
11. First cemetery in Colma
12. Last car you’ll ever need
14. Prominent monument maker worked in Colma
15. Silver King
18. Recent San Francisco Police Chief’s famous mortician grandfather



TROLLEY TALES

We offer special Trolley Tours to non-profit community groups that provide them with a unique funding-raising opportunity through a Cypress Lawn donation for taking the tour. To get more details on this program, please contact the Director of the Heritage Foundation, Terry Hamburg at thamburg@cypresslawn.com or call 650.550.8812.



Our traditional monthly walking tours of the grounds will be replaced by docent-led tours on the Cypress Lawn Trolley, which will include disembarking the trolley to look at individual sites. For those who found the walks too arduous, the trolley provides an opportunity to see the grounds. It also allows us to visit more sites.

The state-of-the-art trolley is heated and air-conditioned. The free tours will occur the second Saturday of the month from January to November, starting at 11:00 am. Trolley capacity is 24 and RSVPs are requested. Call 650.755.0580 to make a reservation.

Certain of these tours consist of a docent-led general excursion of the grounds. Some are theme-related and conducted by Michael Svanevik and others. A schedule of tour docents and topics appears on the Cypress Lawn Heritage Foundation website, or call 650.755.0580

The monthly Trolley Tours last about an hour and a half, and include refreshments. There are complimentary copies of the definitive guide to Cypress Lawn and its memorials, Pillars of the Past, and a \$50 gift card raffle.

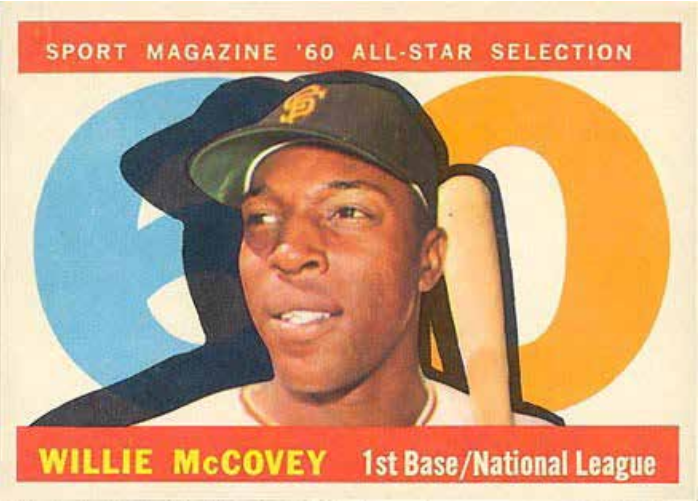


AT REST AT CYPRESS LAWN Willie McCovey (1938 – 2018)

The Gentle Giant was laid to rest at Cypress Lawn. Without doubt, he is one of the greatest players in baseball history. Attending the ceremony were Barry Bonds and Willie Mays.

By the numbers

- 6: All Star appearances
- 3: Times he led the National League in Home Runs (521 career total)
- 2: Times he led the National League in RBI's (Runs Batted In)
- 1: Rookie of the Year Award (1959)
- 1: Most Valuable Player Award (1969)
- 1: Number of yearly ballot contests necessary for "Mac" to be elected to the Baseball Hall of Fame, a rare achievement



The numbers hardly tell the story of this kid from Alabama with nine siblings who would not let economic and cultural obstacles hold him back. Speaker after speaker at his tribute heralded his kindness, integrity, loyalty, soft manner, and genuine appreciation of the adoration that fans showered upon him. An example of his love of fans: sitting in the press box one day, McCovey spied through binoculars a kid in the bleachers wearing a McCovey jersey. He quickly obtained one, signed it, and had it delivered to the young fan.

Willie Lee McCovey represents the finest in American sports, a role model on and off the field.

The Willie Mac Award has been presented annually since 1980 to the most inspirational player on the Giants as voted upon by Giants players, coaches, training staff, and more recently, Giants fans. McCovey personally presented the winner with the award in a pregame ceremony near the conclusion of each season until his death. The award is bestowed up the player who best exemplifies the spirit and leadership qualities of Willie McCovey.



Teammate and best friend, baseball legend Willie Mays (center) speaks at McCovey funeral. Barry Bonds is to the right of Mays.

*"McCovey was the scariest hitter in baseball."
— Bob Gibson, an Afro-American Hall of Fame pitcher, who many call the scariest pitcher in baseball.*

AT REST AT CYPRESS LAWN Charles Howard *Continued from page 1*

When the head of General Motors fell into financial trouble by overextending the company through acquisitions, it was Charles Howard who loaned him \$3 million, in the process obtaining GM stock which would quickly lead to financial fortune.

During the 1920s Howard was dubbed "the world's largest motorcar dealer." The entrepreneur lived the California Dream writ large. Newspapers declared that "he belonged to every golf club in the state of California." His 163-foot yacht was berthed at the St. Francis Yacht Club. Howard could also retreat from city life on his 16,000-acre cattle ranch.

At the beginning of his career, Charles Howard famously quipped, "I wouldn't give \$50 for the fastest horse alive." He spent his later years racing some of the most acclaimed horses of the era. In 1950, his steed, Noor, defeated Kentucky Derby winner Citation three times, setting new records on each occasion.

But Charles Howard is best remembered for his amazing thoroughbred Seabiscuit, who became better known and celebrated than the owner himself.

Seabiscuit had lineage as a grandson of the great Man-o-War, but the horse didn't look like a winner. He was small. One expert called him "rough looking, pretty knobby." He ate too much and slept too long. He ran like he looked, winning only 9 of his first 46 races.

In 1936 Howard spent \$7500 to buy Seabiscuit, primarily for breeding purposes, not necessarily to compete. However, Howard's seasoned horse trainer, Tom Smith, saw competitive potential and began a regimen that would transform the underachiever into a national and international inspiration.

Seabiscuit's incredible popular appeal came at time when horseracing competed only with baseball as front page sports news. The National Football League had just been formed. There was no National Basketball Association. Television broadcasting is a decade

away. It was also the depths of the Great Depression. People craved entertainment escapes and unlikely heroes, even if they were four legged.

Under Howard and his trainer, Seabiscuit began to win and win convincingly. His jockey, Red Pollard, had similarities to the horse. Red was a former boxer who had knocked around racing for years with an undistinguished record.

In 1937, Seabiscuit won 11 of 15 races and was the year's leading money winner in the United States. War Admiral, having won the Triple Crown that season, was voted the most prestigious honor - the American Horse of the Year Award.

On November 1, 1938, Seabiscuit met War Admiral in what was dubbed the "Match of the Century." Trains were run from all over the country to bring fans to the race, and the estimated 40,000 at the track were joined by some 40 million listening on the radio - almost one-third of the U.S. population. War Admiral was the favorite (1-4 with most bookmakers) and a nearly unanimous selection of the writers and tipsters.

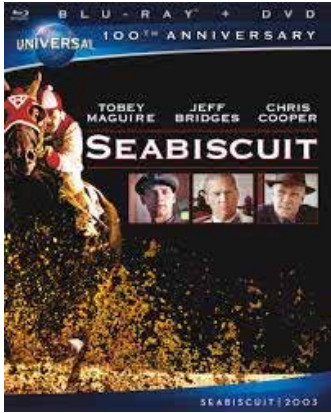
Seabiscuit won by four lengths even though War Admiral had his best time on that track. The little horse than can was named American Horse of the Year for 1938.

When the celebrity retired two years two years, Howard owned horse racing's all-time leading money winner. Put out to stud, he was, siring 108 foals.

*Terry Hamburg,
Cypress Lawn Heritage Foundation*



Charles Howard mausoleum at Cypress Lawn



A Man and His Horse

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.



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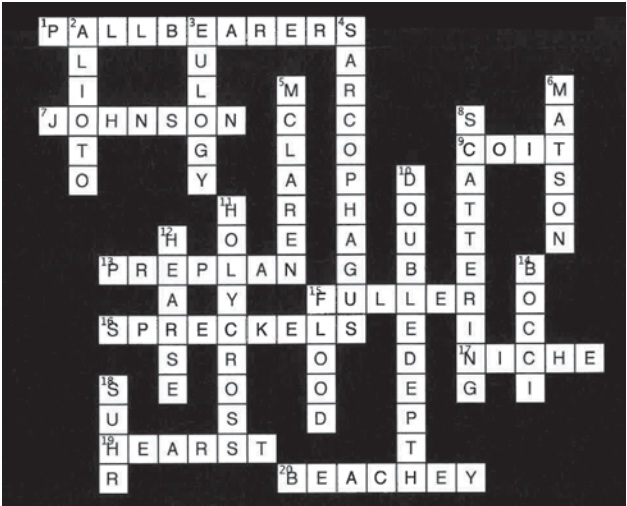
Nina Tonnesen

V. Fontana & Company

Willa Varner

Nicholas Vigil

Answers to crossword on page 5



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HERITAGE FOUNDATION

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WEBSITE

www.cypresslawnheritagefoundation.org

BLOG (on website)

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

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Winners of our 2019 Calendar Photography Contest



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Photographs by Caryl Mulchand



Photograph by Miguel Morfin



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