

Following are two articles from local newspapers regarding Cupertino's history and name:

Sunnyvale Scribe, December 7, 1977.

### Doyle's passion for history How they named it Cupertino

It wasn't too long ago when Cupertino was a village known as Westside in the Fremont Township area. Only John Doyle's passion for history gave Cupertino its eventual name. Doyle, a San Francisco lawyer who owned a winery and house on McClellan Road, researched the De Anza expedition of the 1770's, and discovered that it had passed through what is now Cupertino.

Father Font, diarist and cartographer of the expedition, reports that the area was full of live oak trees, and that it was "useful for travelers." Stevens Creek was called "Arroyo de San Joseph Cupertino" by the Spaniards.

As a result of his knowledge, Doyle named his houses and winery Cupertino. His enthusiasm for the name caught on, so when the Home Union Store was incorporated as the Cupertino Union Store in 1904, the Post Office, located within the store, also changed its designation to Cupertino.

This information comes from the permanent display on Cupertino history located in the Cupertino Park area of the Vallco Fashion Park. Also on display are photographs and mementos from Lincoln, Doyle, and Collins School.

There is a letter contracting a Miss Blabon of Cupertino to teach in a Coalinga elementary school. It is dated August 19, 1917, and promises Ms. Blabon a salary of \$70 a month.

Another teacher featured in the exhibit is Pauline Grove, who taught at Doyle school. She later married Arch Wilson, the manager of the Cupertino store. Later Wilson built Montgomery Place on Stevens Creek boulevard., named in honor of his uncle, Cupertino pioneer Alex Montgomery.

Pictures of the philanthropic King's Daughters Circle, the Cupertino Band (with Joe Wolfe-for whose family Wolfe Road is named-holding a bass drum), and workers in John Leonard's fruit-packing operation are also on display.

Captain Elisha Stevens, the first white settler on the banks of what is now known as Stevens Creek, is shown standing stiffly direct. The creek was named after Stevens by early settlers who were unaware that the De Anza expedition had already named of the Creek. "Arroyo de San Joseph Cupertino."

Photographs of the original stores, the people and their lifestyle in Cupertino around the turn-of-the-century form the substance of the exhibit.

In other parts of “Vallco fashion Park” there are equally detailed exhibits on other aspects of the county’s past. There is Vineyard Park, which traces the histories of the valley’s wineries. Harvest Park, Farm Park and Orchard Park each deal with our agricultural past. And there is De Anza Park, focused on the famous De Anza expeditions of 1774 and 1776.

Why would a shopping center take such a detailed interest in the Valley’s past? Because it was built by many of Cupertino’s chief land-owners. Every letter in Vallco stands for one of the families whose land went into making the complex, with the exception of the “VA”, which stands for Varian Associates. The two “L’s” are for Leonard and Lester, the “C” is for Craft, and the “O” is for Orlando.

---

San Jose Mercury News, March 12, 1978

‘COO-pertino,’ ‘Q-pertino,’ or ‘CUP-ertino’?

Harry Farrell

In this business, I never know what will turn up in the mail. For instance, this week there was a postcard from R. H. Black, who wrote:

*“Please help me settle an argument. As a resident of this valley for over 50 years, I say ‘Q-pertino.’ But my friend says ‘Coo-pertino.’ Which?”*

That was all it took to get me started. I too have lived here more than 50 years, and I too have always said ‘Q-pertino.’

But California pronunciations are tricky. Who, for example, would ever guess that La Jolla is “La Hoya?” And I remember when Greyhound Lines got into trouble with their purported destination announcements at the San Jose Depot. The metallic voice kept heralding the departure of the buses for San MAR-tin, when every native knew that it was San Mar-TEEN.

The postcard inquiry made me wonder who “R. H. Black” was. She turned out to be Mrs. Roberta Black, a 27-year veteran of the San Jose Unified School District business office.

When I reached her, I inquired why she cared enough about Cupertino’s pronunciation to oppose the question. Had she made a bet?

“No, no money’s riding on it. Just curiosity,” she said.

One of the first persons I called, in my quest for the proper phonetics, was Cupertino City Manager Bob Quinlan.

“COO-pertino or Q-pertino?” I asked.

He didn’t even pretend to be an authority.

“When I first came here in 1971,” he said, “I was calling it CUP-ertino (as in ‘cup of coffee’).”

Even at that early stage of my investigation, I knew that CUP-ertino was not, as the bureaucrats say, a viable possibility. But I suppose it could seem plausible to someone arriving here, as Quinlan did seven years ago, from Beloit, Wis.

I kept dialing other Cupertino authorities—Councilman Jim Jackson, who has a way with words; Dr. Walter Warren of De Anza College’s California History Center; and City historian Lewis Stocklmeir.

“COO-pertino or Q-pertino?” I kept asking.

The consensus was quickly apparent, but I won’t say, yet, which way it went. I still have half of this column to go, and suspense is all I’ve got going for me.

Stocklmeir, a retired civil engineer who has lived in Cupertino more than 75 years, turned out to be the ultimate authority. The story he told goes back to 900 A. D. in southern Italy, where there was a chap named Cuperio.

Cuperio was a sort of poor man’s Garibaldi. Garibaldi would later unite all Italy; Cuperio united several small villages into a principality to which he gave his name, calling it Cupertini.

Nothing much happened, of relevance to our story, for the next 700 years. However, the language of Italy gradually shifted from Latin to Italian. With the changing linguistics, “Cupertini” became “Cupertino.”

Then, in the early 1600’s, an unusual priest showed up in the Italian Cupertino’s Catholic Church. He demonstrated powers of levitation, according to Stocklmeir, and repeatedly went flying around the church like Peter Pan. That was enough to have him canonized as St. Guiseppe (Joseph) of Cupertino, within a short time after his death, about 1672. He became the patron saint of students and a flight, and by extension, some regard him today as the patron Saint of aviators.

Now the story moves to California for the first time. In the spring of 1776, about three months before the American colonies would declare their independence on the East Coast, the Spanish explorer Juan Bautista de Anza was making his way up the coastal valleys of California. On the night of March 25, Anza’s party camped about where

Stevens Creek intersects McClellan Road. today. The site has been pinpointed because Anza left an inscribed metal plaque there, and it was found (but later lost) in 1906.

In the Anza party was a cartographer, Petrus Font, who drew a map of the campsite and labeled the creek “Rio de S. J. (St. Joseph) de Cupertino.”

Now the question arises, why did a Spanish explorer name the creek after an Italian saint?

“There was an Italian sergeant in the party,” says Stocklmeier.

In 1848, about 72 years after De Anza bivouaced on the Cupertino creek bank, Elisha Stephens, the guide of the famous Murphy party of California pioneers, settled their.

Stephens renamed the creek for himself, but when the U.S. Geological Survey adopted the name in 1899, it was misspelled Stevens.

It remains Stevens Creek today, but the area surrounding it, which incorporated as a city in 1955, is still Cupertino.

Meanwhile, the language in Italy has kept changing too. The original Cupertino (or Cupertino) has evolved into “Copertino.”

So today “our” Cupertino. Not only has the older version of the name; but with 25,000 residents, it has outstripped its Italian namesake in size, according to Stocklmeir.

So we’re back to the original question: “COO-pertino or Q-pertino?”

A lot of us old-timers who have always used the “Q” pronunciation are wrong.

Stocklmeir says the phonetics go back to the Latin used in the time of old Cuperio. In Latin, “cu” has to be “coo,” there’s no “Q” sound with that sort of spelling.

So it’s “COO-pertino.”

Mrs. Black and I stand corrected. I’m glad she had no money riding on it.