



Photo by Jeff Lindeman

Life is not measured by the number of years one has spent on earth, but by the number of lives that person has touched. . . .

—Anonymous

At Mountain View Cemetery, we take great pride in upholding community traditions. With spring upon us, we're excited to share a number of activities and events with you and your family, including our annual Tulip Exhibition and our yearly observance of Ching Ming, the ancient Chinese custom of remembering ancestors. We're also excited to announce our third annual "Free Photos with the Easter Bunny," which includes treats for the kids and a complimentary family photo with the ultimate springtime celebrity.

Come to one of our special events and take part in several of our long-standing traditions. . . or stop by our office to brainstorm creative ways of honoring important people and milestones in your life. We are constantly inspired by your visions and enjoy working with you to make them a reality.

Family services counselors are available at all of our community events to talk with you about burial estate planning and to answer any questions you may have about our services. If you can't make it to any of our events, you're always welcome to call or stop by our office for a chat and a tour of our historic grounds. We hope to see you soon.

The Friends of Mountain View Cemetery is a not-for-profit 501(c)3 organization. Your donation is tax-deductible.

Friends of  MOUNTAIN VIEW
CEMETERY



What's Inside

From the Friends of Mountain View Cemetery • Upcoming Events • Special Events • New Developments at Mountain View Cemetery • First Annual "Run Through History" • Craig's Corner Ground Maintenance • Historical Spotlight • How You Can Help



IN APRIL, COME SEE OUR
TULIPS IN BLOOM!

Friends of



MOUNTAIN VIEW
CEMETERY

5000 Piedmont Avenue, Oakland, CA 94611
founded 1863 • a not-for-profit association
www.mountainviewcemetery.org

At Mountain View Cemetery, we offer family-friendly events and activities year-round. Each of our free, docent-led tours meets in front of the administrative office and lasts about two hours. Many tours involve walking up steep hills.*

*Please note: scheduled tours and events are subject to change. For the most up-to-date information and details, visit us at www.mountainviewcemetery.org.

- Sat., 3/12/16 10 a.m. **Exploring Mountain View Cemetery:** *A docent-led tour highlighting the people, architecture, beauty, and history of Mountain View Cemetery.*
- Fri., 3/18/16 through Sun., 3/20/16 10 a.m. to 4 p.m. **Annual Tower Chapel Tulip Exhibition**
Walk amidst spectacular floral arrangements created by Bay Area florists, garden clubs, and local floral design classes. It's free! Floral arrangement demonstrations at 2 p.m. each day.
- Sat., 3/26/16 10 a.m. **Specialty Tour Women's History**
A docent tour led by Jane Leroe & Michael Colbruno.
- Sun., 3/27/16 **Easter**

Sat., 3/26/16 Free Photos with the Easter Bunny



Noon to 3 p.m.

Stop by the Tower Chapel and help us kick off a new Mountain View Cemetery Easter tradition! This special event includes a free family photo with the Easter Bunny and plastic eggs (one per child) filled with treats. We'll also be serving cookies, coffee, and lemonade. Admission to this event is free, no reservations required. Just show up in your spring finery and leave with an Easter memory to treasure for years to come.

April

Tulip Extravaganza

Stop by and admire thousands of Dutch tulips in bloom!

- Sat., 4/2/16 through Sun., 4/3/16 **Ching Ming Festival (Remembrance of Ancestors)**
Enjoy complimentary pastries all weekend long as we observe this annual Chinese tradition.

- Sat., 4/9/16 10 a.m. **Exploring Mountain View Cemetery:** *A docent-led tour highlighting the people, architecture, beauty, and history of Mountain View Cemetery.*

- Sat., 4/23/16 10 a.m. **Specialty Tour – The Trees of Mountain View Cemetery**
A docent-led tour by Chris Pattillo.

- Sat., 4/24/16 8 a.m. **5K Run & Walk Through History**
Benefiting Hospice East Bay.

- Sun., 5/8/16 **Mother's Day**

- Sat., 5/14/16 10 a.m. **Exploring Mountain View Cemetery:** *A docent-led tour highlighting the people, architecture, beauty, and history of Mountain View Cemetery.*

- Sat., 5/28/16 10 a.m. **Specialty Tour**
Symbolism. A docent-led tour by Sandy Rauch.

- Mon., 5/30/16 10 a.m. **96th annual Memorial Day Commemoration Program**
Presentation of colors, salute to the fallen, and guest speakers.

- Mon., 5/30/16 11:30 a.m. **Memorial Day Civil War Plot Tour (led by Dennis Evanosky).**
Dennis, who has also led tours at the Pardee Home and Oakland's Preservation

Park, gives a general tour with special emphasis on The Civil War and the role California played in the conflict.

- Sat., 6/11/16 10 a.m. **Exploring Mountain View Cemetery:** *A docent-led tour highlighting the people, architecture, beauty, and history of Mountain View Cemetery.*

- Sun., 6/12/16 2 p.m. **Bay Area Guitar Master Series**
Eric Symons with Wendy Loder, Soprano and Violinist.

- Sun., 6/19/16 **Father's Day**

- Sat., 6/25/16 **Specialty Tour – Coming and Going in the East Bay**
A docent led tour by Rudy Long.

California transportation pioneers – from manufacturer of ropes to those who laid tracts for streetcars – they all made 'coming and going' in the East Bay what it is today.

- Sat., 7/9/16 10 a.m. **Exploring Mountain View Cemetery:** *A docent-led tour highlighting the people, architecture, beauty, and history of Mountain View Cemetery.*

- Sun., 7/10/16 2 p.m. **Bay Area Guitar Master Series**
Marc Teicholz

- Sat., 7/16/16 10 a.m. **"Amazing" Scavenger Hunt of Notables at Mountain View Cemetery**

- Sat., 7/23/16 10 a.m. **Specialty Tour – Exploring the California Gold Rush and Transcontinental Railroad at Mountain View Cemetery**
A docent led tour by Ron Bachman.

- Sun., 8/7/16 2 p.m. **Bay Area Guitar Master Series**
Yuizi Liberzon

- Sat., 8/13/16 10 a.m. **Exploring Mountain View Cemetery:** *A docent-led tour highlighting the people, architecture, beauty, and history of Mountain View Cemetery.*

- Sun., 8/14/16 12 p.m. to 4 p.m. **Sounds of Summer Family Music Festival on the Green**
With dance floor, onsite food trucks, and bouncy houses.

- Sat., 8/27/16 10 a.m. **Specialty Tour – Oral Traditions, Food Mavericks & Literacy Lions.**
A docent-led tour by Barbara Gibson and Jane Leroe.

- Sat., 9/10/16 10 a.m. **Exploring Mountain View Cemetery:** *A docent-led tour highlighting the people, architecture, beauty, and history of Mountain View Cemetery.*

- Sat., 9/17/16 6 p.m. **Movie Night on the Green – Fun activities before movie time.**

- Sat., 9/24/16 10 a.m. **Specialty Tour – Unmarked Graves Time**
A docent led-tour by Sarah Calhoun.

- Sat., 10/8/16 10 a.m. **Exploring Mountain View Cemetery:** *A docent-led tour highlighting the people, architecture, beauty, and history of Mountain View Cemetery.*

- Sat., 10/22/16 10 a.m. **Specialty Tour – Mayors Tour**
A docent-led tour by Dennis Evanosky.

- Sat., 10/29/16 Noon to 3 p.m. **11th Annual Pumpkin Festival**
Celebrate Halloween at our fun-filled pumpkin patch meadow, with free pumpkins, activities, onsite food trucks, and treats for the kids!

11th Annual Tower Chapel Tulip Exhibition
Fri. through Sun., March 18-20

You won't want to miss our 11th Annual Tulip Exhibition in the Tower Chapel, which showcases spectacular floral arrangements that feature tulips and are created by Bay Area florists, garden clubs, and college floral design classes. Visit anytime between 10 a.m. and 4 p.m. during the three-day event. Each day at 2 p.m., you're invited to enjoy a special floral arrangement demonstration.



Bay Area florists and local flower enthusiasts come together every year at Mountain View Cemetery to showcase and admire original arrangements featuring tulips. Photo by Lynn Chung-Tran.



Swing by the Tower Chapel at 2 p.m. every day during Mountain View Cemetery's Tulip Exhibition for a free tutorial on how to arrange flowers like the pros. Photo by Jeff Lindeman.

Admission to the cemetery and the exhibition are free; no reservations or tickets are required. Simply stop by and appreciate the beautiful artistry created by local enthusiasts and pros. 📍

More about our tulips in bloom at Mountain View Cemetery

Every year, Mountain View celebrates spring with thousands of tulips in bloom. Imported directly from Holland, our tulips are delivered in December and typically planted around New Year's Day—later than many gardeners because our goal is to mature them closer to Easter. In the front entrance, our planter beds include Darwin Hybrid Red Impression, Pink Impression, Cherry Delight, and Rosy Delight. These vibrant flowers are mixed amongst a bed of Chrysanthemum Paludusom, also known as a Creeping Daisy. The main mausoleum planter beds consist of Triumph Tulips in solid colors of pink, yellow, and purple. The planter at plot 18 is comprised of Triumph Tulips, such as Evergreen, Liberstar, and Yokohama. Around the Tower Chapel are Darwin Hybrid Daydream bulbs, Washington Triumphs, and Deep Purple Triumphs. 📍

Ching Ming Festival (Remembrance of Ancestors Day)
Sat. through Sun., April 2-3

Ancestor worship is an ancient Chinese tradition and is a revered holiday on the Chinese calendar. On this weekend, thousands of families visit Mountain View Cemetery to sweep/clean their ancestors' graves and repaint the inscriptions on the headstones to show their respect. The families often bring food offerings, too.

Mountain View Cemetery will be distributing boxes of Chinese pastries this weekend. Family service counselors will be available to discuss our new burial plots and niches. 📍



During Ching Ming, food is often laid out as an offering to the spirits of the deceased. Photo by Lynn Chung-Tran.



New Developments at Mountain View Cemetery By Ray Ortner

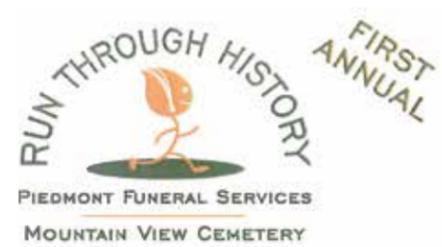
What's new at Mountain View Cemetery and Piedmont Funeral Services? On January 22, 2016 we held a dedication ceremony for our recently re-modeled, and now fully operational mortuary located right next to our Historic Cemetery gates on Piedmont Ave. The new facility houses our Cemetery Sales Staff, and our Mortuary Preparation Facility. We are very excited about being able to provide complete mortuary services to our community.

We are very happy to report that Pre-Arranged Funeral Plans are becoming quite popular at Piedmont Funeral Services at Mountain View Cemetery. Our families appear to be grateful that they can plan and pay for their funerals in advance. Most of our families are taking advantage of our price guarantee option, which allows you to lock in the price of services at today's prices. Planning in advance can be very reassuring and helpful during a difficult time. For more information about planning in advance, simply stop in the office, or give us a call at 510.658.2588. One of our Family Service Counselors would be happy to discuss options with you. Make sure you ask for a complementary Planning Guide.

Don't forget to check our website from time to time, so you don't miss out on any of our special events coming up in the spring and summer months. One new event this April will be our "Run Through History." This is a 5K run/walk that we are hosting on April 24, 2016. The race course will take you through the cemetery, where you will be cheered on by famous and pioneering Californians that were instrumental in shaping Oakland. This event will be fun for the entire family. After the race you are welcome to stay and enjoy our lawn area for an awards ceremony, entertainment, refreshments and entertainment. Bring a pic nick lunch, or take advantage of our no-host food trucks. 🍷

Visitors may leave gravesite decorations seven days before and after New Year's Day, Ching Ming, Easter, Mother's Day, and Father's Day—and from seven days before Christmas through January 10. Flags may be placed seven days before and after Memorial Day, Independence Day, and Veterans Day.

Do you have an interesting story to share about a family member, friend or colleague at Mountain View Cemetery? If so, please write and tell us about his or her life and accomplishments, and we may feature it in an upcoming newsletter.



Come "Run Through History" at beautiful and historic Mountain View Cemetery in Oakland. Your entire family is welcome to join in this 5k run/walk. As you wind through the cemetery race trail, you will learn of many prominent men and women pioneers who were instrumental in shaping Oakland, San Francisco and Piedmont who are laid to rest in the cemetery. After the race, plan to stay and enjoy the awards ceremony, partake of the many no-host food trucks, and swing to the rhythm of live music.

WHEN:	Sunday April 24, 2016	Start Time - 8 AM
WEB REGISTRATION:	http://www.hospiceeastbay.org/piedmontrun	← Click Link
COURSE:	5 kilometers (3.1 miles) hilly, road loop	course map available online soon
	CHIP TIMING BY FORD TIMING SERVICE	
ENTRY FEE:	Pre-register (by April 15, 2016)	- \$30.00
	Race Day Registration	- \$35.00
	Under 18 years old	- \$20.00
PRE-REGISTRATION:	To register; send a completed entry form and a check payable to:	
postmarked on or before April 15, 2016	To: "Friends of Mountain View Cemetery"	
	5000 Piedmont Ave.	
	Oakland CA 94611	
RACE DAY REGISTRATION:	Opens at 7:00 AM	
AWARDS:	Age group medals, with special HIGH TECH shirt to the first 300 finishers	
PARKING:	Parking in designated areas within Mountain View Cemetery	
RACE INFORMATION:	510.658.2588	

FREE CEMETERY TOURS EVERY SECOND SATURDAY

Want to learn more about the legendary leaders of industry, government, education, and art at Mountain View Cemetery? Join one of our free, docent-led, Mountain View Cemetery overview tours. They begin at 10 a.m. on the *second Saturday of every month*.

FREE SPECIAL TOPIC TOURS EVERY FOURTH SATURDAY

Every fourth Saturday of the month, we'll be featuring a free tour that focuses in on more specialized topics. Join our enthusiastic and knowledgeable docent tour leaders for a closer look at the fascinating people of Mountain View Cemetery, as well as other intriguing aspects of the cemetery.

Each of our tours lasts approximately two hours. No RSVP is necessary; simply meet in front of the administrative office and wear comfortable walking shoes. For more information about our docent-led tours, or to arrange a special group tour (including wheelchair-accessible tours), visit www.mountainviewcemetery.org or contact the cemetery office at 510.658.2588.

FREE, SELF-GUIDED CEMETERY TOUR MAP

A free map showing plots, listing points of interest, and identifying graves of notable persons is available at the cemetery office or online at www.mountainviewcemetery.org.



However, the beginning of February has been unseasonably warm. This has led to early blooms on many of our ornamental trees. Along with many trees, much of the lower grounds have begun to transform, as well. Oxalis is in full bloom, and the grounds seem to be a carpet of yellow flowers. While considered a weed, oxalis is valued at the cemetery for its natural look in the landscape. The oxalis normally stays around through April, and then begins to recede. It will be at this time that the cemetery staff will begin to implement an overseeding program. Mountain View Cemetery will be experimenting with a clover/native grass mix. This will help to minimize the amount of irrigation needed for the grounds, as well as provide fuller coverage on the turf areas. In some of the areas designated for overseeding, we will be using a method known as "hydro-seeding". This is a spray mixture containing seed, mulch, fertilizer, and water. It is very important to remain off of these areas while the seed is germinating, normally 5 weeks. Mountain View will have signage around these areas as a reminder. The cemetery asks you to please be patient with the process, and keep any dogs from extending into these areas. If all goes according to plan, the overseeding program will take 3-4 years to complete. Mountain View will focus on 20-30 acres per year. Everyone on the Mountain View Cemetery staff is committed to maintaining the natural beauty of this great property.

Contact Us

Stop by anytime during regular office hours – we're happy to help you in any way we can. We're open weekdays from 8:30 a.m.–4:30 p.m., and weekends and holidays from 10 a.m.–4 p.m. You can also call the cemetery office directly at 510.658.2588 or visit www.mountainviewcemetery.org.



Photo of Ina Coolbrith

Ina Coolbrith (March 10, 1842 - Feb 29, 1928)

By Sarah Calhoun, Docent.

Aleta George’s new book, *Ina Coolbrith: The Bittersweet Song of California’s First Poet Laureate*, should be in the library of anyone interested in early California history, especially its literary history. Perhaps it is a belated replacement to Coolbrith’s own manuscript about the early days of California’s literary history, although there is tragically no replacing the insights about that era from one who was central to it. But George’s work on Coolbrith’s life is lively and engaging, as was the poet herself.

Ina experienced three major earthquakes in California, starting with the 1857 Fort Tejon earthquake (estimated magnitude 7.9, on the southern San Andreas fault) when she was living with her family in Los Angeles. The 1868 earthquake (estimated magnitude 7.0, on the Hayward fault) was called the “great San Francisco earthquake” until the 1906 (estimated magnitude 7.8, on the northern San Andreas) eclipsed them all in its damage and destruction. By this time, Ina was very debilitated by rheumatoid arthritis, and perhaps felt that it was just another event to weather, as she had already so many cataclysmic events in her life by then. Her home had survived the earthquake, and maybe she felt that the danger had passed; no one after all had been prepared for the aftermath being so much more destructive than the event itself. When General Funston evacuated Russian Hill in preparation for dynamiting to stop the fires that ultimately destroyed 80% of the city, she and her housekeeper Josephine Zeller left her home at 1604 Taylor with only her two Persian cats. For the next three days she stayed at the Fort Mason refugee camp, sleeping on the ground at night and only able to watch helplessly while the fires raged and the smoke billowed. It is unclear what got to her house first, the dynamiting or the fire itself, only that it was completely destroyed, burned to the ground leaving not a shred of its contents intact.

After the fires subsided, she was found by a friend and brought to the home of Judge and

Mrs. Boalt, whose house on Spruce Street had been spared. Happily, her lodger Robert Norman found her there and brought her what he had been able to grab on his way out the door: some bundles of her letters and her leather-bound scrapbook, containing all her published poems and articles about her. These items were no doubt precious to her and she appreciated his efforts. Unfortunately he did not think to grab the nearly-completed manuscript she had been working on for the previous six years, a literary history of California from its early days and a major contribution to scholarship on that topic. She was homeless and ill, with nothing to her name but the clothes she stood up in, and the one thing that could have provided her an income in the subsequent years was destroyed, along with poems she had been working on, her correspondences with the likes of John Muir that she had planned to use in writing biographies, her bookcases full of signed first editions, her William Keith paintings, and every other item of monetary or sentimental value that she had accumulated over her lifetime.

Her friends rallied round her and eventually secured some stability for her, and she had further successes before her death 22 years later. But the poem she published after revisiting the site of her Russian Hill home two months after the earthquake speaks of her sense of loss, ending in:

*But I will see thee
ever as of old!*

*Thy wraith of pearl,
wall, minaret and spire,*

*Framed in the mists that
veil thy Gate of Gold –*

*Lost City of my love
and my desire.*



Ruins after San Francisco earthquake, 1906



San Francisco fire, 1906

STAY SAFE – FOLLOW PARK RULES

Mountain View Cemetery is an incomparable place to walk, meditate, or enjoy a picnic with friends. Please help us maintain the beauty of our historic grounds and safety of our guests by staying on designated trails and disposing of garbage appropriately.

FOR OUR GUESTS WHO ARE PET OWNERS:

- Pets will be allowed on cemetery grounds provided they are on a leash at all times. Only service animals are allowed in buildings.
- Owners shall keep their pets on the roadways or sidewalks at all times and shall not trespass on any plot or gravesite. Owners shall not allow their pets to cause disturbance due to noise.
- Pet debris must be picked up by its owner and placed in a trash container or removed from the cemetery.
- Management reserves the right to evict any dog and its owner that, in the judgment of management, do not comply with cemetery rules.



YES, I'd like to make a tax-deductible donation to the Friends of Mountain View Cemetery to help restore, preserve, and enhance the beauty of the Mountain View Cemetery grounds.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (optional): _____

Please accept my donation in the amount of:

\$10 \$50 \$100 \$250 \$500 \$_____

Please use my donation for (check one):

To plant a tree in the cemetery (to plant a tree with a permanent memorial plaque, please call our office and we'll be pleased to assist you)

Main Mausoleum Stained Glass Restoration Fund

Preservation and Restoration Fund Wherever my donation is needed most

Form of payment (check one):

Check enclosed (please make your check payable to Friends of Mountain View Cemetery)

Credit card: Visa® MasterCard®

Credit card no.: _____

Exp. date: _____/_____/_____

Tax-deductible donations may be mailed to:



5000 Piedmont Avenue • Oakland, CA 94611

Thanks to Our Contributors

Our special thanks to those who have recently contributed \$50 or more to support our ongoing preservation and restoration efforts: Deborah C. Cohen • Donald Craig • Teresa Ferguson • Carl Richard Grunsky • George Hall • Dorothy Hsiao • John Lob • Robert Scott • Quyen Trinh

The Mountain View Cemetery Association, established in 1863, is a nonsectarian, community nonprofit corporation dedicated to providing comfort to families in a setting of great beauty. We are a private organization and receive no public funding. While most areas of the cemetery grounds are maintained through an endowment fund, there remain a number of significant projects that are important to the preservation and restoration of this extraordinary cemetery. It is through your generous, tax-deductible support that we can continue completing this historically critical work.

Phone: 510.658.2588 • Fax: 510.652.2726 • www.mountainviewcemetery.org

Grounds open: 7 a.m.–sunset daily (entrance gates close a half hour before sunset)

Office hours: Weekdays 8 a.m.–4:30 p.m., weekends and holidays 10 a.m.–4 p.m.

Mausoleum hours: Weekdays 8 a.m.–4 p.m., weekends and holidays 9 a.m.–4 p.m.

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