

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

Fall 2014

Volume 7 No. 2

Calendar

OCTOBER

Heritage Sunday Lecture

October 5, 2 pm

Crosby N Gray, Burlingame

The Parrots of San Mateo

Lecturer: Michael Svanevik

Walking tour

October 18, 1:30 pm

Eastside Gardens

Gargoyles. Foo Dogs & More

Docent: Terry Hamburg

Sunday Afternoon Lecture

October 19, 2 pm

Cypress Lawn Reception Center

Stories in Stone: Holy Land

Lecturer: Douglas Keister

Photography Workshop

October 19, 4:00 pm

Conducted by Douglas Keister

(Additional information
on page 5)

Estate Planning Seminar

October 25, 10:00 am

Reception Center

(Additional information
on page 5)

NOVEMBER

Walking Tour

November 1, 1:30 pm

Eastside Gardens

*Northern California's
Fortune Builders*

Docent: Michael Svanevik

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Welcome to the New Cypress Lawn Heritage Foundation

Terry Hamburg

Director of Development

The Cypress Lawn Heritage Foundation promotes educational events for the community while raising awareness of the need to maintain and restore our historic grounds.

We are excited to introduce an invigorated program featuring expanded educational and cultural outreach combined with an effort to increase public appreciation of our incomparable art, architecture, and horticulture.

Cypress Lawn is for the living—we want you to think of us as a community resource. We also want to reward your generosity when you contribute to our educational and preservations goals, so the Heritage Foundation has developed new levels of giving with an enhanced set of thank you gifts for your generosity. **And you now have the convenience of donating online.**

Our Planned Giving program is easier, highly informative, and comes with surprising financial/tax benefits.

Our online store has a new line of products.

This transformation can be accessed in our updated Heritage Foundation website which will debut this fall.

Did you know that you can now follow and interact with Cypress Lawn Heritage fans on Facebook and Twitter...and soon on a blog?

For years we have offered free weekend lectures and themed walking tours. These popular programs will continue. We plan additional events:

From the President's Desk



Kenneth E. Varner

With great enthusiasm I introduce, **Terry Hamburg**, to our Heritage Newsletter readership. Mr. Hamburg has accepted the position of “Director of Development” for the Heritage Foundation. Terry comes to us in a new role for the Foundation to lead our membership and gifting programs plus provide a unique background to assist the Foundation fully to develop the programming side of our educational mission. Terry has two Master’s degrees in history from the University of Michigan and from King’s College Cambridge University in the United Kingdom. He has over twenty years of experience as a professional antiques dealer and auctioneer. He has led, on a part time basis, many of our tours and lectures over the last twelve years on a variety of subjects here at Cypress Lawn. He has also created Cypress Lawn’s own version of “Antiques Roadshow” which has been very popular with our members and guests.

Please join me in welcoming Terry Hamburg to our full time staff, once again expanding the unique experience of Cypress Lawn as we continue into our second century as Guardians of California’s Heritage.

Many of you who join us for our tours and lectures may have missed our Foundation administrator, **Leni Panopio**.

Please turn to page 4

Please turn to page 7

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, statues and other works of art ... a handsome gift to posterity."



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Restoration Spotlight: Greer-Macauley Angel

At the turn of the 20th century, the movement to evict cemeteries from San Francisco started to gain ground.

Thousands of pioneer families, aware of the impending transfer of their loved ones to new burial grounds, began to look into new cemeteries that were beginning to sprawl in the growing necropolis of Colma.

One of them was Sarah Harper Macauley, a 34-year-old unmarried teacher at San Francisco's Mission Grammar School. She lived with her aunt, Sarah Greer, on Hyde Street. When her beloved aunt passed away in 1904, she decided to buy a family estate at Cypress Lawn and transferred all relatives from one of the cemeteries marked for eviction in San Francisco. She chose a corner a few meters away from the final resting place of San Francisco Chronicle publisher Charles de Young to build a lasting memorial to her family. Sarah joined her family in 1908.

Recently, members of the Macauley

family approached the cemetery to help them restore the marble monument. The cemetery then commissioned local monument dealer V. Fontana & Co. to perform the restoration.

Using a non-invasive technique, the monument was water blasted and the flat areas resurfaced with 800 grit diamond pads. Mark Fontana assured the family that they did a complete reconditioning which not only restored the entire monument to as close as possible to its original appearance but helps to preserve it for years to come. ❖



Before



After

Who Am I? : Answer on page 6

- I represent the classic rags to riches American Dream. Arriving penniless from Germany in the mid-nineteenth century, I became one of the richest men in the world. My Cypress Lawn mausoleum is considered a crown jewel.
- If you've got it, flaunt it. My home in San Francisco was a four story, 60 room mansion with doorknobs and bathroom fixtures made of solid gold.
- I had five children. Adolph married a beautiful woman who had won the audition to be the model for the bronze goddess perched atop the majestic 97-foot tall statue in San Francisco's Union Square. Infuriated that Michael de Young was libeling me in his so-called newspaper, The Chronicle, Adolf shot but only wounded the scoundrel. Fortunately, we got him off by pleading insanity.
- The de Young family built a grand museum and was showered with praise. My son Adolph and his wife one-upped them by building a museum that was even better.
- My oldest son, John, is credited to have founded the City of San Diego. My youngest son, Rudolf, actually became my business competitor, and is the only man ever to best me in business. He made and lost 30 million dollars in his life, dying in a humble San Mateo apartment in 1958. Rudolph had become a political progressive, railing about corruption and graft. Some called him "diseased" and a traitor to his class. He is not buried in my family mausoleum, but in his own more modest one at the other end of Cypress Lawn. Draw your own conclusions.
- I would tell you in what business I made my fantastic fortune, but that would probably give my identity away. Let's just say I produced a wonderfully addicting product that the whole world loves and over consumes. ❖

San Francisco's Cocktail Culture in the 19th Century

In the years following the gold rush fever, Parker's Bank Exchange Saloon and Bar was the most important meeting place among San Francisco's financial royalty. The saloon was strategically located in the Montgomery Block - the junction of Washington and Montgomery Streets and Columbus Avenue - what was then the most important professional address in San Francisco.

Ownership of the saloon and bar changed hands several times until a well-mannered gentleman, Duncan Nicol, took over its ownership. Radiating decency and respectability, Nicol exuded a totally different personality from the typical rough bartenders of the era who were recruited from the Barbary Coast.

The Bank Exchange served a multitude of spirits. Pisco, a Peruvian brandy, was one of those served and was relegated as just one of those ardent spirits that inspired men. When Nicol took over the bar, he created a new concoction with pisco as the main ingredient. He

reportedly kept the recipe secret and prepared the brew himself.

The concoction became legendary and was widely known as "Pisco Punch." Travelers from all over the world made sure that the Bank Exchange was part of their San Francisco itinerary to get a taste of the famous concoction. Leading writers of the era including Rudyard Kipling and Mark Twain wrote lyrical accounts on the impact of Pisco Punch in San Francisco's local culture and history.

The legendary Lucius Beebe, in the 1950's, wrote ". . . *Under its spell, misers donated liberally to good causes. The Pisco drinker was at peace with himself and with the world around him.*"

Duncan Nicol reigned over the Bank Exchange with authority. Each customer was allowed only two drinks of his powerful concoction. If favored patrons like San Francisco Fire Chief David Scannell or Bonanza Silver King James Flood wanted more, they dutifully had to leave the bar,

walked around the block, and came back into the saloon to qualify as new customers. It was noted that even the richest man in America at that time, John Mackay, had to play by his rules.

Aside from his legendary drink, Nicol also marked a milestone in American cocktail history when he opened the first drinking lounge catering only to ladies.

Duncan Nicol held court in the Bank Exchange until 1920 when it was closed due to prohibition.

Nicol died in 1926 reportedly taking his secret formula with him. He rests in a crypt in the Catacombs of Cypress Lawn next to his wife Mary, who died one year later. ❖



This made a great (tax-deductible) donation to the Cypress Lawn Heritage Foundation!



This sculpture entitled *Gloria Victis* ("glory to the vanquished") is a copy of a sculpture by Antonin Mercié.

He designed this sculpture to honor French soldiers who had fallen in the Franco-Prussian conflict. Mercié's original plaster sculpture won a medal at the 1874 Paris Salon. A few bronze copies were cast in different sizes by the great foundry of Ferdinand Barbedienne of which this is one.

San Francisco philanthropist William Fries II donated this sculpture to the Heritage Foundation in honor of his parents, Frank H. Fries, Sr. and Helen Baddeley, and his younger brother, Frank H. Fries, Jr. According to Mr. Fries this sculpture had been in their family home as far as he can remember. ❖

There is a wide array of items appropriate for donation.

Find out more by contacting our director of Development, Terry Hamburg through email, thamburg@cypresslawn.com or call him at 650.550-8812.

Complete details on the types of donations and the surprising rewards for your generosity will appear in upcoming Cypress Lawn Heritage Foundation website. ❖

Find out more on our website www.cypresslawnheritagefoundation.com under "Giving Options"

Welcome . . .

Continued from page 1

- Regular outdoor docent-led “classroom” tours of Cypress Lawn with follow-up discussions for California school children from Grades 4 & up

- Establishment of a Speakers’ Bureau available to the public to talk on topics related to Cypress Lawn and its residents and Bay Area history and culture

- Estate, wealth creation, and end-of-life planning symposiums

- Genealogical consultation and classes

- Celebratory events: concerts, living history performances, book club readings and signings, and food and wine festivals

- Photography classes and contests : Winners will be published in the Heritage Foundation Newsletter and posted on our Facebook and Twitter pages.

- Art Days with teachers and students from local schools, along with independent artists, for a day of creative drawing and painting. Works will be posted on our Facebook page and on Twitter.

These activities will be open to the general public and most would be free. We welcome any suggestions in regard to new programs and events.

Our new Heritage Foundation store will debut shortly with additional products and online pay options. ❖

New Membership Levels

Basic: Annual donation of \$25

- 10% discount at Colma Floral Shop
- A yearly subscription to the *Cypress Lawn Heritage Foundation Newsletter*
- Copy of the *Cypress Lawn Emergency Record Guide*: a comprehensive 16 page fill-in book to record in advance everything from financial accounts and personal statistics to living will instructions and memorial requests
- Mailed invitations to all the regular tours, lectures, and special events

Associate: Annual donation of \$50

All of the above rewards *plus*

- Membership discounts on all events that have a fee
- The 2015 *Cypress Lawn Calendar*, featuring 12 color photographs of Cypress Lawn sites

Friend: Annual donation of \$100

All of the above rewards *plus*

- *Pillars of the Past: At Rest at Cypress Lawn Memorial Park* (\$16.95 value from the Heritage Foundation online store)
- Membership discount of 15% at the Heritage Foundation Online Store.

We have established donation levels at \$250, \$500, \$1,000, \$2,500, \$5,000 and \$10,000, each level receiving the rewards of the previous level plus additional unique and unexpected gifts. Those giving at the \$1,000 level and above will become a member of our Legacy Society. All will be revealed in our new Heritage Foundation website which will debut in late October.

Donations can be designated as a **memorial gift** in honor of a loved one, living or deceased. All donors will be acknowledged in the *Heritage Foundation Newsletter* and on Facebook. On occasion, stories about whom these gifts are dedicated will be featured in the *Heritage Newsletter*. ❖

Cypress Lawn Bloom – Sunburst Honey Locust

Gleditsia triacanthos var. inermis 'Suncole.'

This deciduous tree attains a mature height of 30-40 feet, with a spread a bit less than that. It is slow to leaf out in spring, but, when it does, its foliar display is a sight to behold. The new foliage starts out yellow, then morphs to a still attractive greenish-yellow, before assuming a more pedestrian light green shade in summer. When it's time for the fall-foliage display, the leaves return more or less to the yellow color that marked them in spring. This tree offers good foliage color for at least two different seasons of the year.

Did you ever wonder what these trees could possibly have to do with the grasshopper-like insect called the "locust"? The tree was named after the

insect because its seed pods were thought to resemble them.



Future Special Events

Photography Adventure Day at Cypress Lawn – October 19th

Our October lecture scheduled on Sunday, October 19th will feature photographer Douglas Keister. He will talk about the latest in his series of books on *Stories in Stone* which focuses on the Holy Land. The lecture is free.

At 4pm on the same day, you can follow this renowned architectural and cemetery photographer for an exploration and discovery walk through 50 acres of unsurpassed art, architecture, and horticulture of Cypress Lawn's East Gardens. In this workshop you will be learning secrets and techniques from an artist who has been called "America's most noted photographer of historic architecture."

The photography excursion will last approximately two hours, gradually traveling into the twilight—an ideal time of day to take pictures. There is a \$15 fee/\$10 for members of the Cypress Lawn Heritage Foundation. Registration is limited to 35 people. Some of the pictures taken will be posted with photographer credits on the Cypress Lawn Heritage Foundation Facebook page and in the Heritage Foundation Newsletter.

For further information, please feel free to call Terry Hamburg at 650.550-8812 or email him at thamburg@cypresslawn.com

Photographer-writer **Douglas Keister** has authored and co-authored 42 critically acclaimed books. He also writes and illustrates magazine articles and contributes photographs and essays to dozens of magazines, newspapers, books, calendars, posters and greeting cards worldwide.

Sunset Magazine said, "Keister has done for cemetery exploration what Audubon did for birding." Please call (650) 755-0580 to reserve your space.

There will be a drawing at the event. The winner will receive an autographed copy of *Stories in Stone: A Field Guide to Cemetery Symbolism and Iconography*. ❖

FREE Estate Planning Seminar – October 25, 2014

A Loving Gift to Family and Friends: Creating a Comprehensive Estate Plan

Using estate-planning tools and other strategies that protect you during life, and at death, support those you love

October 25, 2014

10:00 am – Noon

**Cypress Lawn's Reception Center
1370 El Camino Real, Colma, California**

We spend hours planning life-changing events but often leave the details of the one inevitable event to grieving relatives. This seminar will:

- Explain ways of seamlessly transferring what you own at death to those you love
- Give you practical tools for financial management if you suffer disability
- Allow you to control your future health care
- Help you guide and support your loved ones at a time of great stress

Noon: Optional one-to-one with speakers

The seminar is for educational purposes only. No financial instruments or services will be offered.

All participants will receive a complimentary estate planning guide.

The seminar is free but reservations are requested.

For reservations, please call 650.755-0580 or for additional information, email Director of Development Terry Hamburg at thamburg@cypresslawn.com

Light refreshments provided

Heritage Foundation Book Club

We are launching the **Cypress Lawn Heritage Foundation Book Club**, to meet once a month.

Books relating to cemetery traditions and architecture—at Cypress Lawn and other locations—are on the agenda, but it would be fun to pick authors who are buried at Cypress Lawn, go to their memorials and read aloud from and discuss their works.

We have, among others, **Gertrude Atherton**, a prolific novelist who early in her career used a male *nom de plume* because her family and society frowned upon female writers; **Lincoln Steffens**, a crusading early 20th century journalist whose book *Shame of the Cities* is credited with sparking a nationwide civic reform movement; and **Peter Decker**, a diarist of the California Gold Rush.



We will consider books *about* famous people resting here, and there are plenty: **William Randolph Hearst**, **James Clair Flood**, **John McLaren**, **Claus Spreckles** and his flamboyant wife **Alma de Bretteville**, **Charles de Young**, **Lefty O'Doul**, **Calvin Simmons**, **Eddie Fisher**, **Steve Silver** (creator of *Beach Blanket Babylon*), **Lillie Coit Hitchcock**, **Charles Crocker, Jr.** and on and on. We could invite authors who have written works in

our general fields of interest to speak and do book signings. Any suggestions you may have are welcome.

If you're interested please contact Terry Hamburg at thamburg@cypresslawn.com or call him at 650.550.8812. Our first meeting is scheduled for January, 2015.

Speakers' Bureau

Who would you like to address your group? A Local Historian? A multi-awarded American Cemetery Historian/Photographer? An Estate Planner? Someone to conduct an antiques appraisal clinic? A book author? A genealogy consultant?

We are establishing a Speaker's Bureau at the Cypress Lawn Heritage

Foundation. This will be in addition to our regular lecture and tour program.

For more information on these experts, please contact our Director of Development, Terry Hamburg at thamburg@cypresslawn.com or 650.550-8812. Details and our list of remarkable speakers will be available shortly in our Heritage foundation website which will debut in late October. ❖



Answer: Who Am I? *From Page 2*

Claus Spreckles (1828-1908) owned vast sugar acreage in the Hawaiian Island of Maui and was the largest exporter of sugar to the Pacific Coast.



This Claus Spreckels mansion, built in the early 1880s, was his second house in the city. It was damaged in the 1906 earthquake, but when the Army decided to create a firebreak for the fire to stop it at Van Ness, it was dynamited. Though gutted, it remained standing and after the fire, it was rebuilt and continued to stand until 1927, when it was finally demolished for a pair of large apartment complexes, which still stand today.

Books for Sale

Cypress Lawn Heritage Foundation has a small collection of books available for sale. These books can be purchased at the front desk of the Administration Building, or by calling 650.550-8812, or online at www.cypresslawnheritagefoundation.com. A sales tax of 9.5% will be added for each book. If ordering by phone or online, shipping and handling charges will be added. All books will be shipped via US Postal Mail.

A Second Final Rest: A History of San Francisco's Lost Cemeteries (DVD)	20.00	San Francisco: Images of America 128 pages Softbound	19.99
City of Souls: San Francisco's Necropolis at Colma - Michael Svanevik/Shirley Burgett 146 pages Softbound	14.95	San Francisco Mileposts by Michael Svanevik & Shirley Burgett 188 pages Paperbound	19.95
Colma: Images of America 127 pages Softbound	19.99	San Mateo Chronicles by Michael Svanevik & Shirley Burgett 198 pages Paperbound	24.95
Cypress Lawn: Guardian of California's Heritage 160 pages Clothbound	49.95	San Mateo: Images of America 128 pages Softbound	19.99
Lincoln Beachey: The Man Who Owned the Sky - Frank Marrero 196 pages Softbound	15.00	So. San Francisco: Images of America 128 pages Softbound	19.99
Pillars of the Past - At Rest at Cypress Lawn Memorial Park - Michael Svanevik & Shirley Burgett 125 pages Softbound	16.99	Stories in Stone: A Field Guide to Cemetery Symbolism and Iconography Text & photography by Doug Keister 288 pages Clothbound	24.95

Shipping and Handling Charges *(charges apply to continental US mailing addresses only)*:

Cypress Lawn: Guardian of California's Heritage	7.50	All other books (each)	3.50
		DVDs	2.50

Book Feature:

Stories in Stone: A Field Guide to Cemetery Symbolism and Iconography

Written and photographed by published photographer and chronicler Douglas Keister, the book is the ultimate resource for decoding the meanings of symbols and emblems found on headstones and monuments in cemeteries all over the United States. A must read for cemetery enthusiasts.



From the President's Desk

Continued from Page 1

Leni has been out of the office on medical leave. We hope to see Leni back in the office soon, helping us to manage and serve the guests that come to Cypress Lawn for our various programs. Leni is more than our administrator; she is our resident historian collecting bits and pieces of information about those that have been laid to rest at Cypress Lawn plus the history of Cypress Lawn as a community asset over its 122 years of existence. We are very grateful for her years of commitment to the Foundation. She is truly a Guardian of California's Heritage and we look forward to her return.

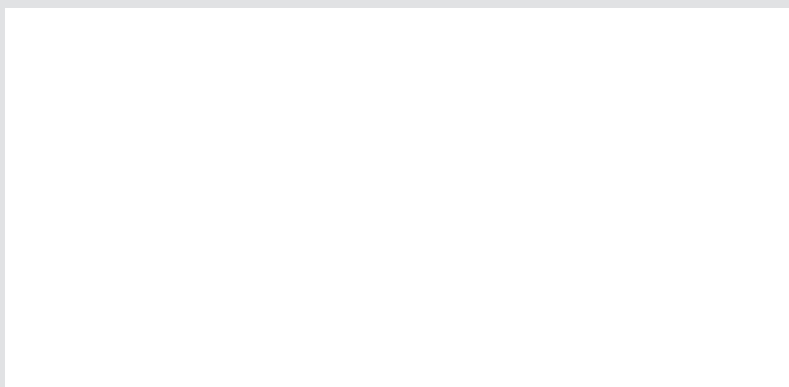
Cypress Lawn continues as a community asset dedicated to our Cypress Lawn families creating a beautiful place of remembrance finding a special place of balance between yesterday, today and tomorrow. Currently, we are in process of a full restoration of our historic chapel on our East Gardens named after our founder, Hamden Noble. We have just completed a project to stabilize the De La Montanya Private Mausoleum which will include a new garden and

historic signage. Along with these projects on our East Gardens we will be restoring the trees around the historic archway that have been lost recently due to age. We are a historic arboretum, so the trees we will replace will be based on their historic planting and species. We also have plans this coming year to re-establish our award winning floral Sun Dial on the West Gardens.

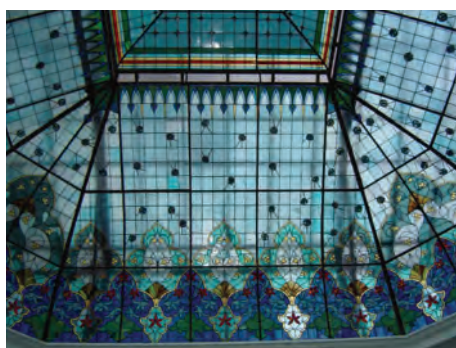
In addition to the educational purpose of the Foundation we look to the Foundation to provide support so that Cypress Lawn in the fullness of time will form an extensive park, rich in foliage, flowers, mausoleums, statues and other works of art, a handsome gift to posterity.

Please join us in maintaining California's Heritage by supporting the Cypress Lawn Heritage Foundation through an annual membership or one of our unique opportunities to be remembered as a Fellow Guardian of California's Heritage. We are in the process of developing a brand new website to better serve our membership and the community. You can also "Like Us" on Facebook, "Facebook.com/Cypresslawn" or "Follow us" on Twitter, "Twitter.com/Cypresslawn". ❖

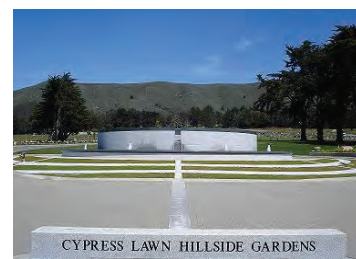
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Images of Cypress Lawn



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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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