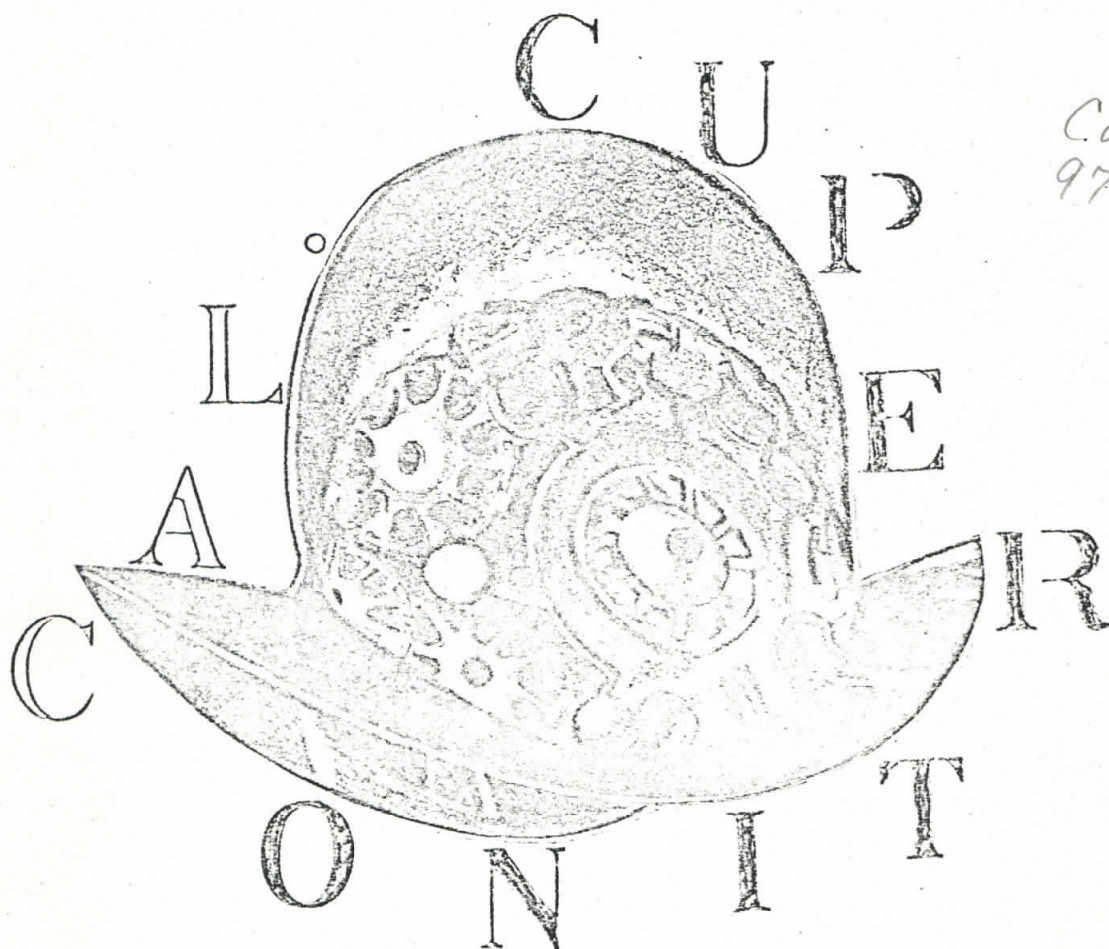
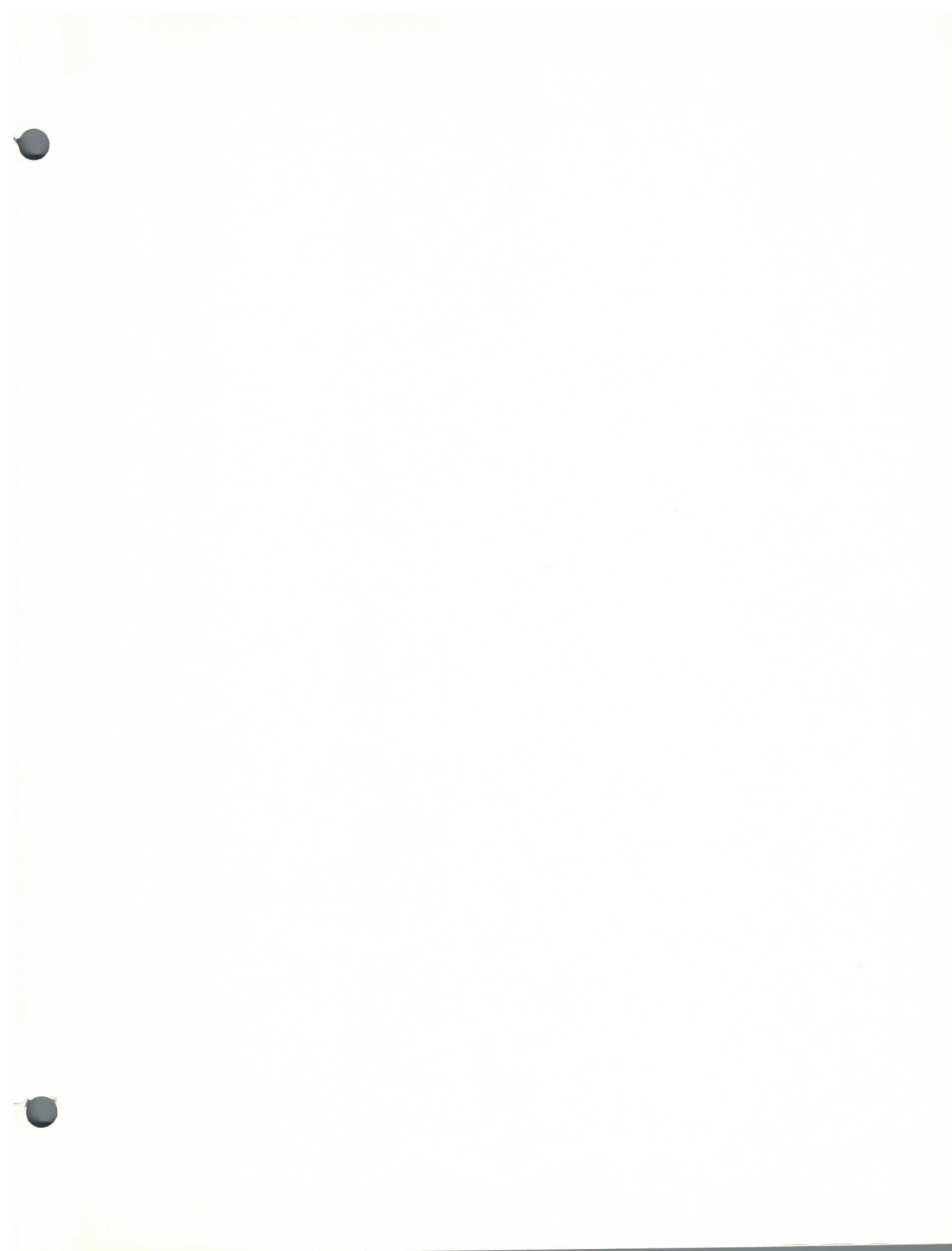




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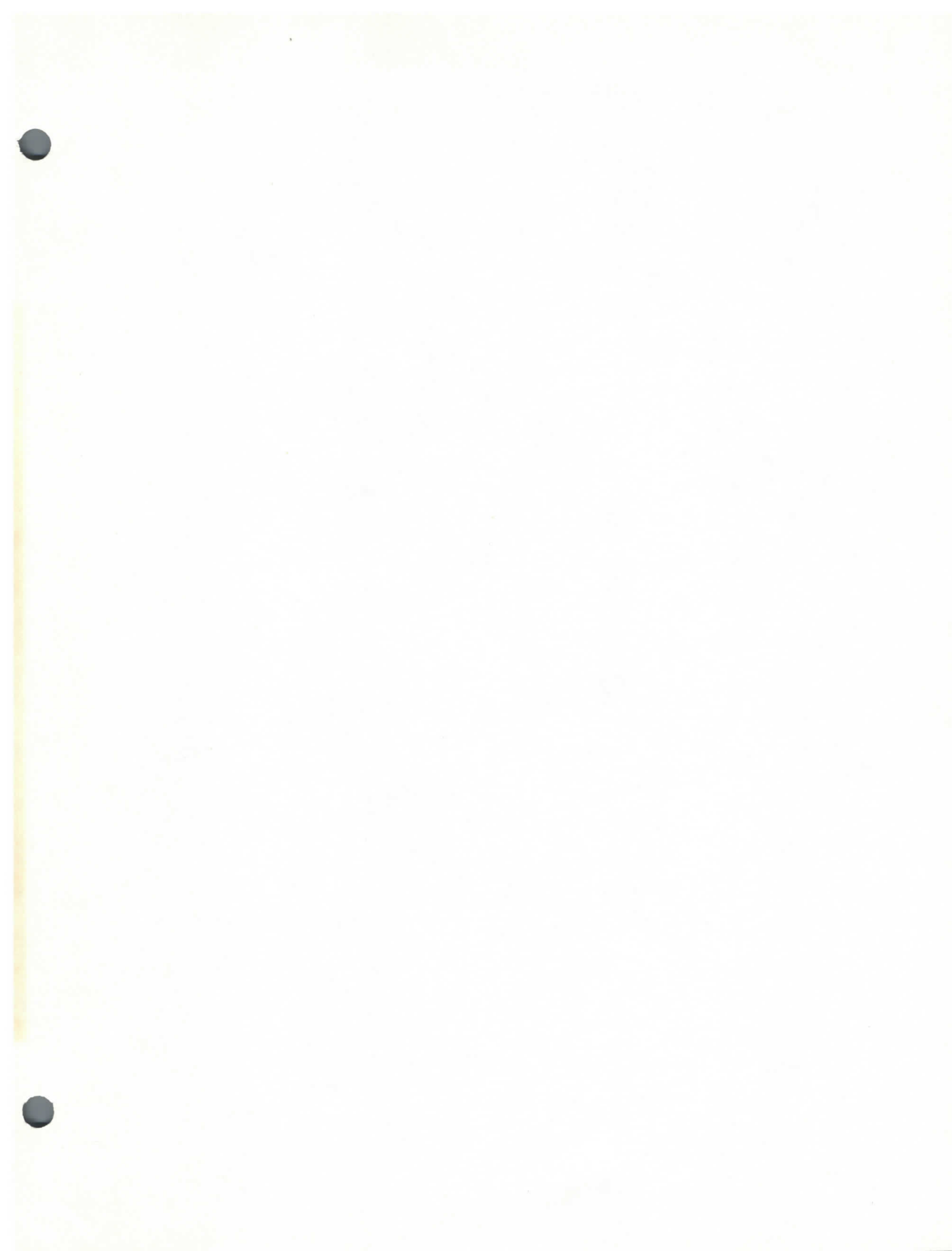
4/82

Bruce Edward Heldman
Cupertino High School
Advisor--Mrs. Marcia Bush



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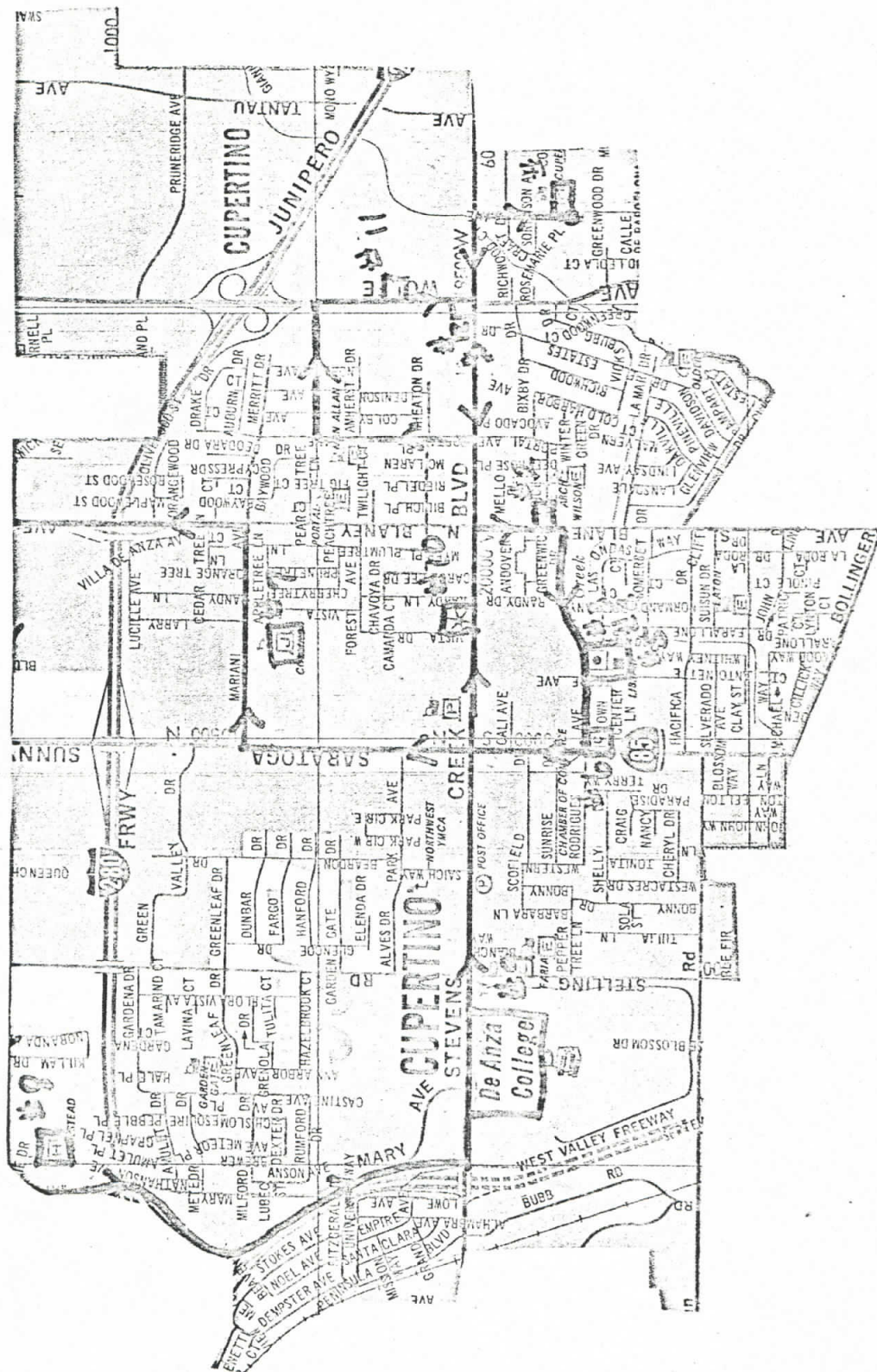
P R E F A C E

There is an old saying that America means "baseball, hot dogs, and apple pie." To this list I propose to add one more item, the all American "small town." The small town is the backbone of the American Way of Life, it provides the atmosphere of love and security needed to create the desire and ability to improve and GROW. As you've probably observed, however, small towns don't stay small for very long. Soon, industry and or population creeps up on the unsuspecting town until, before it even realizes it, it has turned into the dreaded "big city." So, for this essay, I chose to write about one of America's average "small towns", a town called Cupertino. Read this essay carefully, for the next item submitted upon this very same topic may be entitled, "What it is like to live in a big city."

WELCOME ! !



MAP OF TOUR



T A B L E O F P I C T U R E S

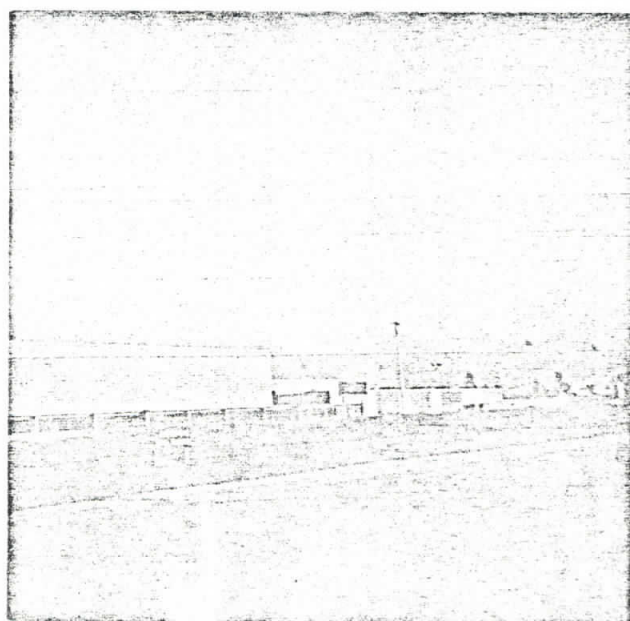
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T O U R

"Good morning ladies and gentlemen and welcome to Cupertino, California. My name is Bruce Edward Heldman, a resident of Cupertino, and I will be your guide for today. If you will now step into the bus, we will begin our tour. By the way, these busses are designed especially for our tour to provide maximum comfort and seeing ability while using a minimum amount of fuel.

"The first sight on our tour for today is this very spot, Cupertino High School. We usually select this site because of its

accessability
off of Stevens
Creek Blvd.; on
one of Cupertino's busiest
streets. Cupertino High
School is one
of two high
schools in our



city; we will discuss the other school later in our tour.

"Now, as we turn down Stevens Creek Blvd., we travel a short distance until we reach our next attraction--

'The Heldman House.'

"If you will now look to your left, you will see this home. No, this house is not famous because I live in it, but then you never can tell what will happen, but it is famous, and for two reasons. The first reason for the house's not-

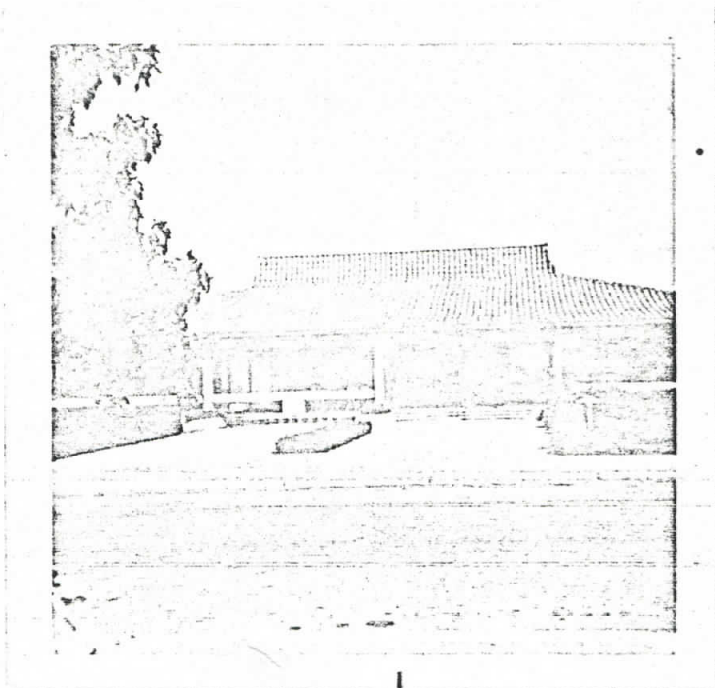
ability is because it is on this spot that one of the first mayors of Cupertino was born. The second, and maybe the most impor-



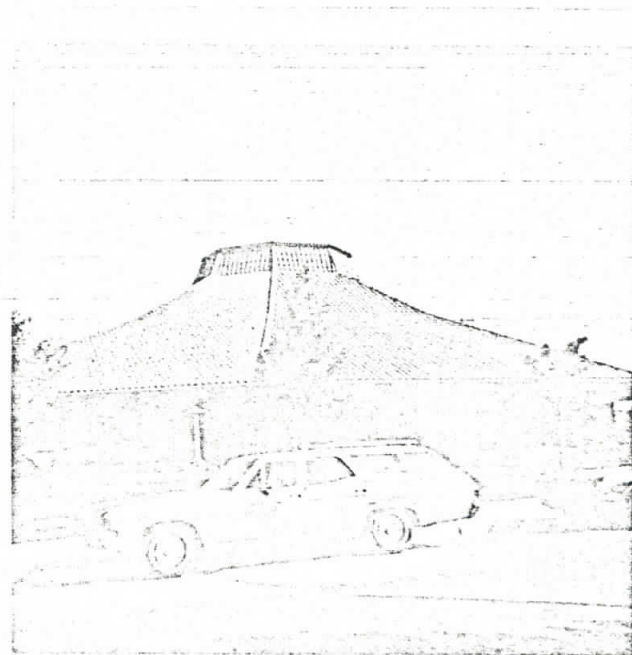
tant reason, is because of its giant pine trees in the front yard. These trees are visible throughout all of Cupertino and even into the neighboring cities; they are used as landmarks for this reason. The height of the trees has not been measured, but they are estimated to be some of the tallest in the Bay area.

"We now turn down Rodrigues street, newly built, to visit our library and City Hall. Also, we will be seeing another attraction that I am sure you will enjoy.

"The first building we see is the City Hall. This is what is called the 'real Cupertino' because it is here that the future Cupertino is planned. Truly, Cupertino is on the move, and the City Hall is the motor behind the movement.



"Next to the City Hall we find our library, containing 127,000 books and records. Used in the operations are microfilm, tapes, and a new computer terminal dialogue connected to Lockheed, used when all of the needed



information is not available in the Cupertino branch.

"And now, if you will please follow me, I will show you the attraction that I promised you.

"This fountain is shaped in the form of a helmet. The reason for this dates back to the early explorations of inner California. Colonel De Anza was sent on the mission to ex-

plore and map parts of California previously left alone. In 1803 he arrived and began his mappings. Not much is known about his treks until he

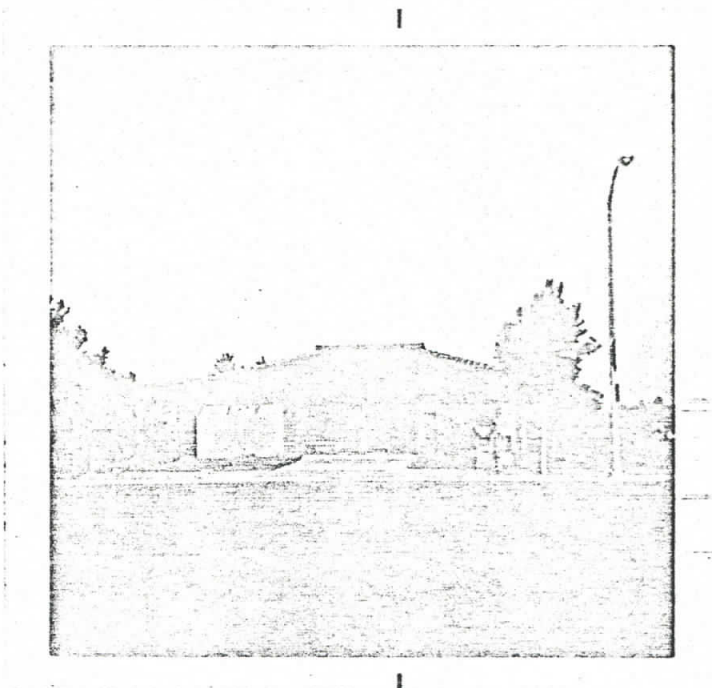


reached what is now known as Cupertino. He was so taken by the beautiful trees and greenery that he named this spot after Saint Joseph Cupertino, and claimed it a sister city to Cupertino, Sicily. Soon settlers came and began vineyards which have grown to give this valley its fame for wine. This fountain is a copy of the fountain in De Anza Junior College, named after Colonel De Anza, which we will be seeing later in our tour.

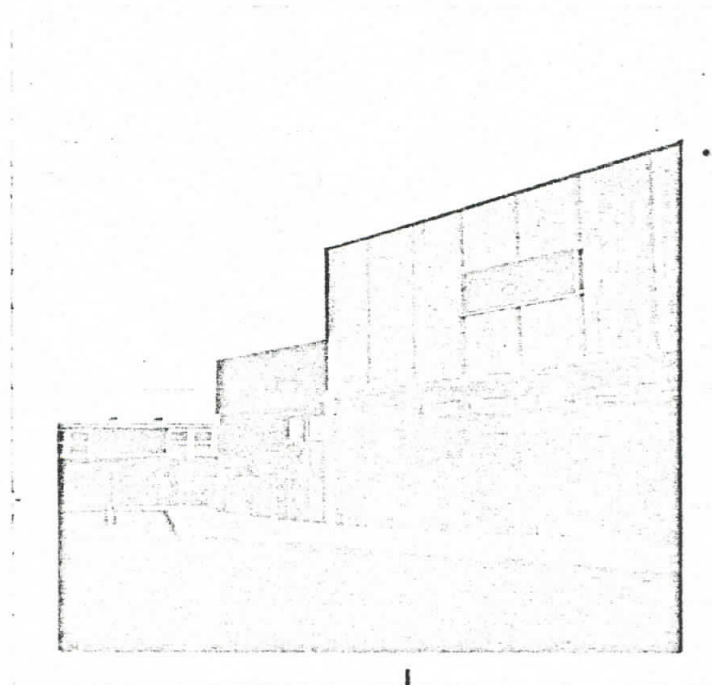
"We continue down Rodrigues Street until we reach the corner of Saratoga-Sunnyvale Road and Rodrigues.

It is here that we see the Cupertino Chamber of Commerce.

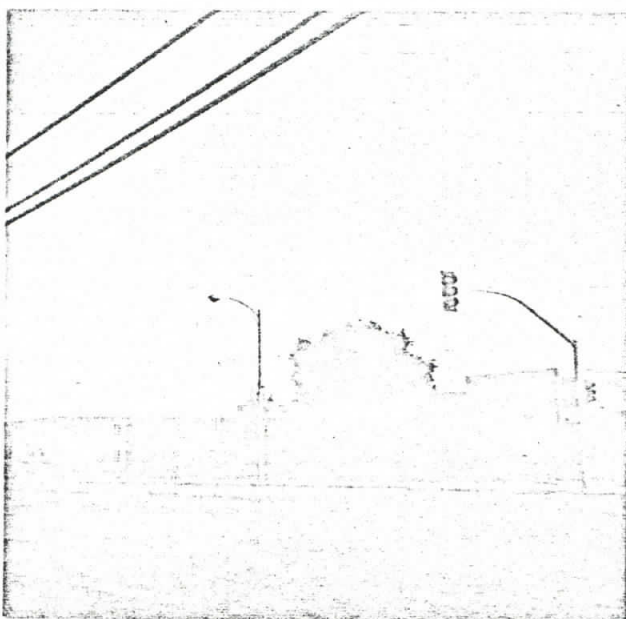
The main purpose of this office is to welcome any newcomer to Cupertino and give him a resume of our fair city.



"Once again we are on the move and this time we are on our way to see a Junior High School, in fact the only Junior High School in Cupertino.

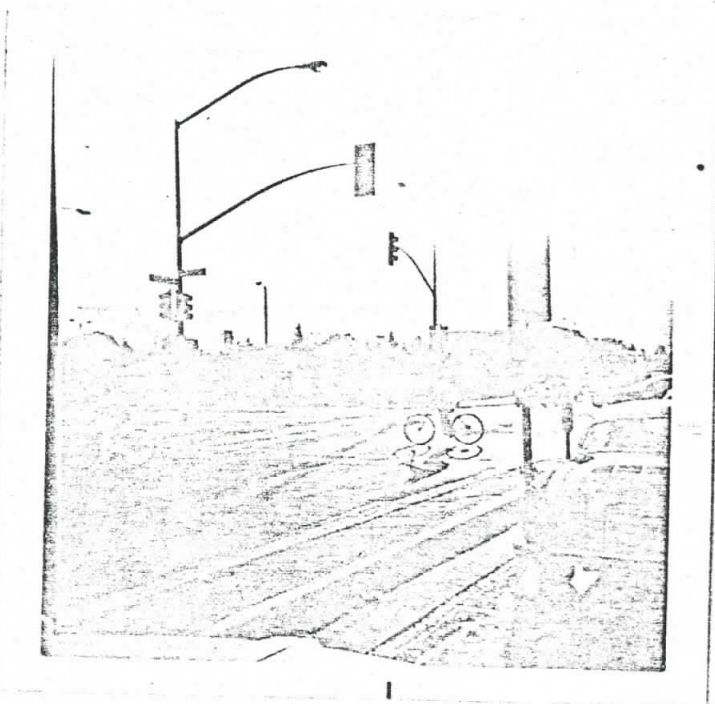


The name of this school is Collins, and I can imagine that it is quite small to you big towners; it holds a soft spot in the heart of each and every Cupertinoian. There is a reason for this, a very simple reason in fact, Collins is the only school of Cupertinoians that feeds into a high school of Cupertinoians. And, speaking of high schools, here we are at the other high school in Cupertino, previously mentioned in our tour. Homestead is much older than Cupertino High School; it is said to be one of the finest schools in the Fremont Union School



District, second only to Cupertino High School. Another interesting fact is that Homestead has two stories, something that is very unusual for high schools in California. This feature has caused some problems for physically disabled students in this school, for this reason there are ramps and elevators provided for their use.

"We are now turning off Mary Street and onto Stevens Creek Blvd. again. We are on our way to see another school, only this time it is a college, De Anza Junior College. This school was named after Colonel De Anza, as we discussed before, but I did not mention that he

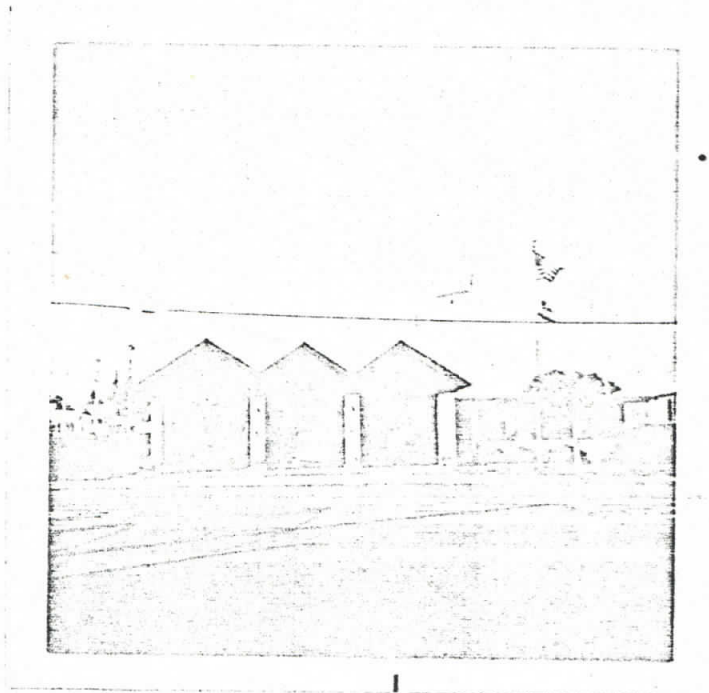


also explored much of Santa Clara, Saratoga, and San Jose also, cities that now feed their students into this junior college. We are eternally grateful to Colonel De Anza for his explorations of Inner California for, who knows, if it hadn't been for him, we could have ended up with a name like San Francisco or Los Angeles, now certainly you agree that Cupertino has more of a ring of dignity in its name than those other two, right?

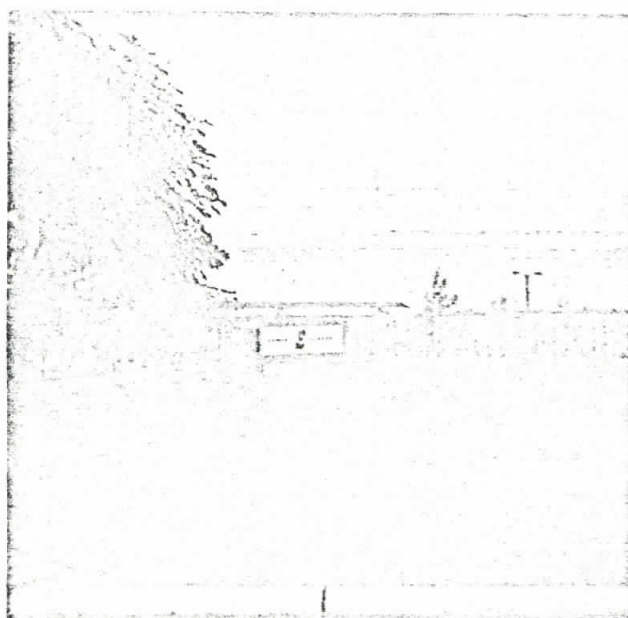
"We stay on Stevens Creek Blvd. and arrive at the fire station of Cupertino. This station is an outlet of San Jose's fire department because we haven't, as yet,

acquired the needed population to receive one of our own.

Another piece of information that you might be interested in is that Cupertino has no police department either, and essentially for the same reason, lack of population.



"Well, I have talked a lot about Cupertino's past, but I haven't discussed her future. Cupertino has quite a future planned and evidence of this fact is our next attraction-Cupertino's Hewlett and Packard. This is just one

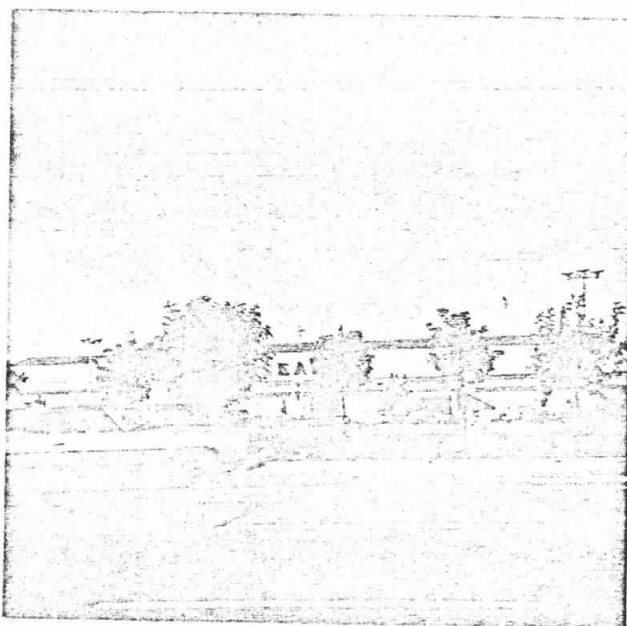


of the many electronical firms that are either located in Cupertino at present, or plan to be located very soon. A few examples of these firms are: ISS, IBM, Microma, Measurex, and, of course, Hewlett Packard.

"Now, continuing down Wolfe Road we come to our next point of interest, the Cupertino Sears Store. This Sears used to be the

largest Sears store in the world until Hawaii built hers in the Ala Moana Shopping Center.

As you might have noticed, both Hewlett



and Packard and the Sears store are located in a district called Vallec Park. Vallec has already gained a large mall with over fifty different stores, but it has plans of attaining a Penneys and Montgomery Ward, too. With these additions, Vallec Park is estimated to bring in over one billion dollars of taxes to Cupertino. With that kind of money, Cupertino will certainly grow, and GROW!

"Well, once again we reach Cupertino High School, and the end of our tour. I wish to tell you that it has been my pleasure to be your guide this morning and I certainly hope that you have enjoyed the tour. But, please, before you leave Cupertino and go back to your homes, spend some time in one of California's "small towns" because Cupertino won't stay "small" long.

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5. Personal Interview with Mr. King, Sears and Roebuck store manager, Cupertino Branch.
6. Personal Interview with Mr. Edward Miller, Mercury Savings and Loan Association branch manager, Cupertino branch.

