



HERITAGE NEWSLETTER

A PUBLICATION OF THE CYPRESS LAWN HERITAGE FOUNDATION



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

Winter 2020

Volume 11 No. 4

CALENDAR



Dear Cypress Lawn Heritage Foundation Followers:

It is with great regret that we have decided to suspend all Heritage Foundation events until further notice. Our hope is to begin the trolley tours and lectures in early 2021. This health crisis has demonstrated how much the Heritage Foundation really means to the Bay Area. Many Cypress Lawn fans have reached out to tell me that our programs are greatly missed. Thank you for your encouragement and support! We miss you, too! We will be back — as safely and as soon as possible.

Please find updates on our Facebook page and the Cypress Lawn Heritage Foundation website.

Sincerely,

Terry Hamburg
Director of the Cypress Lawn Heritage Foundation



Do We Have Your Email?

Cypress Lawn is trying to go paperless. You can receive most Heritage notifications and information by email instead of post. Send your email address to thamburg@cypresslawn.com.

THE GREAT PANDEMIC OF 1918: THE U.S. AND GLOBAL STORY

by Terry Hamburg, Director, Cypress Lawn Heritage Foundation



"I love a parade" Philadelphia style, 1918

The Invasion

As World War I war rages on, Philadelphia throws a spectacular parade to promote the latest "Liberty Loan" bonds. 200,000 patriotic citizens jam downtown sidewalks – "packed in like sardines," one commentator says – to cheer two miles of marching bands, floats, and waves of uniformed troops. Within 72 hours of that event on September 18, 1918 every bed in Philadelphia hospitals is filled. A week later, 2600 people in the city succumb to the flu. In a month and a half the death toll climbs to a staggering 16,000. It will be one of the hardest hit American cities. The Great Pandemic has "officially" begun in the U.S.

A few weeks before the Philadelphia parade, a Boston "Win The War for Freedom" parade features sailors already suffering a nasty and sometimes fatal influenza-like illness. By the end of October, more than 1000 Boston citizens are dead.

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From the President's Desk



What is Funeral Service Going to Be Like after 2020 and COVID?

This seems to be the title of so many articles in the trade magazines. It is a great question, for sure, because no one really has a clear answer. There are three areas that have been and will remain at the top of my list for the foreseeable future.

Safety: The first is safety. Business leaders have always had the safety of their employees and customers on their radar, but unless you ran an oil refinery or a nuclear reactor it did not need to be at top. With the advent of Covid-19, every business, organization and event operator suddenly was faced with making their environment, processes, and facilities as safe as possible. As I watch client families enter our administrative offices or chapels and see the protective equipment, signage, and temperature kiosks in place, it is clear they feel safer. I do not think even after the therapeutics and vaccines are released that anyone on the earth will not include health safety in all their daily decisions and choices. We must continue to innovate in the health and safety arena.

Technology: Secondly, the shelter in place mandates and social distancing measures changed how consumers of all ages shop, learn, and communicate. I see evidence in every aspect of our business. Where we would have six arrangement rooms full every day, now more than half the families we serve choose to plan remotely. Our more than 80 Sales Associates that used to pack into a reception hall, now join 2-3 times per week on a zoom

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call. The pandemic pushed us to pivot to remote presentations of before-need planning proposals. This has proved to be surprisingly successful, plus we are conducting more funerals and cremations than ever, enhanced by touchless features, such as video meetings, live streaming, and a DocuSign process. I am so very proud of our team of professionals, many far beyond normal retirement age that have listened, learned and adjusted to this new way of helping the community with technology.

Customer Intimacy: Lastly, we must continue to close the gap between customers individual wants and needs with who we are and what we do. We must “really” be with the family helping them before, during and after the service in person or remotely. It begins at the First Call – we must show we care. The family has to realize from the start to the finish that they picked the right people to help them through this difficult time.

Looking back and then forward: As I look back to the beginning of the pandemic to today, I am full of hope for the future of our organization and for our specialized and sensitive market. As an

essential business, Cypress Lawn did not have the option to shrink and wait. We were challenged to rise to the occasion. Every day we did, and kept the promise to the community that we would help them celebrate life, help them heal from loss, and help them remember those they loved. Over the last seven months our team members assisted hundreds if not thousands of families, launched a casket company, acquired a cemetery and mortuary from a publicly traded company, and stayed safe along the way. Looking forward, we have refined our protection protocols and implemented many new tools to keep everyone safer. Before year-end, we will have launched a new and proprietary operating system that will make everything we do and everything we do for our client families easier.

The decision to work in the funeral cemetery and cremation industry offers each of us the opportunity to make a difference for someone else every day. I remain grateful and humbled by the opportunity. Together we will carry on the vision of Hamden Noble that began in 1892.

~ Bob Gordon, CEO



CYPRESS LAWN'S MISSION

- ✘ Deliver Best In Class Service
- ✘ Embrace and Drive Innovation
- ✘ Celebrate Life And Help Others Do The Same

Cypress Lawn Arboretum



Monterey Cypress



Cork Oak



Tulip Tree



Cypress Lawn Habitat

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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.”



2021 Annual Appeal



Preserving a Timeless Treasure...

Cypress Lawn has remained open to serve families throughout the year. However, overall reduced revenues resulting from the pandemic have impacted the Foundation's ability to carry out its mission. Your tax deductible gift is especially important to us now.

This is the season when we ask those who have enjoyed our educational and cultural programs, Heritage Foundation members, the many who have loved ones resting at Cypress Lawn, and all who cherish and wish to sustain this unique historical landmark for the next generation to give what you can to promote a legacy that belongs to you and the entire Bay Area community.

Your gifts go to preserve the architectural and horticultural beauty of Cypress Lawn as well as underwriting our free community outreach programs. Last year's response was generous and heartwarming, and we thank you.

Many of you will receive our Annual Appeal in the mail that allows you to give by check or credit card, and online. You can contribute now by going to the Cypress Lawn Heritage Foundation website (cypresslawnheritagefoundation.org) and clicking on the SUPPORT CYPRESS LAWN & BECOME A MEMBER icon in the upper left hand corner. There you will see the "Thank You" rewards for all levels of giving.

**CONTRIBUTE ONLINE (see above) OR BY MAIL.
Make out check to Cypress Lawn Heritage Foundation**

**Cypress Lawn Heritage Foundation
1370 El Camino Real, Colma, CA 94014**

For any questions, please email Terry Hamburg at thamburg@cypresslawn.com

With the hindsight of the Boston and Philadelphia experiences, St. Louis quickly cancels its Liberty Loan military parade scheduled for early October. The death toll in St. Louis does not rise above 770. It posts the lowest per capita death rate for the top ten cities.

The Counter-Offensive

By the end of the first week in October 1918, all three cities introduce a series of measures designed to promote social distancing, which generally include targeted quarantines, mask requirements, cleaning regimens, and a ban or regulation of public gatherings – specifically, movie theatres, saloons, dance halls, large banquets, fraternal lodges, pool halls, sporting events, and funerals. Church gatherings are more sensitive but often restricted in some manner. Similar measures are enacted in New York, Cleveland, Chicago, San Francisco and other large cities. None of these hard-hit metro areas, however, impose any general ban on retail and department stores, offices, and small restaurants. Various laws do mandate an opening/closing “stagger” schedule for businesses in an effort to reduce commuter crowding. Most particularly, there is no interference with factories, mines, and shipyards; it is wartime and most manufacturing is regarded as “essential.”



Schools in many cities remain open. There is a pervasive government belief that children would be better off in public schools than at home. At time when large cities are packed with recently arrived immigrants, officials often echo the patrician sentiments of the New York City Health Commissioner: “New York is a great cosmopolitan city and in some homes there is careless disregard for modern sanitation. In school the children are under the constant guardianship of medical inspection.... If the schools are closed at least 1,000,000 would be sent to their homes and become 1,000,000 possibilities for the disease. Furthermore, there would be nobody to take notice of their condition.”

There are two major influenza waves in the U.S. The first is from August through October of 1918 and then again from January to March 1919. The first is deadlier. In all major cities hit by the disease, various restrictions are relaxed, then reinstated, and relaxed again in response to waves or ebbs and flows within waves.

The federal government does not get directly involved in the pandemic response. At that historical point, state and local

leadership on many issues is more prevalent than central authority in Washington. President Woodrow Wilson’s attention is consumed with fighting the World War and then personally leading the peace talks. He never releases any statement about the pandemic.

By early spring of 1919, the Great Pandemic has largely run its course in America, but does continue in Europe for a few more months. Why does it die in a relatively short time compared to our current Pandemic?

▶ It is a military-born and spread infection. As the troops are dispersed after the Armistice of November 11, 1918, the overall effect is to mitigate the disease, at least in regard to its concentration in large metro areas where it is most contagious.

▶ Doctors become more knowledgeable and effective in treating the pneumonia that accompanies the disease.

▶ The virus rapidly mutates to a less lethal strain, which fits a general model for pathogenic viruses to decline in strength. The 2020 version may be an exception to this rule – it’s “smarter” and more adaptable.

▶ This may be the key on how “Herd immunity” developed. The 1918 Pandemic spreads and kills faster than our current Pandemic because it is more lethal, less can be done medically to mitigate the effects, and a lack of aggressive shutdowns allow it to spread further. Estimates of worldwide deaths from a century ago vary, but most historians agree on some 50 million. The U.S. absorbs approximately 675,000 fatalities. (For comparison, in 2020 we currently have about 225,000 deaths in the U.S. and 1.12 million globally). The 1918 Pandemic in less than two years kills more people than the total of World War I in five years. 500 million are infected—one third of the planet. The population of the world and the U.S. were smaller a century ago, so these figures are even more dramatic.



How and where does the flu begin?

It is widely known as the “Spanish flu.” To maintain morale, World War I censors usually minimize early reports of illness and mortality in Germany, the United Kingdom, France, and the United States. But newspapers are free to report the epidemic’s effects in neutral Spain, which include the grave illness of King Alfonso XIII. This gives the false impression that the flu originates in Spain and then spreads to France. There is no epidemiological basis for this conclusion. The best evidence is that British troops carry it to France as early as 1916. From there, the back and forth of soldier life across the continent and oceans provides an ideal conduit for worldwide transmission.

"FLU" EPIDEMIC IS NOT A JOKE

Many Brave Dangers With Smile Like Boys Over There, but There Are Around Five Hundred Cases Reported.



Why so many fatalities then compared to now?

- ▶ The Pandemic flu of 1918 is medically more infectious and deadly than COVID-19.
- ▶ There are considerably less government efforts to control or contain the disease. In part, this is due to the lack of knowledge that asymptomatic carriers can transmit infections. More significantly, the war effort demands that virtually all manufacturing sectors remain open and producing.
- ▶ The medicine of the era to treat the disease was far less advanced than today.
- ▶ Because it is a military born and raised disease, the concentration of troops for World War I at U.S. bases in large cities accentuates the spread. For Europe, where all the fighting occurs, the situation is even graver.



Who is most vulnerable to the flu?

Influenza typically attacks the very young and very old the hardest. The 1918 Pandemic flu targets strong adults, those in the prime of life – like soldiers. The explanation is complex. Some researchers suggest that for this strain, a strong immune system may have stimulated an overreaction to the invading virus and actually emboldened it. Others point to the very crowded conditions of military life, which promote contagion.

Cures for the disease a century ago?

This unfolded a century earlier. A few vaccines to prevent other diseases are available or in experimental phases at the time – smallpox, rabies, diphtheria, cholera, and typhoid fever. In terms of knowledge of influenza as an infectious disease, not much is understood. No vaccine is developed for this influenza or even seriously attempted. Antibiotics do not exist – we knew it was transmitted person to person by respiratory droplets, but viruses will not be discovered until the 1930's when more powerful microscopes are developed. As a result, testing for the disease is not possible. You wait for symptoms, isolate, and hope for "herd immunity."

What is the economic impact of the Pandemic in the U.S.?

Perhaps the most significant economic difference between then and now is that in 1918 substantial federal government war spending prop ups and sustains manufacturing across the country. There is no effort to close factories, shipyards, and mines. Many offices either on their own or under orders from the health department require masks and extra cleaning, but the large majority continues to operate. Undoubtedly, entertainment businesses suffer. The data on retail stores, most of which stay open, is more difficult to ascertain, but the evidence points to significant drops in revenue as many customers voluntarily curtail their shopping.

It appears that aggregate economic damage to the U.S economy is modest and temporary. But such resilience is hardly even; many areas both urban and rural (some 50% of the U.S. is regarded as rural then) suffer more and revive slowly. The stock market recovers well in 1919 and according to most estimates the Gross National Product actually increases slightly in that year. As today, it is a K shaped recovery.



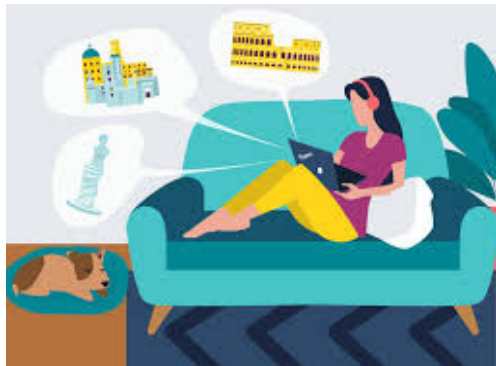
Why is it called "the forgotten pandemic"?

Despite the high mortality rates, the Spanish flu fades from public awareness until the arrival of news about bird flu and other pandemics in the 1990s and 2000s. This has led some historians to label the Spanish flu the "forgotten pandemic."

There are various theories of why the Spanish flu is "forgotten." Media is dramatically more pervasive today. Americans are familiar with patterns of pandemic disease in the late 19th and early 20th centuries: typhoid, yellow fever, diphtheria, and cholera; the influenza was sometimes regarded as just another, albeit more deadly, malady. In some areas, the disease is hardly felt or reported. The outbreak coincides with media focus on the First World War. The number of war-related fatalities often overshadows and overlaps the deaths caused by flu.

WE NOW HAVE VIRTUAL TOURS!

We offer to you Cypress Lawn from the comfort of your sofa. Or, you can stroll our grounds using our virtual tour map guide linked to engaging text and pictures.



Go to our Heritage Website landing page (cypresslawnheritagefoundation.org) Here you will find:

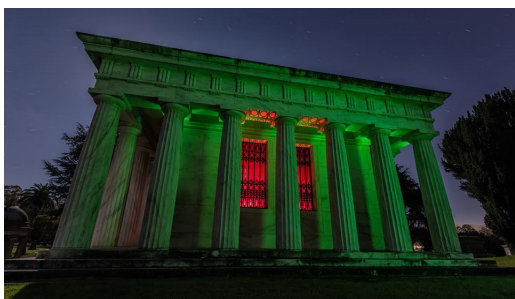
1. A tour guide map containing 42 locations of notable people buried at Cypress Lawn. Tap on a number, and a story with pictures will pop up. Use it at home. Or come to Cypress Lawn and stroll the sites in person accompanied by the online stories.
2. View a special Cypress Lawn video documentary presentation: "Murder, Mayhem & Museums." The sensational relationship between the de Young & Spreckles families, who founded the great museums of San Francisco: the de Young and the Legion of Honor.
3. Enjoy a Virtual Tree Tour designed by our Arborist, Josh Gevertz.

This is just the beginning of our virtual tour program.

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
ALL AUDIENCES

- ▶ Video content to accompany the 42-location Cypress Lawn Tour Guide Map.
- ▶ A virtual video trolley tour of the entire Cypress Lawn grounds: East and West campuses off El Camino Real, Hillside, and Olivet Gardens. Or you can watch separate videos of each area.
- ▶ More special video presentations. Coming soon: "Wine Hill: Heard it on the Grapevine," featuring a tour of Cypress Lawn vintners who created the unique history of California Wine.
- ▶ Virtual Stained-Glass Walking Tour

CYPRESS LAWN AFTER DARK





Marguerite De La Motte
(1902 – 1950)



Location at Olivet:
Columbarium,
Room M, Niche 115

Cypress Lawn has acquired Olivet Memorial Park in Colma. Situated at the base of the San Bruno Mountains, with huge cypress and palm trees throughout, Mount Olivet — as it was originally named — opened in 1896, four years after Cypress Lawn. Known as the “Cemetery of All Faiths, it is located at 1601 Hillside Boulevard, adjacent to our Hillside campus.

Like all the Cypress Lawn campuses, Olivet has fascinating stories. Here is one of them.



Hollywood Walk of Fame Star

She was a true superstar of the 1920s silent film era. Although passing at age 47 and appearing in only a few “talkies,” Marguerite De La Motte starred in over 50 movies, many of them Hollywood blockbusters. Her leading lady roles with legendary Douglas Fairbanks in “The Mark of Zorro,” “The Three Musketeers,” and “The Iron Mask” catapulted her to the front covers of movie magazines around the world. She was married to and appeared in films with acclaimed actor John Bowers.

After her film career, De La Motte became an inspector in a southern California war plant during World War II. Later, she came to San Francisco and served in the Red Cross.

MORE ENTERTAINERS AT REST AT CYPRESS LAWN



(Reading from left to right, row by row)

Eddie Fisher, singer. “Oh, my Papa”. Married Debbie Reynolds, Elizabeth Taylor, and Connie Stevens. Actress Carrie Fisher is his daughter.

Laura Hope Crews, Film actress. Aunt Pittypat in “Gone With the Wind.”

Turk Murphy, jazz bandleader. Owned Earthquake McGoon’s in San Francisco.

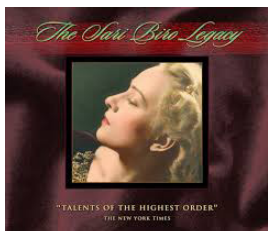


Walt Rosner, orchestra bandleader and Master of Ceremonies. Conducted the orchestra at San Francisco’s Fox Theatre.

Blanche Bates Creel, stage and silent film actress. “Girl of the Golden West.”

Calvin Simmons, Conductor of the Oakland Philharmonic Orchestra. First Afro-American conductor of a major U.S. symphony.

Dannielle Hall, gospel singer. Long career as a recording artist and stage performer.



Sari Biro, classical pianist. She immigrated from Hungary. In 1949, the U.S. State Department named her “the most distinguished new citizen of the year.”

**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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Pandemic Travel Guide Library



Vintage Images of Cypress Lawn

