Burrel Leonard Photographs and Fruit Labels

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2015
Descriptive Summary
Title: Burrel Leonard Photographs and Fruit Labels
Dates: 1900-1983 (bulk 1920-1945)
Collection Number: 2003-22
Creator/Collector: Leonard, Burrel (1911-2000)
Extent: 4.5 linear feet
Online items available http://historysanjose.pastperfectonline.com/
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Abstract: Photographs and fruit labels from the John and Burrel Leonard families, documenting the history of one of Cupertino’s ranching families from the 1850s to their management of a prominent canning operation in the early 20th century, and later development of their land into the Vallco Fashion Mall, one of the first shopping malls in the South Bay Area.
Language of Material: English
Access
The materials are available for researchers by appointment through the Curator of Library and Archives.
Publication Rights
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Preferred Citation
Burrel Leonard Photographs and Fruit Labels. History San Jose Research Library
Acquisition Information
Gift to History San Jose in 2003 by the Estate of Burrel Leonard
Biography/Administrative History
According to Mary Lou Lyon’s “Early Cupertino” (Arcadia Publishing : San Francisco, 2006), Leonard Burrel was the only child of John Leonard, son-in-law of Margaret C. Glendenning Burrell, and his wife Grace. Leonard was born January 12, 1911, and attended local schools, graduating from Stanford University. He worked with his father John at the family’s fruit ranch, where they produced and sold prunes and apricots to Gerber Baby Food. In 1964, Leonard sold 100 acres of his ranch to Varian Associates, the foundation of the Vallco business park, named for its primary developers: Varian and Leonard, as well as the Lester, Craft, and Orlando families. Leonard served as President of Vallco Park, Ltd. The business park was later developed into Vallco Fashion Park, which opened in 1976. Leonard passed away in December 2000.
Scope and Content of Collection
Three linear feet of photographs depict workers and operations at the John Leonard prune and apricot orchards and processing locations in and around Cupertino in Santa Clara Valley, California; the opening of Vallco Fashion Park in 1976; several images of Hewlett-Packard buildings in Cupertino; and a small amount of Glendenning/Leonard family photographs. Also included are 1.5 linear feet of “Leonard’s prepared prunes” labels. Related collections in local repositories are The California Western Americana Collection (Cupertino Library, 10800 Torre Avenue Cupertino, CA 95014) and the Glendenning and Leonard files (Cupertino Historical Society, 10185 N. Stelling Road, Cupertino, CA 95014).
Indexing Terms
Fruit trade--California--Santa Clara County
Orchards--California--Cupertino
Prune
Apricot
Leonard, John
Glendenning family
Leonard family
Vallco Shopping Mall (Cupertino, Calif.)
Cupertino (Calif.)
photographs
photograph albums
crate labels
can labels