October 12, 1978

Director
BATF
Washington, D.C. 20226

Dear Sir:

Application for the establishment of "Augusta" as an American Viticultural Area is hereby petitioned by the undersigned. Such request is made under the new provisions set forth in Part 4, Chapter 1, of Title 27-Alcohol, Tobacco, and Firearms regulations, dealing with "Appellation of Origin" as a part of labeling and advertising.

The petitioners are the proprietors of Augusta, Missouri's only two bonded wineries who grow and vinify grapes for their wine within a limited area whose output is recognized by the wine consumers of the nearby metropolitan St. Louis area, most of the State of Missouri, and adjacent Illinois, and draws visitors from across the nation and numerous other countries for reasons that mark Augusta as a distinctive quality wine source.

This distinction and recognition is both contemporary and the renaissance of an historic past during which wines of this small area won international, as well as national, acclaim.

The petitioners seek recognition of their district as a viticultural area because their choice of its soil, weather and discrete protective setting has enabled them to fulfill their goals of producing wines in keeping with the viticultural and oenological objectives each winery has set for itself. They believe that the physical attributes of this area a natural peninsula-like microcosm as singular as most designated districts of the Old World.

In further support of our petition we submit the following information:

(i) Evidence that the name of the viticultural area is locally and/or nationally known as referring to the area specified in the application...

   (a) There are presently two bonded wineries in the proposed Augusta area. Mount Pleasant Vineyards (bonded 1968) is with in the corporate limits of the Town of Augusta, Mo., and Montelle Vineyards (bonded 1975), is approximately 2½ miles west of the Town limits. Both wineries have always used the address of Augusta, Missouri and have featured this name "Augusta" on their labels, back labels and advertising material so that the wineries and their viticultural area have always been inseparably associated with one another. See exhibit (i.a.)

   (b) Leon Adams, who has written the only definitive modern book on American wines (The Wines of America, Houghton, Mifflin & Co., Boston, 1973) refers to Augusta, Missouri and its historical and present importance. See Exhibit (i.b.)
(c) Leon Adams also includes a map in The Wine of America which is entitled "Vineyard Districts of Missouri". "Augusta" is shown prominently as a vineyard district. See exhibit (i.c.)

(d) There have been numerous newspaper and magazine articles over the years which have all stressed the importance of the "Augusta area" and which have all helped to create an awareness of the unique wines produced in the Augusta, Missouri area. See exhibit (i.d.)

(ii) Historical or current evidence that the boundaries of the viticultural area are as specified in the application...

(a) Although pre-prohibition evidence is very difficult to obtain, to the best of our knowledge all of the pre-prohibition wineries which used the name "Augusta" were within the boundaries of the proposed Augusta viticultural area. Of certainty is the fact that four of the five wineries which won medals, and international recognition at the St. Louis Worlds Fair in 1903, were located in the Augusta area. All used the name "Augusta" as their address. See exhibit (ii.a.)

(b) All wineries within the proposed area now use the name "Augusta". There are no wineries outside the proposed area who now use the name "Augusta".

(c) The closest winery, outside of the proposed area, is 41 miles due west at the town of Hermann, Missouri, which is several counties away. The closest vineyard, outside of the proposed area, is 27 miles to the south which is across the Missouri River and in a different county.

(iii) Evidence relating to the geographical features (climate, soil, elevation, physical features, etc.) which distinguish the viticultural features of the proposed area from surrounding areas...

(a) The nearest viticultural area of any importance would be in the area of St. James, Mo., which is 65 miles to the south of the Augusta area. The State of Missouri is cut in half, from west to east, by the Missouri River. The Augusta area is the only grape growing region north of the river. It is the only grape growing region that is on the soil forming material known as "Loess and glacial till" (See maps in exhibit (iii.a.)

(b) The proposed Augusta viticultural area is separated from its immediate environs by several unique geographical features. (See map in exhibit (iii.b.) If one refers to the map in exhibit iii.b., one sees that Augusta is located at the southern most point of the Missouri River on a great bend in the River. From a geographical standpoint, the Missouri River, and its broad valley, form a natural western, southern, and eastern boundary for the proposed district. Geographically, the northern boundary is formed by a highly
irregular ridge of hills which rise approximately 250 feet above the fertile vineyard lands on which grapes are presently planted. The brown shaded areas within the district are virtually free of spring frosts, the area to the north of the ridge is not. The soil on the ridges to the north of the proposed area is predominately of the "Lindley-Keswick-Harton" type, while the soil within the area is predominately "Menfro and Winfield". (See exhibit iii.b.2)

(c) Ten years ago, Mount Pleasant Vineyards had to abandon a vineyard located only 4 miles north of Augusta (outside the boundaries of the proposed area) because of extremely hostile soil and climate conditions. A few isolated, small vineyards have been planted outside the proposed area in recent years, but all have been abandoned due to similar hostile conditions outside the proposed area, there is today little doubt that grapes can be grown commercially only within the boundaries of the proposed district.

(iv) The specific boundaries of the viticultural area, based on features which can be found on U.S. Geological Survey (U.S.G.S.) maps of the largest applicable scale; and (v) a copy of the appropriate U.S.G.S. map with the boundaries prominently marked...

Although the proposed Augusta viticultural area is well defined by geographical features, the irregularity of many of these, such as the ridges, would make it difficult to define the area in a readily understandable way. Therefore all of the boundaries of the district are lines which are well defined on the U.S.G.S. maps. These boundaries err in the direction of inclusiveness rather than exclusiveness, but we feel the error is very slight and that it is preferable to be slightly generous with the boundaries. Also obvious is the fact that not all of the land within the district is suitable for viticulture, such as ponds, streets, houses, a piece of the river and State highway 94 none of which could support viticulture in the state of the art in which we know it today.

We submit two U.S.G.S. maps: the first entitled WASHINGTON EAST, MO.; the second LABADIE, MO.

The boundaries begin at a point on the WASHINGTON EAST, MO. map 5½ inches from the left margin and 8 3/4 inches from the bottom margin marked "start" on the map. This point of beginning is the point at which the St. Charles Co. line, the Warren Co. line, and the Franklin Co. line intersect.

The western boundary of the district is formed by the St. Charles Co.- Warren Co. line and this western boundary runs from the point of beginning north to a red line identified on the map as "T 45 N - T 44 N" (10 ½ inches north). The line T 45 N - T 44 N now forms the northern boundary of the area on the WASHINGTON EAST, MO. map. The southern boundary on this map is the St. Charles Co.- Franklin Co. line.
iv) Con't Referring now to the LABADIE, MO. map, we again pick up the northern boundary line "T 45 N - T 44 N" (3 5/8 inches below the northwest margin of the map). We follow the northern boundary line east for 3 3/16th inches until we come to a line designated as R 1 E - R 2 E, which line runs north and south and forms the eastern boundary of the area. We follow this line south for 4 1/16 th inches until it ends. At this point we must construct our own line running south which would be a natural extension of line R 1 E - R 2 E. This constructed line would take us 3 1/8 south until we intersected the St. Charles Co. - Franklin Co. line which forms the southern boundary on both maps.

We request your consideration of our petition and we will be happy to answer any questions. Clayton Byers can be reached at [redacted]. Lucian W. Dressel can be reached at [redacted] or [redacted]. Please call collect if there are any questions. We remain

Sincerely yours,

Clayton W. Byers
Montelle Vineyards', Inc.
Rt. 1 Box 94
Augusta, Missouri 63332

Sincerely yours,

Lucian W. Dressel
Mount Pleasant Vineyards
Augusta, Missouri 63332
Montelle Vineyards, Inc.
Augusta, Missouri 63332
(314) 228-4464

Mount Pleasant Wine Co.
Augusta, Missouri

Our Beginning Was in 1881

In the period before prohibition, when Missouri ranked as the second largest wine producing state in the nation, there were no fewer than eleven wineries in the Town of Augusta. The largest, and most famous of these was Mount Pleasant whose wine had won medals at the Columbian Exposition in 1893 and the Saint Louis World’s Fair of 1904.

The German Emigrants who set out the vineyards in 1860, and built the cellars and winery in 1881, had a definite goal in mind. They wanted to build a small, Old World type winery and concentrate on the production of limited quantities of quality wine, both of the European and American type.

Today, at Mount Pleasant, our goal is the same.
A dry red dinner wine made from the Munch grape, which was developed in 1888 by Thomas Volney Munson, and named for the founder of Mount Pleasant.

**MÜCHN**

**Vintage 1975**

Dry Red
Dinner Wine

Alcohol by Volume 12% — Table Wine

Produced and Bottled by
Mount Pleasant Vineyards, Augusta, Missouri

The Mount Pleasant vineyards and winery are located at the old German settlement of Augusta, Missouri, 30 miles west of Saint Louis. There, nestled among the hills on the north side of the Missouri River, are the historic vineyards, established in 1860, and the vaulted wine cellars of brick and stone, built in 1881.

Before prohibition, when Missouri ranked as the second largest wine producing state in the nation, Mount Pleasant wines were marketed coast to coast. Bottles of Mount Pleasant wine from this period proudly bear medals won at the Columbian Exposition of 1893, and the Saint Louis World’s Fair of 1904.

Today, as in the past, we strive to produce good, sound, clean tasting vintage wines of the type that one might enjoy at a small local winery in France or Germany.

All of our wines are guaranteed indefinitely and may be returned to us at any time if you are not fully satisfied.

Lucian W. Dressel

Montelle’s
GOLDEN MIRACLAIR
DRY TABLE WINE

Made and bottled at
Montelle Vineyards
U.S. Bonded Winery | Mo. | No. 100
Augusta, Missouri
by Nissel Byers and Clayton Byers

Alcohol 11.5% by Volume
of American wine
rowing country; La-
of midwestern gar-
than anywhere else
world today comes
ridizing with, native

t his book, millions
begun buying table
ape fever in Missouri
old ones are expand-
ies have been bond-
ing the state a total of

icture-book Missouri
es where it is happen-
e is flowing from the
Michael Poeschel from
outh edge of town. It
was the second largest
arger, Starkenberger,
world’s fairs between
winery, Ottmar Stark
ually ruining the econ-
llars then were used to
ons of the fungi per

isters came to Hermann
re becoming popular in
second floor of the old
our children. The Helst
father’s wooden roller-
as and made a thousand
sold so well that they
out of the other seven
per year of Missouri
wedding, burgundy, rosé.
nty acres his vineyard of
vines on the Gasconade
boring farmers growing
seasting and a tour of its-
own wine museum.

Vineyard Districts of MISSOURI

Wine has been part of the flavor of Hermann since grapes were
first planted there by Jacob Fugger in 1843. Many of its citizens,
including the Heids, rear their children by “the Hermann formula:
the first year wine, the second year wine and sauerkraut.” The
revival of Hermann’s “days of wine and glory” is now celebrated
on the third weekend of each May with German bands, folk
dancing, knackwurst, and a house tour of “Little Germany.”

Another historic Missouri winery was reopened in 1968 at
Augusta, a town of German heritage on the Missouri River bluffs
thirty miles west of St. Louis. The proprietor is young accountant
Lucian Dressel, who became enamored of wine during his travels
in Europe. On completing his studies at Harvard and Columbia,
he recognized the trend to wine-drinking in America and decided
to become a winegrower. Touring with his wife Eva, he found the
place at Augusta where there were eleven wineries before Pro-
hibition. An old brick cellar with underground storage vaults was
for sale; it had been converted into an apartment house. The
Dressels bought the place and discovered it was originally the
Mount Pleasant Vineyard winery of Friedrich Muench, a famous
Lutheran minister and hybridizer of grapes, who once wrote a
book on wine in German, its title in English, School for American
Grape Culture. The winery was built by Muench in 1881, and his
prize-winning wines were known from coast to coast.

The Dressels have replanted a dozen acres of the Mount
Pleasant Vineyard with French hybrids, Virginia Seedling, and
with an experimental patch of Vinifera, including Johannisberg
Riesling and Chardonnay. They plan eventually to specialize in
the wines of whichever grape varieties grow best. They have
opened a tasting room and are selling mostly their estate-bottled,
vintage-dated "Emigré" table wines made of the French-American
grapes.

...4...

Wine grapes are being planted again in the part of Missouri’s
Ozark Plateau known as Big Prairie, where the principal grapes
grown now are Conscors for the Welch co-operative’s grape juice
plant at Springdale, Arkansas.

Near St. James, where the Ozark Grape Festival is held each
September, Concord-grower William B. Stoltz began adding wine
varieties in 1965 to his seventy-acre vineyard three miles northeast
of town. He planted mainly such Labrusca types as Missouri
Riesling, Catawba, and Delaware, but also some French and New
York State hybrids. In 1968 he opened the 5000-gallon Stoltz
Vineyard Winery and introduced several native Ozark table
wines, which he named for his grapes, and also an "Old-Fash-
ioned Missouri Sweet Grape Wine." Stoltz soon found that many
people in the area especially liked those of his wines with the
least Labrusca flavor. He now has planted more French hybrids
and has expanded his winery to 10,000 gallons.

...5...

A second winery opened at St. James in 1970 and began pro-
ducing the only champagne made wholly of Missouri grapes. It
is James and Patricia Hofherr’s St. James Winery, on the access
road beside Interstate Highway 44.

Hofherr holds a
Texas. He had five
denheimer winery at
made champagne f
He chose the Big I
cause most of Miss
The St. James W
ground up, with an
makes three bottle-
champagne and an
best of the three. F
through a list of six
and berry wines. B
called Cascade, wh
drinkers of Bordea
vineyard of Vinifer
the Ozarks, but fo
flavors of Catawba

The newest wine
Peaceful Bend Vine
ville, a few miles so
structure with a Du
sides of the cellar, I
Dr. Arneson, prol
Washington Univer
learned about wine
for their home use it
years through Europ
in 1951 he purcha:
Wagner and plantes
Dr. Arneson mak
several hybrids. His
white is called Court
Ozark mountain str
of Missouri vinicult
Husmann’s career. M
originally namec
river takes at the dc

Another sign that
that the state’s bigge
Wine has been part of the flavor of Hermann since grapes were first planted there by Jacob Fugger in 1843. Many of its citizens, including the Helds, rear their children by “the Hermann formula: the first year wine, the second year wine and sauerkraut.” The revival of Hermann’s “days of wine and glory” is now celebrated on the third weekend of each May with German bands, folk dancing, knackwurst, and a house tour of “Little Germany.”

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Missouri: An Eiswein State

By Frank J. Prial

One of the cardinal rules of the newspaper business is to avoid superlatives in reporting. Calling something "the first," "the biggest," "the youngest" or anything else with "est" at the end can only lead to trouble. Someone always writes in to tell of something older, bigger or younger.

Recently I mentioned an Eiswein (or ice wine) made last year by Edmeads Vineyard in California as a "first" for that state. Well, it may still be a first for California, but it appears that there have been at least two other American Eisweins in recent years.

Eisweins, by the way, are a wine made from grapes that have been left on the vine for extra ripening and then caught by a frost and been frozen. The water in the grape is frozen and often drops away, leaving only concentrated juice and sugar, which produces an enormously rich wine.

Eisweins are not as common but they do occur from time to time in the vineyards of Germany, Alsace and even Austria. Some of the Alsatian growers delight in showing guests their pickers, bundled to the ears, working in snow-covered vineyards, gathering the grapes to make the rare wine.

The two vineyards in this country which produced Eiswein before Edmeads are in unlikely wine-producing areas: Maryland and Missouri. The Maryland wine came from Montbay Wine Cellars, near Westminster, and was made from riesling grapes. The Missouri wine came from Mt. Pleasant Vineyards at Augusta, 30 miles west of St. Louis, which is all I was able to find out about it.

Eisweins are, if not a freak of nature, a rare and relatively unimportant phenomenon in the wine world. What is more interesting here is the fact that they have been produced in places not normally associated with serious wine making. In fact, Maryland is the birthplace of modern French-hybrid wine production in this country — at Philip Wagner's Boordy Vineyard — and has been the scene of some serious experimentation with vinifera vines, the kind that produce the fine wines of Europe and California. G. Hamilton Monbway, the owner of Monbway, has produced both hybrids and viniferas with considerable success, according to people who have tasted them.

Missouri at one time was an important source of table wines. Mt. Pleasant Vineyard, for example, was one of 11 wineries in Augusta before prohibition. There were then, according to Leon Adams, the historian of American wines, wineries in 43 Missouri counties. Earlier, Missouri had been the source of thousands of the phylloxera-resistant vines that were used to revive the devastated vineyards of Europe after the great phylloxera epidemic of the 1860's and 1880's.

In a somewhat different vein, an extraordinary list of old bordeaux wines arrived on this desk recently from William Peizer, who, for reasons known best to him, calls his firm Miami Beach Rare Wines Inc., even though he's situated on Long Island. Peizer has put together a formidable collection of bottles from which retailers may choose, dating back to the first half of the 19th century. Some of them are obviously one-of-a-kind items but they are of interest to us consumers because they put the prices of old wines in proper perspective.

Every time a rare bottle sells for $10,000 or more at a publicized auction, it is well to keep in mind that most of these wines are available elsewhere at far lower prices. For example, Miami Beach Rare Wines offers a magnum of the 1894 Chateau Margaux for $1,550. Presumably a retailer would take about 30 percent on that for a retail tab of around $2,400. A lot of money for a wine of questionable drinkability but far less than some auction prices.

Miami Beach Rare Wines is asking $800 for a 1870 Lafite, $307 for an 1870 Latour and $125 for an 1894 Chateau Ausone. One New York City retailer is asking $163 for the same Ausone, a markup of about 30 percent. The Miami Beach Rare Wines list includes nine 1929's, including both regular bottles and magnums of Lafite, Margaux and Mouton. There are 25 different 1930's and almost 50 1961's, including regular bottles and magnums from many chateaux and even some jeroboams of Chateau Leoville-Las Cases. If this sort of thing interests you, ask your retailer to investigate. Just bear in mind that very old wines are often of more historical interest than tasting pleasure.

Finally, this week, two conflicting reports on what people drink on trains. Transportation Displays Inc., an agency that handles advertising space in most trains and terminals in the New York area, said recently its surveys showed commuters preferred red or rose wines to white: 45.7 percent for red or rose and 41.8 for white. The others had no preference.

On the other hand, Conrail, the people who run the trains and buy the wine, said commuters prefer white by a margin of 2 to 1.

Particularly interesting is Conrail's dissection of the drinking habits of the three branches of the three commuter lines that used to be operated by the New Haven and Penn Central. New Haven riders prefer white wine to Scotch, the next best seller. Hudson division drinkers consume more vodka than either white wine or Scotch, and Harlem line commuters prefer beer to everything else. So much for sociology.
Missouri Wine Winners

SEDALIA, Mo.

Missouri State Fair winners in the wine competition:


DRY ROSE — Emigre Rose, 1976, Mt. Pleasant Vineyard; Rose, Stone Hill Wine Co.; Rosati Winery, St. James, Mo.


SWEET RED — Bardenheier's Old Fashioned Grape, Bardenheier's Wine Cellars, St. Louis; Concord, Stone Hill Wine Co.; Old Fashioned Concord, Rosati Winery.


LIMITED PRODUCTION RED (less than 500 gallons in one year)
— Cynthia, 1976, Mt. Pleasant Vineyard; Bardenheier Baco Noir, Bardenheier Wine Cellars; Natural Burgundy, Green Valley Vineyards, Portland, Mo.


SPARKLING — Pink Champagne, St. James Winery. (only entry).
AUL ZIMMERMAN

A restaurant was dark and sub-

se, with off-black lighting and the

of prices you don’t expect in St.

The food was very, very good.
was, oh, maybe two weeks ago.

mbled through the wine list at

any — that was the name of the

and it was nicely chosen, and

I saw a listing for 1973 Miracel

Montelle Vineyards, Augusta.
At $8.75 it was the cheapest red

on the list. Never in my life had I

a Missouri wine. Naturally I

to have it.

he captain gave me a knowing

le, as if he and I shared some

certainty, and when I tasted the

I knew why he was smiling.

ful now ... it’s easy to get

crashed away ... I don’t want to lose

pective ... but let me say that I

ember the instances when I

we run into absolute sleepers;=

ers, actually ... I remember

getting a half bottle of 1961 Inglenook
Red Pinot for $2.25 at poor, now

defunct Syat Nova in the Village. I

remember the first time I had a really

fresh Moscato Naturale in a restaur-

eat near Asti. And I remember the

shock waves that hit me when I tasted

this Miracel Red from Missouri.

A dark, fruity, aromatic wine; a

whole production of this wine — six

cases. You ought to pay him a

visit.”

And that’s how, two days later, I

found myself creeping along the old

River Bottom Road next to the levee
by the Missouri River’s north shore,
at 7:45 a.m. I had to make it an early

one; I had to cover the NCAA basket-

ball finals in St. Louis, 50 miles away,

that night.

It was a creepy feeling. The flood

waters had formed pools alongside

the road; a heavy fog was rising like

steam. It reminded me of the Ever-

glades. I expected to see an alligator

come crawling out.

On the bluffs overlooking a broad

plain that leads to the Missouri, I

found Montelle Vineyards. Five acres

of vines. A small, rough-hewn winery,

a farmhouse and a neat little chalet, a

never my life had I tasted a Missouri wine

33-year old winemaker named

Chayton Byers, his 25-year old son,
Brian, his sister-in-law who used to

teach English Lit at Southern Illinois

but now prunes vines, and his wife,

who teaches first grade at nearby

Washington, “the corn cob pipe capital

of the U.S.”

I’ve heard stories like that of Mr.

Never in my life had I tasted a Missouri wine

blend of French Hybrid grapes that

started off rather soft and pleasant

and gradually picked up a haunting

kind of taste ... hypnotic, actually ... you just wanted to keep drinking

more and more. A wine in perfect

balance and harmony. A song, a gem

— and Missouri yet! Hey, what the

hell’s going on there?

I spoke to Anthony Amartito, the

owner. What’s with Montelle Vine-

yards? “Owned by a guy named

Chayton Byers,” he said. “We got his

wine maker. He checked out vineyard

sites in the Napa Valley . . . $3000 an

acre for undeveloped land, and noth-

ing really to prove there,” he says. He

checked out the lower Rio Grande,

where he could plant a heavy, coarse
grape called the Black Malvasia, and

with spectacular success produce a

wine something like those of Algeria.

He planned 54 varieties of Frech Hybrids, unfavored children in France, but capable of fine quality

in the U.S. He experimented. He kept

production low, concentrating on

yield-per-acre one third that of O

the best located in California or France. His first crush

that "Miracle Red was even more
carefully done . . . only half his ma-
hail wine-to-acre ratio, a veritable

Chateau d’Yquem of red wines. A

haunting taste I couldn’t pin down
came from a grape called Burm

7015, a rare and delicate grape, de-
cultivate to cultivate.

we tasted two of his whites —

1974-75 blend of four hybrids. It had

kind of softness that grows on you.

Then a 76 . . . biting, more tart, very

young. Then his ‘77 red, in bar.

Lighter than that fastidious ‘73, be-
having the hints of that Burdich char-

acter.

When I got back to St. Louis the

to morning I went to Anthony’s

began the owner to let me buy

couple of bottles. “You went in

wineyard,” he said, and I nodded.

And on bluffs overlooking the A

souri.
His Success Is Hanging On The Vine

By Jack Rice
Of the Post-Dispatch Staff

The sign at the foot of the hill identi-
ifies what is at the top: "Montelle Vine-
yard, U.S. Bonded Winery (Mo.) No. 100." The sign is three miles west of Augustana, on the bottom road beside the Missouri River, and fronts a 20-acre parcel that Clayton Byers traveled 18-
000 miles to find, about 35 miles from where he was living in Clayton.

Byers was public relations officer for the Hunt Development Corporation at the time but it was not the customary round-about style of public relations work that led him to tumble on so. He was a man on a search mission, looking for a place to plant vines, harvest grapes and make wine. He knew about the wine-soaked past of the Augustana area, and its nineteenth-century German settlers. At the height of its pre-Prohibition culture the town had 11 wine cellars, fermenting the fruit of the vine-
yards that took well to the glacier-en-
dowed hills on the north side of the Mis-
souri.

Knowledge of Augustana did not satisfy Byers. He felt obliged to do research. In 1967 and 1968 he and his wife, Nissell, went to every area in the United States that had survived the Volstead Act and made a name for itself as wine-making country, while the Missouri area had let its name die with the vines.

"We wore out a Volvo station wagon, looking," said Byers. "We went to up-state New York, the Finger Lakes area. We went to Lower Michigan — we’re both from Upper Michigan — we went to New Mexico, in the area of the Franklin Mountains; we went to four sections in Ohio, and we were helped there by reading the research work that’s been done on wine at Ohio State, and we went to the Napa Valley in California, of course.

The "of course" of the Napa Valley is its long romance as a wine-maker’s natural habitat. Everything grows in the Napa Valley’s welcoming air, except subdivisions, to the frustration and dis-
gust of developers from San Francisco. They tried, but in the late 1960s the peo-
ple who liked the valley the way it was out-lobbied the city slickers. The state legis-
late declared the area an "agricul-
tural conservancy district," meaning that the pears and the apples and, most of all the grape vines, were safe from building.

The Byerses stayed in Napa Valley three weeks. They called on 16 wine makers and two of them, Joe Stett and Robert Mondavi, have been instructive to Byers. Another, Justin Miller, has been inspiring. Some friends of Byers think it is charming, as is natural to the man, and, qualit, for him to make a new career as a wine maker at the age of 51, but look forward to grieving for him. They know it will not work. Byers knows no such thing, and that is one of the val-
ues of having met Miller.

Miller is an Englishman. He is a well-
aged, well-traveled Englishman. He was a test pilot for the Royal Flying Corps, during the first World War. Byers asked him one midnight, over an emptying bottle of wine, "What did you fly?" Mill-
er said, "All of them," and showed Byers a room with wall-loads of pictures and plaques from the white-silk-scarf era of aviation. Miller the aviator took a far longer way around to the wine busi-
ness than did Byers the Po-M an. Miller joined the British Foreign Service and was posted to the South Sea islands.

He was a long way from England and such glories of Empire as imported ports and sherryies. He pined away for decades in the beauty of islands made miserable by wines made from coconut milk, papaya, grappa, breadfruit, pineapple. As every Army, Navy and Marine Corps veteran wine-taster knows, the native wines of the islands are excellent when used as torpedo juice. So Miller dreamed of grapes, and when he retired from the Foreign Service he came to the Napa Valley. He developed what he named "Millerywer Wine," and he said it was sparkling. The government said it was carbonated, and must be identified as such, like soda pop.

"He sued," Byers said, "and as far as I know is still carrying it on. The result won’t be felt outside the valley; it’s a Don Quixote war."

Byers smiled. He approves the wars of Miller, and of Don Quixote; he is their kinsman. He has had such wars. He once was asked by Internal Revenue men if he really thought they should take his wine-making seriously, as a business, not just a hobby, and what did he mean by allowing the wine to tool about, doing nothing but grow older, and presenting it as a coddent, like child support? That ended happily, for Byers, with the grant-
ing of the Bonded Winery status. Now all he has to do is sell the public. He has grand plans of how to go about that.

He explained his plan, bigger than anything Miller or Don Quixote dreamed, as we sat in his office, and

Paul Ovaitt of Jefferson

Brother’s, But Not Her Problem

Dear Ann Landers: My brother and his girlfriend have been going together for over seven years. Mary Ann is a devout Catholic and Mark is Jewish, but not very devout. They are both in their late 20s and Mark is well off financially.

The problem is how they will raise their children. It isn’t that Mark is so dedicated to the Jewish faith, he just says "we don’t want our children to be raised as gentiles. Mary Ann feels this is very unfair under the circumstances. Please don’t tell me to MYOB. I ask

Ann Landers

ADVICE TO MILLIONS WHO RUSH THROUGH LIFE

Take time to think — thoughts are the source of power. Take time to play — play is the secret of perpetual youth. Take time to read — Reading is the fountain of wisdom. Take time to pray — prayer can be a rock of strength in time of trouble. Take time to love — loving is worth-while.
On a hot day it is a cool pleasure to watch wine age in a cellar. (Post-Dispatch Photos by Ted Dargan)

Clayton Byers, with proof of his arguments at hand, talks of the satisfaction of making good wine.

On the hillside of Montelle Vineyard, five acres of vines grow with a 35-degree slope. Byers is a worker in the vineyard.

Five acres of vines grow on a hillside with a 35-degree slope at the Montelle Vineyard.

It was a 1970 Berenreiter, said Byers. "It was excellent. I could say that little bottle of wine was the start of my interest, but actually it is a matter of that wine making me look back, as much as it led me to looking forward. I remembered sneaking, at the age of 10, to the cellar of our family farm in Michigan for the dandelion wine. After the Riesling, Nissell and I sampled more complicated stuff, and it became like a moving train; you can't get off. Not the alcoholic zip, though I appreciate that as well, but the wine itself represents something.

"Wines are products of so many different soils, so many different people. I began reading books on wines, read on wines an average of two hours every night, and by 1986 we had decided that to make wine ourselves would be joining a world-wide fraternity of men."

He joined the fraternity at August in 1969. He called on Luciana and Eva Dreszel, at Augusta. The Dreszels were reconstructing the Mount Pleasant Winery.

"I asked Luciana if he would help us," Byers said. "I asked him over a bottle of Meursault I had brought, a wine calculated to encourage cooporation, and I also knew he would see through my gull. Luciana has helped us, and we found this land, virtually identical to his with 20-foot topsoil, within a month; it went with the straightforwardness of being destined."

He poured more of his red Montelle for me. It is a big wine. To Destiny. It never tasted better."
Missouri's Wine-Soaked Past

By Nancy Mayer

Once upon a time, last century, St. Louis was a wine capital of the United States. A world-famous wine called Cook's Imperial was produced in Missouri. Its label read, "Cook's Imperial. America's Largest Wine Company. Pure, pure wine, flavor and bouquet. Imported in China, Japan, South America and Europe." Missouri, then called the Imperial State, ranked second only to California as the largest wine-producing state. A native Missouri Riesling grape produced wine that reminded early German settlers of the Rhine Valley wines. The grape was first cultivated at Stone Hill Winery in Hermann, Mo., which at one time produced one-tenth of the nation's wine.

The center of Missouri's wine-soaked past was Augusta, where grapes growing in the glacier-deposited soil near the banks of the Missouri River supported 11 wineries. The largest, Mount Pleasant Winery, won medals for its wine at the Columbian Exhibition in 1853 and at the St. Louis World's Fair in 1904.

Wines carried the name of Missouri far and wide until Prohibition in 1920. In reference to the history of wine making in America, the brief sections on Missouri summarize the last 80 years of Missouri wine-making: "Missouri wineries never recovered from the Prohibition. THAT STATEMENT was premature. The wines of Missouri's past were not nearly as good as they are today. During the last 10 years, Missouri vintners have been experimenting with blends of American and French hybrid grapes to produce quality wines. Contrasting with Missouri's early wines, which had a wild, harsh flavor, some contemporary Missouri wines taste like great table wines. Although many Missouri vintners still produce sweet native wines, some of them are working on quality dinner wines, in the spirit of California and European wines. "Until recently, all Missouri wines had a foxy flavor that is undesirable in a good dinner wine," says Al Lugger, head wine buyer for Nine-O-five liquor stores in St. Louis. "But there has been a remarkable improvement in the wines. (Missouri vintners) have done pretty well at producing a good dinner wine."

Missouri wines don't sell as well as European and California wines, Lugger says, but, "It is the goal of Missouri wines to compete with them. Missouri vintners are learning to compete without imitating," Millard Cohen, president of Grape Expectations restaurant, says, "They learned in California about five or six years ago, and now Missouri vintners are learning—that one should try to make the best wine from the product available, rather than make a poor imitation of a great wine."

At Grape Expectations, Cohen serves 40 different wines by the glass. He says he will not serve any domestic wines labeled with a generic name. For instance, no American wine called Burgundy, Chablis or Champagne is served, because those are names of grapes grown in those regions of France. "IT'S LIKE A Detroit-made Rolls Royce," Cohen says, shrugging his shoulders. "Missouri vintners are learning to be proud of the fact that they are from Missouri and proud of their methods of manufacturing. They should promote a good Missouri wine produced in Missouri."

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small, old-world winery that concentrates on the production of limited quantities of quality wine. "I wanted to produce the kind of wines I like to drink," he says, "And I can't stand any sweet, cough-syrupy kinds of wine."

Dressel was the first Missouri vintner to buy French hybrid grapes to produce a dry wine. Since imported grapes are restricted, he bought grapes from a nursery owned by Philip Wagner, editor of the Baltimore Sun, who brought European grapes to the United States in the 1930s. The dry table wines, made from Missouri Riesling and French hybrid grapes at Mount Pleasant, won all five dry wine awards at last year's Missouri State Fair.

DURING A tour of his winery, Dressel explains his machinery comes from France; although his 25-acre winery is as large as a wine-producing French chateau, it is tiny compared with American wineries. He laughs and says, "Gallo loses as much wine in evaporation in one day as we produce in an entire year."

Dressel's neighbor, vintner Clayton Byers of Mentelle Winery, welcomes customers to come see what he jokingly refers to as "one of the most primitive wineries in the world."

A newcomer to the world of wines, Byers was in public relations in St. Louis when he became "obessed with wine." Traveling to New York, Michigan, New Mexico and California to look for a place to produce wines, Byers finally settled in Augusta, about 35 miles from his home in Clayton.

Byers makes his wine in a 100-year-old cedar press, updated with a two-horse-power motor. The wines are aged in "what used to be the laundry room and smokehouse," he says. The young wines lie in whisky barrels, which Byers charmingly refers to by name,
PRIZE WINNERS - ST. LOUIS WORLD'S FAIR, 1903
(from Worlds Fair Archives, Jefferson Memorial Building, St. Louis)

Ahl Wine Co., Augusta, Missouri
Otto Fuhr Winery, Augusta, Missouri
Alfred Nahm, Augusta, Missouri
Mount Pleasant Wine Company, Augusta, Missouri
Stone Hill Wine Co., Hermann, Mo.
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