

Friends of



MOUNTAIN VIEW C E M E T E R Y

WHAT'S INSIDE: From the Friends of Mountain View Cemetery • Upcoming Events • Special Events • New Developments: New Plot Plans • Craig's Corner – Ground Maintenance • Remembering Josiah Stanford • How You Can Help

FALL 2017





*“Life is a full circle, widening until it joins
the circle motions of the infinite.”*

~ Anaïs Nin

For over 150 years, Mountain View Cemetery has been an important fixture of the East Bay community, providing joy and comfort to families of all faiths in a serene, park-like setting filled with fountains, lush gardens, and panoramic views of the water.

As part of our efforts to deepen our commitment to customer service and better accommodate the needs of our families, we are now able to provide all funeral, cremation, and celebratory services in one location. The expansion of our business to include direct funeral and cremation services is vital to Mountain View Cemetery’s long-term preservation and mission.

We’re also gearing up for the holiday season and hope you’ll join us for a number of free, family-friendly special events, including our annual Pumpkin Festival, Holiday Circle of Lights and Remembrance Trees, photos with Santa, and more!

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.

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

UPCOMING EVENTS

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 hills.*

*Please note: scheduled tours and events are subject to change. Visit our website for the most up-to-date information and details: www.mountainviewcemetery.org.

Sat., 10/28/17
10 a.m.

Sat., 10/28/17
Noon to 3 p.m.

November

Sat., 11/11/17
10 a.m.

Thurs., 11/23/17

Sat., 11/25/17
10 a.m.

Fri., 12/1/17
through Sun., 1/1/18
5 p.m. to 9 p.m.

Sun., 12/3/17
Noon to 3 p.m.



Mayors Tour

Free docent-led by Dennis Evanosky and Michael Colbruno.

12th Annual Pumpkin Festival

Celebrate Halloween at our fun-filled pumpkin patch meadow, with free pumpkins, activities, onsite food trucks, animal show and live music!

Fall Foliage Display

Stop by and admire the colorful leaves of our redwood and oak trees.

Exploring Mountain View Cemetery

Free docent-led tour by Jane Leroe, highlighting the people, architecture, beauty and history of Mountain View Cemetery.

Thanksgiving

Oral Traditions, Food Mavericks & Literacy Lions

Free docent-led by Barbara Gibson & Jane Leroe.

11th Annual Holiday Circle of Lights

Enjoy our magical holiday light display every evening in December through New Year's Day.

Free Photos with Santa

Come have your picture taken with Santa Claus in Mountain View Cemetery's Tower Chapel.

Free Photos with Santa

Sunday, December 3 from 12 p.m. to 3 p.m.

Stop by the Tower Chapel for an afternoon of Christmas music, complimentary refreshments...and a photo with Santa! 📷

Sun., 12/3/17
3 p.m. to 5 p.m.

Sat., 12/9/17
10 a.m.

Sat., 12/23/17
2 p.m.

Tues., 12/26/17
10 a.m.

Sat., 1/13/18
10 a.m.

Holiday Remembrance Gathering & Tree Decorating

Honor someone close to you with a commemorative ornament. There will be a Tree Lighting Ceremony & refreshments.

Exploring Mountain View Cemetery

Free docent-led tour highlighting the people, architecture, beauty and history of Mountain View Cemetery.

When a Million Dollars was Really Worth a Million!

Free docent-led tour by Ron Bachman.

Founder's Day A special free docent-led tour by Dennis Evanosky, and Stafford Buckley.

Exploring Mountain View Cemetery

Free docent-led tour highlighting the people, architecture, beauty and history of Mountain View Cemetery.

UPCOMING EVENTS (CONTINUED)

Sat., 1/27/18 10 a.m.	Symbolism <i>Free docent-led tour by Sandy Rauch.</i>
Sat., 2/10/18 10 a.m.	Exploring Mountain View Cemetery <i>Free docent-led tour highlighting the people, architecture, beauty and history of Mountain View Cemetery.</i>
Sat., 2/24/18 10 a.m.	Black History Month Tour <i>Free docent-led tour by Sarah Calboun & Gia White, highlights the lives of community leaders such as; Captain Wm. Shorey, Alonzo & Jennie Prentiss, and Lydia Flord Jackson.</i>
Sat., 3/10/18 10 a.m.	Exploring Mountain View Cemetery <i>Free docent-led tour highlighting the people, architecture, beauty and history of Mountain View Cemetery.</i>
Fri., 3/23/18 through Sun., 3/25/18 10 a.m. to 4 p.m.	13th Annual Tower Chapel Tulip Exhibition <i>Walk amidst spectacular floral arrangements created by Bay Area florists, garden clubs, and local college floral design classes. It's free!</i>
Sat., 3/24/18 10 a.m.	Women's History Tour <i>Free docent tour led by Jane Leroe & Michael Colbruno.</i>
Sat., 3/31/18 12 noon to 3 p.m.	Free Photos with the Easter Bunny <i>Tower Chapel.</i>
Sat., 3/31/18 through Sun., 4/1/18 Sun., 4/1/18	Ching Ming Festival (Remembrance of Ancestors) <i>Enjoy complimentary Asian pastries all weekend long as we observe this annual Chinese tradition. Observed date is April 5.</i>
April	Easter
Sat., 4/14/18 10 a.m.	Tulip Extravaganza <i>Stop by and admire Dutch tulips in bloom!</i>
Sun., 4/22/18 8 a.m.	Exploring Mountain View Cemetery <i>Free docent-led tour highlighting the people, architecture, beauty and history of Mountain View Cemetery.</i>
Sat., 4/28/18 10 a.m.	3rd Annual Run Through History <i>Your entire family is welcome to join in this 5K run/walk as you wind through the cemetery race trail.</i>
Sat., 5/12/18 10 a.m.	Trees of Mountain View Cemetery <i>Free docent-led tour by Chris Pattillo.</i>
Sat., 5/26/18 10 a.m.	Exploring Mountain View Cemetery <i>Free docent-led tour highlighting the people, architecture, beauty, and history of Mountain View Cemetery.</i>
Mon., 5/29/18 10 a.m.	Coming & Going <i>Free docent-led tour by Ruby Long.</i>
Mon., 5/28/18 11:30 a.m.	97th Annual Memorial Day Commemoration <i>Presentation of colors, salute to the fallen, and guest speakers.</i>
	Memorial Day Civil War Plot Tour (led by Dennis Evanovsky) <i>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 Californians played in the conflict.</i>

12th Annual Pumpkin Festival

Saturday, October 28, 12 p.m. to 3 p.m.

Celebrate Halloween at our fun-filled pumpkin patch meadow, with free pumpkins, fun activities, and treats for the kids. Our long-standing Halloween tradition continues this year and immediately follows the Piedmont Avenue Merchants Association's annual Halloween parade, which is a daylong celebration that includes trick-or-treating at participating stores on the avenue. To join in the fun, head down to the end of Piedmont Avenue after the parade and proceed into the cemetery to the pumpkin patch meadow. Children can choose a free pumpkin (one per child and quantities are limited) and enjoy lots of other activities, including: five bouncy fun-houses to jump around in, hay-bale tunnel, balloon artist, face painting, animal show, and a craft area to decorate pumpkins, masks, and treat bags. Food truck vendors will be available on site for your family eats. Live music from "Shades of Gray" will be here to entertain everyone. Put on your dancing shoes and enjoy the afternoon at the cemetery. *Parents must accompany their children to this event* 🕒



Mountain View Cemetery's annual pumpkin festival is one of our most popular events—come see why over 1,000 people attend every year! Photo by Lynn Chung-Tran.



We bring the North Pole to you with our popular holiday light exhibition.

11th Annual Holiday Circle of Lights

Dec. 1 through New Year's Day, 5 p.m. to 9 p.m.

Enjoy our month-long holiday light exhibition featuring scenes from Santa's workshop and other holiday-inspired themes! A giant Nutcracker soldier awaits your arrival, then our magical storyland of lights will continue to delight you. Our whimsical display, which begins at entrance to around the front fountain features Santa's workshop scene, reindeer sled. And train of toys, snowmen, skaters, candy canes, bells, poinsettias, playful penguins, carriage scene, horse and sleigh, and a holiday arch of lights. Hundreds of tiny bright lights

outlining our buildings and trees provide the perfect backdrop for this enchanting exhibition. Join another Mountain View Cemetery tradition. There is no charge; just drop by between 5 PM - 9 PM, Dec. 1 through New Year's Day, and enjoy the sights of the season! 🕒

Decorate Our Remembrance Tree and Pay Tribute to Family and Friends

Sunday, December 3 from 3 p.m. to 5 p.m.

Honor someone close to you with a commemorative ornament. Stop by to decorate our holiday remembrance trees and honor the memory of family members and friends who are no longer with us. We'll have a crafts area where you can insert photos or personal notes into clear ornaments or write on to colored ornaments. At 5 PM, a minister will say a special blessing...then we'll light our beautiful trees.

Enjoy holiday refreshments, listen to festive holiday music, and warm yourself by our crackling fire as you reflect on treasured memories during this special time of year. 🕒



Choose an ornament to hang on our remembrance tree to honor family and friends who are no longer with us. If you're unable to attend, we're happy to hang an ornament on your behalf.



New Plot Plans

By Jeff Lindeman, General Manager & CEO

For several years, our community has been asking us to create more garden burial sites at the higher elevations within the Cemetery. We are pleased that after several years of design and environmental review, that the City of Oakland has placed our new plots on the agenda for the November 15, 2017 meeting of the Planning Commission. Many of our customers find comfort and inspiration in the panoramic views of the Cemetery's foreground gardens, the Cities of Oakland and San Francisco, and the Bay. During this design and negotiation period, the availability of view plots has significantly diminished. Hopefully, we will receive approval for the Plot 82, 98 and Pan-handle project, so that we can continue to provide the community with unique garden style plots as we have done for over 150 years.

We identified objectives for the new plot project. Meeting these objectives will significantly improve and sustain the Cemetery's mission as a community benefit organization. We summarized project objectives in the June 22, 2017 Revised Proposal (originally submitted May 25, 2016):

- **CREATE** – additional local community burial space (another 15 – 20 years)
- **INFILL** – areas previously leapfrogged, rather than expanding outward





- **CONVERT** – steep, unstable land to permanently improved cemetery lands
- **MEET** – local needs for view site burials with upright monuments
- **RESPECT** – the cemetery’s historic design and its context
- **DESIGN** – the project to fit the site and budget
- **CONTINUE** – to build the endowment care fund, essential to long-term cemetery service, events and maintenance
- **FUND** – improvements to historic areas, new tree planting, and community events
- **PLAN** – and design such that rough grading for all three sites occurs at one time and all soil remains on site (none trucked off site)

The most sensitive component to the project is the grading of earth to make steep or unsettled land useable and that necessitates the removal and replacement of trees. We have designed grading to retain all dirt on site, so none will be trucked on city streets. To create the new plots, we need to remove and replace about 130 trees (that require a permit to remove). While a minority of those trees are nice specimens, many are in below average to average condition. There is no landscape design to the siting of the existing trees and many are difficult to access due either to their location on steep slopes or their location in unimproved areas that reside behind fencing. The Cemetery will protect some of the more mature trees and will replant more trees than will be removed. Importantly, once the grading is completed and landscape improved, consistent with





the existing garden style cemetery, the new trees and associated design will become protected in perpetuity. That includes funding the long term care and replacement for trees that are a part of the endowment landscape.

Presently, much of the site is too steep for use or is encumbered with disturbances from past use. About half the project footprint is either an abandoned parking lot (the asphalt will be removed and recycled into the Cemetery's road and path system) or an abandoned rock quarry where substantial grading has already occurred and has not been improved. The project includes stabilizing and improving un-engineered grading that took place years ago and before the Cemetery acquired the old rock quarry land. The new plan, not only provides for needed burial space, but will improve a damaged area and make it safer, improve access and beautify it for our community. New trees, along with the preservation of key existing trees selected in response to City and public comments, will enjoy long term perpetual care. New trees will include many coast live oaks as well as coastal redwoods, buckeye, bay laurel and others.

**We look forward to creating these new gardens
and serving our community for many years to come.**

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.



There's a buzz going on at Mountain View Cemetery...

This summer the seeds of life were in the air. While this statement may seem contradictory for a cemetery, the truth is Mountain View Cemetery's grounds are playing a pivotal role in the early stages of the pollination process.



Over the past several years, Mountain View Cemetery has converted several areas of turf and undeveloped space into perennial planting beds. These planter areas consist of a variety of plant species. However, it has been the plants that have attracted pollinators that have been the most beneficial to the natural environment. Plants such as, Achillea, Salvia, Lantana, Dahlia, Ceanthos, Fremontdendron, Dogwood, and Redubs, are just a small sample of the cemetery's plantings. These plants provide nectar and pollen, essential in plant pollination, and help aid pollinator populations, which evidence suggests have been declining due to natural habitat destruction. Pollinators such as, bumble bees, honey bees, butterflies, and humming birds have discovered Mountain View Cemetery.

Although the cemetery planter beds provide color and scent that attract various pollinators, flowering lawn weeds, often thought undesirable, provide resources for declining pollinator populations in urbanized landscapes as well. During mandatory water rationing several years ago, Mountain View Cemetery performed experimental plantings of white clover in selected turf areas. Not only did the clover allow for less water usage, it became a wonderful attractant to pollinators. In addition to the white clover, common dandelion is also another natural favorite of pollinators. So the next time you visit the cemetery, pay attention to the buzz, it's one of nature's best melodies. 🐝

Advance Planning with Piedmont Funeral Services and Mountain View Cemetery.



We are entering into our third full year of Piedmont Funeral Services, and it is amazing how many people are taking advantage of our Advanced Planning service. Families are embracing the fact that they can arrange their mortuary services in advance, and give their children peace of mind when they pass away. Having the opportunity to select services and merchandise in advance, ensures that your services are planned to your satisfaction and desires. Most people are taking advantage of our price guarantee option which guarantees that you pay today's prices for services and merchandise you will use in the future. So not only are you taking care of your arrangements, but saving money by using our price guarantee option.

If you would like additional information, please feel free to stop by the office and ask a Family Service Counselor for a copy of our Advanced Planning Guide. This is a booklet that takes you through the process of what you will need to do and the decisions you need to make when someone passes away. 🐝



Josiah Stanford Pioneered the State's Oil Industry

By Dennis Evanovsky, Docent

Most associate the Stanford family name with Leland Stanford's role in the Central Pacific Railroad and Stanford University. Few realize that Leland's five brothers had also come to California and that one brother, Josiah, pioneered the use of petroleum here.

Josiah Stanford arrived in California in 1849 with four of his younger brothers: Charles, Asa Philips, Dewitt and Thomas. Leland stayed behind to practice law.

When Josiah and his brother arrived they went first to Sacramento, where their merchandising business catered to both the miners on their way to the gold fields and to those who had chosen to settle in the state capital. Their brother Leland joined them in 1852, just in time to experience the destruction of the Great Fire on November 2. A devastating flood, on December 10 and second "Great Fire" on July 13, 1853, encouraged the brothers to set up business in San Francisco. On December 19, 1857, they purchased the Pacific Oil & Camphene Works from William Bailey.

The Stanford clan boasted of this new business in an advertisement they placed in the Daily Alta California on March 25, 1858. They told the Alta California readers that with offices at California and Front streets in San Francisco and at the corner of L and Front streets in Sacramento—the Pacific Oil & Camphene Works was the largest establishment of its kind in California. The works offered fifteen products that included seal oil, turpentine, sperm whale oil and lard oil. The brothers even offered neat's foot oil, which was used to soften leather. Signs set among the windows enumerated "linseed, sperm, polar, lard, China, fluid and coal." A second sign on the side of the building informed passersby that the brothers offers "oils, oil lamps, chimneys, wicks &c &c."

Of the Stanford brothers, only two remained in California. Leland stayed and helped build the transcontinental railroad and Josiah settled in and pioneered the use of petroleum in California. Historians credit Josiah with the 1864 discovery of the Southern California Santa Paula Oil Field in the hills northeast of Ventura.

In 1865, Josiah distilled the first oil that came from Northern California oil fields along the Mattole River south of Eureka. The Mattole Oil Company set up California's first drilled oil wells that produced commercial-grade crude oil. On June 7, 1865, the company sent its first shipment to San Francisco. Josiah's Pacific Oil & Camphene Works distilled the crude oil.

Josiah was unable to drill for oil the way the Mattole Oil Company had. The hills in the Santa Paula Oil Field were too steep and the rocks too brittle to accommodate a standard oil drill. Josiah hired skilled Chinese workers away from his brother's railroad to dig an 80-foot tunnel into Sulphur Mountain above Wheeler Canyon near one of Santa Paula's most active oil springs.

In all, the Chinese dug some 35 tunnels for Josiah. As much as 20 barrels—840 gallons—flowed from these tunnels per day. For a short time, Josiah produced more oil than anyone else in California. Supply outstripped demand, and the bottom fell out of the oil market.

In 1869, Josiah turned to his brother Leland, who put him to work managing a winery at Warm Springs. The Stanford Winery gained fame as the first vineyard to produce the champagne-style wine in California. Josiah and his second wife, Helen, divided their time between the winery and the Camron-Stanford House in Oakland, which they had purchased in 1882. Josiah passed away in 1890. Helen survived until 1909. 🕯



PLOT 14A, LOT 2

HOW YOU CAN HELP

☐ **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 ☐ \$ _____

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:



MOUNTAIN VIEW
C E M E T E R Y

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:*

*Wayne & Kathy Chong • Debbie Cohen • Richard & Sherry Dumke
• Kathie Long • Helen Nieber • Quyen Trinh • Sophia Wong*

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