

R. G. Bogner  
[REDACTED]

Cloverdale, Calif.

1-17-85

In 1958 I was contacted by a Realestate man, to look at a ranch at the north end of the Alexander Valley. Afterchecking it out and seeing maps that showed it was the Alexander Valley I purchased the Ranch. This ranch is located on River Rd. east of Cloverdale.

It was my understanding then and now that we are at the north end of Alexander Valley.

[REDACTED]

Post Comment #2

Mrs. David M. Black

Cloverdale, California 95425

owner of property  
operated by Corath  
Brothers Cellars.

January 22, 1983

To Whom it may Concern:

Regarding the limitations of the "Alexander Valley" grape Apellation, it is definitely our opinion that the Cloverdale-Asti area should be included.

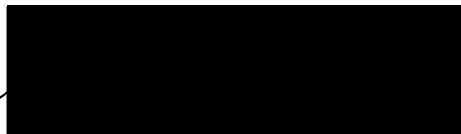
The most obvious reason is the inclusion of this section of the Russian River Valley, on the geological maps, as being a natural continuation of Alexander Valley as to soil patterns and climate.

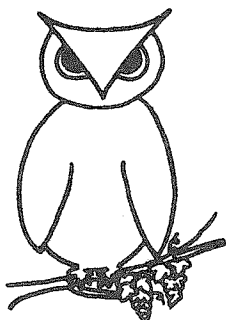
The second reason is the total lack of logic of some of the proposed limitations. It might be reasonable to choose a definite geographical limiting feature, as certainly the gap in the hills just north of Cloverdale would be. But to end a "region" at this or that road is not too logical.

There has been mention, at one time, of using the boundaries of the original Cyrus Alexander grant. That would be logical, but I do not think these are the limits proposed. Moreover, old deeds show at least one of the original Alexander's relations (Rufina Alexander) to have owned agricultural land near present-day Cloverdale.

As to grape quality, there are vineyards here of old, lesser-variety grapes. No doubt there are a few such left in the area East & South of Healdsburg! Such old vineyards do not concern the question of Apellations, because wineries wishing to use a prestige title, will not buy such grapes, and those wineries who do will be producing bulk wines. The quality of properly planted and managed vineyards in the Cloverdale area is quite the equal of those in the rest of the Valley.

We are hoping for a rational solution of the Apellation question. Thank you.





RUSSELL H. GREEN, JR.  
HOOT OWL CREEK VINEYARDS  
Alexander Valley  
California

R: P -  
Post Comment #3  
Rec'd 1/28/83

January 25, 1983

Mr. William T. Drake  
Dept. of the Treasury  
Bureau of Alcohol, Tobacco & Firearms  
1200 Pennsylvania Avenue, N.W.  
Washington, D.C. 20226

Dear Mr. Drake:

I am writing in regard to the hearing yesterday in Santa Rosa concerning the Alexander Valley Appellation.

Several impressions were left at the hearing which need correction or clarification. As the hearing had gone on quite long enough, it seemed inappropriate to do so from the floor.

They are:

1. The Group B proponents discussed 1200 acres of vineyard as being their requested addition to the Alexander Valley appellation area. However, it should be pointed out that the boundaries of their proposed addition, while irregular in shape, are 7 miles north and south and probably average 7 miles east and west for a total of 49 sections, or an area in excess of 30,000 acres. The plantable area is certainly a matter of question, but it would appear to be 8,000-10,000 acres, making it a much bigger fraction of the existing appellation land than was discussed at the meeting.
2. The physical narrowing down of the Valley at the northern end of the Group A proposal is a definite topographic factor which should be viewed by the panel members from the flat north of Geyserville

in order to appreciate the contrast with the Valley per se.

3. The impression that a north line of the vineyard appellation area has been moved in a continuous manner was suggested. The line was established once when the appellation was established and has remained in that location. A reference by Mr. Cordtz that he was paid Alexander Valley price for his grapes at Simi Winery is correct because his vineyard at that time was located very near Geyserville and in the appellation area. Since that time he has moved out of the appellation area.

Thank you for your consideration.

Very truly yours,

  
Russell H. Green, Jr.

RHG/mac

cc: Chief  
Washington, D.C.

Post-hearing Written Comment A 4

January 27, 1983

Rec'd 1/31/83

Chief Regulation and Procedures Division  
Bureau of Alcohol, Tobacco and Firearms  
Box 385  
Washington, D.C. 20044

ATTEN: Notice No. 444

Dear Sirs:

I would like to comment on the following topics that were discussed at your Public Hearing concerning the proposed Northern Boundary of "Alexander Valley", on January 24, 1983 in Santa Rosa, California.

Topic #1 - Rural Mail Delivery: It was stated that rural mail delivery now serving the proposed "Alexander Valley" originates at the Geyserville Post Office. This statement is incorrect. As a former employee of the Cloverdale Post Office for 29 years, and Assistant Postmaster of that office for 18 of those years, I am in a position to correct that statement. The rural route that makes the deliveries in that area originates in Cloverdale as Rural Route #1. The Geyserville Post Office is an intermediate office of Cloverdale and has been for at least 50 years that I know of. The carrier leaves the Cloverdale office, proceeds south to Geyserville, then picks up mail at the Geyserville Post Office, proceeds South to the "Jimtown area" (the original Alexander Valley) and then returns to the Cloverdale Post Office. All of the changes that are necessary for that route must be presented to the Cloverdale Post Office. The Postal Service only considers the immediate Jimtown area as Alexander Valley. Therefore, moving that boundary north of Geyserville should include the Cloverdale area as this is only one valley and Cloverdale does have an input on the entire area which will be Alexander Valley. The rural mail delivery for the entire Geyserville and Cloverdale area is the responsibility of the Cloverdale Post Office.

Topic #2 - Geographical Characteristics: I have lived in the area south of Cloverdale for 51 years and farmed this area for over 30 years. I feel the characteristics of the north Geyserville area (north of Hwy 128) and the Cloverdale area are very similar. Therefore, no difference could be experienced in the quality of wine grapes in either area. Any difference that is obtained is due to the farming procedures of the person doing the farming.

Again, I strongly support the northern boundary be placed at the north end of this Valley, which is approximately one mile north of Cloverdale.

Respectfully yours,

Vernon Lile

Cloverdale, CA. 95425

Post Hearing  
Comment # 5

SONOMA COUNTY LAND CO.

7000 Montecito Blvd.  
Santa Rosa, Calif. 95405  
Phone (707) 539-9657

January 28, 1983

Chief, Regulations & Procedures Division  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 385  
Washington, DC

Re: Alexander Valley Viticultural Area

Gentlemen:

On January 24, 1983 I attended the hearing held by ATF in Santa Rosa, California regarding the Alexander Valley Viticultural Area.

I was not one of the scheduled speakers. However, I do have property interests at the North end of Alexander Valley which includes 50 acres of vineyard. During the hearing I received the impression that ATF was curious as to the common designation of the entire valley area. Historically, it appears that the valley was known in the past as the Russian River Valley. Alexander Valley was an appendage at the Southern tip of the main valley consisting of the properties of the Alexander family. More recent identification of the entire Russian River plain from near Healdsburg on the South to the North edge of Cloverdale on the North is recognized and known by the name "Alexander Valley".

In support of the above, I am submitting a well-circulated County map issued about 15 years ago by the Exchange Bank. In addition, I found in my files a map which I obtained about one year ago that was issued to tourists by the Cloverdale Chamber of Commerce. Both maps use the current local designation of "Alexander Valley" to describe the valley area from Cloverdale to Healdsburg.

It appeared from the hearing that the opponents of an appellation designation for the entire valley were attempting to reserve to their personal benefit a name identification that has been in common use for the entire valley and for a similar and common viticultural area.

We believe that an appellation designation should be primarily concerned with the common total viticultural area identification rather than with attempting to establish an exclusive elitest identity for a few individuals. Permitting the southern end of Alexander Valley to remove themselves from the area, taking the name of the valley with them, is contrary to the intent of the regulations.

The entire Alexander Valley, the valley from Cloverdale to Healdsburg, should be maintained and continued under one viticultural area designation.

Respectfully submitted,

~~SONOMA COUNTY LAND CO.~~

Ernest R. Thomas  
President

Encl.



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

707-433-7209

January 25, 1983

Mr. William T. Drake  
Regulations and Procedures Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 385  
Washington, D.C. 20044-0385

Dear Mr. Drake:

Thank you very much for taking the time to come all the way to Santa Rosa to hear the various sides of the Alexander Valley Viticultural Area Proposal. I think you asked pertinent questions and did a good job in keeping the meeting moving. There were a lot of words, I'm not sure all of them meant that much.

For your information, I have contacted a grower at the north end of our Group A Proposal to find out who his neighbors are. I plan on taking a day, near the end of the week, to take a close look at that area for possible vineyards that might cross our northern boundary.

I would like to reemphasize that I believe strongly that growers in the Cloverdale area should apply for their own appellation. I don't think it would be fair to the growers in the southern end who have done all the work, if the Cloverdale area was included.

I will be in touch concerning the northern boundary.

Sincerely,

  
Hank Wetzel  
Winemaker  
Chairman, Group A Proposal

cc: Norman Blake  
Joseph Deviney  
Alan Graham  
Michael Saxon



Post Hearing Comment # 7  
Rec'd 2-3-83

29 January 83

Bureau of Alcohol, Tobacco & Firearms  
Box 385  
Washington, D.C. 20044  
Attn: Chief of Regulations and Procedures Division

Dear Sir:

For thirteen years I have been a retailer in the wine business. I'm sure you are aware of the tremendous growth in the California Wine Industry in recent years, especially as it affects the growing number of wineries in this State.

Speaking for myself as a merchant, and speaking for wine consumers who patronize the Curds & Whey Wine Shop, I am writing to strongly protest the pending application to enlarge the Alexander Valley Appellation to include anything beyond what has historically (and geographically) been regarded as the Alexander Valley.

The Appellation system has been tremendously helpful in creating a framework within which consumers can get a handle on the all-important business of distinguishing California's many and varied vitacultural regions. Thus, we begin to establish with this system a common vocabulary for relating what is in the bottle to a specific geographical place. As with any vocabulary, if the definitions of the terms as they relate to usage (in this case HISTORICAL and GEOGRAPHICAL usage) are subject to arbitrary changes, then the system as a whole becomes confusing at best and approaches meaninglessness. In short, Asti and Geyserville are not, and never have been part of the Alexander Valley.

To the contrary, these areas North of the Alexander Valley are a uniquely different region--this has been established several times at trade tastings which I have attended. Hence, I would endorse and applaud the idea that the Geyserville area should have ITS OWN APPELLATION.

I sincerely hope the Bureau will solve this problem with an eye toward logic and protection of the consuming public. To do otherwise would be a great disservice to the very concept of the Appellation system.

Respectfully yours,

  
John Chalik  
President

Post Meeting Comment # 0  
Rec'd 2-3-83

PAUL CRAWFORD MCKNIGHT

January 31, 1983

Mr. Jim Whitley  
BATF  
Box 385  
Washington, D.C. 20044

RE: Alexander Valley Appellation

Dear Mr. Whitley:

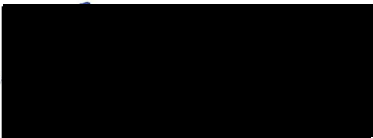
We are students and consumers of California wine. We have been priveleged to have been enrolled in several wine appreciation courses put on by the Enology/Viticulture Department of University of California, Davis.

Alexander Valley's history as a separate, well defined vineyard and wine making area is well known to consumers of California wine.


The Cloverdale area does not have the same reputation as a fine wine making region. In the last ten years, Alexander Valley has gained an impressive reputation for making high quality wines.

As consumers, we feel the BATF would make a critical mistake to include Cloverdale as part of the Alexander Valley appellation.

Sincerely,

  
Paul C. McKnight

  
Orinda, CA 94563

  
Joan K. McKnight

Post marked - 382  
# 9 B-1 382  
Jan. 30, 1983

Chief  
Regulations/Procedures Div.  
BATF  
POBox 385  
Washington DC 20044

I am writing to protest the proposed changes in the viticultural area boundaries for Alexander Valley.

The history of Sonoma County, well over a century of it, does not support the Cloverdale contention that it is a part of Alexander Valley.

--References in newspapers, atlases and histories dating from 1869 to Alexander Valley do not include Cloverdale. And Cloverdale's history never sites it in Alexander Valley. The USGS map stands as an aberration.

--Between Alexander Valley and Cloverdale lie five miles of area known as Asti, for 100 years the home of Italian Swiss Colony winery. In that 100 years, no label or literature issued by the winery stated that the winery was or is in Alexander Valley.

The history of the Alexander Valley appellation, over 10 years of it, does not support the Cloverdale contention that it is a part of Alexander Valley.

--In October 1982 staff members of four Cloverdale wineries defined Alexander Valley as an area located south of Geyserville. None claimed that their wineries were located in Alexander Valley.

--No appellation map on file with the BATF (prior to the Group B proposal), or published in any wine book or on any wine label or in winery literature included Cloverdale in the Alexander Valley.

--By winery testimony, grapes from Cloverdale are not grapes from Alexander Valley.

The syndicator's plea that his investors will be hurt if Cloverdale is not included in Alexander Valley is not enough reason to set aside over 100 years of history. The contention of newcomers that their grapes will be priced lower if Cloverdale is not made a part of Alexander Valley is insufficient basis to undo over a decade of consumer recognition of appellation integrity established and enhanced by Alexander Valley.

The geology and geography can be debated until the Franciscan structure turns to Yolo loam. It is really not relevant. What is relevant, and should be governing, is people: Those who have created 100 years of history in Alexander Valley and over a decade of well-defined integrity of appellation, and those tens of thousands

of consumers who want viticultural area designations which reflect historical accuracy and appellation consistency.

The issues before the BATF in setting the boundaries of the Alexander Valley viticultural area are clear. Are there compelling reasons to set aside 100 years of history which run contrary to the proposal to add Cloverdale to the Alexander Valley? To overturn more than a decade of use of the Alexander Valley appellation? Are consumers better served by ignoring these facts?

The massive preponderance of information, logic and fairness come down against rewriting history and redrawing the map. Including Cloverdale in Alexander Valley would be wrong.

So too would some compromise such as granting Cloverdale an appellation of "Northern Alexander Valley." A compromise will guarantee confusion for decades.

The BATF in all fairness must insist that each area look to its own history for the answer to its viticultural area designation needs. Not borrow from a neighbor with all the problems that always produces.

In the strongest possible terms, I urge that you focus clearly on history and what each area has earned for itself. Reject the Group B proposal. It has no merit.

Sincerely,

Richard P. Hainer, Jr.

I have raised wine grapes for 15 years in Alexander Valley. This year my family began a winery there with its first crush. Two generations are involved in the vineyard and winery. We hope many more will follow.

[REDACTED]  
Geyserville CA 95441

[REDACTED]  
Berkeley CA 94705

[REDACTED]  
Healdsburg CA 95448



# Sausal Winery

Post Hearing of some names  
to Soda Rock

7370 Highway 128  
Healdsburg, CA 95448  
(707) 433-2285 or  
(707) 433-2893

Jan. 28, 1983

Wm. F. Drake Jr.  
Assistant Director  
Dept. of Treasury BATF  
1200 Pennsylvania Ave. N.W.  
Washington, D.C. 20226

Dear Sir:

This concerns the establishment of an Alexander Valley viticultural area.

1. Since 1925 when my father purchased the Soda Rock Winery and Ranch, I spent my summers in Alexander Valley. At that time Alexander Valley's northern boundary was about three miles south of the Geyserville bridge.

2. In 1943 until 1973 my husband and I leased the winery and ranch from my father and during this time we considered the northern boundary to be the Geyserville bridge. I still think that is where it should be. However, I'll go along with Group A's proposal, slightly north of the town of Geyserville.

3. I have lived in Healdsburg and Alexander Valley for over seventy years. I have had four cousins with vineyards in Cloverdale, Asti and Chianti. At one time a cousin was co-owner and general manager of Italian Swiss Colony. At no time have I ever heard them mention that they were a part of Alexander Valley.

4. At the hearing held in Santa Rosa on January 24, 1983, I noticed a number of people from Cloverdale - all "Johnny come latelys". I did not see one old time vineyardist - they could care less. I was particularly chagrined at the young lady who spoke first. Her father spoke later. They have had their vineyard one year, haven't sold one bunch of grapes from it and yet presume to tell Cloverdale that they should be



# *Sausal Winery*

7370 Highway 128  
Healdsburg, CA 95448  
(707) 433-2285 or  
(707) 433-2893

included in the Alexander Valley viticultural area!

5. We in Alexander Valley have worked hard to improve our vineyards and produce a better wine. In our own vineyard we are pulling out sections of old vines every year and replanting with choicer varieties. In our winery only the best grapes are crushed - the others are left hanging.

6. Cloverdale never considered being a part of Alexander Valley until we became renowned for superior grapes and wines. Now they want to get on our bandwagon. Let them get their own appellation! What's wrong with Chianti or Asti if they don't like Cloverdale?

Sincerely,

  
Rose Demostene Benson

100-444444-100  
Rec'd 2/7/83  
HENRY J. VAUX

BERKELEY, CALIFORNIA 94707

2 February 1983

Mr. Jim Whitley  
BATE  
Box 385  
Washington, D.C. 20044

Dear Sir: Re: Alexander Valley Appellation

We urge that the Bureau of Alcohol, Tobacco, and Firearms, in its ruling on the area to be included in the appellation "Alexander Valley", make no change in the geographic area entitled to such appellation, from the area that presently and by long established custom has been widely recognized and understood. Specifically, we believe that neither the Cloverdale or Patti areas are properly part of the Alexander Valley appellation.

We are property owners and part time residents of the Alexander Valley, and frequent consumers of Alexander Valley wines. We know from experience that wines from outside the area currently recognized as Alexander Valley have distinctly different characteristics from those originating in the Valley. Obscuring these distinctions by adding to the area of appellation will adversely affect long accepted standards of wine designation. We urge no change.

Sincerely yours,

*Postman's Association for  
Feb. 2/1/83*

# Alexander Valley Association

POST OFFICE BOX 1195  
HEALDSBURG, CALIFORNIA 95448

February 1, 1983

Chief Regulations & Procedures Division  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 385  
Washington, D.C. 20044-0385

Attention Notice #444

Re: Alexander Valley Viticultural Area

Dear Sir:

Enclosed is a letter from the Agriculture Commissioner of Sonoma County briefly outlining the boundaries of Alexander Valley as perceived by his office. The Ag Commissioner's office, as do most of the other county and state agencies, considers Alexander Valley to go only as far north as the Geyserville bridge. This was further pointed out at the hearing held in Santa Rosa. At that hearing there was no evidence given that any of the Cloverdale Basin is now or ever has been considered part of the Alexander Valley. It has only been in the past ten years that the area just north of the Geyserville bridge was included in Alexander Valley. Presently, since that time ten years ago, we have had an approved B.A.T.F. Appellation for Alexander Valley which is the area proposed by Group A. Again, as evidence at the hearing showed, no one either in the Cloverdale Basin or outside of it has ever considered the area north of the present appellation to be part of or connected with the Alexander Valley.

This is further demonstrated by the composition of various local clubs, associations, civic groups and other local districting such schools, fire departments, 4-H clubs, and farm bureaus. In all cases the Cloverdale area and the Alexander Valley are distinct and separate areas and do no overlap in any way.

The only thing the two areas have in common is the fact that they both grow grapes; but again here it ends. As was pointed out at the hearing, the Alexander Valley is much cooler than the Cloverdale Basin. This is due primarily to the fog which is more evident in the southern end of Alexander Valley than it is in the Cloverdale Basin. While both areas do grow grapes, the Alexander Valley has more acres planted to white varieties and the Cloverdale area has more acres planted to red varieties. Where the same varieties are grown in both areas, the wine made from those grapes will be quite different and distinct, each with its own characteristics. The grape's name may be the same, but the wine is different. If we now change the area that has been Alexander Valley for the last ten years and that the consumer has begun to think of as Alexander Valley, we will be changing the wine that is now recognized as coming from that particular valley. You will also wipe out the many many hours of labor and effort that the wineries and growers from the present Alexander Valley have put into developing their area as one whose wine is unique from other areas.

Many thousands of dollars have been spent on publicizing the area proposed by Group A as being Alexander Valley. If you now change that to something else, we will be back to square one and will have to start all over again. Ten years of work will be lost.

At the end of the hearing the only justification Group B could give to being included in Alexander Valley was a monetary one. They felt they might receive less for their grapes if they were not in Alexander Valley. By the same token it does not seem right that the growers and wineries in the area of Group A should lose the time, effort and money they have put into developing Alexander Valley as it is known today.

Napa Valley, through hard work and effort, has developed its name to the extent that growers do receive more money, on an average, for their various varieties of grapes than we do in

Sonoma County and Alexander Valley. On the other hand, some wineries such as Chateau St. Jean recognize the potential of Alexander Valley for growing Chardonnay and Sauvignon Blanc and in some cases are paying even higher prices than Napa Valley for these same varieties. This is only possible because the present Alexander Valley is recognized as having growing conditions that are unique to this area. Is it fair to these growers to change the advantage that they have worked so hard for by enlarging the area in order that other growers can also say they are from Alexander Valley? In time the Cloverdale area may be recognized as a superior area for one red variety or another, but it is up to the growers of that area to put the time and effort into making that possible.

When all the evidence is weighed, it seems only fair that the boundaries of Alexander Valley be set as proposed by Group A. Group A is presently checking to see that no existing vineyards are cut in half by their northern line. It would only involve moving the line a few feet one way or the other to make sure the boundary is on a property line and not through someone's vineyard.

Very truly yours, /

A large black rectangular redaction box covering the signature of Dale R. Goode.

Dale R. Goode

President, Alexander Valley Assn.

Enclosure

DRG:ld

COUNTY OF SONOMA  
DEPARTMENT OF AGRICULTURE

HARRY F. McCRACKEN  
AGRICULTURAL COMMISSIONER



2555 MENDOCINO AVE., RM. 101-P  
SANTA ROSA, CALIFORNIA 95401  
TELEPHONE (707) 527-2371

January 19, 1983

Dale Goode  
Alexander Valley Association  
P.O. Box 1195  
Healdsburg, CA 95448

Our records of vineyard and tree plantings show that we consider the following as the Alexander Valley area:

From the junction of Chalk Hill Road and Highway 128 on the south to a few acres north of the Grange Hall east of Geyserville. For width, we are using Highway 101 eastward to the hills.

I realize this may be a rough description but another method would be very lengthy by writing out township and section lines.

If we can be of further assistance, please notify us.

Yours truly,

[Redacted signature]

Harry F. Mc Cracken  
Agricultural Commissioner

HFM/sas

Post Hearing Comments  
Rev. 3/1/83

# Murphy Vineyards

3740 HIGHWAY 128  
GEYSERVILLE, CA 95441  
(707) 433-3295

Chief, Regulations and Procedures Division

Bureau of Alcohol, Tobacco & Firearms

Jan. 31, 1983

P.O. Box 385

Washington, D.C. 20044-0385

Attention Notice No. 444

Dear Sirs:

I am writing this statement in regard to the Alexander Valley Appellation in support of group A.

I attended the hearing of the Alexander Valley Appellation, which was held Monday, January 24, 1983, in Santa Rosa. After listening to the testimony there were several things that were not brought up in the support of proposal A. Both the historical and geographical testimony in my opinion support proposal A. In addition to these I would like to point out that five other institutions support this position, they are as follows:

1) Alexander Valley School District.

This school district was established in the late 1800's and serves the Alexander Valley from about two miles Southeast of Geyserville to Chalk Hill Rd. The Geyserville district goes to the Northern Boundry of proposal A.

2) Alexander Valley Community Hall.

The hall built in 1920's has served as the recreational center as well as the meeting arena for the area and has never been used by any organization representing Alexander Valley lying above Geyserville.

3) Alexander Valley Association.

This association formed in 1969, is a community development and improvement association. Only those residing or owning property within the bounds of proposal A are eligible for membership. At this time there are approximately 240 members.

4) Alexander Valley Volunteer Fire Department.

This fire department was formed in 1973 and is now a division of the Geyserville Volunteer Fire Dept. The Geyserville and Alexander Divisions do not respond to calls north of the Northern Boundary of Proposal A. Unless requested to assist by either Department of Forestry or the Cloverdale Fire Dept. The area lying north of the proposal A is under the jurisdiction of Dept. of Forestry and the Cloverdale Fire Dept.

5) Alexander Valley Farm Bureau.

This long established Farm Bureau Center serves those living in the area of proposal A. It was originally called Russian River Farm Bureau but due to the confusion by that name it was changed to Alexander Valley which is a more definitive name.

As you can see the Alexander Valley as proposed by group A is long established and shows very clearly the bounds of Alexander Valley have never extended north of Geyserville.

In conclusion the usage of Alexander Valley along with the historical and geographical proof clearly indicate where and why Alexander Valley is located. The residents of Alexander Valley ( proposal A ) are very proud of what we have done to gain recognition of our area and take exception to those who try to use our reputation for their financial gain as one Mr. Cordtz suggested is purely economic.

The Cloverdale Area is, was, and always will be the Cloverdale Area regardless of whatever name they try to attach to it. I suggest they use as much effort to promote Cloverdale as they do to try to attach themselves to another area who has already established their own appellation.

Sincerely,

A black rectangular redaction box covering the signature of T.J. Murphy Jr.

T.J. Murphy Jr.

TJM:pm

Post Hearing, 12-13-82  
A. Carl Helmholz

A. CARL HELMHOLZ  
[REDACTED]  
LAFAYETTE, CALIFORNIA 94549

Feb. 1, 1983

Mr. Jim Whitley  
BATF  
Box 385  
Washington DC 20044

Dear Mr. Whitley:

I am writing concerning the Alexander Valley viticultural area in Sonoma County California. Mrs. Helmholz and I own property in Alexander Valley (our address is 4530 Old Barn Road, Healdsburg, CA 95448) and have 13 acres devoted to cabernet sauvignon grapes. We are, of course, very proud of the quality of our grapes and the wine made from them and believe that the name Alexander Valley should be reserved for grapes grown in the area traditionally called by that name and the wine made from those grapes. In particular, we object to letting the growers in the Cloverdale, California, area and the Asti, California area use the name Alexander Valley. I think that the detailed arguments to "protest any additions to or changes in the longstanding Alexander Valley appellation" have been presented to you, and so I will not repeat them.

Thank you for your consideration  
of our opinions.

Sincerely yours,

[REDACTED]  
Elizabeth L. Helmholz 0

[REDACTED]  
A. Carl Helmholz

Post Hearing Comment # 16  
Rec'd 2/7/83

HUNTLEY SOYSTER

CONSULTANT  
PACKAGING DESIGN &  
CORPORATE IDENTITY

3667 Happy Valley Road  
Lafayette, CA 94549  
415/283-7260

Chief  
Regulations & Procedures Division  
Bureau of Alcohol, Tobacco and Firearms  
Box 385  
Washington D.C.  
20044-0385

January 31, 1983

Dear Sir:

I was made aware recently of a current discussion concerning the inclusion of Cloverdale, California into the Alexander Valley wine growing area. I feel the necessity to write to you to protest such a move.

For thirteen years I was the owner of a twenty-five hundred acre ranch near Ukiah, California. You may be aware this is just north of Cloverdale. By all standards of local population, Cloverdale is totally a "Mendocino" neighbor. The people are greatly involved in timber and trucking of lumber and chips. To most residents the closeness of Hopland, Boonville and Ukiah make the relationship one that I cannot imagine belonging to the wine district of the Alexander Valley.

I own no property in the Alexander Valley and no longer own my ranch in Mendocino County and so have no "bone to pick" other than leaving the Alexander Valley district alone.

Sincerely,



Huntley Soyster

HS/cf

William F. Heintz  
post office box 418  
Sonoma, Ca. 95476

Post Hearing Comment # 17  
Rec'd 2/7/83



*"Winery and vineyard historical research and business histories."*

707 · 938 · 0827

Jan 24, '83

Chief, Regulation & Proceed. Div.  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 385  
Washington, D.C. 20044-0385

Ref: Alexander Valley appellation petition, Sonoma Co., Ca.


Dear Sir

This morning I was one of the participants in Santa Rosa Ca., in the Alexander Valley viticultural appellation hearings. I wish to make a further comment on what I perceive as a possible major mis-understanding on the part of some members of the BATF Hearing panel.

One of the panel asked this question: "Given the fact that Alexander Valley is no longer limited to the lands of Cyrus Alexander (for whom the valley was named); and given the fact that the valley's boundaries have been enlarged over the years, is it not now possible that another enlargement is going on in the way the public perceives the valley's boundary and this extension includes Cloverdale?"

The answer to this question is a very firm, no! There is no evolution in this matter except that Alexander Valley residents have extended the northern boundary a bit past Geyserville to fit an obvious geographic demarcation line. This was done so that the petition would conform to geographic patterns or landscape, rather than the Geyserville bridge. There is not now nor has there been in the recent past, any discussion among Cloverdale citizens in general about their suddenly being a part of Alexander Valley. The issue has not been covered in any local newspaper because the concept is only the idea of a half dozen growers from Cloverdale who suddenly came up with the idea that maybe they could/just might/hopefully/be appended to the now famous Alexander Valley.

Sincerely,

  
William F. Heintz

Postmarked 2/7/83  
Recd 2/7/83

February 2, 1983

Dear Sir,

I am a winemaker in the Alexander Valley and I am writing you regarding the pending Alexander Valley appellation.

The American wine industry has made enormous progress in the production of fine table wine in the past few years, much to the surprise and consternation of many of the other wine producing countries. Our wines now rank among the best. Our system of appellations, on the other hand, has been noticeably neglected. Only recently has the situation started to improve. The Alexander Valley appellation, now pending, is a great opportunity to improve the appellation system.

From a winemaker's viewpoint, the BATF system of viticultural appellations should be used to define and classify small, unique, and distinct wine growing areas, rather than grouping several similar areas together to form large meaningless appellations. The American wine industry is trying to improve quality and hence specificity in both its wines and appellations.

The January 24 BATF hearing in Santa Rosa established the historical and geographic boundaries of the Alexander Valley, neither of which include Asti or Cloverdale. The Alexander Valley viticultural area should not include Asti or Cloverdale either.

The Cloverdale area is a unique and different area from the Alexander Valley. Its wines are different from those of the Alexander Valley. I encourage you to exclude Asti and Cloverdale from the Alexander Valley viticultural area and I encourage the growers and winemakers of the Cloverdale area to establish their own viticultural area. If their wines are just as fine as those of the Alexander Valley, they need not cling to the reputation of the Alexander Valley, but should establish their own.

To include Asti and Cloverdale in the Alexander Valley viticultural area would be a step backwards. We should be moving towards specificity with the appellation system, not away from it.

Sincerely,

Parke H. Hafner  
Winemaker  
Hafner Vineyards

Post Hearing Comment #19  
Rec'd 2/9/83

## EVERETT GRAPHICS

P. O. Box 8095, Oakland, California 94662  
6050 Lowell Street, Oakland, California 94608 • 415/654-5652

February 3, 1983

Chief  
Regulations and Procedures Division  
Bureau of Alcohol, Tobacco & Firearms  
Box 385  
Washington, D.C. 20044-0385

Dear Sir:

As consumers for the past ten years of Alexander Valley wines and additionally, natives of Sonoma and Alameda counties, we are writing to make clear our concern about maintaining the important historic wine area of Alexander Valley. There has never been any question that Cloverdale is part of Alexander Valley or even similar. We, who are aware of these basic facts, hope that you will continue to differentiate between lumber and wine areas.

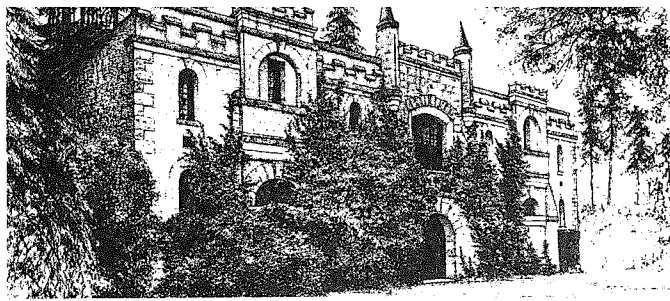
Thank you in advance.

Very truly yours,

[REDACTED]  
Munson B. Everett

[REDACTED]  
Patricia M. Everett

[REDACTED]  
Lafayette, California 94549



Post Hearing Comment  
H20 Rack 2/9/83

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## CHATEAU MONTELENA

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February 3, 1983

Mr. Jim Whitley  
Bureau of Alcohol, Tobacco, and Firearms  
P.O. Box 385  
Washington, D.C. 20044

Dear Mr. Whitley,

We at Montelena think the revised labeling regulations, effective 1983, are a great step toward guaranteed integrity and better quality wines from America.

As a winery that appreciates clarity and truth in labeling we also applaud your continuing work to define and clarify viticultural area appellations. We have used viticultural area appellations for 10 years and feel that their designation is very important to the consumer and therefore to the wineries. Although Chateau Montelena is in the Napa Valley, we have a good record for award winning wines from the proposed Alexander Valley viticultural area and we encourage its approval as a designated area. Lately, however, we have heard that some other viticultural areas not within, or even stylistically equivalent to the Alexander Valley are petitioning for inclusion in the Alexander Valley viticultural area. As a winery that has been, and hopes to continue using the Alexander Valley appellation, we advise against the petition and recommend the area boundaries remain unchanged from the proposed and historical viticultural area.

Sincerely,



Bo Barrett  
Winemaker/General Manager

BB/rh



**LANDMARK®**

Landmark Vineyards • 9150 Los Amigos Road • Windsor, California 95492 • (707) 838-9466

Post Hearing Comment #21  
Rec'd 2/9/83

February 3, 1983

Jim Whitley  
BATF  
P.O. Box 385  
Washington DC  
20044

RE: The Group A proposal for the Alexander Valley Appellation submitted by Hank Wetzel and committee.

Dear Mr. Whitley:

The definition of the Alexander Valley Appellation boundaries is a very important issue to us as owners of Landmark Vineyards. One of our primary vineyards is in the heart of the Alexander Valley where the climatic conditions (eg. fog) and soils are fundamental to the quality and style we subscribe for production.

We have labeled our wines Alexander Valley for these stylistic reasons and because we find that the consumer has been educated and now looks for the Alexander Valley. The Alexander Valley gives the consumer a definition of value.

To extend the borders of the Alexander Valley northerly into Asti and Cloverdale will cause a great deal of confusion in the carefully established definition of style the "existing" Alexander Valley has already achieved. Not only that but, the northern borders suggested are in a different climate and historically have never been recognized as such.

We think that it is valuable that the Asti and Cloverdale areas be recognized, but they will be given a better opportunity to be recognized as their own appellation rather than being called Alexander Valley.

Thank you for your attention in this matter.

Sincerely,

William R. Mabry III  
President/Winemaker

cc: Hank Wetzel

WRM:vc

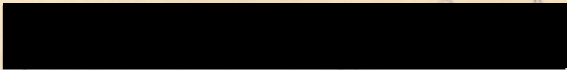
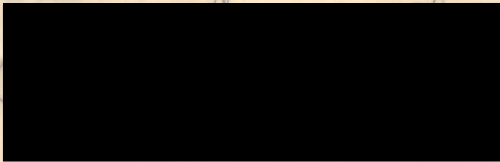
Post Meeting  
2-1-83  
Mr. Jim Whitley  
BATE  
Box 385  
Washington D.C.

Dear Sir :

As property owners in the  
Alexander Valley, we are verie  
opposed to any additions or changes  
in the longstanding Alexander  
Valley appellation.

We hope That the Bureau of  
Alcohol, Tobacco and Firearms  
will deny the request of Cloverdale  
for inclusion.

Thank you.

  
Healdsburg, Ca  
95448

Post History Summary # 00  
Rec'd. 2/19/83

# R. & G. YOUNG VINEYARDS, INC.

4950 RED WINERY ROAD

GEYSERVILLE, CA 95441

Telephone: 433-3228

Februdry 4, 1983

Mr. Jim Whitley,  
B.A.T.F.  
Box 385,  
Washington, D.C. 20044

Re Notice No. 444

Dear Mr. Whitley,

This letter is written to reaffirm my contention that the history of Alexander Valley and the Cloverdale areas show them to be two distinct and separate communities. They have always been considered as such by the people who have lived and who now live there.

The mistake of placing "Upper Alexander Valley" on a map years ago and applying to the Cloverdale area can not be explained; but it can certainly be recognized as an error. Neither would allowing an appellation for "Upper Alexander Valley" be appropriate or correct.

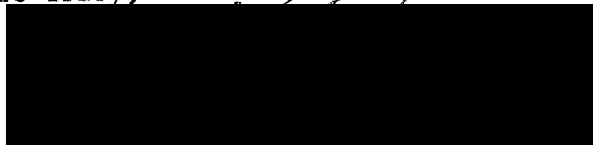
Alexander Valley, as proposed by Group A, has made a reputable name for it's grapes and wines produced from that area. That is the reason Cloverdale wants to annex itself. That is morally wrong.

They contend that their planted acreage is small and that it would not be a large factor in adding it into Alexander Valley. The potential acreage that could be developed around Cloverdale is many times their present acreage; that unknown factor and unproven quality of product is of much concern to me.

Even though the two areas are separated by hilly terrain and a natural closing of Alexander Valley at Group A's northern boundary, history proves them to be separate.

I sincerely oppose any change to the record.

Yours Truly,



2-3-83

MR. JIM WHITLEY  
B A T F  
Box 385  
WASHINGTON DC 20044

Dear Mr. Whitley,

I wish to BRIEFLY STATE MY OPPOSITION TO THE INCLUSION OF ASTI AND CLOVERDALE IN THE PROPOSED ALEXANDER VALLEY VITICULTURAL AREA.

My PROFESSIONAL INVOLVEMENT WITH THIS ISSUE IS AS A WINE PRODUCTION CONSULTANT. I HAVE IN THE PAST RECOMMENDED TO A CLIENT THAT HE PURCHASE GRAPES GROWN IN WHAT I CONSIDER TO BE ALEXANDER VALLEY PROPER (WHICH CERTAINLY DOES NOT INCLUDE THE CLOVERDALE AREA). My RECOMMENDATIONS ARE BASED ON A NUMBER OF FACTORS (MANY HIGHLY TECHNICAL) SOME OF WHICH PERTAIN TO THIS ISSUE OF APPELLATION.

Wines made from grapes grown in the area have a CERTAIN RESEMBLANCE AND GENERAL LEVEL OF QUALITY WHICH I AND I BELIEVE MANY CONSUMERS DO RECOGNIZE. My CLIENT (WHOSE WINERY IS IN NAPA VALLEY) FULLY REALIZES THE VALUE OF APPELLATION IN THE MARKET PLACE AND WE BOTH FEEL THAT THE INCLUSION OF DISSIMILAR AND SOMEWHAT UNDEMONSTRATED AREAS SUCH AS ASTI AND CLOVERDALE WOULD COMPROMIZE THE MEANING AND VALUE OF AN ALEXANDER VALLEY VITICULTURAL AREA. THANK YOU FOR YOUR ATTENTION.

SINCERELY,

Tony Soter  
WINE PRODUCTION CONSULTANT

St. Helena, CA, 94574

Post Hearing Comment # 20  
Rec'd 2/9/83

*Iron Horse Ranch & Vineyards*

9786 ROSS STATION ROAD  
SEBASTOPOL, CALIFORNIA 95472  
(707) 887-2913

February 4, 1983

Chief, Regulations and Procedures Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. BOX 385  
Washington, D.C. 20044-0385

RE: Alexander Valley Vinicultural area.

Gentlemen:


As a lifetime resident, grower and winemaker from the Alexander Valley, I would like to express my support for the Alexander Valley appellation as submitted by group A, which delineates the Northern border of the Alexander Valley as a line running east to west commencing at a point on the Russian River known as Zanzi's corner.

As a resident I have never heard of the Cloverdale area being known as part of the Alexander Valley in any geopolitical context. The overwhelming historical evidence presented to you at the recent public hearing clearly separates the two areas. At that same hearing the climatic differences were well substantiated.

During the last twelve years I have made wines from both areas and have never considered the grapes from the Cloverdale area as Alexander grapes.

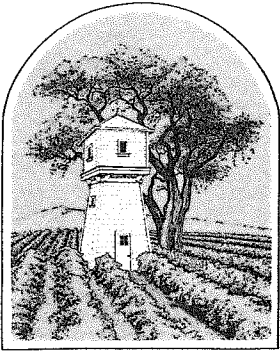
It is my sincere hope that the B.A.T.F. will support the overwhelming evidence submitted by group A and approve our petition.

Cordially Yours,

  
Forrest R. Tancer  
Winemaker, Managing Partner  
Iron Horse Vineyards

FRT/vm

Post Hearing Comments  
Rec'd 2/19/83



## SILVER OAK CELLARS

P. O. BOX 414, OAKVILLE, CALIFORNIA 94562

(707) 944-8808

February 3, 1983

Chief, Regulations & Procedures  
Division  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 385  
Washington, D.C. 20044-0385

Dear Sir:

I am writing regarding your Alexander Valley appellation hearing. Our winery has been making wines with an Alexander Valley appellation since 1975. I understand that there is some disagreement regarding the northern boundaries of the appellation, groups calling themselves A and B.

It has always been my understanding that the northern limit of the Alexander Valley was probably at the point where Highway 128 turns into Geyserville. Even Group A has extended the limits, as they have been historically known, to incorporate a few more growers. I would have to side with Group A and say that the proposal of the so-called Group B, with northern limits at Cloverdale, would be stretching the Alexander Valley far beyond what it has been known historically to the people who raise grapes and make wine from that region.

Sincerely,

Justin Meyer  
Winegrower

JM:pt

CABERNET SAUVIGNON

Pos & Hearing Comment  
#27 Rec'd 2/9/83

Feb. 1, 1983

Dear Sirs,

Enclosed is a map  
from the Cloverdale Chamber  
of Commerce that clearly  
shows where Alexander Valley  
is perceived to be. Hope  
this helps in your decision.

Sincerely,

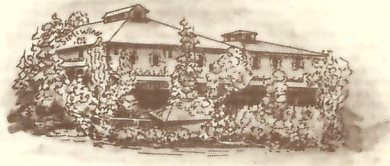
[REDACTED]

for [REDACTED]

CHAMBER OF COMMERCE

P.O. Box 476 Cloverdale, California





## SIMI WINERY

P.O. Box 946, HEALDSBURG, CALIFORNIA 95448 (707) 433-6981

February 3, 1983

Chief, Regulations and Procedures Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 385  
Washington, D.C. 20044-0385

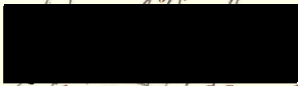
Attention: Notice # 444

Dear Sir:

We wish to submit for your consideration the attached statement which supports our request for a boundary adjustment which would place Simi Winery within the Alexander Valley appellation.

It is my understanding that the proposed boundaries in this immediate area are identical in both the "Group A" and "Group B" proposals. We would therefore request that the adjustment apply to both proposals.

Sincerely,

  
Jack E. Loffmark  
Vice President Operations

JEL:vb

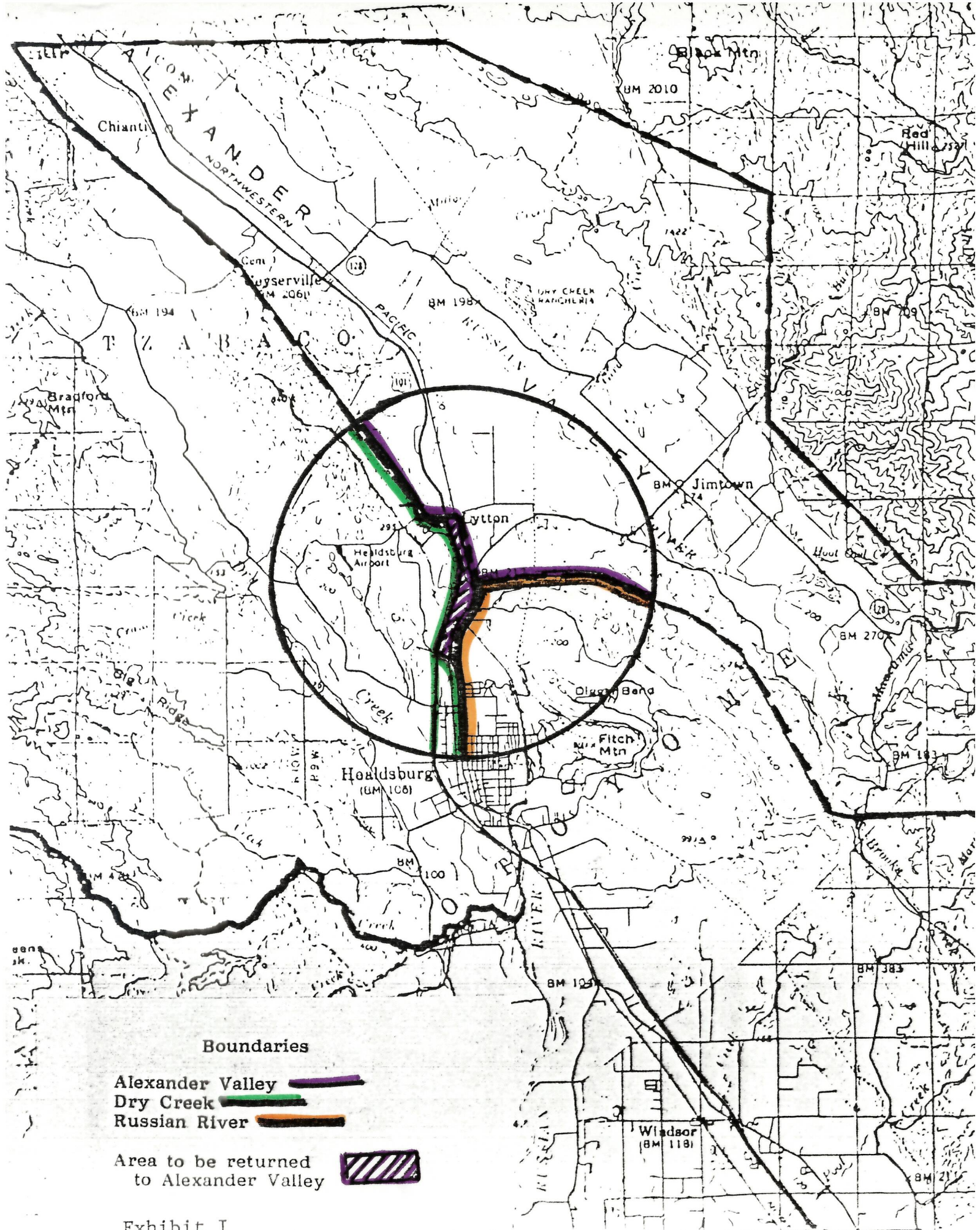
REQUEST FOR BOUNDARY ADJUSTMENT  
EXISTING APPLICATION OF GROUP A

Simi Winery's geographic location is unique in that three different proposed appellations could include it with only minor boundary adjustments (Dry Creek, Russian River and Alexander Valley). (See Exhibit I) The North-South boundary between Russian River and Dry Creek runs down the middle of Healdsburg Avenue and Simi Winery is located on the "Dry Creek" or West side of that line. Additionally, lands situated within the Alexander Valley Appellation lie approximately 1/4 mile to the North, in the vicinity of Healdsburg Avenue and Alexander Valley Road. There is only a minor elevation change between the existing Simi plant and the nearest Alexander Valley Appellation lands.




The lands immediately surrounding the Simi Winery plant drain into Foss Creek which in turn drains into Dry Creek at a point very near the confluence of Dry Creek and the Russian River. Therefore, should the "watershed" principle be strictly applied, we would lie within the boundaries of the Dry Creek Appellation. However, Simi Winery has never marketed wines with the Dry Creek Appellation nor have we purchased any significant quantities of grapes there. Further, we have no plans to do so or develop vineyards in that area.

We feel that there are strong over-riding factors to consider in support of our request to be included in the Alexander Valley Appellation.

1. Historical Simi Winery has produced and marketed "Alexander Valley" Appellation wines for more than ten years now. (See Exhibit II, Pages 1-5) Under Russell Green ownership we were the first winery to apply for and use the appellation. Since 1973 we have continually used the Alexander Valley Appellation. During this time period the vast majority of our grapes were purchased from growers in the Alexander Valley.
2. Future Simi Winery has begun to acquire land and develop vineyard on lands within the current boundary of Alexander Valley. New BATF regulations concerning use of the term "Estate Bottled" require that our winery and vineyard be situated within the same area of appellation. Therefore, because our plans for vineyard involve the Alexander Valley, we would want the winery to also be included within the Alexander Valley.
3. No vineyards are presently located within the area of boundary adjustment. The Highway 101 freeway would effectively serve as the West boundary for the adjustment which would place Simi Winery within the Alexander Valley Appellation. Healdsburg Avenue would continue to serve as the East boundary for the adjustment.
4. Our request to include Simi Winery in the Alexander Valley Appellation has the support of the various chairmen of the Appellation Committees involved and of prominent vintners. In endorsing our request, the various chairmen and vintners cite our strong historical ties to Alexander Valley. (See Exhibit III, Pages 6-9)



**Boundaries**

- Alexander Valley 
- Dry Creek 
- Russian River 


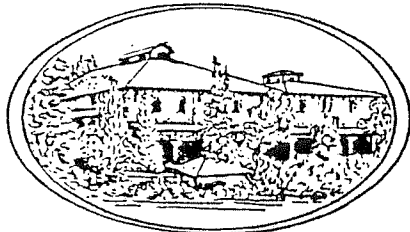
Area to be returned  
to Alexander Valley 

Exhibit I

# SIMI

SINCE 1876



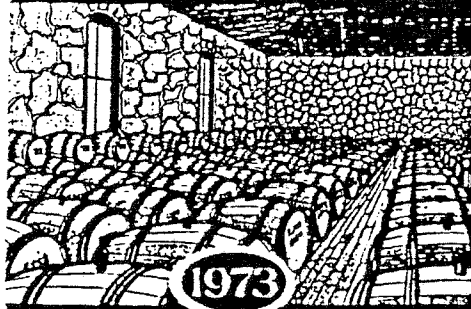
ALEXANDER VALLEY  
CABERNET SAUVIGNON  
1972

Alcohol 12.7 by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, U.S.A.

# SIMI

SINCE 1876



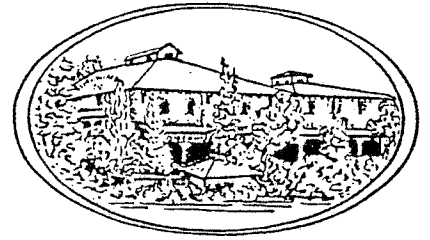
Alexander Valley  
Pinot Chardonnay

Alcohol 12.5 by Volume

PRODUCED AND BOTTLED BY SIMI WINERY, INC., HEALDSBURG, CALIFORNIA, U.S.A.

# SIMI

SINCE 1876



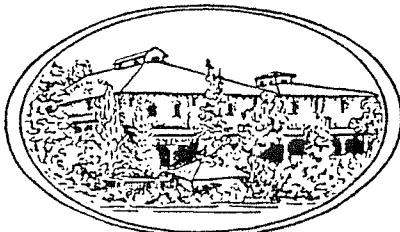
ALEXANDER VALLEY  
PETITE SIRAH  
1973

Alcohol 12.7 by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, U.S.A.

# SIMI

SINCE 1876



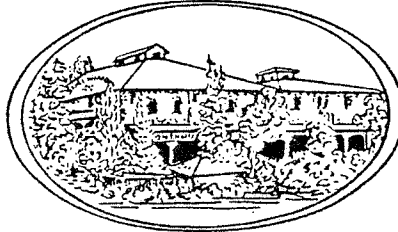
ALEXANDER VALLEY  
PINOT NOIR  
1973

Alcohol 12.7 by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, U.S.A.

# SIMI

SINCE 1876



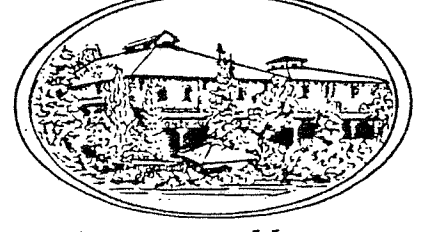
ALEXANDER VALLEY  
CABERNET SAUVIGNON  
1974

Alcohol 13.8 by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, U.S.A.

# SIMI

SINCE 1876



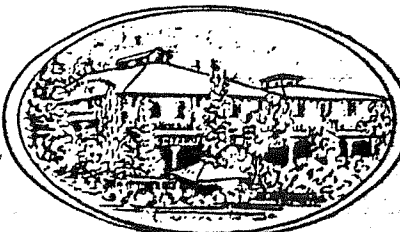
ALEXANDER VALLEY  
PINOT NOIR  
1974

Alcohol 12.5 by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, U.S.A.

# SIMI

SINCE 1876



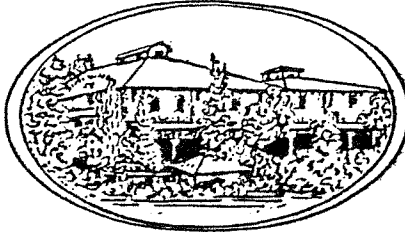
ALEXANDER VALLEY  
BURGUNDY  
1974

Alcohol 12.5 by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, U.S.A.

# SIMI

SINCE 1876



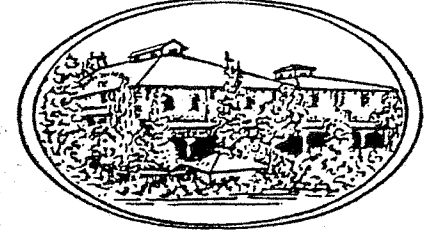
ALEXANDER VALLEY  
CHENIN BLANC  
1974

Alcohol 12.5 by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, U.S.A.

# SIMI

SINCE 1876



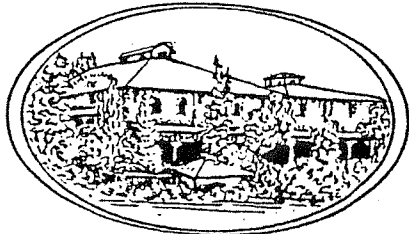
ALEXANDER VALLEY  
JOHANNISBERG RIESLING  
1974

Alcohol 12.5 by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, U.S.A.

# SIMI

SINCE 1876



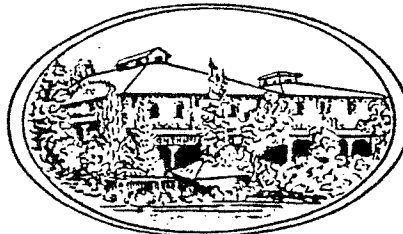
ALEXANDER VALLEY  
CHARDONNAY  
1974

Alcohol 12 1/2 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



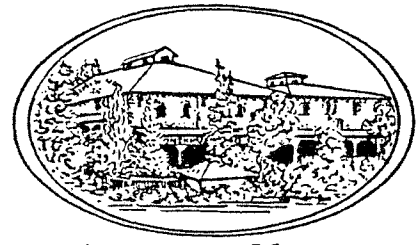
ALEXANDER VALLEY  
CABERNET SAUVIGNON  
1975

Alcohol 12 1/2 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



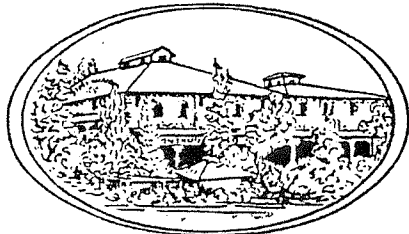
ALEXANDER VALLEY  
JOHANNISBERG RIESLING  
1975

Alcohol 12 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



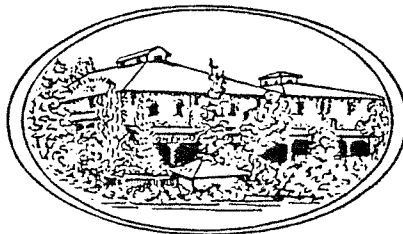
ALEXANDER VALLEY  
PINOT NOIR  
1975

Alcohol 12 1/2 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



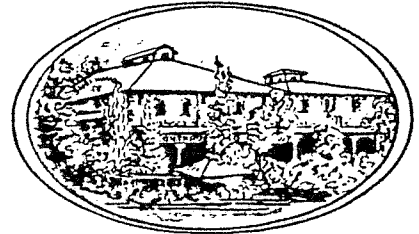
ALEXANDER VALLEY  
CHENIN BLANC  
1975

Alcohol 12 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



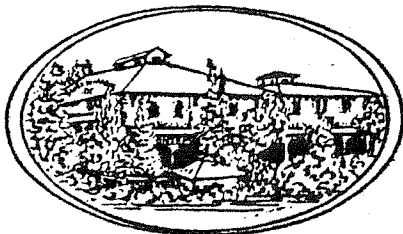
ALEXANDER VALLEY  
BURGUNDY  
1975

Alcohol 12 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



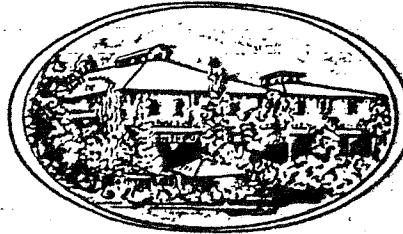
ALEXANDER VALLEY  
CHARDONNAY  
1975

Alcohol 12 1/2 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



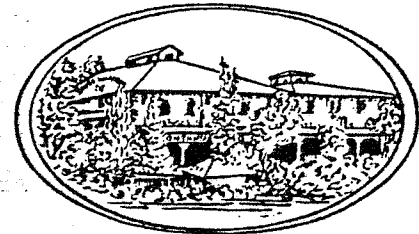
ALEXANDER VALLEY  
JOHANNISBERG RIESLING  
1976

Alcohol 12 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



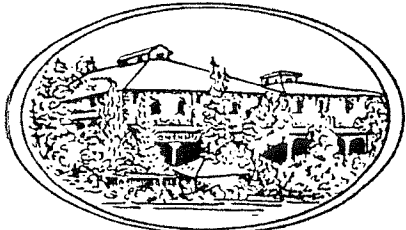
ALEXANDER VALLEY  
CHARDONNAY  
1976

Alcohol 13 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



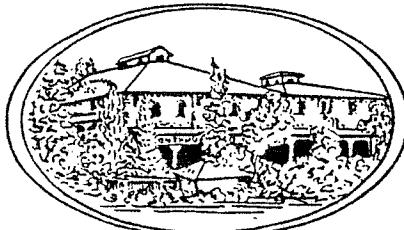
ALEXANDER VALLEY  
CABERNET SAUVIGNON  
1976

Alcohol 13 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



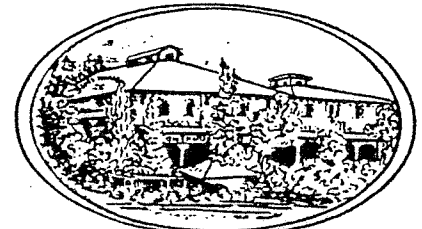
ALEXANDER VALLEY  
ROSÉ OF  
CABERNET SAUVIGNON  
1976

Alcohol 12 1/2 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



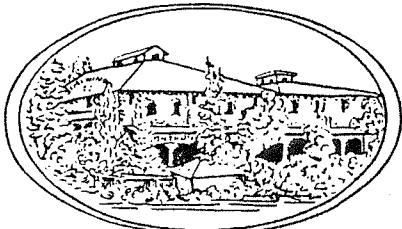
ALEXANDER VALLEY  
PINOT NOIR  
1976

Alcohol 13 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



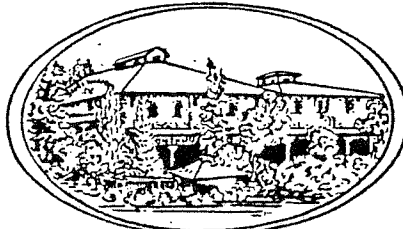
ALEXANDER VALLEY  
CHENIN BLANC  
1976

Alcohol 12 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



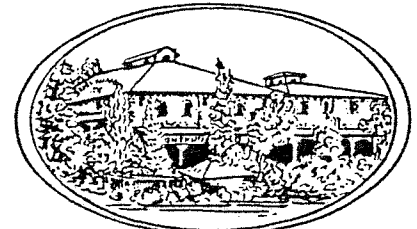
ALEXANDER VALLEY  
MUSCAT CANELLI  
1977

Alcohol 11 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



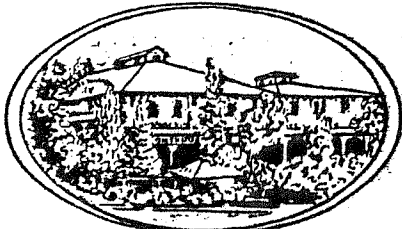
ALEXANDER VALLEY  
JOHANNISBERG RIESLING  
1977

Alcohol 13 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



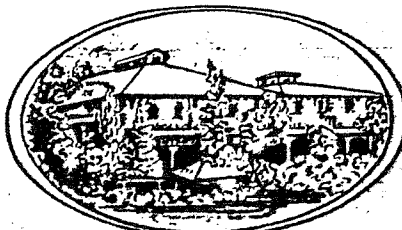
ALEXANDER VALLEY  
ZINFANDEL  
1977

Alcohol 13 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



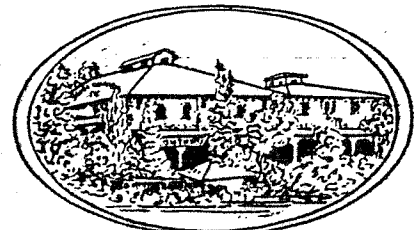
ALEXANDER VALLEY  
CABERNET SAUVIGNON  
1977

Alcohol 13 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



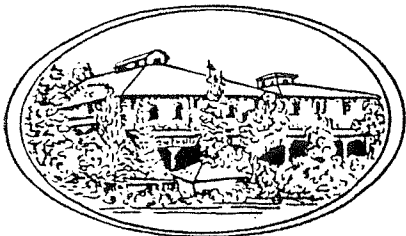
ALEXANDER VALLEY  
CHARDONNAY  
1977

Alcohol 13 % by Vol.

Produced and Bottled by SIMI Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



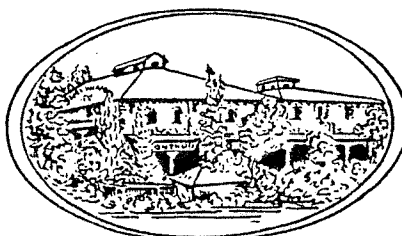
ALEXANDER VALLEY  
CHENIN BLANC  
1977

Alcohol 12% by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



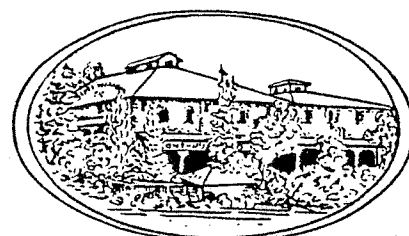
ALEXANDER VALLEY  
GEWÜRZTRAMINER  
1977

Alcohol 12% by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



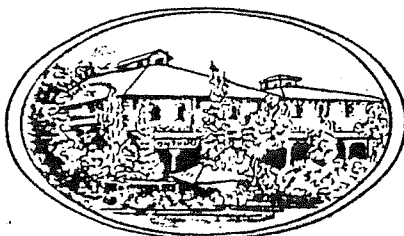
ALEXANDER VALLEY  
PINOT NOIR  
1977

Alcohol 13% by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



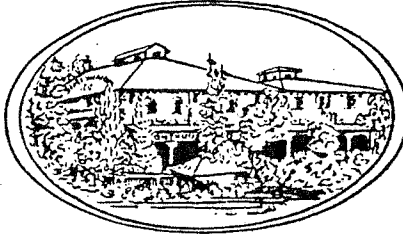
ALEXANDER VALLEY  
ZINFANDEL  
1978

Alcohol 13% by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



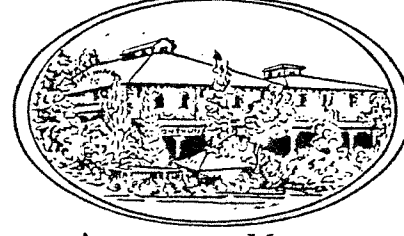
ALEXANDER VALLEY  
ROSE OF  
CABERNET SAUVIGNON  
1978

Alcohol 13% by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



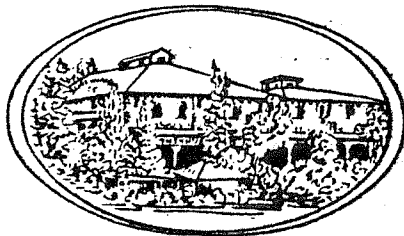
ALEXANDER VALLEY  
CHARDONNAY  
1978

Alcohol 13% by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



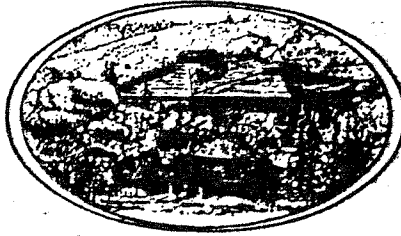
ALEXANDER VALLEY  
GAMAY BEAUJOLAIS  
1978

Alcohol 13% by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



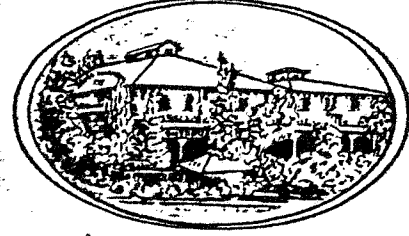
ALEXANDER VALLEY  
PINOT NOIR  
1979

Alcohol 13% by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



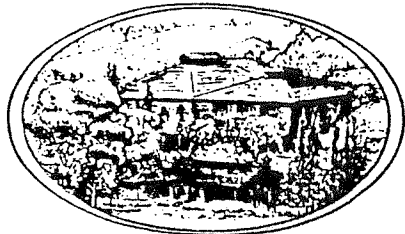
ALEXANDER VALLEY  
GEWÜRZTRAMINER  
1978

Alcohol 13% by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



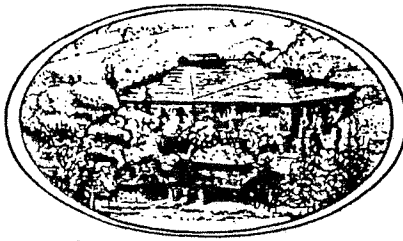
ALEXANDER VALLEY  
CABERNET SAUVIGNON  
1978

Alcohol 13 1/2 % by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



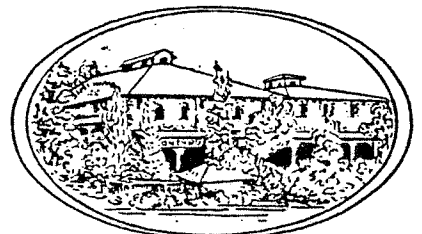
ALEXANDER VALLEY  
ZINFANDEL  
1979

Alcohol 14 % by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



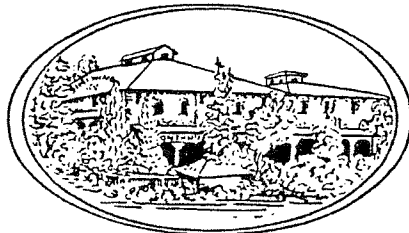
ALEXANDER VALLEY  
ROSÉ OF  
CABERNET SAUVIGNON  
1979

Alcohol 12 1/2 % by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



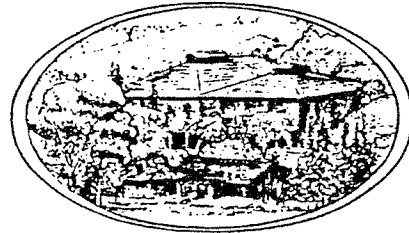
ALEXANDER VALLEY  
GAMAY BEAUJOLAIS  
1979

Alcohol 13 % by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



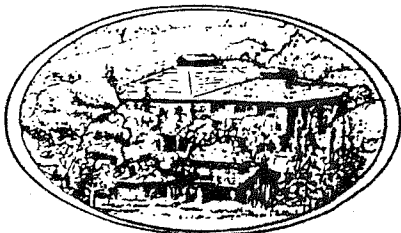
ALEXANDER VALLEY  
GAMAY BEAUJOLAIS  
1980

Alcohol 13 1/2 % by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



ALEXANDER VALLEY  
ROSÉ OF  
CABERNET SAUVIGNON  
1980

Alcohol 12 % by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



ALEXANDER VALLEY  
GEWÜRZTRAMINER

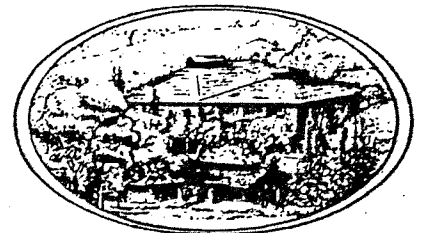
Residual Sugar 5.8 % by Weight

Alcohol 14 % by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.

# SIMI

SINCE 1876



ALEXANDER VALLEY  
ROSÉ OF  
CABERNET SAUVIGNON  
1981

Alcohol 12 % by Vol.

Produced and Bottled by Simi Winery, Healdsburg, California, USA.



RECEIVED

JUL 26 1982

SIMI WINERY, INC.

DRY CREEK VINEYARD, INC.

Post Office Box T

Healdsburg, California 95448

Telephone (707) 433-1000

or 433-1004

*David Stare, Winemaker*

July 23, 1982

Michael Dixon  
P.O. Box 698  
Healdsburg, Ca. 95448

Dear Michael:

Many thanks for your recent letter regarding proposed changes in the Alexander Valley/Dry Creek Valley appellation.

I am 100% in agreement with your views and believe that it was an oversight on both the Dry Creek Valley appellation committee and the Alexander Valley appellation committee in not including Simi Winery in the Alexander Valley. The location of Simi Winery is a borderline location but in view of Simi's strong prior identification and continuing identification with Alexander Valley it is only proper that Simi be included in the Alexander Valley.

I hope this is sufficient for your purposes.

Sincerely yours,

A black rectangular box redacting the signature of David S. Stare.

David S. Stare

DSS:lh

cc: Charles Richard

*Foppiano*  
Vineyards  
"Established 1896"

RECEIVED  
JUN 17 1982  
SIMI WINERY, INC.


June 15, 1982

Michael G. Dacres Dixon  
President  
Simi Winery  
P.O. Box 698  
Healdsburg, CA 95448

Dear Mr. Dixon,

As chairman of the Russian River Wine Road appellation origin committee, I have no objections of the moving of Simi from the Dry Creek viticultural area to the Alexander Valley viticultural area. As to my knowledge, this does not disrupt the boundaries of the Russian River Valley, therefore I have no objections.

Sincerely,

  
Louis M. Foppiano

LMF/ms

# Dry Creek Valley Association, Inc.

P. O. BOX 1221 — HEALDSBURG — CALIFORNIA 95448

July 26, 1982

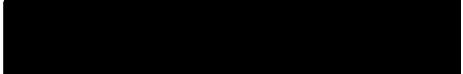
Mr. Michael Dacres Dixon, President  
Simi Winery  
P.O. Box 698  
Healdsburg, Ca. 95448

Dear Mr. Dixon:

I am pleased to inform you that our Committee has given unanimous support to your request to amend the proposed Dry Creek Valley Viticultural Appellation boundaries as stated in the "Revised Portion of Description" prepared by Curtis & Turk, dated 6/3/82.

The consensus of opinion expressed by the Committee was that Simi Winery's historical ties to Alexander Valley were clear, and that since no Dry Creek Valley vineyards were in question, there simply were no grounds to oppose the amendment.

Sincerely,



Charles Richard  
Chairman

cc: Dry Creek Valley Viticultural Appellation Committee

RECEIVED  
JUN 29 1982  
SIMI WINERY, INC.



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

707-433-7209


June 25, 1982

Ms. Dorothy M. Hay  
Simi Winery  
P.O. Box 698  
Healdsburg, CA 95448

Dear Ms. Hay:

After reviewing your proposed change to the Alexander Valley petition, I have no objection to the change.

Sincerely, 

  
Hank Wetzel  
Chairman,  
The Appellation Committee

7057 11-1  
Rec'd 5/10/83

# Rege Wine Company

WHOLESALE AND RETAIL

EUGENE REGE, Proprietor



to Chief Regulations & Procedures  
B.A.T.F.

ATTN. NOTICE #444

Sirs,

As a second generation grape grower & vintner, I find it amusing that there is so much discussion as to the boundaries and limitations of the proposed Alexander Valley appellation.

We <sup>who</sup> have lived in the upper reaches of the Russian river, which also flows through the lower Alexander Valley, have always used wineries in the Healdsburg area for a home for our Grapes, a few like Simi, formerly owned by Mr & Mrs Haight & also Foppiano Vineyards & Urcelli Bros. Wine Co.

It would therefore seem quite logical that this post exchange of Grapes & Vintners would be the natural tie.

Pg #2

# Rege Wine Company

WHOLESALE AND RETAIL

EUGENE REGE, Proprietor

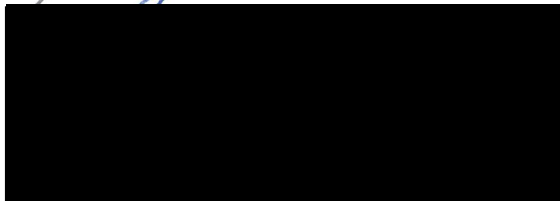


I do hope that any final solution would not overlook this part & hinge upon such called "micro climate" section & Exclude others.

Also in closing I would like it known that we have purchased a great deal of wine from the Healdsburg area & have sold a great deal too.

Thank you for your continued support

Respectfully Submitted



Post Hearing Comment # 00  
Rec'd 2/14/83

February 7, 1983

Chief  
Regulations & Procedures Division  
Bureau of Alcohol, Tobacco & Firearms  
Box 385  
Washington DC 20044

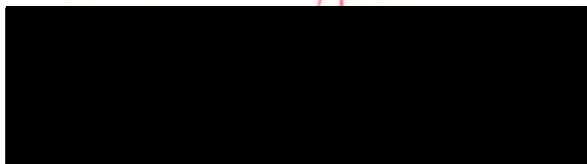
ALEXANDER VALLEY Wines

I protest adding other districts to  
the Alexander Valley appellation. As a  
Consumer I know the Alexander label.

I do not want the area redefined.

Also I do not think it would be  
fair to have a new designation that  
includes the name Alexander Valley - such  
as Upper Alexander Valley or some such  
Variation.

Thank-you for your consideration,



Berkeley, Ca 94708

P 085 Hearing  
2/14/83



STEPHEN A. ZELLERBACH  
PRESIDENT

Stephen Zellerbach Vineyard

ALEXANDER VALLEY, SONOMA COUNTY

4 Feb. 1983

To the BATF  
Attn. Jim Whitley

Dear Sirs,

We wish to support the group 'A'  
proposal for the Alexander Valley appellation,  
and wish to oppose including the Cloverdale  
Area.

Thank you for your consideration  
of this request.

Sincerely,

[Redacted signature]



*Sausal Winery*

Post Hearing Comments on  
Rec'd 2/14/83

7370 Highway 128  
Healdsburg, CA 95448  
(707) 433-2285 or  
(707) 433-2893

Feb. 8, 1983

Mr. Jim Whitley

BATF

Box 385

Washington, D.C. 20044

Mr. Whitley;

This letter is concerning the boundaries of the Alexander Valley Appellation to be decided upon by the BATF. As a grape grower and wine maker in the area for the last twenty-three years, I am very concerned about the appellation. My family and I have ranches and a winery located in what we consider to be the heart of Alexander Valley (Seven miles from Healdsburg, on Hwy. 128 heading towards Calistoga). I feel that group A's proposal is stretching the valley as far as it can be stretched. To include Cloverdale in the valley would be ridiculous.

The grape growers of Alexander Valley have worked hard to maintain a high and uniform standard of grapes so that the consumer will know that Alexander Valley is a prime grape growing region. In my opinion the grapes grown in the Cloverdale area have different characteristics due to weather conditions. I feel the BATF should protect the good reputation the Alexander Valley growers have worked to achieve.

Sincerely, [REDACTED]

Post Hearing Comment  
Recd 2/14/83

# FRANCISCAN VINEYARDS

P.O. BOX 407, RUTHERFORD, NAPA VALLEY, CALIFORNIA 94573 (707) 963-7111

February 3, 1983

Mr. Jim Whitley  
Bureau of Alcohol, Tobacco, & Firearms  
Box 385  
Washington, D.C. 20044

Dear Mr. Whitley:

This letter is a respectful request that you consider approving the Group A version of the Alexander Valley appellation as submitted by Mr. Hank Wetzel and the Alexander Valley Appellation Committee. As growers of 230 acres of varietal grapes in the heart of Alexander Valley, we totally support the Group A proposal because we believe that it accurately represents the true climatic and historical boundaries of the Alexander Valley. The area north of Geyserville (that extends up to include Cloverdale) as proposed by Group B is definitely a much warmer region. A region that lends itself well to the farming of grapes that can withstand high temperatures but not to the more cooler region grape types of Johannisberg Riesling and Gewurztraminer that do very well in the Alexander Valley as delineated in the Group A proposal.

Thank you for your attention to this letter's request and for your attention to this very important issue.

Sincerely,



Michele Hunter Mabry  
Franciscan Vineyards

MHM/bsh

Post Hearing Comment # 57  
Rec'd 2/14/83

# DAVIS BYNUM WINERY

Sonoma County Wines

February 4, 1983

BATF  
Box 385  
Washington, DC 20044

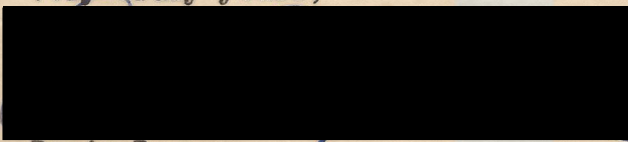
Attention: Mr. Jim Whitley

Dear Mr. Whitley,

I have purchased grapes from the Alexander Valley for the past 10 years and indicate their origin on my labels. I feel that what the Bureau has done to strengthen appellation and varietal control on wine labels is most commendable and I would hope that no dilution of such names as Alexander Valley would be made by extending the boundaries of such appellations into geographical areas which have no historic claim to be included, but who merely want to enhance their own image by association with such a prestigious name as that of Alexander Valley.

The integrity of an established viticultural area is important to wineries and consumers, we all have a right to be sure of what that appellation means. I urge the Bureau not to compromise by adding Cloverdale and Asti to the areas qualified for an Alexander Valley appellation.

Very truly yours,

  
Davis Bynum  
President

DB/kh

Post Hearing Comment # 35  
Rec'd 2/14/83

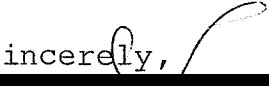
[REDACTED]  
Oakland, CA 94618

February 3, 1983

Mr. Jim Whitley  
BATF  
Box 385  
Washington, D. C. 20044

Dear Mr. Whitley:

I am advised that vineyard and winery owners in the Cloverdale area have applied to be included in the Alexander Valley appellation. I am adamantly opposed to this prospect, and wish to protest any additions or changes in the longstanding Alexander Valley appellation.

Sincerely, 

[REDACTED]  
Donald G. Savage

DGS/

Post Hearing  
Rec'd 2/14/83  
Committee 4

[REDACTED]  
Oakland, CA 94611

February 3, 1983

Mr. Jim Whitley  
BATF  
Box 385  
Washington, D. C. 20044

Dear Mr. Whitley:

I am advised that vineyard and winery owners in the Cloverdale area have applied to be included in the Alexander Valley appellation. I am adamantly opposed to this prospect, and wish to protest any additions or changes in the longstanding Alexander Valley appellation.

Sincerely,

[REDACTED]  
Robert W. Schmieg

RWS/

Post Hearing Comment # 51  
Rec'd 2/14/83

[REDACTED]  
Berkeley, CA 94705

February 3, 1983

Mr. Jim Whitley  
BATF  
Box 385  
Washington, D. C. 20044

Dear Mr. Whitley:

I am advised that vineyard and winery owners in the Cloverdale area have applied to be included in the Alexander Valley appellation. I am adamantly opposed to this prospect, and wish to protest any additions or changes in the longstanding Alexander Valley appellation.

Sincerely,

[REDACTED]  
Willis Andersen, Jr.

WAJ/

Post Hearing Comment  
#38, Rec'd 2/14/83



# Joseph Phelps Vineyards

February 4, 1983

Mr. Jim Whitley  
Bureau of Alcohol, Tobacco & Firearms  
Box 385  
Washington, D.C. 20044

Dear Mr. Whitley:


This letter is to serve as certification to you of our position in support of the Group A proposal for the Alexander Valley appellation as submitted by Hank Wetzel and the Appellation Committee.

Since 1975 our winery has purchased grapes from the Alexander Valley from which wine was produced and sold with that appellation. We feel the Wetzel proposal more accurately reflects the unique character of this growing region and should be adopted by the bureau.

Thank you for your consideration.

Sincerely yours,

JOSEPH PHELPS VINEYARDS



Joseph Phelps

JP:ed

Post Hearing Comment # 39  
Rec'd 2/16/83

# SMOTHERS

2317 VINE HILL ROAD  
SANTA CRUZ CA. 95065  
TELEPHONE (408) 438-1260


February 3, 1982

Dear Mr. Higgins:

Our winery has used the Alexander Valley appellation since 1979. We have been buying the majority of our fruit from Sonoma County since '79, so I am familiar with the viticultural characteristics of the county even though our winery is located outside the area.

I understand that you are considering alternate proposals regarding the boundaries permissible for the appellation Alexander Valley. I hope that you adopt the boundaries proposed by Group A. I feel that further extension of the boundaries is unwarranted, and will result in an appellation which is less well defined than that proposed by group A.

Very truly yours,

  
William T. Arnold  
Winemaker

Post Hearing Comment #70  
Rec'd 2/16/83



## MAGIC KEY, Realtors

### VAIL & ASSOCIATES, REALTORS

P.O. BOX 88  
144 EAST BLITHEDALE  
MILL VALLEY, CA. 94941  
388-8494

February 1, 1983

Mr. Jame Whitley, Director  
Bureau of Alcohol, Tobacco and Firearms  
Box 385  
Washington, D.C. 20044-0385

Dear Sir,

I attended the hearing on January 24, 1983 before a panel of the Bureau of Alcohol, Tobacco and Firearms in regard to the "Alexander Valley Appellation."

I heard the Pro and Con testimony by experts in the Field of Viticulture, Wine Making, Historical Background of the area, the Legacy of generations that it holds dear, Syndication of Vineyard lands by a security Broker, Lecturers on the Subject of Grapes (who were like fee appraisers of an area), Geography experts, Climate analysis, Soil engineers and the Backbone of the Industry the small and large grape growers and Wine Makers, and what it means to have an "Alexander Valley Appellation" within the confines of a specific area.

I am a novice by comparison to my contemporaries in the field, but I am a grower that searched many years for a property investment at a cost that was commensurate with a quality.

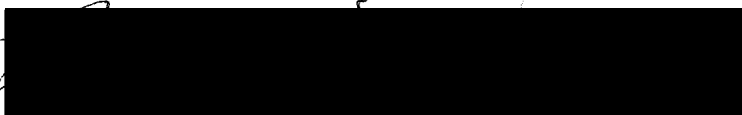
I'm a business woman with a background education of Accounting from Northwestern University and Statistics from the University of Chicago. I'm a Real Estate Broker of 25 years and a Past President of the Marin County Board of Realtors, and a Director of the California Assoc. of Realtors as well as the National Assoc. of Realtors. I tell you this to assure you of my wide knowledge.

I can't help but be aware of the energy and effort for generations concentrated on a specific area or appellation with special attribute to produce a remarkable end product considering all the variables that were certainly explained January 24th. It all just didn't happen by chance. It's logical that the northern areas would like to be included in all the preliminary efforts of marketing etc. of an established area that took years to gain recognition because of their special efforts. There is no doubt in my mind that any other designated area in due course will earn a recognition of their special confines and could even surpass and improve certain characteristics.

I trust that in your wisdom of decision you will justify the efforts of this fine area so it can sustain what it has labored for within the confines of the "Alexander Valley Appellation" as submitted by Group A.

Sincerely,

Mildred M. Vail



*Healdsburg, Ca*

Post Meeting Comments  
Rec'd 2/23/83

United Vintners, Inc.  
601 Fourth Street / San Francisco California 94107 / 415-777-6500

February 18, 1983

Chief, Regulations and Procedures Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 385  
Washington, D.C. 20044-0385

Attention: Notice No. 444

Dear Sir:

United Vintners, Inc. has written to the BATF on two previous occasions, December 8, 1981 and October 15, 1982, regarding our position with respect to the Alexander Valley appellation proposal. I have attached copies of these letters for your review.

We wish to take exception--in the strongest possible terms--to the northern boundary proposed by "Group A." The boundary has been clearly demonstrated to be both arbitrary and capricious, with no basis in either geographical fact or historical usage. The exclusion of the area north of this fictitious and artificial boundary demonstrates complete disregard for the economic well being of those growers excluded.

The notion that the growing conditions in the Geyserville area are demonstrably different from those north of the proposed northern boundary of Group A is not correct. The Italian Swiss Colony at Asti has been purchasing grapes from all the grape growing areas of Sonoma County for slightly in excess of 100 years. We believe this depth of experience augers well for the creditability of our statements that there are no demonstrable chemical or physiological differences in the grapes grown in the northern portion of "Group A's" proposal versus the grapes grown north of the proposed northern boundary or those in Group A.

Finally, any winery in Group A cannot factually demonstrate that grapes grown in the "Group B" appellation proposal have not been an integral part of the wines being currently labeled with the Alexander Valley appellation. This fact alone, in our judgment, places this issue in the same light as the Napa Valley situation and therefore your decision should reflect the same logic by including both Group A and Group B in the Alexander Valley appellation.

Very truly yours,

UNITED VINTNERS, INC.

  
Robert D. Rossi  
Vice President

Attachment



WINES GROUP

United Vintners Inc.  
601 Fourth Street | San Francisco, California 94107

December 8, 1981

Chief, Regulation & Procedure Division  
Bureau, Alcohol, Tobacco & Firearms  
Federal Building, Room 6233  
1200 Pennsylvania Avenue, N.W.  
Washington, D.C. 20226

Attention: James R. Whitley

Dear Sir:

The purpose of this letter is to notify you that United Vintners' Italian Swiss Colony Winery located at Asti, California, believes that the geographic name and location "Alexander Valley" should be considered for and officially designated as a viticultural area as defined in §4.25(e)(2) Treasury Decision ATF-53, approved August 16, 1978.

We believe that the relevant criteria described in §4.25(e)(2) are easily proven and note that other petitioners have done so in a manner which in our judgment satisfies the statutory requirements. We particularly invite your attention to the U.S. Geological Survey map of Cloverdale, California where the name Alexander Valley is plainly identifiable, and shows the northern boundary of the Alexander Valley to extend beyond Preston.

It is our understanding that two petitions have been submitted for your consideration. It is United Vintners' position that the Alexander Valley viticultural appellation will be a single contiguous area, in effect adding the area proposed by Mr. William A. Cordtz to the area proposed by the Alexander Valley Appellation Committee. We understand that this position is also supported by Mr. Cordtz.

Sincerely yours,

UNITED VINTNERS, INC.

William J. Uren

October 15, 1982

Chief, Regulations and Procedures Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 385  
Washington, DC 20044-0385

Attn: Notice No. 418

Dear Sir:

The intent of this letter is to state for the record that United Vintners, as the owner of the Italian Swiss Colony at Asti, California, fully endorses the position described as that of Group "B" in Notice No. 418. We believe this constitutes the correct geographic region for viticultural area in Sonoma County to be designated as "Alexander Valley."

United Vintners has previously commented and stated its position in this matter in a letter to BATF dated December 8, 1981. The opinion expressed therein remains that of United Vintners and should also be included in the record.

Sincerely yours,

UNITED VINTNERS, INC.

Robert D. Rossi  
Vice President

cc: R. E. Walton  
W. J. Uren

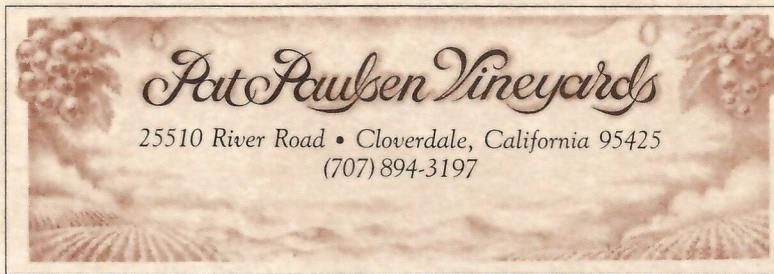


WINES GROUP

POST 11/23/83

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1. Written testimony in favor of proposal B for an Alexander Valley appellation of origin.
2. Varietal grape acreage statistics for Asti-Cloverdale area.
3. Examples of labels used by Pat Paulsen Vineyards prior to August, 1982 which will now deny us the use of the term Estate Bottled.



February 15, 1983

Mr. William Drake  
Bureau of Alcohol, Tobacco & Firearms  
Federal Building  
1200 Pennsylvania Avenue  
Washington, D.C. 20026

Dear Mr. Drake:

Thank you for the opportunity to speak at the public hearing on January 24, 1983 in Santa Rosa regarding the Alexander Valley appellation petitions. (Federal Register vol. 47, No. 161, August 19, 1982, notice no. 418.) My testimony was unprepared since I had come only as an observer out of curiosity. After listening to some of the statements made I could not help but make a few observations for public record. I hope this serves as a more coherent, organized presentation of my thoughts.

I am in support of proposal B to include the Asti and Cloverdale areas as part of the Alexander Valley appellation. I work for Pat Paulsen Vineyards located one mile south of Italian Swiss Colony but on the east side of the river, or about one half mile north of the north boundry proposed by group A. Our Cabernet Sauvignon was planted in 1971, our Sauvignon Blanc in 1975 and our Chardonnay in 1978. I have been with the company for three years. While two harvests are still too few to prove the quality of our Chardonnay fruit there is no question that our Sauvignon Blanc grapes produce very high quality wines. I won't bore you with medals, competitions and wine community comments but I would like to acquaint you with the fact that until recent times it was unproven but widely accepted that quality white wine grapes could not be grown north of the Geyserville area. That is a thought that is changing. Today 555 acres or 31% of the acreage planted in the Asti-Cloverdale area is planted to white varieties. Of those, 374 acres can be considered premium varietals. Most of this has happened within the past ten years as growers have been forced to produce economically feasible premium varieties and the high level of quality demanded by a new winery market.

No one can disclaim the impact that Italian Swiss Colony has had on the grape growing, wine producing history of this area. Most of today's lesser varietal grapes, both white and black, were planted for and are still purchased by the Colony. There are major changes occurring. In the past seven years the bottling operation at Asti has been reduced from four lines to one, the work force from 200 to 25. The only product bottled there today is brandy which could hardly expect to bear an Alexander Valley appellation. The tasting room/visitor center is closed and needless to say the thousands of tourists who visited in the past will no longer be an economic factor in this area.

The proponents of proposal A do not want to be identified with the image of Italian Swiss Colony. I don't blame them. Especially since the Colony's inability to change with demands of the market (for whatever managerial reasons) has led to its present demise. Wineries such as Paulsen Vineyards, Cordtz Bros. and Arroyo Sonoma-Bandiera are showing that good grapes grown in the area can be made into premium quality wines. It is a new era.

Quality is the major factor in considering this particular appellation petition. Historical reference to what was Alexander Valley as opposed to what was Asti or Cloverdale in terms of the Alexander family and postal routes lies very heavily in favor of the group A proposal. But historical evidence should deal with market recognition of what is Alexander Valley. Unlike the notoriety of the Napa Valley appellation very few people outside of the county of Sonoma could identify the Geyserville Post Office as Alexander Valley or even begin to imagine that the Jimtown Post Office used to handle mail of Alexander Valley residents before 1904. Ask a distributor in New York or Texas or Florida about the Geyserville bridge and he won't know what that has to do with the Alexander Valley. Specific areas of Sonoma County such as Dry Creek, Chalk Hill, Russian River Valley and Alexander Valley have not even begun to make their marks on outside markets. Our out of state representatives know the area as Sonoma County as opposed to Napa Valley. They may know the name Alexander Valley, but whether it stops in Geyserville at the bridge or in Asti or Preston has never been important before. The people who are pushing for the appellation system are creating the importance and as the BATF approves or rejects these new appellations they are creating, granting or taking away a future marketing tool - another new era.

I have lived in Geyserville now for three years and have driven north to Asti in the summer while the temporary bridge is in and all the way through Cloverdale and five miles back down river to Paulsen Vineyards in the winter when the

Asti bridge has washed out. The climatic changes mostly influenced by the fog movement are extremely subtle. It would be wrong to say that there was no difference in the amount of fog experienced by vineyards surrounding Cloverdale in the extreme north and by those near Chalk Hill Road in the south. However, nowhere in the valley is there a clear distinction of fog or no fog. The fog sometimes creeps down river from the direction of Mendocino County and hangs exclusively around the town of Cloverdale. Other times the north has sunshine while Jintown and Healdsburg are completely covered. There is no significant difference between areas regarding harvest dates, frost occurrences, rainfall, etc.

That is not to say that the Alexander Valley is not a diverse area. These diversities however are the result of vineyard cultural practices, economic considerations, wine-making philosophies, cash flows and so on. Within any one square mile of valley floor between two wineries and two growers there are distinct differences in final products. Common characteristics do run throughout which will give the concept of an appellation for this entire area some basis. The "Alexander Valley Softness" in Cabernet Sauvignon for example is clearly illustrated by wines coming from both the south and north extremities of the valley when compared to an outside appellation such as the Oakville district of Napa Valley. This softness is, as a matter of record, something which I as a winemaker have tried to eliminate in an effort to produce a wine distinctly different from my nearby competition.

In answer to Mr. Gahagen's query regarding studies on tannin levels produced by vines in Cloverdale versus other areas in Alexander Valley, I checked with Dr. Singleton of U.C. Davis, perhaps the foremost authority on grape and wine phenolics in the world. He said that no data existed as such and that none could be formulated until next harvest. We also discussed the fact that phenolics levels depend very much on such factors as soil depth, drainage, irrigation practices and so forth rather than on region. These things affect vine growth, crop size and especially berry size. The single most influential factor involved in this area is the river, its soil deposits and water availability. It stands to reason that vineyards in the north end of the valley and vineyards in the south would be similar having been deposited by the same river over the ages and subject to the same moisture conditions. The minute the river is abandoned for hillside vineyard sites conditions may change radically both in soil and climatic effects. But that is again similar in both the north and the south.

This all boils down to a simple fact. The area is physically one valley with the Russian River entering Preston Bridge, dipping south to the Chalk Hill area and winding its way back to Healdsburg. There is hilly terrain between Cloverdale and Geyserville just as there is between Jintown and Chalk Hill Road. The east side where Sausal Winery is located, the west side which sports Alexander's Crown and in the south where Toyon and Cainamarra Vineyards lie, are all rolling hills. That there is a narrowing just south of Asti should not be considered the creation of two valleys that delineate product differentiation. Contrary to the testimony of Mr. Goode, there is no physical similarity between the narrows at Asti and the Maacama Creek area or the river's entry to Healdsburg at Fitch Mountain. The single valley is clearly physically defined by high ridges on the north, east and west.

After ten years of expense and effort on the part of Mr. Green and his A group associates to establish the appellation of Alexander Valley I do not blame him for feeling that the wineries such as ours are undeservedly benefitting from establishment of this appellation. I would like to make two things clear. In the past we have used Sonoma County as our appellation denoting quality and Alexander Valley only as a geographical location on the side panel of our label. It will become impossible to do this in the future as Sonoma County is being cut up into smaller, more particular designated areas and wine quality factors are stressed by wineries and especially by the media. The Sonoma County appellation will become meaningless. Our desire to be identified with the Alexander Valley appellation therefore is something which the proponents of the appellation system in general have forced on us. It has taken ten years to bring this about.

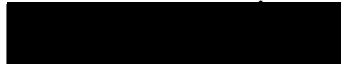
Secondly, the Alexander Valley Association sacrificed its ten years worth of credibility by moving its northern border from the Geyserville bridge north to include the Geyser Peak area, the old Seghesio Winery area and so forth just short of Asti. Perhaps it was practicality, perhaps politics, but this new section was not something previously promoted.

As for establishing our own area name....the consumer is about to be inundated with controlled appellations. To create yet another area without the strength and support of distinctly different grape and wine characteristics would be confusing, redundant and in violation of the ATF guidelines and goals for establishing Appellations of Origin. The suggested "Upper Alexander Valley" is an excellent example of this whole misdirected idea.

I hope that in reading this letter one unifying theme will stand out in your mind: that of evolution. The American wine industry is evolving. The strides taken in the past twenty years are incredible when one considers the European traditions of the past 100 years. Our industry is fulfilling a need in the market place which is young, growing and changing constantly. We must change with it. The Appellation concept is a new and important tool for the American marketer selling grapes, the marketer selling wine, the winery buying grapes and ultimately, the consumer buying wine. It has not yet fully evolved. I do not envy the bureau now in the position of having to establish and enforce a traditionally European form of quality control without having been given the power in the vineyard and in the winery to control quality. Our assigned appellations will lack French governmental mandates of what to grow, how to grow and when to harvest but in time the market will supply the necessary mandates just as it will establish the values of each of the geographical identifications that we are discussing.

The Cloverdale-Asti area should not be excluded because its modern day evolution, beginning ten years ago, did not follow an appellation route. The wine futures of both the north and south areas of the Alexander Valley as proposed by group B lie along the same paths of premium quality and market recognition. As the rich historical pasts of the Alexanders and Italian Swiss Colonists are preserved in their own individualistic styles, they will become part of the heritage of a single distinctive quality wine growing region - another part of the evolutionary process. We will all continue to grow grapes using methods different from those of our neighbors. Alexander Valley wines will reflect individual preferences and personalities. But if interested enough, the consumer will know that the wine in the bottle that he is buying, whether from Cloverdale, Asti, Geyserville or Jintown, was influenced by a stretch of the Russian River in northern Sonoma County, by the coastal fogs that mediate the warm, dry California summers and by growers and winemakers who are proud of the evolving premium quality of their region.

Sincerely

  
 T. James Neves  
 Winemaker  
 Pat Paulsen Vineyards

Varietal Acreage Statistics for Vineyards Located in the Cloverdale-Asti Area to Be Included in the Alexander Valley Appellation As Proposed By Group B. Information Compiled By John Westerby of the Sonoma County Ag. Commissioner's Office, 1/28/83

<u>VARIETY</u>	<u>ACREAGE</u>
Petite Sirah	92.7
Shiraz	8.0
Pinot Noir	69.5
Ruby Cabernet	4.0
Pinot St. George	14.5
Gamay	22.3
Cabernet Sauvignon	423.7
Carignane	321.9
Zinfandel	234.1
Merlot	25.1
Alicante'	2.0
Grand Noir	2.6
Mission	7.6
Total	1228.0
Semillon	18.0
Chardonnay	36.2
Golden Chasselas	43.3
Riesling	9.2
Sauvignon Blanc	122.1
French Colombard	85.0
Chenin Blanc	188.0
Green Hungarian	17.5
Burger	19.5
Sylvaner	6.0
Grey Riesling	4.0
Other White	10.0
total	558.8
Total Number of Acres	1786.8
Total Number of Growers	58
Total Premium Red Varietals	682.9
Total Lesser Red Varietals	545.1
Total Premium White Varietals	373.5
Total Lesser White Varietals	185.3



## PAT PAULSEN VINEYARDS

1980

### Sonoma County Cabernet Sauvignon

GROWN & BOTTLED BY PAT PAULSEN VINEYARDS  
CLOVERDALE, CALIF, ALCOHOL 13.5% BY VOLUME

*It is our goal to produce rounded, well balanced, flavorful Cabernet Sauvignon which is eminently drinkable at time of release. Grown in our vineyards next to the Russian River in the Alexander Valley, these grapes were harvested the first week of October, 1980, and were fermented at warm temperatures near 85° F. Aged exclusively in American Oak, with ripe Cabernet character, this wine has a richness in the aroma which carries through to full, round varietal flavors and a softly tannic finish.*

Acidity: .61% by Volume  
pH: 3.52



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Acidity: .61% by Volume  
pH: 3.52



ESTATE BOTTLED

PAT PAULSEN VINEYARDS

1981

Sonoma County  
Sauvignon Blanc

GROWN, PRODUCED & BOTTLED BY  
PAT PAULSEN VINEYARDS  
CLOVERDALE, CALIF, ALCOHOL 13.2% BY VOLUME

*Though our 1981 Sauvignon Blanc displays the stylistic crisp character of a very dry wine, it is graced with the softening complexity of oak fermentation and aging. The aroma shows a combination of fruitiness and grassiness characteristic of this particular vineyard in this particular climate. The ripe flavor is heightened by a hint of citrus and is enhanced by a long lingering finish. This wine marks our first truly Estate Bottled wine carefully produced from bud-break to bottling.*

Acidity: 0.81%  
by Volume  
pH: 3.28  
Residual Sugar:  
0.02% by Volume



ESTATE BOTTLED

PAT PAULSEN VINEYARDS

1981

Sonoma County  
Sauvignon Blanc

GROWN, PRODUCED & BOTTLED BY  
PAT PAULSEN VINEYARDS  
CLOVERDALE, CALIF, ALCOHOL 13.2% BY VOLUME

*Though our 1981 Sauvignon Blanc displays the stylistic crisp character of a very dry wine, it is graced with the softening complexity of oak fermentation and aging. The aroma shows a combination of fruitiness and grassiness characteristic of this particular vineyard in this particular climate. The ripe flavor is heightened by a hint of citrus and is enhanced by a long lingering finish. This wine marks our first truly Estate Bottled wine carefully produced from bud-break to bottling.*

Acidity: 0.81%  
by Volume  
pH: 3.28  
Residual Sugar:  
0.02% by Volume

*Post Office Comment H11*  
*File 2/7/83*  
[REDACTED]  
Santa Rosa, CA 95405  
January 30, 1983

Mr. Jim Whitley, Specialist  
Research and Regulations Branch  
Bureau of Alcohol, Tobacco and Firearms  
1200 Pennsylvania Avenue, NW  
Washington, DC 20226

Dear Mr. Whitley:

I wish to submit the enclosed comments for  
your consideration in determining the boundaries  
of the Alexander Valley, California viticultural  
appellation.

Thank you for your time and attention.

Sincerely yours,

[REDACTED]  
William K. Crowley,  
Ph. D., Geography

Telephone: [REDACTED]

Encl.

COMMENTS ON THE ALEXANDER VALLEY APPELLATION

by

William K. Crowley,  
Ph. D., Geography

## COMMENTS ON THE ALEXANDER VALLEY APPELLATION

### 1. Introduction

As a geographer who has taught classes in wine geography for the last eight years I have naturally become quite interested in the wine appellation process. Geographers in general are intrigued by any attempt to draw regional boundaries. The ATF wine appellation approval procedure, a method for establishing wine districts or regions, is, to me, an exercise in applied geography. I have lectured before various groups and delivered papers before scholarly associations on the subject of ATF wine appellations. One of the topics I find most interesting is when two or more proposals exist for setting the boundaries for a particular appellation, as is the case for the Alexander Valley. In the following pages I shall attempt to outline what I think is the most reasonable proposal for setting the limits of the Alexander Valley. I shall organize my comments around: (1) prior ATF appellation decisions, (2) history of grape and wine production in the valley, (3) boundary history for the Alexander Valley, (4) geographical considerations, and (5) some observations on: (a) proprietary rights to areal names, and (b) economic considerations in establishing boundaries.

### 2. ATF - 53 and the ATF Appellation Criteria

The stated purpose of ATF - 53 is to "help consumers of wine to better identify the wines which they may purchase." It is clear that the intent of the regulation is to aid consumers, and while the wine industry may also benefit, that is not the reason for the rule.

Outside of drawing the boundary lines on a map and sending the

map to ATF, the boundaries of the wine district are to be based on three criteria: (1) that the place is known by the claimed name, (2) that historical or current evidence exists for placement of the boundaries, and (3) that geographic features distinguish the wine districts from surrounding areas. If we consider these criteria in light of the major factors involved in giving character to wine (the factors that enable us to identify the wine or associate it with a particular area which possesses a given set of conditions) it is clear that the third criterion is the only one that affects wine character and quality. Obviously, it is important that the name be legitimate for the area, but name use does not affect wine quality. There are several other factors that affect wine quality, such as enological and viticultural practices, and choice of grape varieties, but these are ignored (and wisely so for the present) in ATF - 53. The importance of geography was recognized by ATF, not only in using it as one of the appellation criteria, but by defining "an American viticultural area as a delimited grape-growing region distinguishable by geographical features." (Emphasis added.) Geography, not history, economics, or some other variable, is the measure cited. The importance of geography in the Alexander Valley case will be detailed extensively later on.

### 3. Previous BATF Decisions

In studying the 26 final rules on viticultural areas issued by ATF as of the end of 1982 I detect a trend on the part of the ATF to be inclusive, rather than exclusive in establishing boundaries. Even for uncontested boundaries (or where only minor disputes occurred) names and boundaries were markedly stretched beyond what is a viticulturally and geographically distinct region (the Hudson River Valley--3,500 square

miles, less than 2 square miles of vineyard--and the Shenandoah Valley--3750 square miles and less than one-half square mile of vineyard!) In addition, ATF dispensed with its first criterion in some instances. Boundaries were extended beyond what is locally known by a particular name as demonstrated in the Sonoma Valley appellation which includes neighboring Bennett Valley. No one seems to have considered the two as part of the same valley before the appellation proposal.

In contested cases the same trend of inclusiveness is maintained as boundaries were expanded beyond the original proposals to include additional vineyards in the Cienaga, Santa Cruz and Shenandoah Valley, California appellations. In the Napa decision the Napa Valley was ultimately defined as any place a grape could be planted in Napa County.

It is true that in a couple of instances the ATF considerably reduced boundaries (Lime Kiln and Finger Lakes), but virtually no vineyards were excluded. If the ATF is to maintain consistency in its decisions, one would expect inclusive rather than exclusive resolutions, unless support for inclusiveness is non-existent. In the case of the Alexander Valley, ATF consistency would argue for approval of Group B's petition, for evidence certainly exists to support Group B's boundaries. (In this report "Alexander Valley" will be used as defined by Group B.)

#### 4. History of Grape and Wine Production in the Alexander Valley

How to use history in the question of appellation definition is tricky at best. History can be argued differently if the time frame is altered. For example, 200 years ago the entire proposed area was viticulturally meaningless. There were no planted grapes and no wineries. About 90 years ago, and until as recently as 15 years ago, the upper valley near Asti and Cloverdale was the vinous core (as documented in Group B's petition). There were more vineyards, more wineries, and

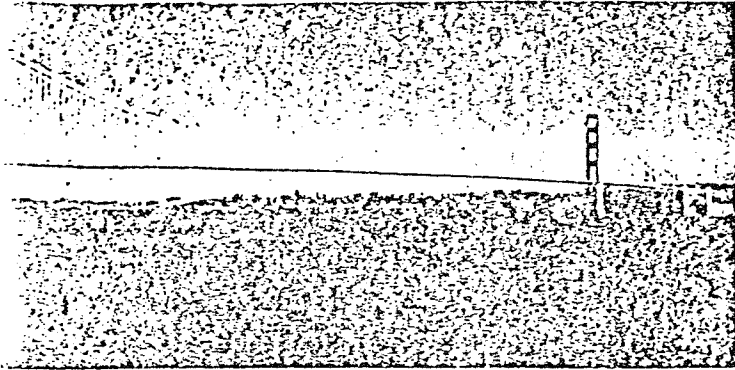
greater amounts of cooperage. Although various crops have been commercially important at different times in different parts of the valley, winegrapes have been the dominant crop in the Asti-Cloverdale area since the late 19th century.

In his report to the ATF, William Heintz went to great lengths to tie Cloverdale to citrus rather than wine (Heintz, "An Historical Review of the Geographic Relationship of Alexander Valley, Sonoma County, to the Town of Cloverdale, Sonoma County, California"). I believe the case is greatly overstated. Cloverdale has, and has had for many years, a citrus fair. For many decades, however, the name of the fair has been unrelated to what is agriculturally important in the area north of Group A's border. Heintz implies that because there is a citrus fair, citrus is important, though he admits citrus declined after the 1960s. He states that "from the 1890's until the 1960's, the focus of agriculture was not grapes but oranges and citrus crops" (Heintz, p. 20). He restates the same theme later when he says that "Cloverdale...turned to the Citrus Fair and citrus crops many decades before [the 1930s] and paid scant attention thereafter to viticulture" (Heintz, p. 76). In his report, Heintz inclusion of pamphlets such as "Cloverdale, the Orange City" seems to support his contention. Closer inspection reveals, however, that citrus has been anything but king in Cloverdale, and that the winegrape has been supreme, if not all the time since 1890, then nearly all the time.

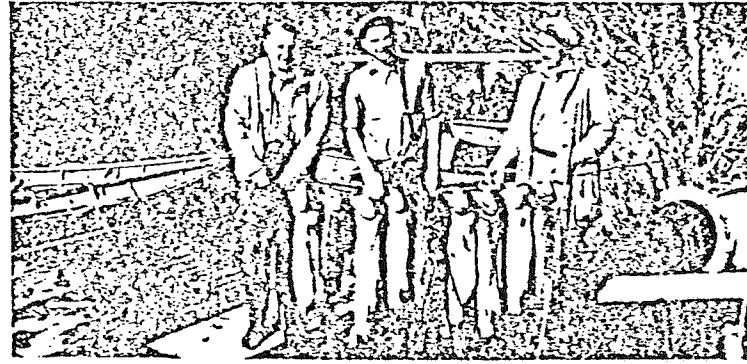
The third column of "Cloverdale, the Orange City" (next page), published in 1940, explicitly states what was most important agriculturally.

"Foremost among these [farm crops] is the wine grape. Asti.... and numerous smaller wineries in the vicinity produce wines of unparalleled excellence, making the Cloverdale locality one of the world's centers in dry wine production. Other farm crops are prunes, pears, apples, cherries, oranges, lemons, olives and

From: William F. Heintz, "An Historical Review of the Geographic Relationship of Alexander Valley, Sonoma County, to the Town of Cloverdale, Sonoma County, California," p. 28.



*The Golden Gate Bridge Serves Northern California*



*Wonderful Fishing in Creeks, Rivers and Ocean*

# CLOVERDALE, THE ORANGE CITY

CLOVERDALE, in the center of the Redwood Empire, is eighty-four miles north of San Francisco, thirty miles north of Santa Rosa and twenty-five miles from the Pacific Ocean, on the Russian River, near the boundary line between Mendocino and Sonoma Counties.

In these days of excellent highways one and a half hours' driving will bring one to Clear Lake, the largest body of fresh water wholly within this state; two hours, to the beaches and fishing on the Sonoma and Mendocino coast; two and a half hours, over the magnificent Golden Gate bridge to the metropolis of the West, San Francisco. Trout fishing and deer hunting can be had within fifteen minutes; black bass fishing in the Russian and Napa rivers and striped bass fishing in Petaluma creek, within one and a half hours; golf on three excellent courses, within forty-five minutes; Lake County's famous medicinal springs, within one and a half hours. "The eighth wonder of the world," the steam geysers, are just East of Cloverdale and can be reached in less than one hour, the only place in the world outside Italy where natural steam out of the ground is being harnessed to create power. The mineral waters and natural steam baths of the Geysers are far-famed. Boating and swimming are available at Cloverdale on beautiful Russian river. Championship tennis courts and limitless miles of beautiful country for the equestrian make available to the pleasure seeker as well as to the home-seeker all the advantages and delights of country living. The redwood groves, comprising ninety per cent of the world's redwoods, are but a few hours away.

## LIVING CONDITIONS

Cloverdale has a population of 800 and is 315 feet above sea level. The average annual rainfall is about 35 inches, and the mean temperature is 60 degrees

ranging from about 32 degrees above zero in winter to 100 degrees in the few hottest days of summer. The climate is dry, however, and we have no oppressive, devitalizing heat, it being necessary always to sleep under blankets.

The town is nestled among wooded hills free from cold waves, fogs and heavy winds and enjoys a peculiarly balmy, invigorating climate which offers great advantages to asthmatics, tubercular people and other invalids. An occasional walk to the shady nooks and fern-strewn glens in the hills close by to enjoy the majestic valley scenery has an exhilarating as well as a most invigorating effect. Pure air, pure water and pleasant surroundings are the most desirable environments of man's life on earth, and in these this vicinity abounds. The four seasons are distinguishable and the variation in climate lends zest and prevents monotony.

The town has a modern sewage system and a water system municipally owned. A natural drainage for surface water eliminates gnats and mosquitoes. Prices of food and all household supplies are reasonable. Fresh fruits and vegetables are abundant; rentals are moderate. Modern buildings house excellent grammar and high schools accredited to the University of California. Within one hour by auto is the Santa Rosa Junior College. Creditable churches are conducted by the Methodists, Congregationalists, Episcopalians and Catholics. The principal lodges are represented and this is one of the smallest towns in the world to have a Rotary Club. A well-equipped free library and clubhouse are owned by the Woman's Improvement Club. A beautifully wooded six-acre park on the edge of town is owned by the city. A volunteer fire department modernly equipped with motor pumper, together with an abundance of water affords ample protection. Streets

are paved and oiled and the city is well lighted. There are two trains daily to San Francisco over the Northwestern Pacific railway, in addition to four daily buses operated over the Redwood highway. Hourly bus service is in operation between San Francisco and Santa Rosa, which is less than an hour from Cloverdale.

## AGRICULTURE, INDUSTRIES

Agriculture provides the community's most important sources of income. The beautiful valleys lying about Cloverdale have earned the right to be called agricultural gems. The soil is well adapted to deciduous and citrus fruits, alfalfa, garden truck, and a wide variety of general farm crops. Foremost among these is the wine grape. Asti, four miles South of Cloverdale, is the home of one of the largest wineries in the world, the Italian-Swiss Colony, whose tremendous cooperage and plant and extensive vineyards are a mecca for travelers the world over. This and numerous smaller wineries in the vicinity produce wines of unparalleled excellence, making the Cloverdale locality one of the world's centers in dry wine production. Other farm crops are prunes, pears, apples, cherries, oranges, lemons, olives and nuts.

The price of land varies according to location, quality, desire on the part of the owner to sell, and other considerations. Hill or range land is priced from \$10.00 per acre up, and often in large tracts there are many acres that are tillable and can be used for grain or fruits.

Valley land sells for approximately \$100.00 per acre and up, depending on improvements and development.

By making a personal investigation, one can usually find something to meet his requirements, and at satisfactory prices.

nuts" (Heintz, p. 28). (Emphasis added.)

Note that, after winegrapes, four other crops are listed ahead of oranges in terms of importance. Oranges were a gimmick; wine was what was important.

The list of fruit and nut crops in the 1954 "Agricultural Crop Report" for Sonoma County is additional evidence of the non-importance of citrus as a commercial crop. Not one citrus crop is listed, although a crop with the minute acreage of 119 acres (plums) is listed. Citrus importance was negligible in 1954, and this was well before the cited freeze of the 1960s.

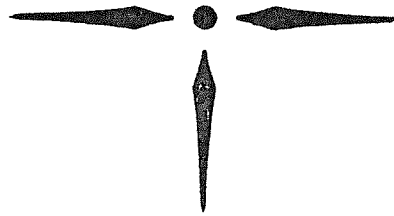
If winegrapes, and not citrus, have been the key agricultural item north of A's boundary, why the Citrus Fair? I believe there are good reasons for such a choice of events. First, citrus was more important at the turn of the century than in later years. While there were still plenty of winegrapes around, many places in the north bay area had winegrapes, from Sonoma to Healdsburg to Ukiah to Napa. What attention could Cloverdale have drawn with a "Wine Fair?" During Prohibition a wine fair would have been impossible. But, in the north bay area, only Cloverdale had citrus, and so, wisely, citrus was chosen for a "claim to fame."

That Cloverdale has continued the Citrus Fair without any citrus is much like those communities that have "Gold Rush Days" or "Pioneer Days." No one is rushing for gold anymore, and there are no more pioneers. Such fairs are simply part of the heritage of a community.

While wine grapes, then, did remain the most important crop north of Group A's line (and Heintz does provide substantial evidence of the importance of Asti), what about the lower Alexander Valley?

In the southern Alexander Valley, one has to go back only 15

# AGRICULTURAL CROP REPORT



1954

**Sonoma County  
Department of Agriculture**

**PERCY F. WRIGHT, Agricultural Commissioner  
SANTA ROSA, CALIFORNIA**

1954 ANNUAL AGRICULTURAL REPORT FOR SONOMA COUNTY

COMPILED BY THE SONOMA COUNTY DEPARTMENT OF AGRICULTURE

FRUIT AND NUT CROPS

<u>CROP</u>	<u>BEARING ACREAGE</u>	<u>PRODUCTION</u>			<u>GROSS FARM VALUE 1/</u>	<u>TOTAL</u>
<u>APPLES</u>						
Gravenstein	5,590					
Fresh 2/		11,772 tons	@	\$ 75.64	\$ 890,434	
Canned		19,888 tons	@	56.31	1,119,893	
Juice-Cider		4,342 tons	@	25.24	109,579	
Pies		180 tons	@	40.00	7,200	
Vinegar		2,245 tons	@	12.00	26,940	
Dried		28,143 green tons	@	57.16	1,608,675	
		66,570 total tons				\$ 3,762,7
Lates	3,073					
Fresh 3/		6,577 tons	@	103.41	680,127	
Canned		17,722 tons	@	63.45	1,124,498	
Juice-Cider		2,925 tons	@	27.85	81,454	
Vinegar		260 tons	@	12.00	3,120	
Dried		9,248 green tons	@	58.12	537,540	
		36,732 total tons				2,426,7
<u>CHERRIES</u>						
Processed	506	572 tons	@	300.00	171,600	
Fresh		95 tons	@	375.00	35,625	
						207,2
<u>GRAPES, WINE</u>						
Black	11,351	22,452 tons	@	50.00	1,122,600	
White		6,048 tons	@	43.00	260,064	
						1,382,6
<u>PEARS</u>						
Canned	1,778	8,453 tons	@	72.50	612,843	
Nectar & Juices		764 tons	@	45.00	34,380	
Fresh		50 tons	@	80.00	4,000	
Dried		975 green tons	@	40.00	39,000	
						690,2
<u>PLUMS</u>						
Canned	119	272 tons	@	53.50	14,552	
Fresh		500 lugs	@	1.50	750	
						15,31
<u>PRUNES</u>						
French	13,821	12,971 tons	@	250.00	3,242,750	
Imperial	2,320	874 tons	@	340.00	297,160	
Diverted		4,139 tons	@	40.00	165,560	
						3,705,4'
<u>WALNUTS</u>						
	1,504	504 tons	@	420.00		211,60
<u>MISC. ORCHARD</u>						
	155					15,50
						\$12,417,50

1/ Naked fruit delivered to packing house or processor.

2/ Gravenstein - 560,540-42 lb. box @ \$1.60.

3/ Lates - 298,966-44 lb. box @ \$2.33.

years to see a landscape dominated by prune orchards. Only scattered vineyards were growing at that time. On the topographic sheets published in the 1950s note the preponderance of the orchard symbol in the southern part of the valley, and the much greater frequency of grapes (outlined in black) north of Geyserville as opposed to the area south of Geyserville (Fig. 1, attached separately). From the late 19th century to the late 1960s one can argue for a greater sense of the historic importance of wine more for the northern valley area than for the southern portion. If the time frame is reduced to the last 10 years, then clearly a flip-flop has come about. The southern valley area currently has far more vineyards and a few more wineries. That is not the same as saying that grapes and wineries disappeared from the northern valley, because they did not. Grape acreage and winery numbers have grown absolutely there, also.

How does one choose from the above time frames to argue historical significance in a viticultural sense for the Alexander Valley? I do not see that any right and wrong case exists.

##### 5. Where is the Alexander Valley?--Boundary Precedents

Viewed historically, the limits of what is referred to as the Alexander Valley have expanded over time, but not systematically so. It is evident that early references to the name included only the area in the southeastern part of the valley around Cyrus Alexander's property (Fig. 1). Only the land on the northeast side of the Russian River was considered "in the valley." The "valley" did not come close to reaching Geyserville in the north nor as far as Chalk Hill Road in the south. On a historical basis, and with documentary evidence, one could argue for a very restricted definition of the Alexander Valley.

However, what would be the viticultural significance of such a definition today?

Over time, references to the limits of the Alexander Valley varied, as indicated by the various quotes in Group A's petition, and by the evidence provided in Heintz study. Group A's petition reports that Mr. Russell Green's 1973 definition of the Alexander Valley, though "Mr. Green's boundaries were not specifically defined" (pp. 3-4, text of Group A's petition), "more accurately depicted the unique climactic [sic] and geographic features of the growing region than did Mr. Alexander's original holdings" (p. 3, text of Group A's petition).

About the time of Mr. Green's request to use the Alexander Valley appellation, signs reading "You are entering the Alexander Valley" were placed on Highway 128 just south of the Geyserville Grange Hall on the northeast side of the Russian River (for those entering from the north), just north of what is presently Field Stone winery on the northeast side of the Russian River (for those entering from the south), and along Alexander Valley Road near its intersection with Lytton Station Road (for those entering from the west). (See Fig. 1 for sign locations.) These signs are still in place, and if they are to be believed, the Alexander Valley's northern limit is just south of the Geyserville Grange Hall. The southern limit is north of the Field Stone winery. Such boundaries, more expansive than during the days of Cyrus Alexander, are still very restrictive, and do not relate to any geographic entity.

The boundaries of Group A's petition are enlarged beyond Green's "to include most of the watershed," (WHAT WATERSHED?) and because the enlargement "lend[s] itself to easily understood descriptive narrative and it more closely follows the definition of a valley" (p. 4, text of

Group A's petition). The rationale suggests that the boundaries have nothing to do with how anyone refers to the valley, nor do the petitioners claim prior use of their proposed boundaries by others. Who else has used or advocated these boundaries? As I shall try to demonstrate later, the "watershed" and "definition of a valley" claims are without foundation. In short, there is no historical, current, geographical or watershed evidence to support boundaries for the Alexander Valley as depicted by Group A.

Group A has effectively established that Cloverdale did not refer to itself as being in the Alexander Valley. The argument is then made that this is proof that it was not in the Alexander Valley. On the other hand, Group A also offers no evidence that Geyserville considered itself to be in the Alexander Valley. Nonetheless, Geyserville has been included in Group A's petition. Why two sets of standards? In his study, Heintz argues that because mail was delivered from Geyserville to the historic Alexander Valley, and because grapes were shipped to Geyserville from the historic Alexander Valley that, therefore, Geyserville was part of the historic Alexander Valley. Using this form of argument, Healdsburg and Asti also become part of the historic Alexander Valley because their wineries both received grapes from the area. In the quote from the Healdsburg Enterprise on p. 11 of Heintz' study the list of wineries using Alexander Valley grapes in 1891 includes Italian Swiss Colony of Asti!

After reading Heintz' study closely I conclude that, while he presents irrefutable evidence that the concept of the historic Alexander Valley expanded between 1890 and 1910 to include lands west of the Russian River and lands northward to just south of Geyserville, he presents no evidence that Geyserville itself was included in the

Alexander Valley of the day. Note that Heintz' quote from the Santa Rosa Press Democrat on page 12 underlines the Alexander Valley extending up river "nearly to Geyserville." The key word is "nearly." "Nearly" does not mean "includes." On the basis of Heintz' work a 1910 Alexander Valley could be defined as shown on Fig. 1. *Not Fig. 1*

What of the boundaries as proposed by Group B? Its petition does not dispute the early limited areal expanse of what was known as the Alexander Valley. After that early period, however, both sides agree the limits of the valley expanded. The problem is how far did they expand, and what does one accept as proof of the expansion.

Plentiful historical and current evidence exists to establish the point that the entire valley, not just some part of the southern portion, has been referred to as the Alexander Valley. In fact, one has to look no farther than Group A's petition to sustain Group B's argument that the upper valley is part of the whole Alexander Valley. The first paragraph of the section on "Historical or Current Evidence that the Proposed Boundaries of the Viticultural Area are Correct" states that "the valley is defined as lying east of Healdsburg and parallel to the Russian River for most of its 20 mile length" (emphasis added). Starting from the southern limits of the Alexander Valley as defined by Group A and proceeding up the valley for 20 miles takes one to beyond Cloverdale! By its own definition Group A has recognized that the Cloverdale area is included in the Alexander Valley.

Maps from several sources identify the entire valley from north of Cloverdale to south of Jintown as the Alexander Valley. On a national scale, the United States Geological Survey maps on which the ATF requires petitioners to outline the boundaries of their proposed viticultural districts support Group B. The 7.5' topographic sheets

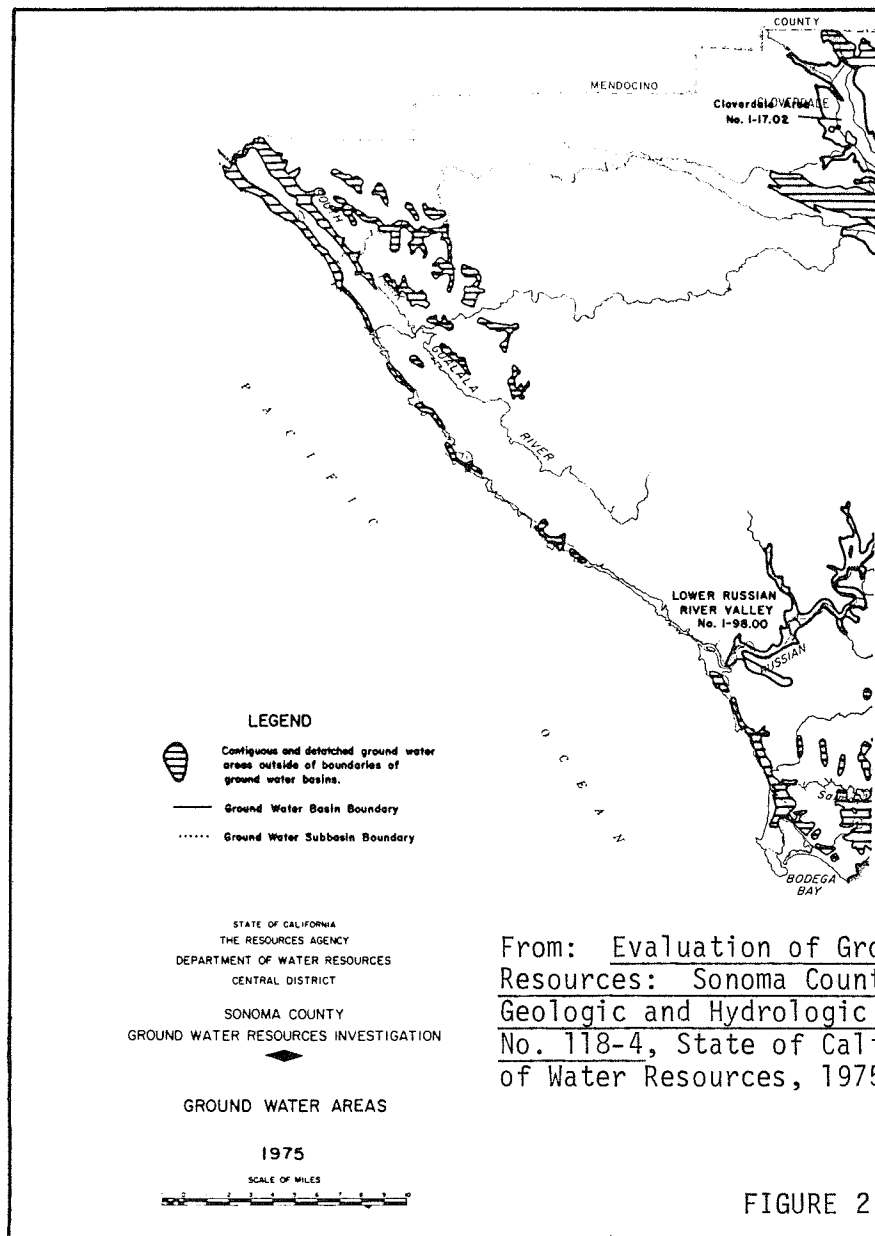
consistently identify the valley floor from north of Cloverdale to Chalk Hill Road as the "Alexander Valley." To refuse the claim of Group B and set the northern boundaries of the appellation farther south, an ATF official would presumably have to be looking at the words "Alexander Valley" on the Asti and Cloverdale quadrangles and claim that what was represented on the map was not the Alexander Valley! I think that would be difficult to do.

Three maps and a table in a 1975 State of California study of Sonoma County ground water resources refer to the Alexander Valley as including the entire valley floor--and the boundaries of the valley are precisely outlined (Figs. 2, 3, and 4, and table opposite Fig. 4).

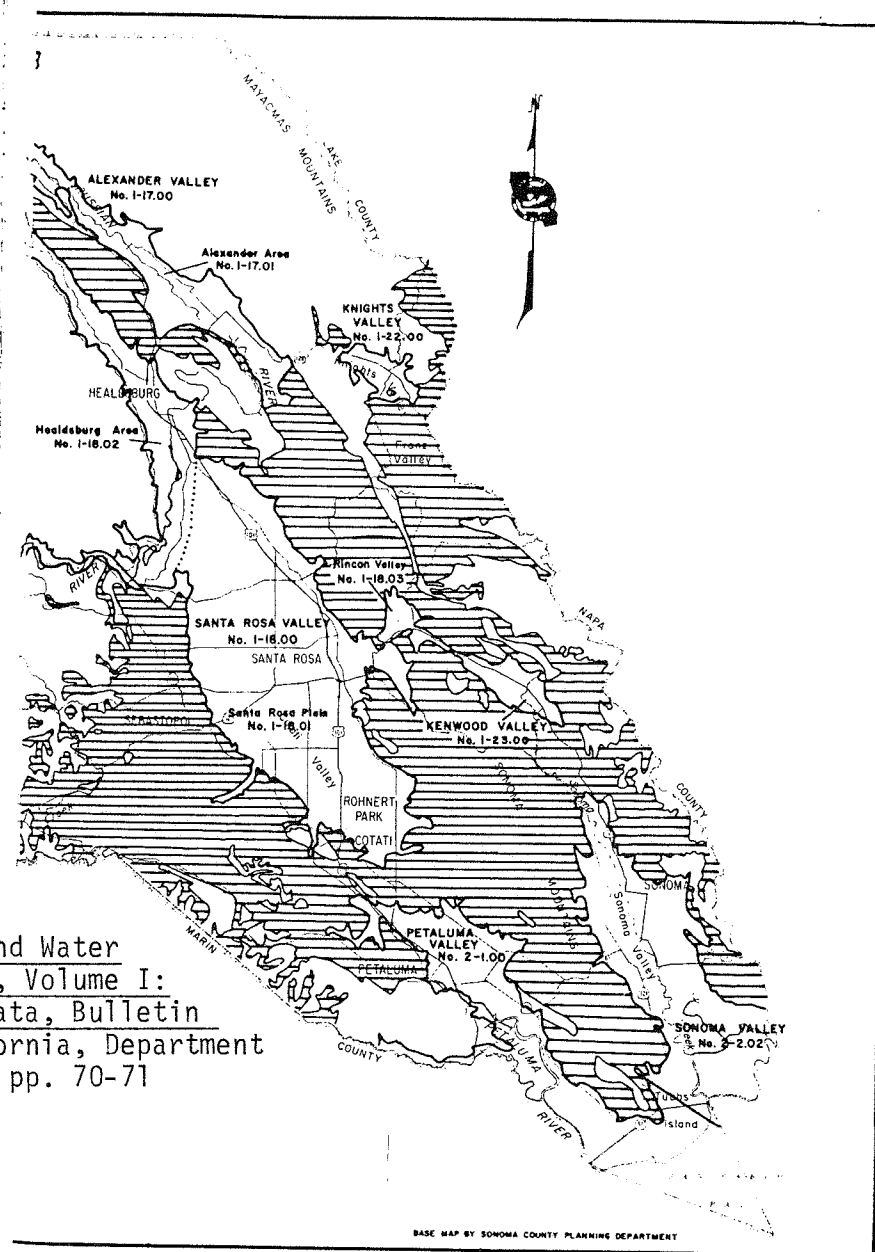
The large scale (1:20,000) maps of the Soil Survey, Sonoma County, California, prepared by the United States Department of Agriculture in cooperation with the University of California in 1972 identify all of the valley floor area from north of Cloverdale to the Chalk Hill Road area as the "Alexander Valley." (Fig. 5 is an example of one of these maps, showing the Cloverdale area.)

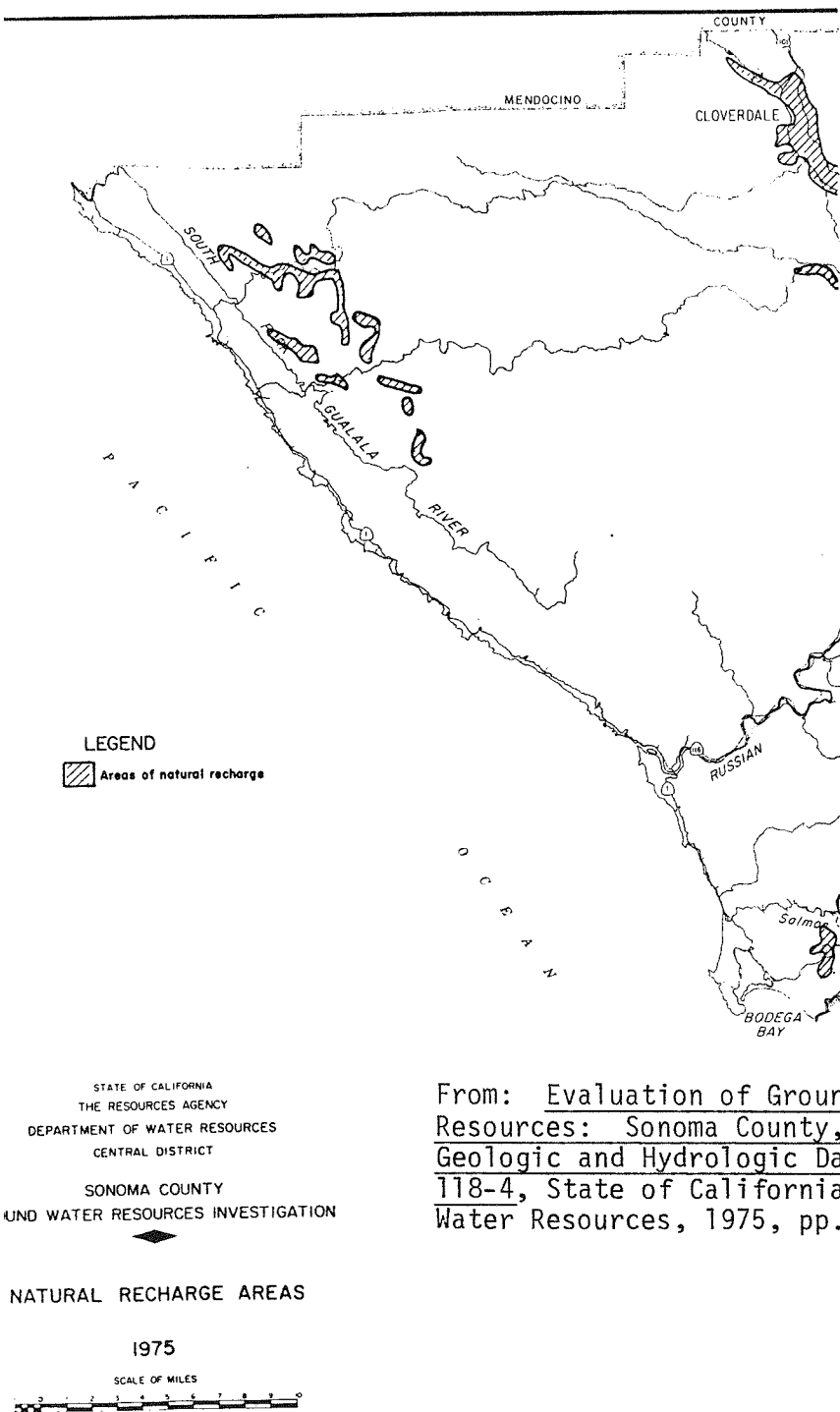
A 1974 Sonoma County publication entitled Landscape Units Map Index included two maps (Figs. 6 and 7) that established the county's view of Alexander Valley as including the entire valley floor. It is apparent, then, that "the name of the proposed viticultural area is locally and nationally known as referring to the area specified in the petition," and that "Historical or current evidence that the boundaries [at least as far as the valley floor area is concerned] of the viticultural area are as specified in the petition." ATF's first two criteria for appellation approval are fulfilled. Additional evidence is also at hand from the academic side to support Group B's boundaries.

An article on the Sonoma County wine industry, published in 1977

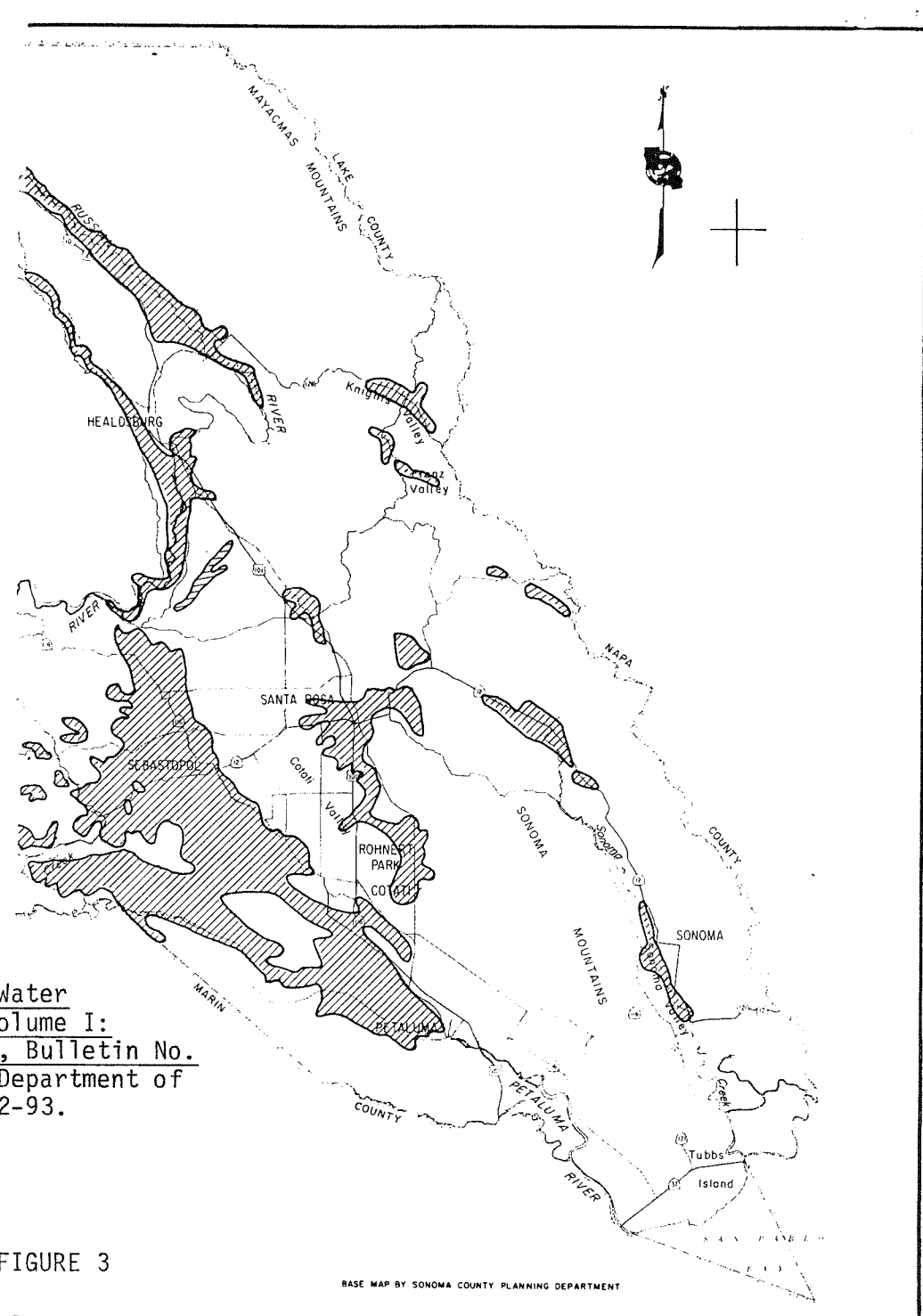


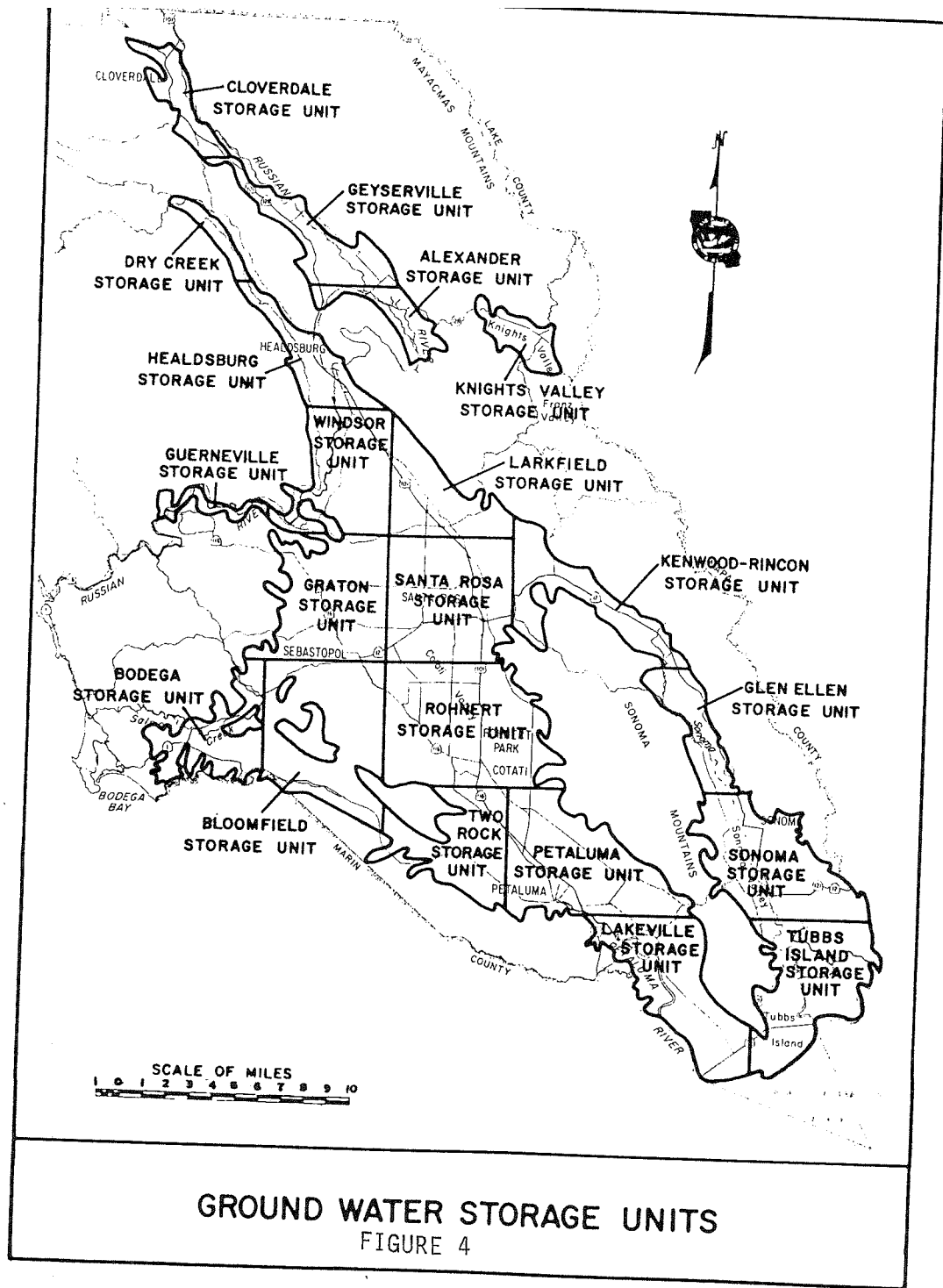
From: Evaluation of Ground Water Resources: Sonoma County, Volume I: Geologic and Hydrologic Data, Bulletin No. 118-4, State of California, Department of Water Resources, 1975, pp. 70-71





From: Evaluation of Ground Water Resources: Sonoma County, Volume I: Geologic and Hydrologic Data, Bulletin No. 118-4, State of California, Department of Water Resources, 1975, pp. 92-93.





## TOTAL GROUND WATER IN STORAGE

(By Ground Water Storage Unit<sup>1/</sup>)

Ground Water Storage Unit	Surface Area (acres)	Surface Area (hectares)	Average Ground Elevation (feet)	Average Ground Elevation (meters)	Bottom Elevation (feet)	Bottom Elevation (meters)	Number of Control Wells	Average Specific Yield (percent)
Cloverdale	5,430	2,198	300	90	+ 210	+ 64	19	17.98
Geyserville	10,176	4,118	170	50	- 500	-152	19	9.89
Alexander	4,736	1,917	150	46	- 320	- 98	18	10.95
Dry Creek	2,830	1,146	180	55	+ 40	+ 12	20	14.76
Healdsburg	9,180	3,715	100	30	- 110	- 34	26	7.78
Windsor	14,610	5,913	110	35	- 930	-283	51	9.49
Larkfield	11,800	4,775	130	40	- 510	-155	40	6.56
Graton	21,280	8,612	100	30	- 530	-162	95	13.54
Santa Rosa	23,500	9,510	80	25	- 960	-293	114	6.69
Bodega	10,400	4,209	150	45	- 160	- 49	8	12.78
Bloomfield	24,300	9,834	200	60	- 900	-274	91	15.05
Rohnert	30,390	12,299	100	30	- 930	-283	79	9.22
Two Rock	14,766	5,976	60	20	- 400	-122	40	14.25
Petaluma	21,790	8,818	40	15	- 800	-244	65	8.22
Lakeville	20,140	8,151	20	6	- 690	-210	11	5.51
Kenwood-Rincon	12,660	5,124	420	130	- 740	-226	52	6.83
Glen Ellen	7,936	3,212	270	80	- 150	- 46	30	4.87
Sonoma	20,600	8,337	50	15	- 930	-283	87	8.01
Tubbs Island	21,092	8,536	20	6	- 530	-162	8	5.51
Knights Valley	3,370	1,364	400	120	+ 280	+ 85	6	7.54
Guerneville	1,840	745	40	10	- 250	- 76	41	18.82
Total								

(By Ground Water Basin<sup>2/</sup>)

Ground Water Basin and Subbasin	Average Specific Yield (percent)	Gross Ground Water Storage (thousand acre-feet)	(cubic hectometer)
Alexander Valley	14.20	495	0.0
Alexander Area	10.42	445	1.0
Cloverdale Area	17.98	50	0.0
Santa Rosa Basin	8.51	8,335	10.1
Santa Rosa Plain	8.03	7,115	8.7
Healdsburg Area	10.67	930	1.1
Rincon Valley	6.83	290	0.0
Knights Valley	7.54	15	0.0
Kenwood Valley	6.83	460	0.0
Lower Russian River	18.82	160	0.0
Petaluma Valley	6.86	2,100	2.6
Sonoma Valley	6.76	2,660	3.3
Total		14,225	17.1

<sup>1/</sup> Ground water storage units delineated on Figure 19.

<sup>2/</sup> Ground water basins delineated on Figure 11.

From: Evaluation of Ground Water Resources: Sonoma County, Volume 1: Geologic and Hydrologic Data, Bulletin No. 118-4, State of California, Department of Water Resources, 1975, pp. 108-109

5000 Feet

Scale 1:20 000

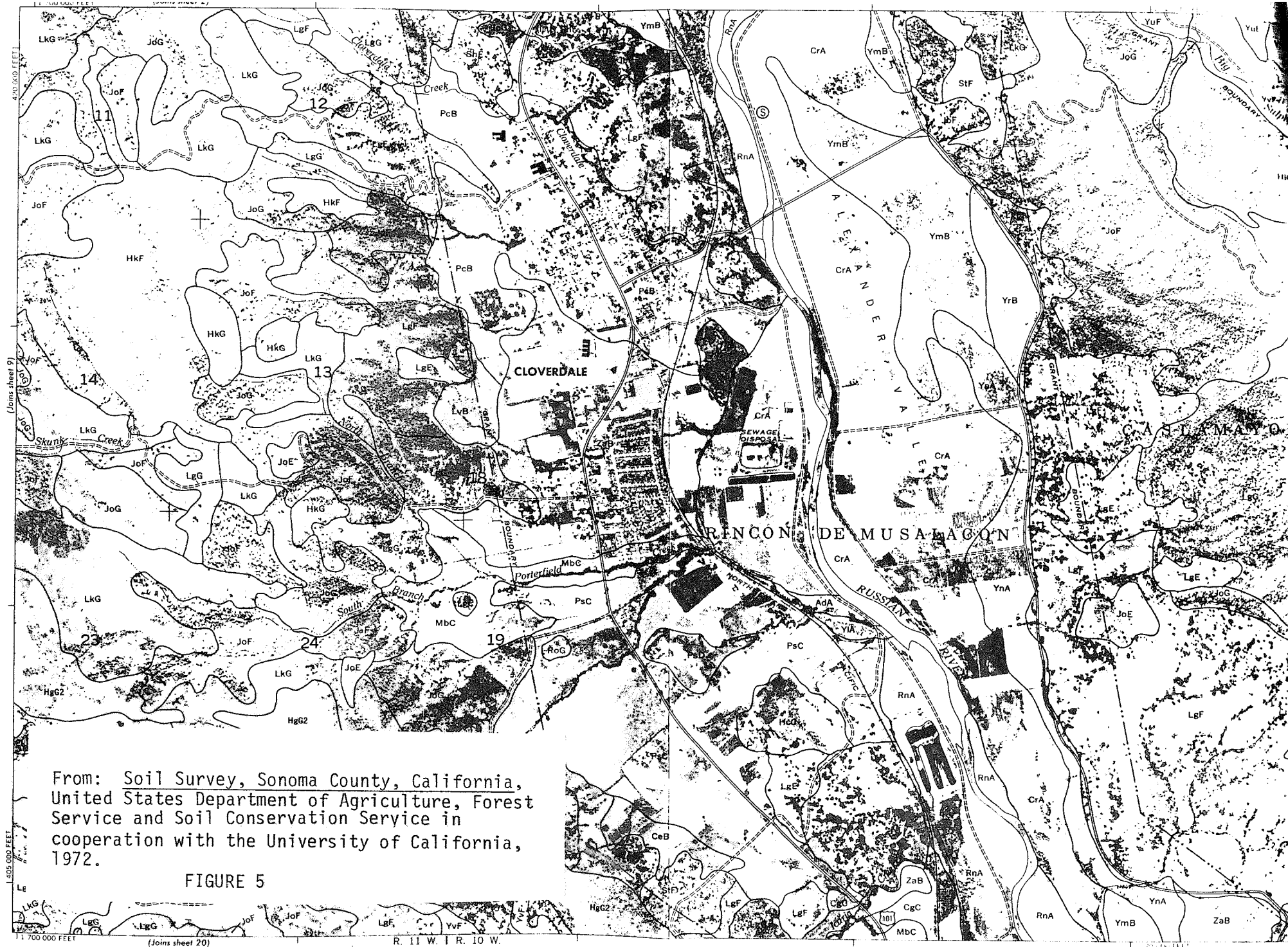
1000

2000

3000

4000

5000



1. COASTAL MARGIN
2. MENDOCINO HIGHLANDS
3. ALEXANDER VALLEY
4. MAYACMAS MOUNTAINS
5. SONOMA-NAPA MOUNTAINS
6. MARK WEST SPRINGS
7. VALLEY OF THE MOON
8. SONOMA MOUNTAINS
9. SANTA ROSA-PETALUMA VALLEY
10. MERCED HILLS
11. KNIGHTS VALLEY
12. BAYFRONT MARSHES

SONOMA COUNTY

**LANDSCAPE  
UNITS**



From: Sonoma County  
General Plan Bulletin:  
Landscape Units Map Index, Sonoma  
County Planning Department, 1974.

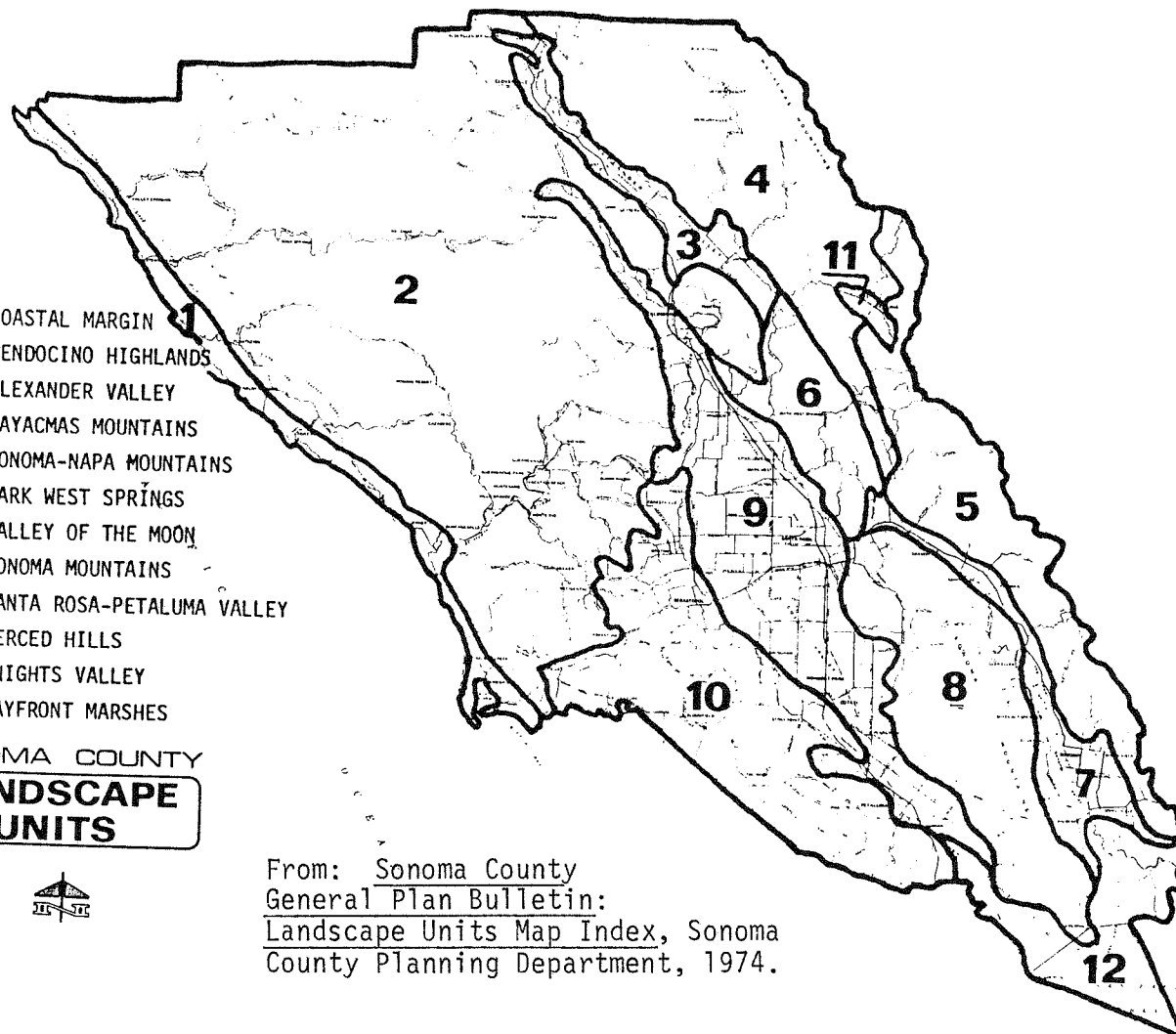


FIGURE 6

in the California Geographer, included a map of Sonoma County wine districts. The Alexander Valley was outlined as extending from the Cloverdale area to the Chalk Hill Road area (Fig. 8). This map was prepared by the wine geographer William K. Crowley in a preliminary attempt to outline Sonoma County appellations before such appellations became an issue.

The NPRM for the Alexander Valley published in the Federal Register also argues, perhaps unintentionally, for the fact that one valley is really involved in the appellation issue. Throughout the NPRM reference is made to "the valley arm," not "arms" or "valleys." The singular nature of the reference suggests a single valley.

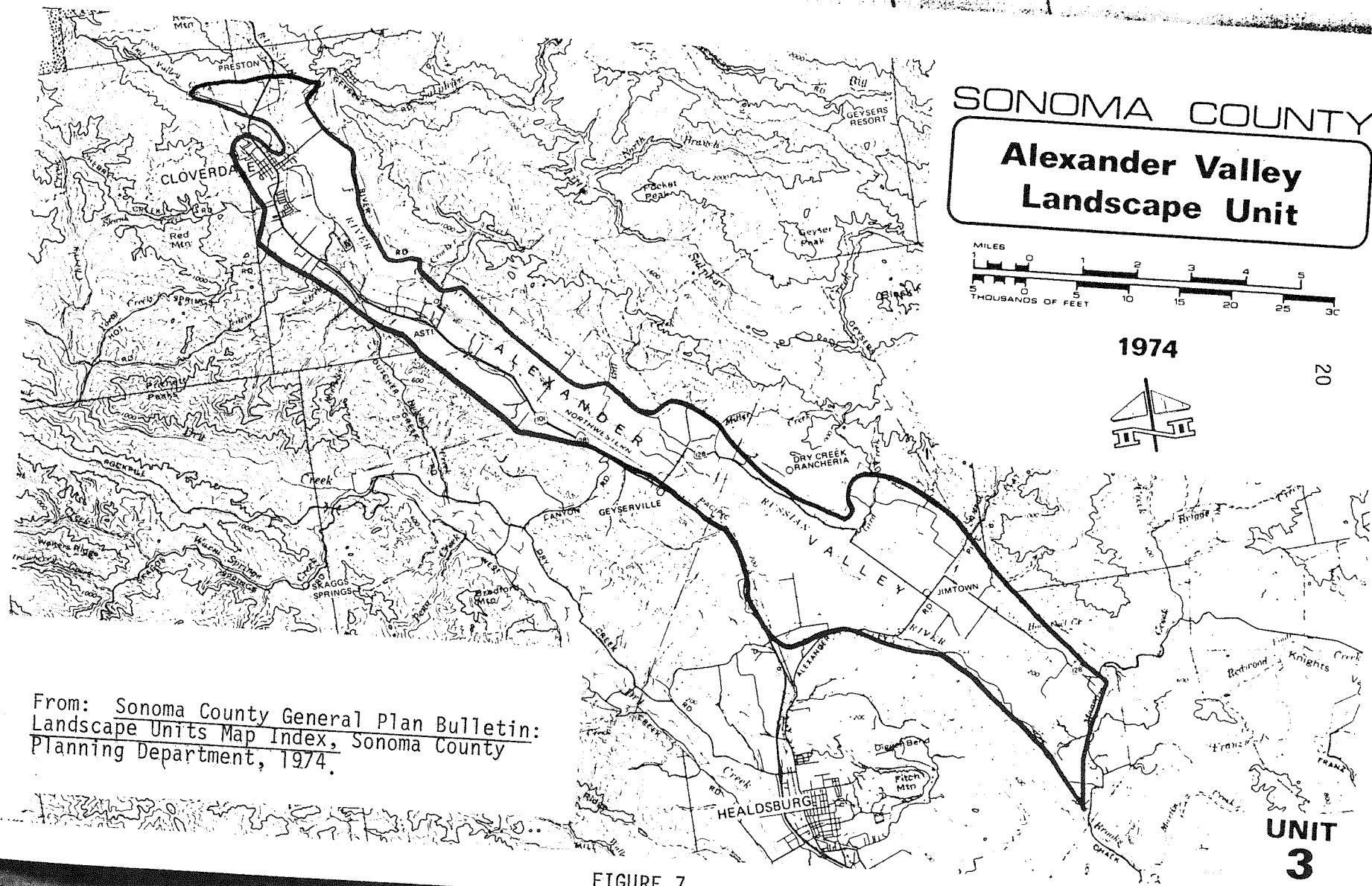
#### 6. Conclusions on the Basis of Historical and Current Boundary Evidence

Irrespective of the arguments on physical geography (which are yet to come), the foregoing material on historical and current evidence of the Alexander Valley's boundaries leads me to conclude:

a. The boundaries of the Alexander Valley from the time of Cyrus Alexander to the present often, if not generally, have been indefinite. In those instances where lines are drawn on a map the entire valley floor is included in the Alexander Valley (with the exception of Russell Green's map, which I have not seen).

b. The original use of the name Alexander Valley referred to a small area in the lower end of the valley on the northeast side of the Russian River (Fig. 1). By 1910, as shown by Heintz, the area referred to as the Alexander Valley had expanded northward to nearly Geyserville and westward across the Russian River (Fig. 1).

c. The topographic unit (the structural valley) that extends from north of Cloverdale to the Chalk Hill Road area has been referred to as the "Alexander Valley" in several publications and in some



From: William K. Crowley, "Grapes Conquer Prunes: Vineyard and Winery Expansion in Sonoma County, California," California Geographer, Vol. 17, 1977, p. 10.

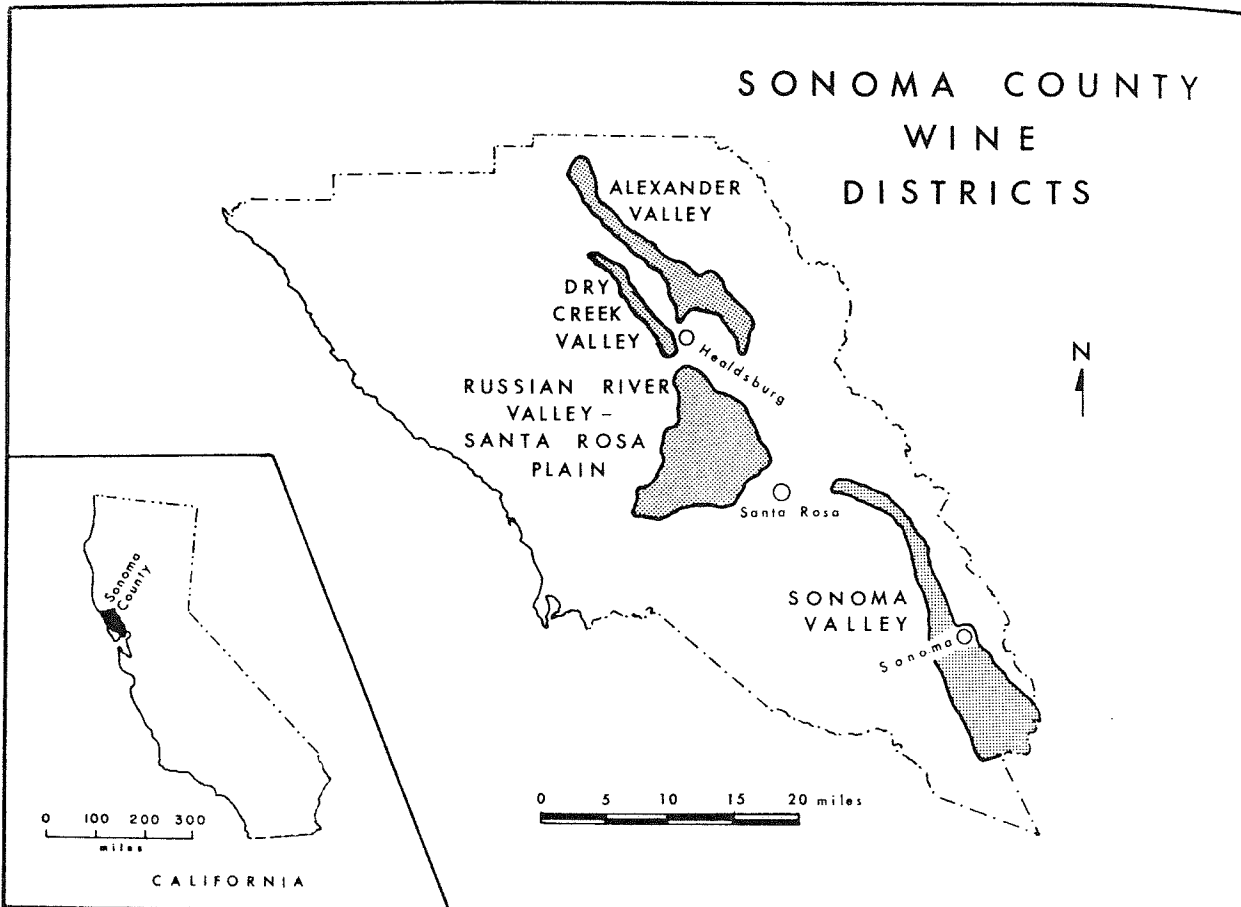


Figure 8 The California North Coast Wine Grape Region Showing Sonoma County.

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instances has been specifically bounded and labeled as such on maps, a claim that apparently cannot be made for any other proposed definitions of the Alexander Valley.

d. No historical or current evidence exists to support a set of boundaries as proposed by Group A, nor have any maps been produced which identify an Alexander Valley as that group defines it.

e. Considerable evidence exists to support inclusion of the entire valley floor as proposed by B. (Where the boundaries belong in the mountains in either petition is a wholly different subject not dealt with here. The guts issue is how much of the valley floor and terraces should be included in the appellation.)

f. Two legitimate options are available in drawing appellation boundaries for the valley. ATF can restrict the appellation to one of the two "oldtime" Alexander Valley definitions, or ATF can include the entire valley floor and adjacent terraces and bench lands in the appellation.

#### 7. Geography--Its Importance in Delimiting the Alexander Valley

The third criterion that the ATF uses to evaluate appellation petitions is "evidence relating to the geographical features (climate, soil, elevation, physical features, etc.) which distinguish the viticultural features of the proposed area from surrounding areas." Both petitions include valley floor and adjacent hill- and mountainside lands. In both cases distinct physical contrasts distinguish the valley floor from the surrounding slopes. Uniformity is lacking in both petitions because of the topographic, soil and microclimatic differences

between valley floor and mountainside.

Virtually all of the grapes in either the A or B proposals are located, however, on the valley floor, adjacent river terraces, or the lower slopes rising out of the valley. The important issue as far as the appellation is concerned is the placement of the northern and southern boundaries that would mark the limit of the valley floor. I believe overwhelming evidence exists to support the idea of a relatively homogeneous geographical entity extending from the Chalk Hill Road area to north of Cloverdale, as proposed by Group B.

#### 7.a. Geology, Soils and Watershed

In his document on the geology, soil and watershed boundaries Dr. Thomas Anderson demonstrated the unity of these elements for the entire valley. The northern portion of the valley is composed of the same kinds of alluvial deposits as mark the lower valley (Fig. 9, attached). The soils all belong to the Yolo-Cortina-Pleasanton Association (Fig. 10). Several series and phases, with varying textures and drainage features, comprise this association and are unevenly distributed throughout the valley floor. No soil distinctions can be made, however, across the northern boundary proposed by Group A. Some of the same soil phases are found in both the upper and lower valley. For example, the Cortina very gravelly sandy loam, 0-2 percent slope, dominates the east side of the valley floor from south of Geyserville to just south of Asti., and again on the same side of the river, from just north of Asti to north of Cloverdale. To quote Dr. Anderson "...the soils of both the northern and southern segments of the Alexander Valley are similar....It would be difficult to subdivide the Alexander Valley based on soil types (p. 6 of Anderson's report).

Some confusion exists in the use of the terms "watershed" and

"groundwater basins." There can be no argument that the entire valley is part of the same watershed--the Russian River watershed--because the limits of that watershed reach far beyond the limits of the Alexander Valley however it is defined. There is no primary watershed divide anywhere in the Alexander Valley. There are, of course, tributary streams with divides between them, but portions of these tributary valleys are included in both petitions, eg., Oat Valley Creek just north of Cloverdale, and Maacama Creek and Franz Creek near Chalk Hill Road in the extreme southern portion of the valley. I do not see watershed as an issue and am unable to understand the statement on page four of Group A's petition that states that its boundaries include "most of the watershed." What watershed?

With respect to the dispute as to whether the valley is one continuous groundwater basin, or divided into two basins, the latest evidence, as demonstrated by Dr. Anderson, argues for a single basin. Whoever is correct, I must inquire as to the viticultural significance in either case. The concern is with variables that affect grapes. Does a location in different groundwater basins (which, according to Anderson, is not the case here) have viticultural significance?

#### 7.b. Climate

In separate letters (both of which have been filed with the ATF) to Robert Young and Douglas Bay Shaffer, Robert Sisson, County Agricultural Director and Farm Advisor for Sonoma County, characterized the climate of both the southern Alexander Valley and the northern Alexander Valley around Cloverdale as "Coastal Warm." He noted that both areas are distinct from the Russian River Valley area to the south and west which is characterized by a "Coastal Cool" climate. The differences in the average number of heat units is less than 100 (2996 and 3085) between the southern climate stations

shown by Sisson and the northern climate stations. Well over 600 heat units separate the southern Alexander Valley from the nearby Santa Rosa Plain-Russian River area (whose stations average 2366 heat units). These data prove that even between its northern and southern extremes the Alexander Valley is climatically quite uniform. Beyond the valley, at least to the south and west, the climate changes quickly.

It is common knowledge that the northern end of the Alexander Valley is slightly warmer during the growing season than is the southern end. But there is no abrupt change from one part of the valley to the next. Rather, as one proceeds from one extreme of the valley to the other the temperature changes are gradual. The same phenomenon occurs to an even greater extent in both the Napa and Sonoma Valleys which the ATF found no problem in seeing as climatically uniform. The differences in heat units between the Los Carneros area and Calistoga in the Napa Valley are far greater than the differences between the Chalk Hill Road area and Cloverdale.

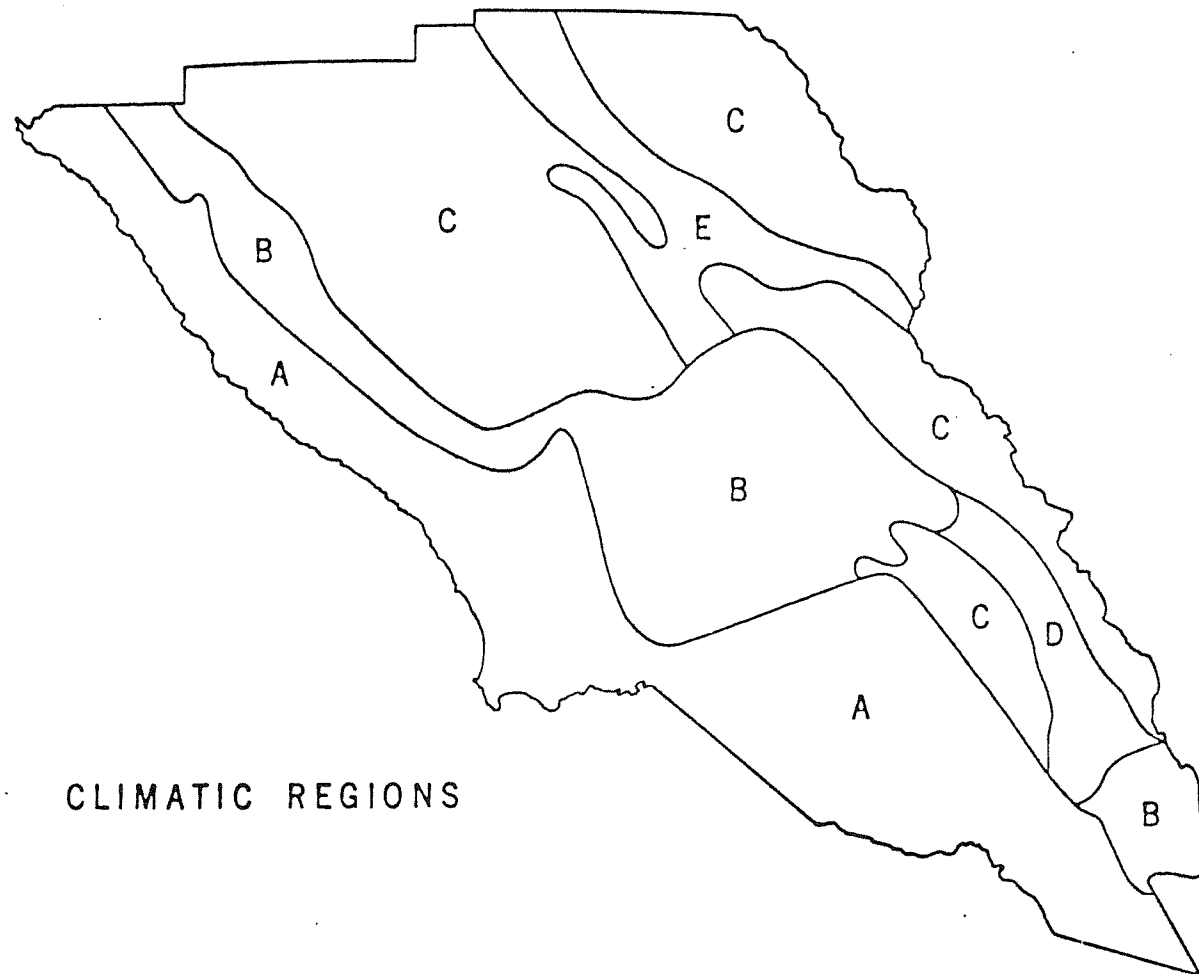
No sharp change of climate occurs in crossing the northern boundary of the Group A proposal. The boundary is climatically insignificant. The Group A proposal admits this fact on page seven of its text wherein it states that its proponents believe their boundary is a geological, not a climatic one. A check on harvest dates of the same variety planted near Asti and near Geyserville would show little if any difference between the two locations. These two places are more similar climatically than are Geyserville and the Chalk Hill Road area. Yet Asti and Geyserville are separated by Group A's boundary while Geyserville and the Chalk Hill Road area both fall within A's boundary.

While Group A makes some issue of fog intrusion keeping the southern valley cooler than the north, the proposal admits on page seven of the text that "the area upstream from Geyserville to our proposed boundary is not effected

(sic) as much by coastal fog..." And as Sisson's letters to Young and Shaffer make clear, the fog intrusion is not as important in the Alexander Valley as it is in the areas to the south and west. "Coastal warm" means that the fog intrusion is weaker and shallower than in "coastal cool" climates. In page two of his letter to Young, Sisson notes that the town of Healdsburg and the land formation known as Chalk Hill mark the "usual break point for the heaviest part of the intrusion when it occurs." In other words, beyond these sites (eg., in the Alexander Valley) the intrusion is weaker.

At the January 24th ATF hearing in Santa Rosa many statements were made about the presence or absence of fog, and about the problems in using degree days or heat units as measures of climate. Assertions were made that the Cloverdale area is really much hotter than the figures suggest. No quantitative proof was offered for any of the claims made in this regard. Over time I have learned that nearly every grower of premium wine grapes feels that there is some special quality about his or her climate. Fortunately, a neutral source exists who has gone beyond degree day measurements to look at climate in Sonoma County, in particular, climate as it pertains to viticulture. In 1977 Carol Ann Lawson produced a Masters thesis at the University of California at Davis entitled "Guidelines for Assessing the Viticultural Potential of Sonoma County: An Analysis of the Physical Environment." To evaluate Sonoma County climates for viticultural purposes Ms. Lawson devised a method which is based on data on fog intrusions and temperature extremes. These data are then combined with moisture and energy data (energy expressed as potential evapotranspiration) to construct a map of climatic regions (Fig. 11). By overlaying Figs. 11 and 12 one can see that all of

From: Carol Ann Lawson, "Guidelines for Assessing the Viticultural Potential of Sonoma County: An Analysis of the Physical Environment," unpublished Masters thesis, University of California, Davis, 1977, p. 95.



CLIMATIC REGIONS

FIGURE 11. Climatic Regions of Sonoma County.

From: Carol ann Lawson, "Guidelines for Assessing the Viticultural Potential of Sonoma County: An Analysis of the Physical Environment," unpublished Masters thesis, University of California, Davis, 1977, p.28.

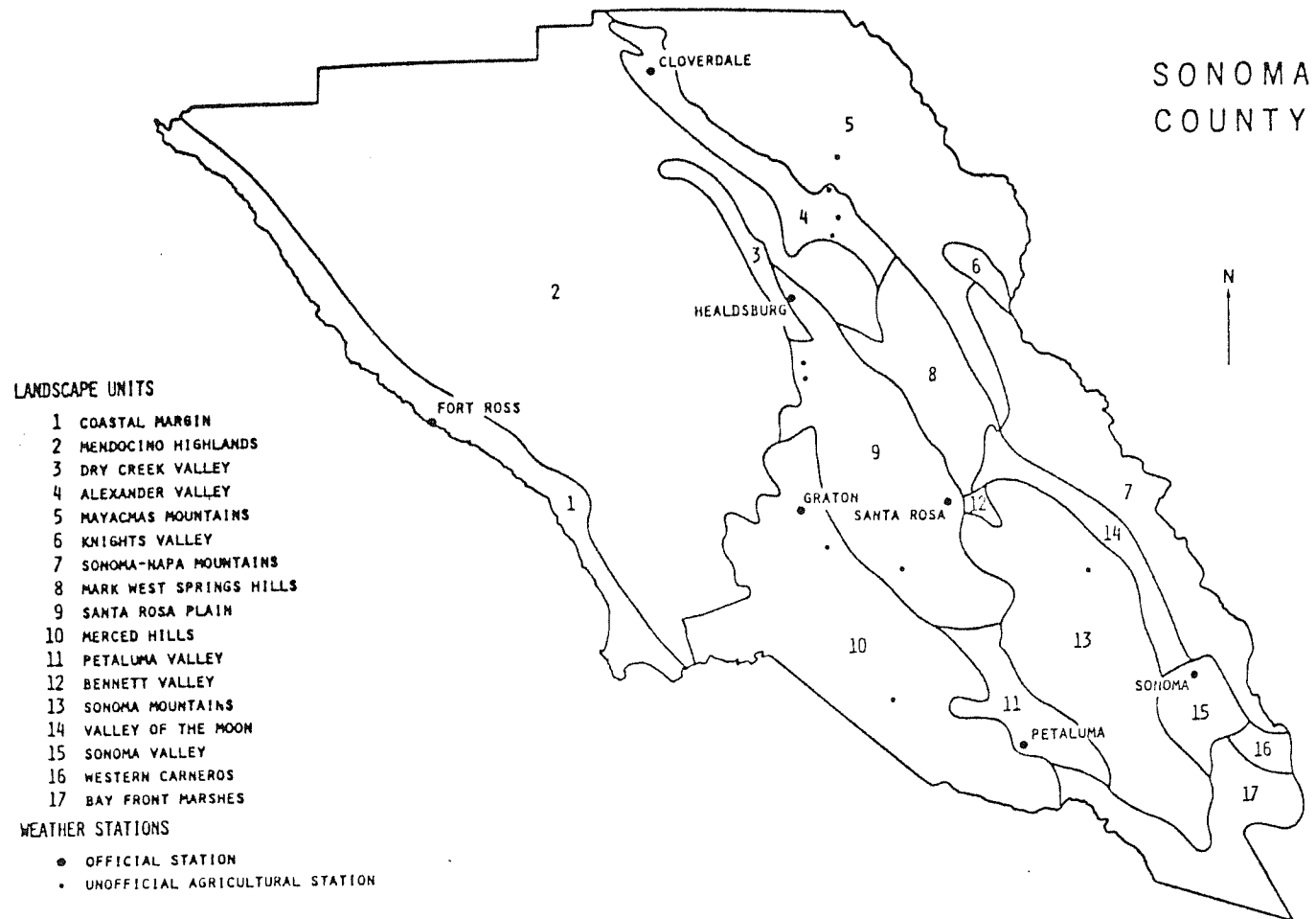


FIGURE 12 Distribution of Landscape Units and Weather Stations in Sonoma County.

the Alexander Valley is homogeneous enough climatically to be included in one region, labeled "E." While Ms. Lawson provides no formal names for her regions other than the letters on the map, she does offer verbal descriptions. She comments that Region E "receives the highest energy endowments in the county and consequently is the warmest region. Region E embraces the Alexander, Knights and Dry Creek Valleys" (Lawson, 97). Her map of fog influence (Fig. 13) pretty well negates the whole fog issue for the Alexander Valley. By overlaying that map with Fig. 12 one can see that all of the Alexander Valley lies beyond the boundary of the average maximum fog intrusion. While fog does enter the valley at times, its influence, viticulturally, is minor compared to the neighboring Russian River Valley proposed appellation.

Two other points are worth noting in Ms. Lawson's work. Firstly, whenever she refers to the Alexander Valley she uses the whole valley floor (Fig. 12) as proposed by Group B. Secondly, Fig. 11 makes clear the climatic variety of the Sonoma Valley, with three different climatic regions found in the Sonoma Valley as defined by the ATF. If ATF found a valley that diverse climatically, to be climatically distinctive, it should be able to see a valley with one climatic region as climatically distinctive.

Rather than looking for contrasts between the northern and southern ends of the valley floor, another consideration that ATF should be attentive to is the climatic contrasts within either of the proposed Alexander Valleys between the valley floors and the higher elevations in the included mountain areas. Sites in the mountains not only sit above the marine fog layer--and receive greater solar energy on summer days when fog is present on the valley floor--but at an elevation of 2000 feet one could expect daily maximum and minimum temperatures to be

From: Carol Ann Lawson, "Guidelines for Assessing the Viticultural Potential of Sonoma County: An Analysis of the Physical Environment," unpublished Masters thesis, University of California, Davis, 1977, p. 95

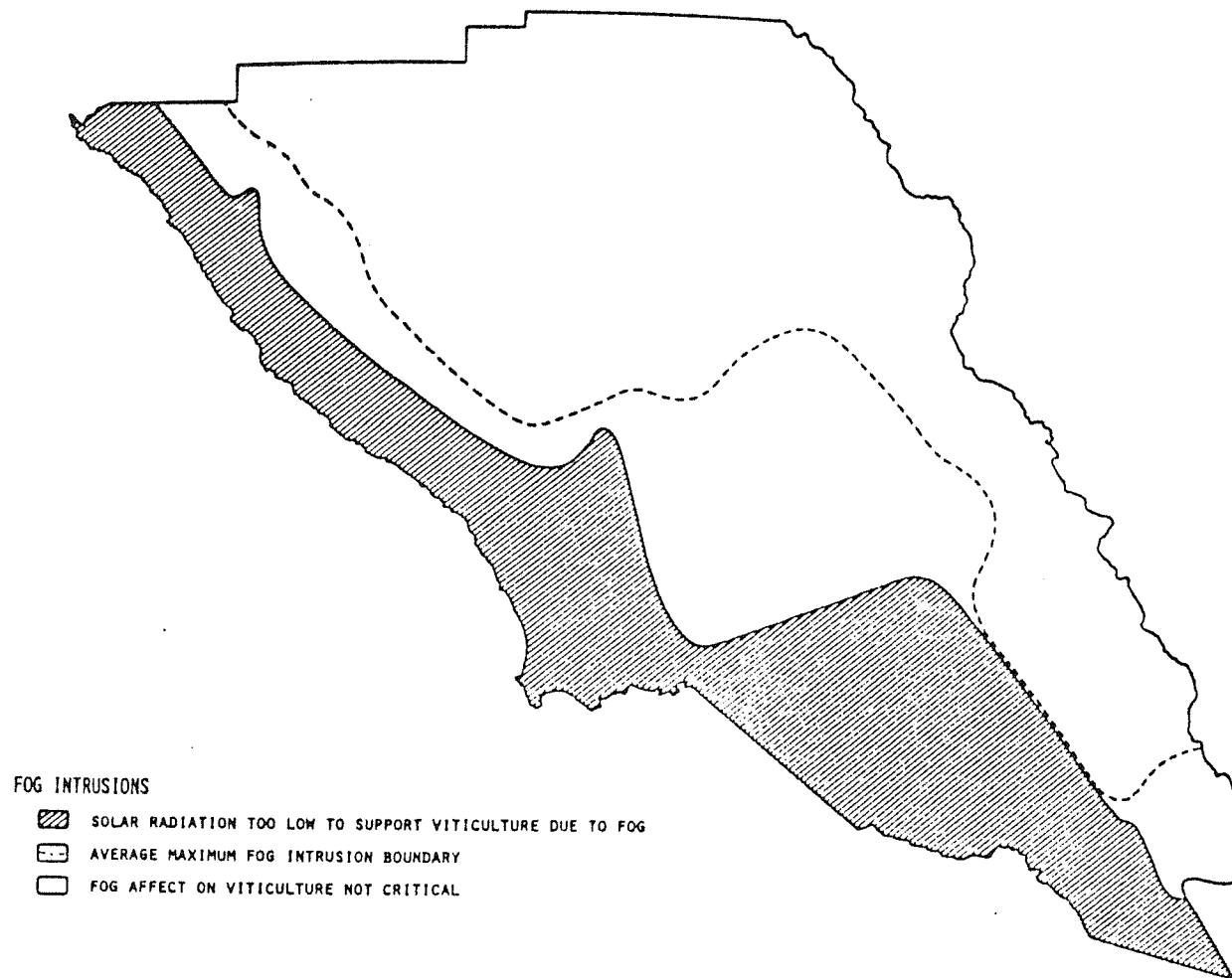


FIGURE 13 Average Area of Fog Influence.

roughly 5°F below the valley floor when fog is not present. In other words, far greater microclimatic variation occurs between valley floor and higher elevations within the proposed boundaries than occurs between the opposite poles of the valley floor.

With respect to climate, one can conclude that a strong case can be made for treating all of Alexander Valley, at least the floor of the valley, as relatively uniform climatically. No case exists for a distinct climatic region within A's boundaries (at least on the north), nor do the proponents of A claim one.

7.c. Topography (The following discussion presumes that the reader has available a set of topographic quads for the area, and is able to accurately interpret contours and their significance.)

I have gone over the topography and its associated geology rather carefully for the Alexander Valley. I believe that topography suggests a single valley unit. I think this assertion can be understood best by looking at Group A's northern boundary and considering the group's claims with respect to that boundary.

Group A's proposal twice comments that its northern boundary is related to an elevation change: the "valley narrows sharply with a corresponding rise in elevation at the proposed northwestern boundary" (p. 5 of the text), and "the northwestern line we have drawn is at a point along the Russian River where the elevation changes" (p. 7 of the text). The valley floor does narrow in the area where Group A has drawn its line. However, the line is drawn north of the cited "rise in elevation" on the west side of the river. Within A's boundary are two low peaks that reach over 450 feet, higher than any elevations along the river terraces to the north of A's line. Were the petitioners really

concerned about a change in elevation, the northern line would have to be drawn to the south of these hills. Changes in geology are not a problem either for Group A. The hills included within its boundary are composed of Franciscan bedrock materials.

As for the valley floor itself, there is no sharp rise in elevation at A's northern boundary, as one of the above quotes intimates. The elevation along the Russian River at A's northern boundary is 240 feet. Just west of Cloverdale the 280 foot contour crosses the Russian, so that the elevation of the valley floor changes only 40 feet between A's boundary and Cloverdale. Even at the northern terminus of the valley around Preston, the river elevation is still only 320 feet, a mere 80 feet higher than at A's northern boundary.

On the other hand, the elevation of the Russian River at A's southern boundary is 140 feet, 100 feet lower than the elevation at the northern boundary (not 50 feet as claimed by A). Therefore, if one is worried about elevation changes along the valley floor, greater change takes place within A's boundaries than between A's northern boundary and the northern terminus of the valley at Preston. I believe, however, that the whole issue is insignificant. An elevation change of 200 feet over 20 miles is not worth talking about. It has no viticultural importance. I bring it up only because A's proposal makes an issue of it and is errant in doing so. The elevation changes that take place between valley floor and the eastern and western boundaries of the proposed appellation are far greater--on the order of 2000 feet. That kind of contrast makes meaningless any dispute over changes along the valley floor or slight rises along river terraces on the edges of the valley.

Beyond the elevation argument I also have trouble understanding

Group A's anxiety over the narrowing of the valley in the area where their petition proposes the northern boundary. The latest geologic maps prove that no bedrock gorge exists and that the valley is continuous, so presumably that point is not open to dispute. (I refer you, again, to Dr. Anderson's report and to Fig. 9.) If the narrowing of the valley near the northern border of A's proposal is a problem, then I believe a problem also exists in the Chalk Hill Road area in the southern portion of the proposed appellation. Approximately one mile north of the southern boundary, the valley floor of the Russian River becomes far more constricted than it does in the area of A's northern boundary. At this location, with the Alexander Valley Rancheria on the west side of the river, and a hill with a marked elevation of 426 feet on the east side of the river, the river does pass through a true bedrock gorge. (See also Fig. 9.) Serpentine forms the west bank, and the hill on the east side is comprised of Franciscan Formation materials.

Consistency of argument means that if the northern boundary is placed where Group A proposes it because of a narrowing in the valley floor, then the southern boundary would have to be moved northward at least one mile to north of the bedrock gorge.

Additionally, the flat areas referred to as the Alexander Valley in the extreme southern area are the valley floors of Maacama Creek and Franz Creek, and not part of the Russian River proper. As a geographer, I find it much more problematical including this southern area within the appellation than I do including the northern area as proposed by Group B.

In reality, if valley narrowing and slight changes in elevation are an issue, problems pop up in the southern area almost three miles north of the bedrock gorge. South of Hoot Owl Creek an abrupt rise in

elevation occurs on the east side of the river, and steep bluffs line the river bank. Relief (the difference between the highest and lowest points in an area) here is on the order of 200 feet, the same as on the west bank of the river, just south of A's northern boundary. A series of rolling hills marks the area south of Hoot Owl Creek and land use also changes. Vineyards disappear for some distance as livestock grazing becomes dominant. (That kind of land use change does not occur along A's northern border. Vineyards dominate on both side of the border.) One could legitimately argue that Hoot Owl Creek should be the southern terminus of the Alexander Valley because of topographic and land use changes which occur in that area.

Returning to A's northern boundary, I also have problems with it because it bisects several properties, some of them vineyards (Fig. 14). How can part of a vineyard be included in the appellation and part of it not be included when no topographic, soil or climatic changes are involved?

Finally, perhaps the most bothersome feature of all about A's boundary is that it is a straight line. I know that ATF has approved straight lines in many instances where they reasonably mark a change in geographical environments or land use. In this instance neither land use nor environment change, so how can a straight line be justified? It is particularly curious that the straight line happens to be at the northern end of the Geyserville Quadrangle. I trust that ATF viticultural boundaries are not constructed in such an arbitrary manner.

#### 8. Proprietary Rights to Geographical Names

Many proponents of Group A's boundaries believe that the "Alexander Valley" appellation belongs exclusively to them because

wineries and growers in their area were the first to use the appellation. They helped to develop a recognition for the Alexander Valley, beginning in the middle 1970s. Their contention is similar to the "North Coast" appellation proponents who want the term "North Coast" restricted to Napa, Sonoma, and Mendocino Counties because of an ATF 1974 administrative decision. In its NPRM of January 11, 1982, Notice No. 404, however, ATF made its policy manifest that

"with the new viticultural area procedure...all appellations other than the actual names of counties or states must be based on geographical and viticultural characteristics. Furthermore, ATF made it clear with the promulgation in 1978 of the new rules concerning viticultural area appellations, that old policies no longer applied. Each viticultural area must stand on its own inherent merits...." (Emphasis added.)

Additionally, ATF stated that Treasury Decision 53 "made it clear that no grape-growing area would be 'grandfathered' and each area must meet the new criteria before approval" (Federal Register, Vol. 47, No. 6, January 11, 1982, pp. 1151-1152). The gist of ATF's argument was that the North Coast appellation could be extended beyond the 1974 definition because 1978 brought in a new set of rules.

In the case of the Alexander Valley, using the same line of reasoning, ATF need not limit itself to the 1973 definition of the appellation. The "Alexander Valley" appellation has been used in the northern part of the valley. Cordtz Brothers Winery has labeled some of its wines "Upper Alexander Valley." Wines made by Mirassou from Harold Smith's vineyard have been labeled "Alexander Valley." Other instances of use of the Alexander Valley appellation by northern valley producers were cited at the Santa Rosa ATF hearing on January 24th.

No disagreement exists that the name has been used more frequently in the southern part of the valley, but that fact does not give southern producers proprietary rights to the name.

## 9. Economic Considerations

Statements have been made that the grapes in the southern Alexander Valley are worth more (command higher prices) than northern valley grapes. That would prove to be a difficult statement to substantiate. Both areas contain vineyards that receive premium prices for their grapes. Both areas also have vineyards that receive less than premium prices.

ATF has shown itself to be unenamored of economic arguments as it demonstrated in the Shenandoah Valley, California case: "The similarity of environmental factors influencing the grapes in a region is far more important than real or imagined boundary lines or economic factors" (Federal Register, Vol. 47, No. 249, Dec. 28, 1982, p. 57695). On this basis ATF extended the Shenandoah Valley appellation across a county line to include more territory. One assumes ATF will continue to apply the same principal in other instances.

## 10. General Conclusions

a. On the basis of geographical features--topography, soils and climate--a sound argument exists for including the entire valley floor in the Alexander Valley appellation. Group A's proposal makes no claim for soil change across its northern boundary (for there is none). Its statements on climatic change pertain to only a gradual climatic transition, a continuation of the same kind of transition that occurs from the Chalk Hill Road area northward. Robert Sisson has demonstrated that both northern and southern portions of the valley are within the mid to low ranges of the "Coastal Warm" climate. Carol Ann Lawson's thesis substantiates the general climatic unity of the valley. Claims with respect to topographic change are inconsistent. The proposal by

Group A includes within the appellation boundaries the most significant topographic change in the northern area. The valley floor varies little in elevation from one end to the other, and greater topographic and geologic discontinuities exist within the southern portion of the appellation than exist in A's northern boundary area.

b. On the basis of historical criteria, various limits to the Alexander Valley can be argued cogently (Fig. 1). None of these supportable sets of limits, however, corresponds to anything like the boundaries, especially in the north, as proposed by Group A. Of the remaining possible boundaries, one must ask "what is their viticultural significance?" Neither the boundaries of Cyrus Alexander's "Early Alexander Valley" nor Russell Green's approximate "Alexander Valley" have any significance topographically, climatically, or lithologically. Only the boundaries of Group B enclose a true geographic region of viticultural significance.

c. Group A's boundaries are not supportable on either geographic or historical grounds and should be dismissed. Particularly I refer to the area from Geyserville to the northern boundary, an area unsubstantiated in any of the historical material presented.

d. Group B's boundaries possess both geographic and historical legitimacy and should be approved (though one could argue that not all of the mountainous territory on the east or on the northwest really belongs). Only one viticultural appellation should be established for the present. Subappellations might make sense at some later date when the California wine industry matures, but they do not make sense in the Alexander Valley for the present.

# REFERENCES CITED

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- Bureau of Alcohol, Tobacco and Firearms, "Alexander Valley Viticultural Area," Notice of Proposed Rulemaking, Notice no. 418, Federal Register, Vol. 47, No. 161, August 19, 1982, pp. 36221-36226.
- Bureau of Alcohol, Tobacco and Firearms, "North Coast Viticultural Area, California; Amendment of Proposed Boundary," Notice of Proposed Rulemaking, Notice no. 404, Federal Register, Vol. 47, No. 6, January 11, 1982, pp. 1151-1152.
- Bureau of Alcohol, Tobacco and Firearms, "Shenandoah Valley, California," Final Rule, Federal Register, Vol. 47, No. 249, December 28, 1982, p. 57695.
- Crowley, William K. "Grapes Conquer Prunes: Vineyard and Winery Expansion in Sonoma County, California," California Geographer, Vol. 17, 1977, pp. 10-24.
- Heintz, William F., "An Historical Review of the Geographic Relationship of Alexander Valley, Sonoma County, to the Town of Cloverdale, Sonoma County, California," addendum to Group A's petition for an Alexander Valley appellation.
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- Sonoma County Planning Department, Sonoma County General Plan Bulletin: Landscape Units Map Index (Santa Rosa: Sonoma County Planning Department, 1974)
- State of California, Department of Water Resources, Evaluation of Ground Water Resources: Sonoma County, Volume I: Geologic and Hydrologic Data, Bulletin No. 118-4, (Sacramento: State of California, 1975).
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Post Meeting  
Rec'd 2/25/83

LAW OFFICES OF  
PASSALACQUA & MAZZONI  
150 MATHESON STREET  
HEALDSBURG, CALIFORNIA 95448

FRANCIS M. PASSALACQUA  
JAMES R. MAZZONI, JR.  
THOMAS R. PASSALACQUA  
MARK L. GLADDEN

TELEPHONE:  
(707) 433-3363

MAILING ADDRESS  
P. O. BOX 455

February 24, 1983

Chief, Requests & Procedures Division  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 385  
Washington, D.C. 20044-0385

Attn: Notice 444 - Proposed Alexander Valley  
Appellation, Healdsburg, Sonoma County,  
California Area

Gentlemen:

At the time of the hearing held on January 24, 1983 at Santa Rosa, California pursuant to the above numbered notice, the undersigned appeared for Kenneth J. Toth to request on behalf of Mr. Toth that his property at 2470 Rio Lindo, Healdsburg, California, be included within the proposed Alexander Valley appellation. At the time of said hearing, it was indicated that written evidence could and should be submitted to your division in substantiation of Mr. Toth's request. You accordingly will find enclosed the declaration of Mr. Toth along with a declaration of a neighbor, Frederick J. Passalacqua, along with Exhibits A, B-1 and B-2, all in support of Mr. Toth's said request.

You will note on Exhibit A, a topographical map of the Healdsburg and Alexander Valley areas, that Mr. Toth is indicating a southerly boundary for the Alexander Valley appellation. It is clear from said map that the Passalacqua and Toth properties lie in a small valley between the main portion of Alexander Valley and what is sometimes known as the Russina River Valley lying to the south of the City of Healdsburg. It is also a fact that the small valley involved is too insignificant in grape production to qualify for a separate appellation designation and therefore should be made a part of an appellation involving a larger area. In view of the evidence submitted herewith it appears logical and proper that the Toth and Passalacqua properties be included within the Alexander Valley appellation.

Chief, Requests & Procedures Division  
Bureau of Alcohol, Tobacco & Firearms  
February 24, 1983

Page 2

Should you require any further information or evidence in connection with the request of Mr. Toth, the subject of this communication, please inquire of the undersigned.

Very truly yours,

PASSALACQUA & MAZZONI

  
James R. Mazzoni, Jr. 

JRM:gd  
Encl.

cc: Kenneth J. Toth

DECLARATION

I, KENNETH J. TOTH, declare as follows:

I am a resident of Healdsburg, County of Sonoma, State of California, with a home address of 2470 Rio Lindo Avenue, Healdsburg, California; that I am the owner of ranch property commonly known as "BLACK MOUNTAIN RANCH" located at 2470 Rio Lindo Avenue, Healdsburg, California, which said property is designated in red on the topographic map marked Exhibit A submitted with this Declaration; in excess of one hundred (100) acres of my said property is planted to mainly varietal grapes of the varieties Sauvignon Blanc, Cabernet Sauvignon, Pinot Chardonnay, and Zinfandel.

That it is my opinion and my request that my said property be included within the Alexander Valley appellation and not a proposed Russian River appellation for the following reasons:

(a) The varieties of grapes grown on my said property are more akin to those grown best in the Alexander Valley region;

(b) Although the Pinot Chardonnay variety is grown in both the Alexander Valley and Russian River areas, this variety when grown in the Alexander Valley region tends to have a lower acid and a heavier style wine which equates with the results obtained by me in growing this variety on my ranch;

(c) Harvesting of our grape crop typically is concluded on my said property by mid-September which corresponds to the harvesting season in the Alexander Valley region;

(d) The varieties Sauvignon Blanc and Cabernet Sauvignon grow well on my property as they do in the Alexander Valley region but both of these varieties do poorly south of Healdsburg in the proposed Russian River appellation area;

(e) Historically the location of my said property, as well as the Passalacqua Ranch to the north thereof, has been considered a part of Alexander Valley as indicated by the declaration of FREDERICK J. PASSALACQUA submitted simultaneously with this declaration;

(f) That at the time I purchased my said property in 1976 it was indicated to me by the previous owner who had owned the property for well over 50 years that the grapes growing thereon were considered to be part of Alexander Valley production. Relying on what I considered to be an historical fact, I have consistently marketed grapes grown on my property, which approximate 300 to 400 tons per year, as grapes grown in the Alexander Valley. In support of this statement I am also submitting with this Declaration labels used by wineries indicating grapes used to produce wine from my property as being designated as "BLACK MOUNTAIN VINEYARD" and in some cases, as Alexander Valley as well. Said labels are attached to Exhibits marked "B-1" and "B-2" enclosed herewith.

Relying on information furnished me at the time I purchased my property in 1976 and subsequently, I have developed my vineyard, known as "BLACK MOUNTAIN VINEYARD" and/or "BLACK MOUNTAIN RANCH" as an Alexander Valley premium varietal vineyard and as indicated by the aforesaid wine labels have had publicized wines made from grapes marketed from my said property as being from the Alexander Valley.

For the reasons set forth in this Declaration and in the accompanying Declaration of FREDERICK J. PASSALACQUA and the herein referred to Exhibits, I request that my property along with the Passalacqua property be included within the proposed Alexander Valley appellation. I am suggesting a southerly border of said appellation area as indicated by me on the topographical map marked Exhibit A and submitted simultaneously herewith.

I make this declaration for the purpose of requesting of the Bureau of Alcohol, Tobacco & Firearms to include my said property, along with the property of FREDERICK J. PASSALACQUA, in the Alexander Valley appellation designation.

I declare under penalty of perjury that the foregoing is true and correct and that this declaration was executed on February 23, 1983 at Healdsburg, California.

  
KENNETH J. TOTH

DECLARATION

I, FREDRICK J. PASSALACQUA, declare as follows:

That I am a resident of Healdsburg, County of Sonoma, State of California, with a home address of Alexander Valley Road, Healdsburg, California; that I am an owner with my siblings of approximately five hundred fifty (550) acres located to the North on Alexander Valley Road and bordering on the South the Russian River; that said acreage is designated in yellow on the topographic map attached to the declaration of KENNETH TOTH being submitted simultaneously with this declaration; that said acreage in which I own an interest has been in my family for over sixty (60) years and for at least the last forty (40) years there has been on said acreage one hundred forty acres (140) planted to grapes; that said grapes consist of Chenin Blanc, Petit Sirah, Zinfandel as well as general mixed black wine grapes.

That the grapes harvested from the aforesaid one hundred forty (140) acres have been sold over the years mainly to Soda Rock Winery located in Alexander Valley, Healdsburg, California, as well as to Simi Winery and Seghesio Winery, both located in Healdsburg, California, and also to Pedroncelli Winery in Geyserville, California, and Martini & Prati Winery in Forestville, California, all of said wineries being in the County of Sonoma, State of California. That said grapes have been sold

to said wineries as being from the Alexander Valley and as long as I and my family have owned said acreage we have always considered our said property to be a part of Alexander Valley.

That our said acreage, as well as that of KENNETH J. TOTH, are the only properties in our immediate area that have a long history of grape production.

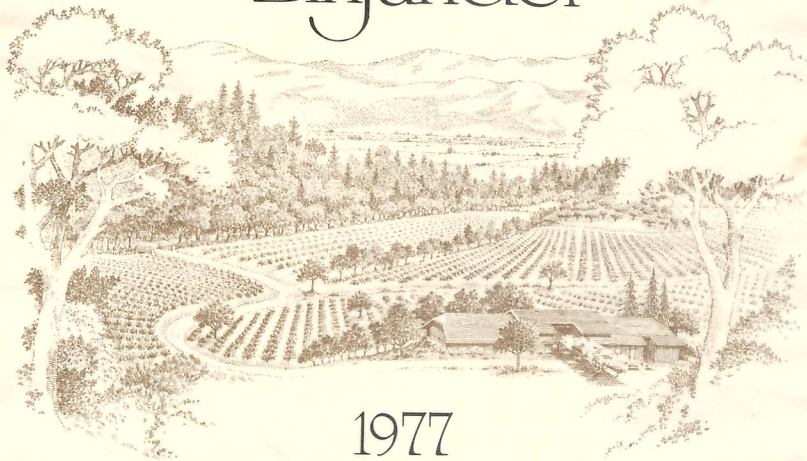
I make this declaration for the purpose of requesting of the Bureau of Alcohol, Tobacco and Firearms to include the said property in which I have an interest along with the property of KENNETH J. TOTH, in the Alexander Valley appellation designation, and in this regard, I do support the proposed southern boundary line of said Alexander Valley appellation as designated in black on the aforesaid topographic map made a part of KENNETH TOTH's declaration.

I declare under penalty of perjury that the foregoing is true and correct and that this Declaration was executed on February 23, 1983 at Healdsburg, California.

  
FREDRICK J. PASSALACQUA

BLACK MOUNTAIN VINEYARD

Alexander Valley  
Zinfandel



1977

Joseph Phelps Vineyards

Alcohol 15.6% by volume  
Produced and bottled by Joseph Phelps Vineyards, St. Helena, California

1980

*Alexander Valley  
Chardonnay  
Black Mountain Vineyard*

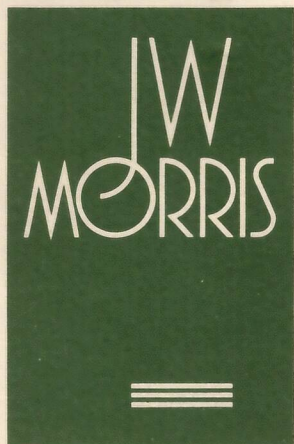


Napa Cellars

ALCOHOL 13.5% BY VOLUME  
PRODUCED AND BOTTLED BY NAPA CELLARS WINERY  
OAKVILLE, CALIFORNIA

Ex B1

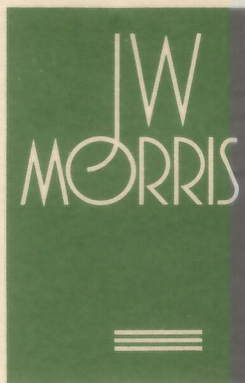
1981 SONOMA COUNTY  
SAUVIGNON BLANC



BLACK MOUNTAIN VINEYARD

PRODUCED AND BOTTLED BY THE J.W. MORRIS WINERIES,  
CONCORD, CALIFORNIA. ALCOHOL 12.6% BY VOLUME.

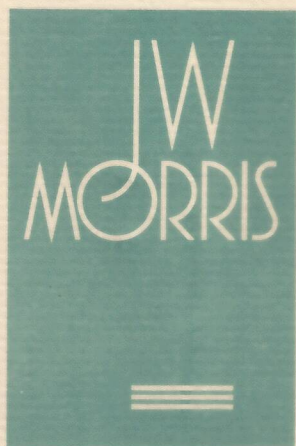
1980 SONOMA COUNTY  
SAUVIGNON BLANC



BLACK MOUNTAIN VINEYARD

PRODUCED AND BOTTLED BY THE J.W. MORRIS WINERIES,  
EMERYVILLE, CALIFORNIA. ALCOHOL 12.6% BY VOLUME.

1980 SONOMA COUNTY  
CHARDONNAY



BLACK MOUNTAIN VINEYARD

PRODUCED AND BOTTLED BY THE J.W. MORRIS WINERIES,  
CONCORD, CALIFORNIA. ALCOHOL 12% BY VOLUME.

J·W·MORRIS

1979·CHARDONNAY  
SONOMA COUNTY

BLACK MOUNTAIN VINEYARD

Produced and  
J.W. Morris  
Emeryville



bottled by  
Port Works  
California

Alcohol 13.5% by volume.

Ex. B2

# Sonoma Vineyards

Comment #1

October 5, 1982

Director  
Bureau of Alcohol, Tobacco and Firearms  
Washington, D.C. 20226


Dear Director:

I should like to urge the Bureau of Alcohol, Tobacco and Firearms to approve the Alexander Valley appellation as submitted by the Appellation Committee ("Group A") and recorded in the Federal Register of August 19, 1982.

That proposal reflects the definition of Alexander Valley as it has existed for nearly one hundred years and as recognized both locally and nationally. The areas further north, such as Asti and Cloverdale, which is considerable distance from this otherwise universally recognized region, has never been considered part of Alexander Valley and we urge that they not be included in the Alexander Valley appellations for this reason.

The entire purpose of your excellent work in the area of establishing appellations is to precisely establish definitive regions that the public may know and depend upon for a style and consistency of product. We feel that the extension north would diminish and blur that purpose in the case of Alexander Valley.

Sincerely yours,

  
Rodney D. Strong  
Chairman and Winemaster  
Sonoma Vineyards Winery

RDS/dbw



# Chateau St. Jean

VINEYARDS AND WINERY

October 8, 1982

Director Steve Higgins  
Bureau of Alcohol, Tobacco  
and Firearms  
Washington, DC 20226


Dear Director Higgins:

Chateau St. Jean Winery strongly urges the Bureau of Alcohol, Tobacco and Firearms to approve the Alexander Valley Appellation as submitted by the Appellation Committee ("Group A") and recorded in the Federal Register of August 19, 1982.

That proposal reflects the definition of Alexander Valley as it has existed for nearly 100 years and as recognized both locally and nationally. Neither the Asti area nor the Cloverdale area, both of which are north of Alexander Valley, have ever been considered part of Alexander Valley.

As our winery purchases approximately 60% of our varietal grapes from the Alexander Valley area, we feel that it is of prime importance that only the area described by "Group A" be considered. Any addition to these original parameters would be at best superfluous.

Respectfully,

  
Richard L. Arrowood  
Vice President/Winemaker

RLA:lh ✓

Chief  
Regulations/Procedures Div.  
Bureau of Alcohol, Tobacco  
& Firearms  
Box 385  
Washington, D. C. 20044-0385

Attn: Notice No. 418

This letter is written in support of the viticultural appellation proposal submitted by Group A which defines the proposed viticultural area of Alexander Valley, in Sonoma County, California.

The writers have owned and run a vineyard of 100 acres in the Alexander Valley since 1967, to which they have added a winery in 1982.

In your consideration of the two proposals before you concerning the geographical definition of Alexander Valley, we wish to draw your attention to these facts:

1. During our 15 years in Alexander Valley, Cloverdale and Asti have always been referred to separately, as areas distinct from Alexander Valley, until the Group B proposal appeared before your agency.
2. For more than 100 years, the Italian Swiss Colony Winery has been in production at Asti. The winery has never identified itself as in the Alexander Valley. Neither has it identified itself as in Cloverdale. It has consistently identified itself as at Asti, separate from the other two place names.
3. Asti stands between Alexander Valley and Cloverdale, isolating one from the other with five miles of intervening terrain which over a century has been defined differently from each, neither Alexander Valley nor Cloverdale.
4. The existing Cloverdale wineries with their vintages of 1981 and the years previous by their labels define themselves as Cloverdale, not Alexander Valley. Alexander Valley appears on their labels only when the grapes used in the wine have come from below Asti, that is from the area Group A defines as Alexander Valley.

We urge that you reject the appending of separate areas to Alexander Valley in an attempt to rewrite the history of many decades. The Group A proposal reflects longstanding local history and custom in its definition of Alexander Valley, one which at this late date should not adulterated.

October 12, 1982

Geyserville CA 95441

[Redacted]  
Mary H. Hafner

[Redacted]  
Richard P. Hafner, Jr.

Comment #1  
RIP

# Alexander Valley Association

POST OFFICE BOX 1195  
HEALDSBURG, CALIFORNIA 95448

October 12, 1982

BATF  
Mr. Robert Dickerson  
1200 Penn Avenue  
Washington, D.C. 20226

Re: Alexander Valley Appellation

Dear Mr. Dickerson:

It has been brought to our attention that applications have been filed for an Alexander Valley Appellation by two groups. I represent the Alexander Valley Association, a property owners' association that has been in existence for sixteen years. Our association is made up of 136 landowners in the Alexander Valley. We strongly recommend that the areas north of Alexander Valley, i.e. Asti and Cloverdale, not be included in the Alexander Valley Appellation. We endorse the Alexander Valley Appellation as submitted by Group A (Appellation Committee) and recorded in the Federal Register of August 19, 1982.

Alexander Valley both historically and politically has never included the Asti and Cloverdale areas as part of the Valley. Alexander Valley ends just north of Geyserville where the hills on either side of the river pinch down and form a natural barrier between the two areas. Because of this barrier both the fog and cooling ocean breezes are stopped, and the Asti and Cloverdale areas are much warmer than the area to the south. The difference in climate makes the wines coming from the two areas quite different. A Chardonnay from the southern area will be quite different than a Chardonnay from the Cloverdale area. The same will follow for other varietal wines as well.


Grapes delivered to local wineries from the Asti and Cloverdale areas are not considered to be from Alexander Valley,

but are designated as the Cloverdale area. For a number of years I bought grapes for Souverain Winery. We always designated the area to the south as Alexander Valley and the area to the north as Cloverdale or Sonoma County.

The Alexander Valley Association has never included the Asti or Cloverdale areas as part of the area under their jurisdiction. The Association works very closely with the Sonoma County Planning Department as well as other agencies of county government. At both the local and county level the Cloverdale and Asti areas are not considered to be a part of Alexander Valley.

The Alexander Valley Association and its 136 members strongly recommend that you adopt the Alexander Valley Appellation as proposed by Group A.

Very truly yours,



Dale R. Goode  
President  
Alexander Valley Association

DRG:ld



# CORDTZ BROTHERS CELLARS

28237 River Road  
Cloverdale, CA 95425  
(707) 894-5245

October 12, 1982

Chief, Regulations and Procedures Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 385  
Washington, DC 20044-0385

Attn: Notice No. 418

The position of the group submitting proposal "B" is that we have supplied documented evidence establishing the fact that Alexander Valley is one entity geographically, that it is one watershed and that visually there is no observable line of demarcation between the upper and lower valley. Historically, the name has been applied flexibly suiting the needs of the time and the person using it.

We would like to point out that in the event proposal "A" is accepted that a small section of some 1600 acres will be left with no appellation other than broad categories e.g. Sonoma County or North Coast which are so broad in their application as to leave our small portion unidentifiable.

In previous rulings, it appears that decisions have been rendered that seek to properly identify areas and at the same time be cognizant of the most people. If this standard is followed, then proposal "B" is your logical choice since that decision will benefit the most and harm none.

Sincerely,

William A. Cordtz  
for petitioners under Proposal "B"

United Vintners Inc  
601 Fourth Street San Francisco California 94107

October 15, 1982

Comment #6

Regulations

10/10/82

Ram

10-11-82

Chief, Regulations and Procedures Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 385  
Washington, DC 20044-0385

Attn: Notice No. 418

Dear Sir:

The intent of this letter is to state for the record that United Vintners, as the owner of the Italian Swiss Colony at Asti, California, fully endorses the position described as that of Group "B" in Notice No. 418. We believe this constitutes the correct geographic region for viticultural area in Sonoma County to be designated as "Alexander Valley."

United Vintners has previously commented and stated its position in this matter in a letter to BATF dated December 8, 1981. The opinion expressed therein remains that of United Vintners and should also be included in the record.

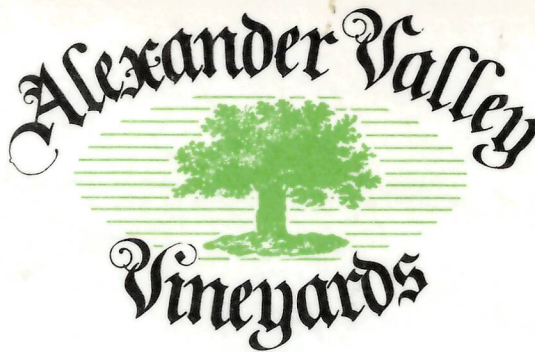
Sincerely yours,

UNITED VINTNERS, INC.

Robert D. Rossi  
Vice President



WINES GROUP



TRADE MARK

HARRY H. WETZEL • P.O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA, 95448

Chief  
Regulations and Procedures Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 385  
Washington, D.C. 20044-0385

Dear Sir,

Enclosed are a letter from Dale Goode the President of the Alexander Valley Association, Michael Dixon President of Simi Winery, 70 petition signatures representing approximately 6,530 acres of grapes, and a report by William Heintz, a noted wine historian.

The enclosed reiterates the feeling of group A. The grapes grown in and around the town of Cloverdale are not now had have never been considered as Alexander Valley grapes.

We do not agree that the Chalk Hill viticultural area and the Alexander Valley viticultural area overlap. If they do, in our mind this is a minor point which can easily be negotiated.

If you have questions contact, Hank Wetzel (707) 433-7209  
or in writing at the above address. I hope you rule fairly,  
in our favor.

Sincerely,

A black rectangular redaction box covering the signature of Hank Wetzel.

Hank Wetzel

Chairman of the Appellation Committee



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

707-433-7209

September 21, 1982

The Appellation Committee  
8644 Highway 128  
Healdsburg, CA 95448

Director  
Bureau of Alcohol, Tobacco and Firearms  
Washington, D.C. 20226

Dear Director:

We, the undersigned Vineyard and Winery owners of Alexander Valley, hereby urge the Bureau of Alcohol, Tobacco and Firearms to approve the Alexander Valley appellation as submitted by the Appellation Committee ("Group A") and recorded in the Federal Register of August 19, 1982.

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Name

*President*  
Souverain Cellars Winery  
Vineyard or Winery

Name

Vineyard or Winery

Name

Vineyard or Winery

Name

Vineyard or Winery

Name

Vineyard or Winery

Name

Vineyard or Winery



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

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Name

Name

Name

Name

Name

*Ed Winery Ranch*  
Vineyard or Winery

"

Vineyard or Winery

Vineyard or Winery

Vineyard or Winery

Vineyard or Winery

Vineyard or Winery



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

707-433-7209

September 21, 1982

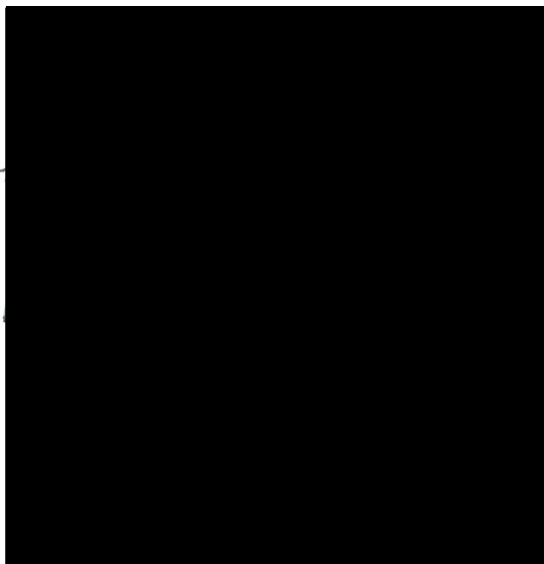
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Name

Wasson Vineyards  
Vineyard or Winery

Gauer Ranch  
Vineyard or Winery

Rothberger Ranch  
Vineyard or Winery

NEW PLACE RANCH  
Vineyard or Winery

Franciscan Vineyards  
Vineyard or Winery

Fall Creek Ranch  
Vineyard or Winery



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

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*R & H Young Vineyards Inc.*  
Vineyard or Winery

*db.a. Oak Grove Vineyards (A. Partnership)*  
Vineyard or Winery

*Garden Creek Ranch Geyserville*  
Vineyard or Winery

*Segusia Winery*  
Vineyard or Winery

*Pyper Peak*  
Vineyard or Winery

*Trentadue Winery*  
Vineyard or Winery



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707-433-7209

September 21, 1982

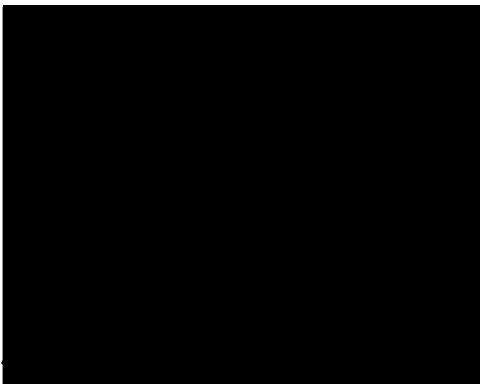
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Dan Diemeter Vineyard  
Vineyard or Winery

David Winery  
Vineyard or Winery

Ed Soherer Vineyards.  
Vineyard or Winery

REDWOOD RANCH & VINEYARD, INC.  
aka FIELD STONE WINERY  
Vineyard or Winery

\_\_\_\_\_  
Name

\_\_\_\_\_  
Vineyard or Winery

\_\_\_\_\_  
Name

\_\_\_\_\_  
Vineyard or Winery



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

707-433-7209

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Name

Name

Name

Name

Name

*Carnielli-Hunter Vineyard*  
Vineyard or Winery

*Tordan Vineyard & Winery*  
Vineyard or Winery

Vineyard or Winery

Vineyard or Winery

Vineyard or Winery

Vineyard or Winery



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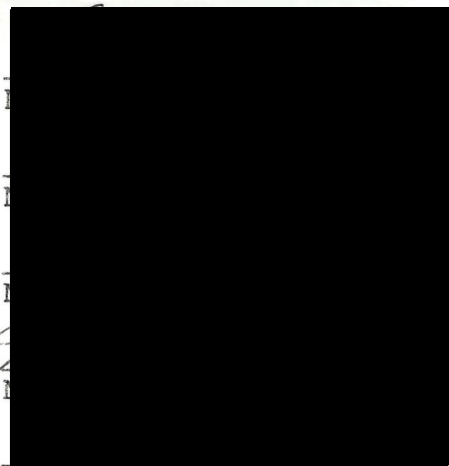
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Name

Name

Budd Vineyard + Orchards  
Vineyard or Winery

Hocking Ranch  
Vineyard or Winery

Copener Ranch  
Vineyard or Winery

Red-Hill Vineyard  
Vineyard or Winery

Unicorn Canyon Vineyards  
Vineyard or Winery

Vineyard or Winery



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*Chairman*

*Sonoma Vineyards*

Vineyard or Winery

*Piper Sonoma Cellars*

Vineyard or Winery

*Pastori Winery*

Vineyard or Winery

*Lyeth Vineyard and Winery Ltd*

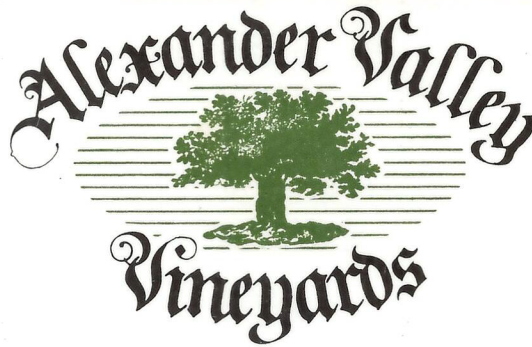
Vineyard or Winery

Name

Vineyard or Winery

Name

Vineyard or Winery



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

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Mayer Vineyards  
Vineyard or Winery

Duke Ranch  
Vineyard or Winery

Murphy Vineyards  
Vineyard or Winery

R. D. Hunt Vineyards  
Vineyard or Winery

Fay Ranch  
Vineyard or Winery

Maa Carmo View Vineyard  
Vineyard or Winery



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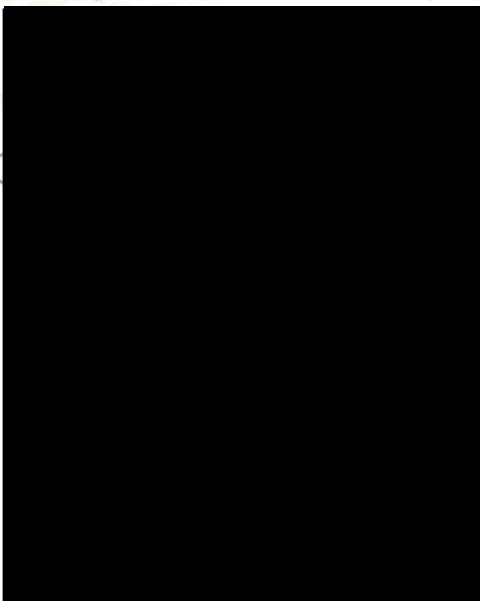
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[Redacted] *Gaysonville*  
Vineyard or Winery

[Redacted] *Gaysonville*  
Vineyard or Winery

[Redacted] *GEYSER, 95448*  
Vineyard or Winery

*Frederon winery*  
Vineyard or Winery

[Redacted] *Healdsburg 95448*  
Vineyard or Winery

[Redacted] *HEALDSBURG*  
*SODA ROCK WINERY*  
Vineyard or Winery



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

707-433-7209

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Alexander Valley Vineyards  
Vineyard or Winery

Sherry Ranch + Del Rio PPTY'S  
Vineyard or Winery

Intown Ranch + Hoos Owl Creek Ranch  
Vineyard or Winery

Sunni Vineyards  
Vineyard or Winery

Bell-Tone Vineyard  
Vineyard or Winery

Ed Demmerling Vineyard  
Vineyard or Winery



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

707-433-7209

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Alexander Valley Winery Co.  
Vineyard or Winery

Murphy / Goode Vineyards  
Vineyard or Winery

Redwood Ranch & Vineyards  
Vineyard or Winery

Johnson Alexander Valley Wines  
Vineyard or Winery

Johnson Ranch  
Vineyard or Winery

Clay H. Green Ranch  
Vineyard or Winery



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

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Scales Vineyard  
Vineyard or Winery

St Clair Vineyards  
Vineyard or Winery

Petersen Vineyard  
Vineyard or Winery

Rancho Miguel  
Vineyard or Winery

Teyon Vineyards  
Vineyard or Winery

Stephen Zellerbach Vineyard  
Vineyard or Winery



HARRY H. WETZEL • P. O. BOX 175 • 8644 HIGHWAY 128 • HEALDSBURG, CALIFORNIA 95448-0175

707-433-7209

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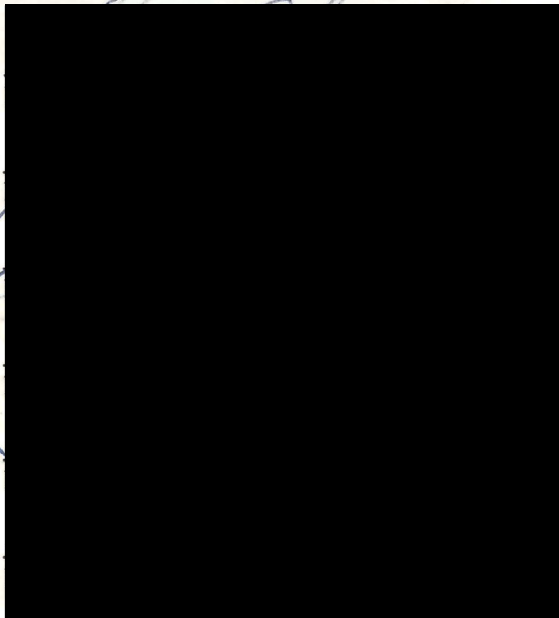
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Summer Vineyard  
Vineyard or Winery

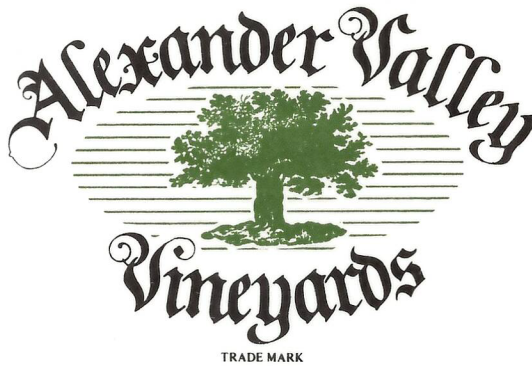
Fanucchi Ranch  
Vineyard or Winery

Maunton Farms inc  
Vineyard or Winery

Carramero Vineyard  
Vineyard or Winery

Mann Vineyards  
Vineyard or Winery

The Grape Orchard  
Vineyard or Winery



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[Redacted]  
Name M. G. Dacres Dixon, President

Simi Winery, Inc./Maacama Vineyards  
Vineyard or Winery

[Redacted]  
Name Jack E. Loffmark, V.P./Operations

Simi Winery, Inc./Maacama Vineyards  
Vineyard or Winery

[Redacted]  
Name Zelma R. Long, V.P./Winemaker

Simi Winery, Inc./Maacama Vineyards  
Vineyard or Winery

[Redacted]  
Name K. Michael Young, V.P./Controller

Simi Winery, Inc./Maacama Vineyards  
Vineyard or Winery

Name \_\_\_\_\_

\_\_\_\_\_  
Vineyard or Winery

Name \_\_\_\_\_

\_\_\_\_\_  
Vineyard or Winery

# Alexander Valley Association

POST OFFICE BOX 1195  
HEALDSBURG, CALIFORNIA 95448

October 12, 1982

BATF  
Mr. Robert Dickerson  
1200 Penn Avenue  
Washington, D.C. 20226

Re: Alexander Valley Appellation

Dear Mr. Dickerson:

It has been brought to our attention that applications have been filed for an Alexander Valley Appellation by two groups. I represent the Alexander Valley Association, a property owners' association that has been in existence for sixteen years. Our association is made up of 136 landowners in the Alexander Valley. We strongly recommend that the areas north of Alexander Valley, i.e. Asti and Cloverdale, not be included in the Alexander Valley Appellation. We endorse the Alexander Valley Appellation as submitted by Group A (Appellation Committee) and recorded in the Federal Register of August 19, 1982.

Alexander Valley both historically and politically has never included the Asti and Cloverdale areas as part of the Valley. Alexander Valley ends just north of Geyserville where the hills on either side of the river pinch down and form a natural barrier between the two areas. Because of this barrier both the fog and cooling ocean breezes are stopped, and the Asti and Cloverdale areas are much warmer than the area to the south. The difference in climate makes the wines coming from the two areas quite different. A Chardonnay from the southern area will be quite different than a Chardonnay from the Cloverdale area. The same will follow for other varietal wines as well.

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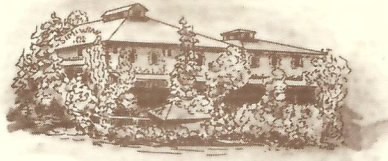
The Alexander Valley Association and its 136 members strongly recommend that you adopt the Alexander Valley Appellation as proposed by Group A.

Very truly yours,

A black rectangular redaction box covering the signature of Dale R. Goode.

Dale R. Goode  
President  
Alexander Valley Association

DRG:ld



## SIMI WINERY

P.O. BOX <sup>698</sup>~~948~~, HEALDSBURG, CALIFORNIA 95448 (707) 433-6981

October 8, 1982

MICHAEL G. DACRES DIXON  
PRESIDENT

Director  
Bureau of Alcohol, Tobacco & Firearms  
Washington, D. C.

Dear Sir:

In connection with the Petition from the Alexander Valley Vineyard and Winery Owners I would like to add a separate statement in support of the "Group A Proposal" for the Alexander Valley Viticultural Area.

In general, I concur with the Appellation Committee's statement that for nearly 100 years the present boundaries of the Alexander Valley Appellation District have been unchanged--the northernmost boundary line being the northern line of Township 10 North. To change the Appellation boundaries to include properties north of the present boundary--never before associated with the Alexander Valley Appellation--would have serious affect upon production and marketing by the present vineyard and winery owners in the Alexander Valley Appellation District. I strongly oppose the addition of these lands referred to in the "Group B Proposal".

Specifically, I take exception to correspondence on file in your office, stating that by adding Simi Winery's base location on Healdsburg Avenue to the "Group A Proposal" the watershed principal would be violated. Simi Winery not only owns vineyards in the Alexander Valley (Maacama Vineyards); but, with BATF approval, has been using the Alexander Valley Appellation on its label for over 10 years by reason of its contracting for Alexander Valley grapes. No grapes are grown at our base location thus eliminating any violation of watershed principal.

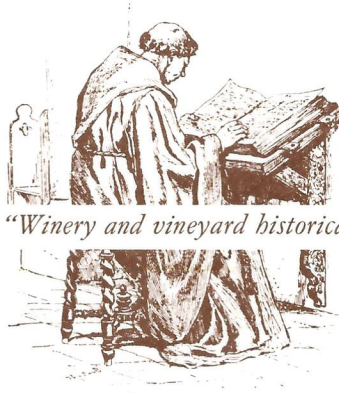
To exclude Simi Winery from participation in the Alexander Valley Appellation District, and to include areas to the North--never before associated with the Alexander Valley Appellation; to the undersigned, seems most inequitable. I, therefore, strongly urge your favorable consideration of the "Group A Proposal".

Sincerely,

  
Michael G. Dacres Dixon

MGDD:dh

William F. Heintz  
Post office box 418  
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AN HISTORICAL REVIEW OF THE GEOGRAPHIC RELATIONSHIP OF  
ALEXANDER VALLEY, SONOMA COUNTY, TO THE TOWN OF  
CLOVERDALE, SONOMA COUNTY, CALIFORNIA

By William F. Heintz

October 1982

PART ONE

Historical Background to Alexander Valley

Flowing through approximately the center of northern Sonoma County, California, is to be found the Russian River. It enters just north of the town of Cloverdale and meanders erratically southward, then eastward, and finally near the town of Healdsburg, takes a sharp turn toward the west and finally empties into the Pacific Ocean.

At several places along the river in northern Sonoma County, the hills crowd in close to the river leaving but a narrow strip of land for it to flow through on the way to the ocean. This is very apparent, for example, just south of the town of Cloverdale and near the Italian Swiss Colony winery at Asti. This accounts for the fact that there is really no readily identifiable "Russian River Valley" per se, but a whole series of small loosely connected valleys.

At other spots along the Russian River, the hills are located at some distance back from the river, giving what in more common parlance, would be a river valley. At one of these places a man named Cyrus Alexander settled in the mid-1840's. This was years before the Great California Gold Rush of 1849. The only town then, in what would become "Sonoma County," was some sixty or seventy miles to the south and was named "Sonoma." At some point in time after Alexander built his home, new neighbors began referring to the area as "Alexander's Valley," shortly becoming simply "Alexander Valley." The first Sonoma County atlas, published in 1877 by Thos. H. Thompson & Co., defined the valley this way:

"Alexander valley, east of Healdsburg, is one of the most fertile and beautiful of the valleys of Sonoma county. It borders on the great bend made by the Russian River before turning toward the sea. The land on the river, like all its bottom-land, is of unsurpassed fertility. The valley is settled by an intelligent and cultivated class of farmers, and takes its name from the first settler, Cyrus Alexander, who, in 1845, was superintendent of the Sotoyomi grant, and acquired title to the valley which now bears his name--once a portion of the grant. This valley is a part of the great Russian River valley, an arm of it extending to the eastward" (page 13. Underlining added).

The 1880 published History of Sonoma County (Alley, Bowen & Co.), adds this observation about Alexander Valley and the township in which it is located:

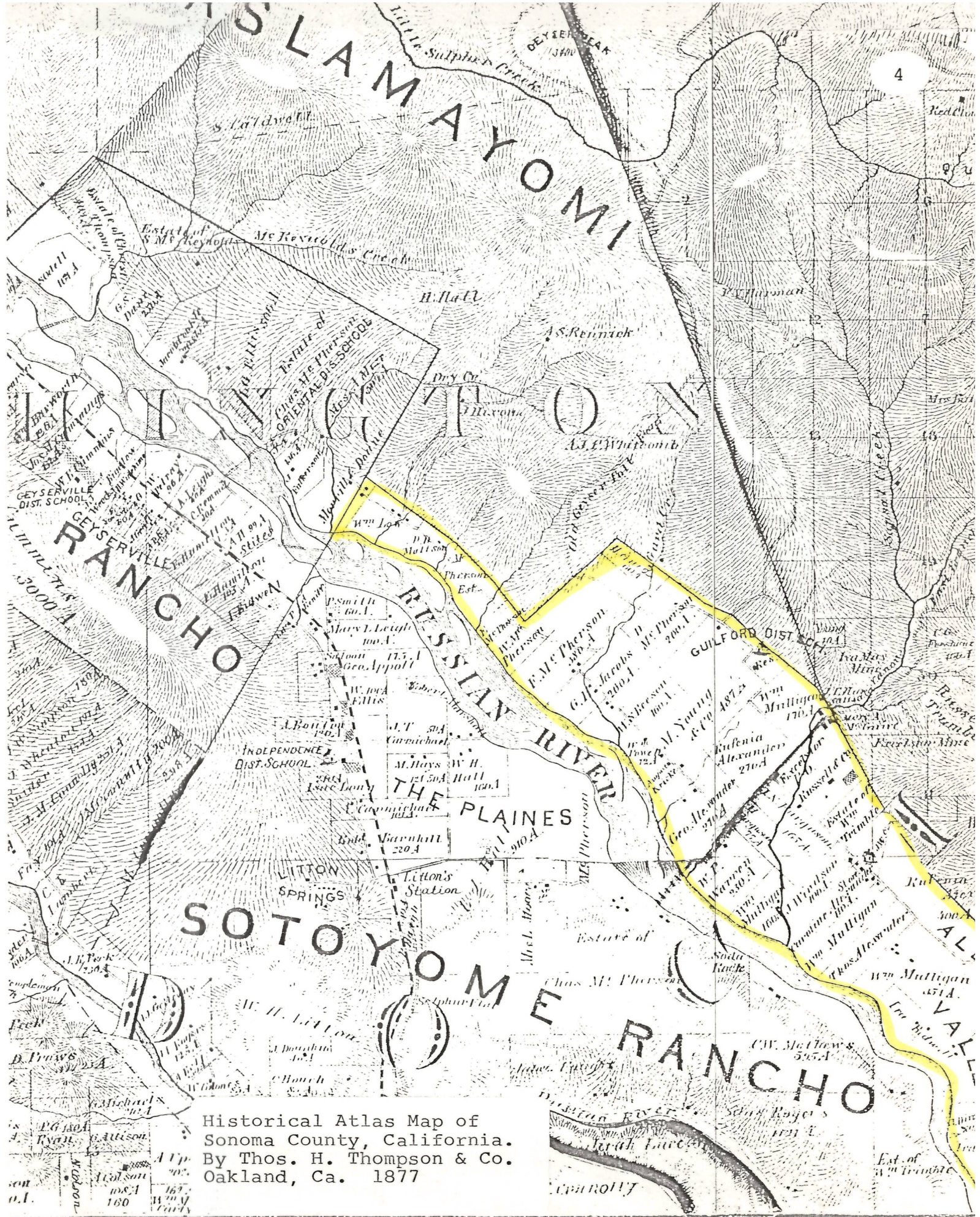
"The earliest white settler in Mendocino township was Cyrus Alexander. As has been shown in our history of Russian River township, his agreement with Captain Fitch had lapsed from time, and he took up his residence on that part of the Sotoyome grant lying on the east side of the Russian river, including the land from the river's channel to the boundary line of the said grant, comprising the fertile valley which has since borne his name, situated along the foot-hills, north and east, far enough to include two Spanish leagues" (page 212).

As the maps taken from the 1877 Thompson Atlas show (see next page), Alexander Valley, which constituted the two Spanish leagues given to Cyrus Alexander, did not cross the Russian River to the west or south and did not quite reach to the present town of Geyserville. (All of this changed beginning about the turn of the century: 1890-1910.)

Alexander Valley as a geographic region is older than the county of Sonoma, which was formally created shortly after statehood was granted to California in September 1850. The many stories about Cyrus Alexander and his early life in what soon would become northern Sonoma County, are a rich and integral part of the county's history.

While towns sprang up all over Sonoma County after the gold rush and particularly by 1860, Alexander Valley remained somewhat isolated in this regard. Healdsburg was the closest town to the south, just over the southern hills. Geyserville, much smaller, was struggling into existence at the north tip of the valley. The first store in the valley did not come into existence until 1869. All news about such events, including the opening of the store, were carried in local newspapers under the heading "Alexander Valley," as if that were a town in its own right. (See especially the Russian River Flag newspaper, Healdsburg, Ca., August 5, 1869. Xerox copy on page 6.)

Because there was no clearly identifiable town in the valley for many years, Alexander Valley has been given by newspapers, books and magazines from historical times to the present, a



Historical Atlas Map of  
Sonoma County, California.  
By Thos. H. Thompson & Co.  
Oakland, Ca. 1877



### Alexander Valley.

ALEXANDER VALLEY, July 26th.

I wish to write a few lines to your spicy paper to let your readers know that there is such a place as Alexander Valley, as I very seldom see it spoken of in the FLAG.

Harvesting is about over. Grain is very good in this Valley, this year, although there is some rust. Fruit is plenty, as usual. I had the pleasure, a few days ago, of going through Mr. Chas. Alexander's orchard, which is the largest in the Valley, if not in this County. He has nearly every variety of fruit. His trees are very heavily loaded with fruit, and breaking down with their burdens, as also is the case in many other orchards in this Valley. Mr. Alexander has a mammoth sheep, a Cotswold buck, which is one of the largest and finest in the State. It was imported from Canada.

This Valley has but one store, which is kept by Mr. Wentworth, who is doing a very good business. Mr. John Ferguson and Mr. James Windsor have each built a house this season. Mr. Northcut has sold his ranch and goes to Texas soon. Mr. Cyrus Alexander, from whom the valley receives its name, is in very feeble health. He buried his eldest son on the 16th: a young man of seventeen, who died of Consumption. There are two schools in the valley at present: one in the lower part of the valley, taught by Miss C. J. Lawrence, of San Francisco, and the other in the center, taught by Miss Kate Wertz, of Healdsburg. Both schools are well attended. We have preaching in the central school house every four weeks, by Rev. J. H. Miller, of Healdsburg.

There is a paper called the Russian River FLAG which makes its weekly visits to our community. It is very highly prized by all. You would think so if you saw how eager we are for it every week. We might part with some of our best horses, but we cannot give up the FLAG.

J.

Russian River Flag, Healdsburg, Ca.  
August 5, 1869, page 3

separate and distinct identity. This is a rather unusual circumstance, but it provides for a much clearer recognition on the part of the general public.

For example, back in January 1885, the state's leading viticultural newspaper, The San Francisco Merchant, decided to publish a lengthy account of grape growing and wine making in Sonoma County. The story was published in two parts, the first on January 16, 1885, carried this headline:

"IN SONOMA COUNTY. Healdsburg and Alexander Valley.  
A Winery Wanted--Abundance of the Zinfandel."

The story which followed covered almost the entire first and page of the viticultural newspaper, points out among other things, that the market for Alexander Valley grapes was at Healdsburg and Geyserville (see xerox copy next pages).

The second portion of this lengthy coverage of the vine in Sonoma County, was carried in the journal two weeks later, January 30, 1885. "Other" regions of the county's grape industry are described at some length. The headline reads:

"IN SONOMA COUNTY. Cloverdale, Lytton Springs and  
Glen Ellen."

As this story demonstrates, not even nearby Lytton Springs was then a part of Alexander Valley, nor was Cloverdale and, of course, Glen Ellen was in the center of Sonoma Valley.

It was not until about 1890 that Alexander Valley began to lose some of the narrow geographic definition that had been its birthright, i.e., only the lands granted to Cyrus Alexander in 1845. On June 13, 1891 the Healdsburg Enterprise newspaper carried a lengthy, front-page story on the residents and

## IN SONOMA COUNTY.

## Healdsburg and Alexander Valley.

## A Winery Wanted — Abundance of the Zinfandel.

[By a Special Correspondent of the S. F. MERCHANT.]

## AROUND HEALDSBURG.

It would at first sight appear an easy matter for your traveling correspondent to write you a descriptive letter of the country around Healdsburg and its development as a viticultural locality. The neighborhood however is growing so fast and developing so rapidly, as far as vineyards are concerned, that anyone attempting to deal with the subject is literally *embarrassed de richesses*. This can be better understood from the fact that over a column of the Healdsburg *Flag* was required to enumerate the vineyardists in the Healdsburg district and the several varieties of grapes grown by them. The rolling hills and even mountain sides are clothed with a red-yellow (showing the presence of oxide of iron) coarse gravelly soil, while the level ground in the valleys, except where covered with sandy loam by the action of the river, is composed of the same soil which has in the course of years been washed from the hills. The adaptability of the hill land to viticulture was demonstrated four years ago by John A. Paxton, the well known San Francisco capitalist, who, to beautify the handsome residence which he has built at the west of the town, cleared off a quantity of hill land, and, when the scrub oak and under growth had been removed, he was rewarded by finding a soil hard to be equaled for grape-growing. Now the hills surrounding his house form a magnificent vineyard 62 acres in extent. This acreage is divided as follows: Zinfandel 20, Chasselas Fontainebleau 12, Berger 12, Malvoisie 12, and six acres of mixed varieties. Not far from Mr. Paxton's place are several small vineyards in which the Zinfandel is largely in excess, as in fact it is in every vineyard in the

to receive the increased quantity of grapes, and he is desirous of drawing the attention of wine men to the fact, so that additions may be made to the old, and, if necessary, a new winery be built. Mr. Marshall, as are most other men in this vicinity, is much impressed with the sterling qualities of the Zinfandel. With regard to other varieties which were recommended at the late Viticultural Convention, he hopes to learn something through the columns of the MERCHANT, from those who have already had some experience with them. There is one thing which Mr. Marshall has learned from his experiments, and that is never to buy cuttings from a frosty neighborhood. Mr. J. R. Traitt would like to know through your paper which is the best grape from which to make grape syrup and also how to prepare the syrup. No doubt some of the readers of the MERCHANT will be able to give the required information.

## THE ALEXANDER VALLEY.

This valley, which lies on the road from Healdsburg to Calistoga, on the north side of the Russian River, is all composed of good soil suitable to the cultivation of the grape, from the lowest point to the top of the surrounding mountains, and with its surroundings is not only fertile but highly picturesque. About 30 years ago this valley, or the greater portion of it, was deeded to a man named Alexander by the Spanish owners for services rendered, and the valley was named after him. A son-in-law of Alexander, William Mulligan, cultivates the largest vineyard in the valley, containing 379 acres divided as follows, according to the statement in the *Flag* which was furnished by the Secretary of the Healdsburg Viticultural Association, P. J. Ferguson: Mixed 30, Zinfandel 200, Riesling 40, Golden Chasselas 20, Berger 13, Charbono 20, Crabb's Burgundy 50, Gamay Teinturier 4, Mataro 2. This vineyard is a very promising one and it is rumored that Mr. Mulligan intends to erect a winery for his own use. At the rate that viticulture is progressing in this beautiful valley one thing is certain that either the larger growers must make their own wine or some enterprising wine-maker must build a winery in the immediate vicinity of the

half. There are also a few Rieslings, Charbono, Mataro, Grouche, Crabb's Burgundy, Trousdale, Sauvignon Verto, Golden Chasselas, Malvoisie, etc. We grow on the flat here because it is a very different soil from that of most bottom lands; it is a gravelly loam which has gradually formed in the valley from the washings of the foothills. It has no hard pan and the drainage is therefore perfect. Much of the subsoil of the land in Russian River and Dry Creek valleys is the same, but it is overlaid with a deep rich black sandy loam deposited by the river; such land is, I consider, unfit for grape culture. Here we maintain that the grapes grown on the level, are equal, if not superior, to those grown on the foothills. They ripen very early—as well as they can anywhere. Our vintage last year was two weeks in advance of that of St. Helena, Napa valley. Last year we found our market at Healdsburg and Geyserville, but this year that will be impossible, and if some enterprising vintner will build a winery in this valley he would be well recompensed for the outlay. Unless some one does this it will necessitate each viticulturist erecting a small winery. I don't want to manufacture wine unless I am compelled to do so by there being nobody in the immediate neighborhood to buy my grapes. Large raisers like myself and Mr. Mulligan it would pay to manufacture, but small growers must sell to secure a profit. I consider myself that best wines are made when the winery is on the vineyard. Then more trouble is taken and the grapes are put in the press at a proper maturity and in good condition. As it is now the wineries take on certain days Rieslings or Zinfandel, and on that day all conditions and sorts of that particular grape named are dumped into the press. Some are too ripe others not ripe enough. Although the same variety of grape it is grown on different soils, and I consider that under those circumstances, and taking into consideration the damage done by long carriage, it is impossible in this way to make as fine a brand of wine as where all the grapes come off the same soil and where gathered at the right time. At the same time there are great drawbacks to every viticulturist being

be drawn to it. The change which has come over the neighborhood in the last few years is simply marvelous. Hills, which four years ago were studded over with stunted oak timber, and worth but little for pasturage, are now cleared, planted with vines and valued at many hundred dollars per acre. Towards the north, up the Cloverdale road, the same transformation is gradually taking place. The hills are being, as it were, inoculated with vineyards, and, as soon as time will allow, the MERCHANT shall be informed as to the growth of viticulture in that direction.

From the acreage of the different varieties given above we have compiled the following table, which shows the large quantity of the Zinfandel planted in excess of any other variety of grape grown in that district. Out of 681½ acres the Zinfandel occupies no less than 305, the next being the Riesling with 102½ acres. It will be interesting to note the proportions in other localities:

Varieties	Acres.
Zinfandel	305
Riesling	102½
Golden Chasselas	64½
Crabb's Burgundy	51½
Malvoisie	41
Mixed	36
Berger	33
Charbono	22½
Chasselas Frontignan	12
Faber Zagos	6
Mataro	6½
Gamay Teinturier	4
Mission	3
Trousdale	2
Blau Elba	1
Carignane	1
Sauvignon Verto	1
Total	681½

vicinity. Next in this direction come the vineyards of R. E. Lewis, Sol. Walters and S. A. Marshall, all subscribers to and warm supporters of the MERCHANT. Lewis' vineyard is 75 acres in extent and is divided into 20 acres of Zinfandel, 15 of Riesling, 20 of Golden Chasselas and 20 of Malvoisie. Sol. Walters has 55 acres, of which 35 are Zinfandel and the remainder Riesling. S. A. Marshall, to whose courtesy and hospitality your correspondent is much indebted for an opportunity of seeing the surrounding vineyards, owns a large and fine ranch, 140 acres of which are down in grapes, the majority of which are Zinfandel, the remainder being Chasselas and some other varieties upon which the enterprising gentleman is experimenting. Mr. Marshall complains of excessive taxation on the part of the county authorities, a policy which he considers detrimental to the development of the county, as it tends to prevent the owners of large ranches from improving them as they would were the duties of the Assessor performed in a more judicious manner. He is of the opinion that in the neighborhood of Windsor, on both sides of the Russian river, there will be this season 1,200 acres of vines in bearing. It is a question, he thinks, whether the accommodation of the wineries at Windsor will be able

valley, the center of which is only about 3 miles from Lytton Springs Station on the railroad from Healdsburg to Cloverdale. The next important vineyard in the valley is that of R. R. Givins, the President of the Healdsburg Viticultural Association, who extended much hospitality to the writer. This gentleman, who is one of the most painstaking viticulturists in the county, has at present 51 acres in grapes but is making active preparations to increase his vineyard area. He has now in Zinfandel 17 acres, Malvoisie 6, Berger 3 1/2, Mataro 3 1/4, Mission 3, Riesling 2 1/2, Golden Chasselas 2 1/2, Charbono 2 1/4, Carignane 1, Crabbe's Burgundy 1 1/4, Sauvignon Vert 1, and Tronseau 2. With all the varieties mentioned he is making careful experiments, the results of which when completed will, it is hoped, be laid by Mr. Givins before your readers.

#### AN INTERVIEW.

Upon being interviewed by your correspondent he said:

I consider the future of Alexander valley is decidedly in vino culture. Some 800 acres all about two years old are now maturing in the valley and will bear very considerably this year. There is almost every variety in the valley, but the principal is Zinfandel, of which there are more than

his own vinner. Chief among them are a want of knowledge of the process of wine-making and the expense of the proper plant. Therefore, I believe that any vintner who puts up a winery in this valley will be well patronized and make money.

#### ON THE RIVER BANK.

To return to the town of Healdsburg just a mile outside to the southeast, and situated on the east bank of the river, is the fine property of J. N. Baillache known as the Sotoyome Vineyard and Orchard, of about 500 acres of extremely rich soil. Of this acreage 65 is in vines as follows: Zinfandel, 13; Riesling, 25; Golden Chasselas, 12; Burger, 5; Malvoisie, 3; Feher Zagos 6 and Blau Elba, 1. These vines are now three years old. The Zinfandels last year bore two tons to the acre which sold for \$30 per ton. This year's yield will, with a good season, be very large, as the vines are in a most healthy condition. There are also, besides grazing and wheat land, a magnificent orchard of 12 acres, the trees being of the best varieties fully matured, and 11 acres in hops. Considering its closeness to the town of Healdsburg, a more valuable or compact property cannot well be imagined.

Enough has been said to show the growth and prosperity of the Healdsburg district, and it is right that public attention should

# THE SAN FRANCISCO MERCHANT

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THE ONLY VITICULTURAL PAPER IN THE STATE.

Devoted to Viticulture, Olive Culture, Sericulture and other Productions, Manufactures and Commerce of the Pacific Coast.

VOL. XIII, NO. 8.

SAN FRANCISCO, JANUARY 30, 1885.

PRICE 15 CENTS

## IN SONOMA COUNTY.

### Cloverdale, Lytton Springs and Glen Ellen.

Valuable Information and Experiments—Opinions on Resistant Vines.

(By a Special Correspondent of the S. F. MERCHANT.)

Soon after dispatching my last letter to the MERCHANT, I started for Cloverdale; owing to the heavy rains the roads were very muddy, and hardly any work had been done in the vineyards. Where plowing was attempted the horses had as much as they could do, and it is doubtful if much was gained by not giving the soil time to dry out. A number of new vineyards, the principal grape being Zinfandel, were passed on the outskirts of Healdsburg, all looking healthy and well, in fact, phylloxera is believed not yet to have reached this neighborhood. P. J. Ferguson, the Secretary of the Healdsburg Viticultural Association, whose vineyard abuts on the Cloverdale road, has, however, been recently removing some old Mission vines, which have, he says, the appearance of suffering from the attacks of the phylloxera. In spite of careful examination with a strong magnifying glass he failed to find any of the insects. He has promised to send a root down to the MERCHANT office that further investigations may be made. A few miles on the road extensive clearings on the Lytton Springs Tract attract attention. This is the vineyard of P. and G. Simi, who have an extensive winery in Healdsburg and cellars in San Francisco. This tract is 128 acres in extent, 45 of which were planted last year in vines, principally Zinfandel, with some Riesling and a few acres of mixed varieties. The remainder will be laid down this year, if possible, principally in Zinfandel. Mr. Simi, when asked whether he considered the capacity of the wineries at Healdsburg equal to the much increased crop of the coming vintage, replied that the wineries were quite equal to the calls that had been hitherto made upon them, but he was not prepared to say whether or no they could handle the in-

crease expected next season. When asked if he thought it would not be a good plan to erect a winery in Alexander Valley, he said that no one would do it because the grape raisers of that valley would expect the same prices for their grapes as if they hauled them to Healdsburg. He thought that a man who went to the expense of erecting a winery there should have an allowance of so much a ton, or it would not be worth while to build, as there would be the expense of building, and as much, if not more, expense in shipping the wine to this city.

Last Lytton Springs with its excellently managed college and scholarly Professor, the traveller comes to some healthy-looking vineyards belonging to Mr. Long and his sons, and several others which your correspondent was unable to visit owing to the rain. Boutin's Heart's Desire Nursery, where there is a very fine show of young fruit trees, was also passed and in a few miles the Italian-Swiss Colony was reached. This is a very fine tract of 1500 acres, most of it of fine deep rich land. The Colony was incorporated in 1881, and has a station on the railroad called Asti. The officers for the present year are: President, M. J. Fontana; Vice-President, J. H. Garrett; Treasurer, Henry Casanova; Secretary, A. Sbarboro; and Superintendent, G. Muchi. Already 400 acres have been planted in vines, 25 of which bore last year, and this year some 200 more will be added to the vineyard; 250 acres have been sown in grain and some 50 acres of very rich bottom land are being planted in fruit trees. The Colony is flourishing and about 25 laborers are regularly employed. The variety planted is principally Zinfandel, and the courteous Secretary states that no resistant stocks have been planted yet, as it is hoped the day is far distant when they will become necessary. The management, however, are watching developments in this line, and are ready to take advantage of all that may be learnt in that direction. He informed the writer that one of the strongest arguments in favor of the doctrine that the introduction of light wines as an article of diet would be conducive of temperance was the fact that the 60 or 70 laborers who had been employed on the ranch, although they had wine for breakfast, dinner and supper, and in hot days in the field, had never been intemperate, in fact that no case of drunkenness had occurred there.

From here on to Cloverdale a very fine country is passed through in which a number of vineyards are being laid out. Among these is the French Colony, of which A. de Hay, your subscriber, is an active member. While at Healdsburg, your correspondent visited J. C. Heald, the President of the Cloverdale Viticultural Society. That gentleman is most energetic in the interests of grape growing, and has a nice place about a mile north of the town. He swears by the Cloverdale country for grape growing, the grapes ripening well there, being of a good color, and some two weeks earlier than at St. Helena. He pointed out a quantity of poor gravelly land on the flat, not worth, he said, \$15 an acre for general farming purposes, on which Zinfandel and other grapes were growing very thriftily. This may be a hint to some of your readers to give poor land a chance with vines, where the soil is of a proper character. Mr. Heald laughs at the common idea that the phylloxera will not attack vines on rich soil, and that it is the effect of poor soil and improper pruning. He believes that vines in rich soil, properly pruned and cultivated, may resist the enemy longer, but fears that they will fall a prey at last. For this reason he is paying much attention to the so-called resistant varieties and hopes the MERCHANT will devote as much of its space as possible to the results of experiments tried with the different varieties.

GLEN ELLEN.

The weather having cleared somewhat, your correspondent drove to Glen Ellen, through Healdsburg, Windsor and Santa Rosa, viewing many promising vineyards en route. That of T. L. Harris is splendidly situated and arranged, a few miles north of Santa Rosa, and will at some future time be described in your columns. It would be impossible to enumerate all the vineyards on the road, so that only a few particularly noticed will be dwelt upon. Mrs. E. A. Hood's place, on the Los Guilecos ranch, has 240 acres, of which 90 acres are in vines which next season will be increased to 150. The principal varieties are Mission, Zinfandel and Riesling, and the former are being grafted as quickly as possible with improved vines. Mrs. Hood has a splendid wine cellar under the management of a veteran vintner, A. Drifton, who, with the grapes at his command, has produced some excellent wines. White wine

is the favorite here being two-thirds of quantity made, and Mrs. Hood is proud possessor of a blended Riesling, hard to beat—a wine which will hold down for flavor, roundness and bouquet with any other in the valley. Zinfandel not forgotten and the wine buyers' fault with Mrs. Hood's wine is that, longer in maturing. This is really a compliment, and one can quote from G. Smith:

"Even its failings leaned on virtue's side."

For every one knows that the wine which matures slowly is always superior to which matures quickly. On another portion of the Los Guilecos ranch Mr. Guthrie & McCartney are hard at work 240 acres. Ninety acres are already planted as follows: Zinfandel, 20; Malbec, Trousseau, 5; Frank Riesling, 15; Samson Vert, 10; Gutedel, 15; Crab's Black Burgundy, 5; Chanche Noir, 5. Besides the above, these enterprising gentlemen have imported 3000 vines from France among which are: Burgundy—1 Noir Fin, Pino Noir Gross, Pino Bl Mondense, Cesar, Bordeaux—Cabe Sauvignon, Merlot, Sauvignon Blanc, Semillon Blanc. Close by James A. S has 600 acres, 125 in vines divided as follows: Gutedel, 12; Frank Riesling Zinfandel, 20; Chanche Gris, 14; Sauvignon Vert, 5; Crab's Black Burgundy, 5; Be 15; Malvoisie, 5; and Mission 7; the remainder being in mixed varieties. Shaw has a fine cellar in which the red white wines contend for the palm in excellence. He has also built a fine cistern to supply his house and garden with water. A fall of 100 feet gives sufficient force when desired the water can be laid on any part of the vineyard below the cistern. Mr. Shaw swears by the ridge upon which his own, Weise's, Watson's, Nau's Drummond's vineyards are located, believes it to be unrivalled in the valley, and, judging from its productions, is right. C. Weise, on the hill above Shaw's place, has about 20 acres in Gutedel, 10 ger and Zinfandel and is justly proud the Gutedel wine he has made this year. Laurence Watson, near Weise's, has acres of vineyard which he is improving by grafting new varieties. Next along the road comes the vineyard of J. H. Drummond who, for the time he has been engaged in viticulture, has done as much grape-growing as any other man in

businesses and farmers of Geyserville. As the reporter rode his horse out of Geyserville, he stopped at the Cottle & Smith ranch, then C. R. Patteson. At length he reached "A. Goodman" whom he identified as a "newcomer in the Alexander Valley, but he is a progressive man, and we are glad to welcome him among us." The story continues on describing several more farms. This is one of the earliest newspaper stories which makes no clear distinction between the ranches or farms of Alexander Valley and those of Geyserville or the town of Geyserville. Whether this was journalistic license or not is not discernible but it is known that no letters were carried in the Enterprise subsequently complaining that the writer did not know his geography.

One reason for the fading boundary line of Alexander Valley on the north, has to do with a home for the valley's grapes. The Enterprise of November 7, 1891 observed:

"Up at Geyserville things have been livelier in the grape business than in any other part of northern Sonoma. The distillery [Waldens], Must Condenser, Italian Swiss Colony, Meyers, Feldmeyer & Stammer's and others have been largely run. These institutions have used all the grapes grown in Alexander Valley and a large quantity from Dry Creek."

The fading boundary line was also apparent in a study of the phylloxera vine disease undertaken and published in 1893 by the Board of State Viticultural Commissioners of California. Each vineyardist was interviewed for the extent of disease damage. One entry reads:

"Fay, John H. Geyserville.--Total 18 acres; in wine grapes; in bearing 15 acres; gravelly; low lying; exposure, protected by hills, crop, 75 tons. Mr. Fay's place is opposite Geyserville, in Alexander Valley."

The old geographic definition of Alexander Valley was much more dramatically altered in August 1903 when the United States Postal Service began the first rural free delivery to valley farmers. The route which began in Geyserville, and then traveled along what is now State Highway 128, covered the entire length of Alexander Valley, serving more than 100 local residents.

In the September 1, 1906 Enterprise, the newspaper discussed the coming hops crop with this headline: "Hops Will be Good Yield and Prices Will Range High. A Visit to Three Alexander Valley Yards." A sub-headline reads: "The Hall, Flournoy and McCutchan Yards Show Good Yields of Large Hops." These three ranches were all across the Russian River from the lands of Cyrus Alexander, to the south or southwest.

In a Special Edition of the Santa Rosa Press Democrat, dated January 28, 1912, E. B. Ware of Healdsburg described "Alexander Valley" (the actual headline) in these words:

"Mr. Fitch proposed to pay Mr. Alexander in land and offered him all that portion of the Rancho Sotoyome lying east of the Russian river and north of Maacama creek, containing about two leagues more or less. The tract extended up the river nearly to Geyserville. It is said Mr. Alexander reluctantly accepted the offer" (underlining added).

Again, the valley's northern boundary was placed at or very near to Geyserville.

There is another reason Geyserville became so inextricably a part of Alexander Valley by 1920. The main highway through the valley began (or ended) at Geyserville. Most traveling out of the county then was by train and valley residents drove to Geyserville where they could catch the train to San Francisco

and all points beyond. Over this highway were carried most of Alexander Valley's grapes to the large wineries located in or near Geyserville. (The first wineries built on the lands which belonged to Cyrus Alexander did not come until 1895. Geyserville had its first winery by 1880.)

## PART TWO

### Cloverdale and Alexander Valley

Although the boundaries of Alexander Valley have varied considerably over the years, they have never included the town or immediate vicinity. of Cloverdale This can be demonstrated best by an examination of historical literature relative to the history of the town. As a matter of fact, there appears to be not one newspaper story, magazine article, reference in a book, etc., from the 1850's to the early 1970's, which places the town of Cloverdale in Alexander Valley. In all the thousands of newspaper columns published under the name "Alexander Valley" not one makes any reference to Cloverdale being in the valley or carries any reference to Cloverdale citizens (see xerox examples on following pages).

In company with Peter Gobbi, an ENTERPRISE reporter drove through Alexander Valley and the Geyserville district, last Wednesday. At this season the trip is a most delightful one, for the country looks its best, and its best is something decidedly charming. Indeed, ye scribe found little or nothing to comment adversely on save that portion of the main road lying on the Healdsburg side of the Alexander Valley bridge. This stretch of roadway, however, is in truly terrible condition, and he must in sooth be somewhat of an acrobat who can hold his seat in even the most springy vehicle while traversing this badly cut-up thoroughfare.

The hum of the reaper greeted the ear on this side and on that as the carriage rolled merrily along, and the shocks of new mown hay rising here and there above the golden stubble told tales of prosperity altogether pleasing to eye and heart.

On the down-trip ye travelers visited the thrifty-looking farms of Shriver, Patteson, Ferguson, Givens, Mulligan, Simi, Franks, and others, and at every one of them found the farmers hopeful of the times. John N. Ferguson was discovered hard at work with a force of men cultivating the finest patch of corn in the Valley. The field presented a beautiful appearance, and its owner found time to give the reporter a few valuable hints as to the merits and needs of Alexander Valley.

At the Soda Rock House the travelers were given a royal welcome. Host Collins was in Healdsburg, but his worthy wife very agreeably entertained the wanderers, and when, in driving away, they caught a last glimpse of the pleasant wayside resort they felt that they must ever think kindly of the Soda Rock and its hospitable hostess.

The vineyards of the Valley look well, and the grape crop promises to be enormous. Should prices be fair the income of the grape-growers is bound to be large.

During the homeward trip the farm of W. P. Warren was visited, and there an excellent dinner was served, ye scribe and his companion by Mrs. Warren and her charming daughter.

At Mrs. Powell's valuable estate A. Turner was found at work building a fine fruit dryer. Mr. Brown is doing the brick-work, and Mat Raabe has the plumbing in charge. The dryer will have a capacity of two tons per day, and will enable Mr. Turner to pack and handle his own fruit. He is working a promising young orchard of eighteen acres, and has every confidence in the fruit industry.

Cottle & Smith's fruit farm was the next place visited, and there the callers found everything booming. The proprietors were hard at work preparing to handle the season's crop. They have sold all of their peaches, but will pack their own plums and prunes. The trees in their orchard did not suffer badly this year, only a few being killed.

## ALEXANDER VALLEY.

### A Productive District, Tributary to Healdsburg.

ALEXANDER Valley is a most productive district, comprised of about ten thousand acres of fertile land and lies about five miles northeast of Healdsburg. It was once held almost entirely by the Alexanders, hence the name.

The valley may be said to be twenty miles long, although it is scarcely that distance from end to end, and will average a mile in width. Almost through its entire length flows the Russian River, watering its soil, and making it fertile.

At the present time wheat growing, and the raising of corn is the principal pursuit of the inhabitants, although grape growing and horticulture are receiving considerable attention. Some of the finest farms in the county are found here and the people are progressive and energetic. Two good public schools are located in the valley, and at Soda Rock, is a postoffice, with genial Mr. Collins as postmaster.

Smith & Cottle's fine fruit farm is located at almost the northern end of the valley, and probably these two men are among our most successful fruit growers. About ten years ago, they located where they now live, and planted an orchard, despite the fact that they were discouraged by their neighbors. They went right on, and to-day have one of the best paying farms in the county. They are industrious and energetic, and have many friends. Their orchard consists of forty-five acres planted to the choicest varieties of fruits, and a fine fruit dryer is on the place. These gentlemen thoroughly understand the fruit business, and their products always command the highest figures.

S. L. Osborn owns two fine farms in the lower end of the valley, and is a live pushing man. He has the finest vine yard in northern Sonoma county, and his grapes always command ready sale, at prices above market values. Mr. Osborn takes especial delight in fine horses, and owns a good stallion Franklin Bidwell.

The only trouble with Alexander valley is this. The holdings are too large. When the large farms are subdivided, and cut into small holdings, times will

be better, and this district will be one of the best in the State. The soil is fertile, and fifteen acres well worked, will make a comfortable living for a family.

Alexander Valley needs a large winery. Immense quantities of the finest of grapes are produced here annually, and it is expensive and injurious to the grapes to haul them so far to market.

\*Note-second paragraph  
"...the valley is said to be about twenty miles long ..."

A Complete and Concise Business Directory for Healdsburg, Geyserville and Windsor, Russian River, Dry Creek and Alexander Vallies, Sept. 1895.

## Alexander Valley.

Many years ago, this valley was settled by Mr. Cyrus Alexander, he having obtained a body of land three leagues in length from Mr. Henry Fitch, who was the original holder of about half of what is now known as Sonoma county, Mr. Fitch receiving the land direct from the Mexican Government. That was in those days when the rising sun, glancing hither and thither, caught Nature in her swaddling clothes. Game of all kinds roamed the woods at will, and the wily panther lay in wait at some mountain spring to catch the unsuspecting deer. The great tribe of the Cochuyens were like the leaves of the forest, and the warriors could shoot an arrow so fast and straight that it would look like a dragon fly whirling across a clearing. As time went by the pursuits of the chase were partially abandoned by white man and Indian alike, and cattle raising received considerable attention. Then came the epoch of wheat on a large scale. Gradually the great tract was subdivided and the bloom of orchards was to be seen here and there. Thus through a gradual stage, as the district became more thickly populated, the small grains were thrust aside and fruit and vines become the principal industry, until now, the valley is filled with country homes, where the peach, the prune and the grape are always in evidence, and their fruit the chief desideratum.

The valley proper is about seven miles

long, varying from one-half mile to two miles wide, and embraces a body of land peculiarly fitted for the production of fruit, grapes, hops and small grains. A local store and post office is situated near the center of the valley, being conducted by James Patrick.

At the upper end are the extensive holdings of John Markley, Smith & Cottle and Joseph Metzger. All of whom are engaged in fruit raising and drying.

Toward the eastern border of the valley is located a large winery, owned by Mr. Chase, of San Francisco, and widely known as Staggs' Leap. The buildings adjoin a vineyard of 150 acres, and are both substantial and artistic in appearance.

Along the main thoroughfare through the valley Mr. S. L. Osborn has some fine properties. The first farm is at the junction of the Pine Flat and Calistoga roads and is Mr. Osborn's home place. Down the road, adjoining the Soda Rock House, he has a farm of 118 acres that is all valley land. The property is highly improved and is a delightful country home. This farm Mr. Osborn is desirous of disposing of, and it would be a highly profitable place to the purchaser. Some miles further south is located Mr. Osborn's celebrated Lone Pine Vineyard. The entire property comprises 186 acres of the best grape land in California, 87 acres of which is now planted to the best varieties of wine grapes. The yield from this vineyard

is truly phenomenal. It is a cold fact to assert that the Lone Pine Vineyard will pay, one year with another, 10 per cent interest, net, on the purchase price.

The Soda Rock House, under the management of Mr. Walter Goodrich, is situated about nine miles from Healdsburg and is a good country hostelry. The daily stage from Healdsburg to Calistoga passes the door.

At the southern end of the valley lies the large dairy farm of Mr. Kayser

who makes a fine quality of butter and has a ready sale for a large quantity as well.

Great possibilities lie within and about Alexander Valley. In days to come, when the larger holdings shall become subdivided, its sentinel hills will bloom, with serrio-tropic trees, where now the oak and manzanita hold eternal sway; the timbered slopes that gird it about will blossom as the rose, where now the grey squirrel and the quail hold continual holiday.

## Alexander Valley Directory.

CHASE, W. B.—PROP. STAGGS' LEAP Winery. Cellars in Alexander Valley, 8 miles from Healdsburg.

GOODRICH, WALTER—PROP. SODA Rock House. Central Alexander Valley.

KAYSER, A. H.—PROP. KAYSER'S DAIRY, Southern end Alexander Valley, 11 miles

from Healdsburg.

PATRICK, JAS.—DEALER IN GROCERIES, provisions, flour and feed. Orders taken for hardware. Postmaster. Alexander Valley.

WILSON, C. H.—BLACKSMITH, HORSE-shoeing and general repairing. Shop next to Patrick's store. Alexander Valley.

No reference to the town of Cloverdale, even in the title of the directory

\*Note "...the valley is about seven miles long..."

## A FERTILE SECTION

Products of Alexander Valley  
~~PRODUCTS OF ALEXANDER VALLEY~~  
der Valley

Fine Prune Orchards and Vineyards on Every Hand.

ALEXANDER VALLEY, named from its first settler, Cyrus Alexander, is one of the beauty spots of Sonoma county, located on the east side of the Russian River and about six miles east and northeast of Healdsburg in Washington Township.

The valley proper and adjacent lands comprise an area of about 11,000 acres, noted for its fertility. Just now the valley and the middle coast range of mountains, which bound it on the east side are clothed in a carpet of brightest green. A couple of months later Flora will have decked it with her brightest jewels—most beautiful flowers. The great spreading oaks with their drooping, trailing tracery of branches, festooned with the new growth, will be sweeping the tops of these same lovely flowers. Green fields and blooming orchards will add to the variety of the picture, and present a panorama of mountain and valley scenery unrivalled for beauty. The valley is always a favorite visiting spot, but just at the present writing, owing to the long-continued period of rain, the roads are quite heavy. In the spring and summer months Alexander Valley is a famous driveway. All of the fruits found growing in other parts of the county also thrive here. There are many fine residences in the valley, and to the stranger the outlook is one of prosperity. The principal industry is the cultivation of the grape. There are several wineries located in the valley, and the output of wine is considerable. There are about 800 acres in grapes. Besides grapes, there are orchards of pines, pears, peaches, apples, orange, lemons and all of the smaller fruits and berries.

Mrs. E. B. Ware owns a fine prune and peach orchard. Smith & Cottle also have a fine fruit farm, with modern dryer, etc. J. E. Metzger, Marklev and many others also have well kept and fruitful orchards and vineyards.

At the lower end of the valley is lo-

W. S. Beeson.....	10
Sam Cohen.....	20
A. Goodman.....	15
Sam Cohen.....	60
Michaelson Bros.....	30
Mrs. Byroce.....	20

Alexander Valley is well supplied with educational facilities, there being three excellent schools located at convenient points. Miss C. Grace Hendrickson has been in charge of the Guilford school for a number of years, which is a testimonial to her ability and popularity as a teacher. About forty scholars are in attendance.

Miss Ella C. Harrison instructs some thirty pupils at the Alexander Valley school, and this number will be increased with the new term.

Miss Lillie Claypool is in charge of the Maacama school at the lower end of the valley, where from 25 to 30 scholars are in attendance.

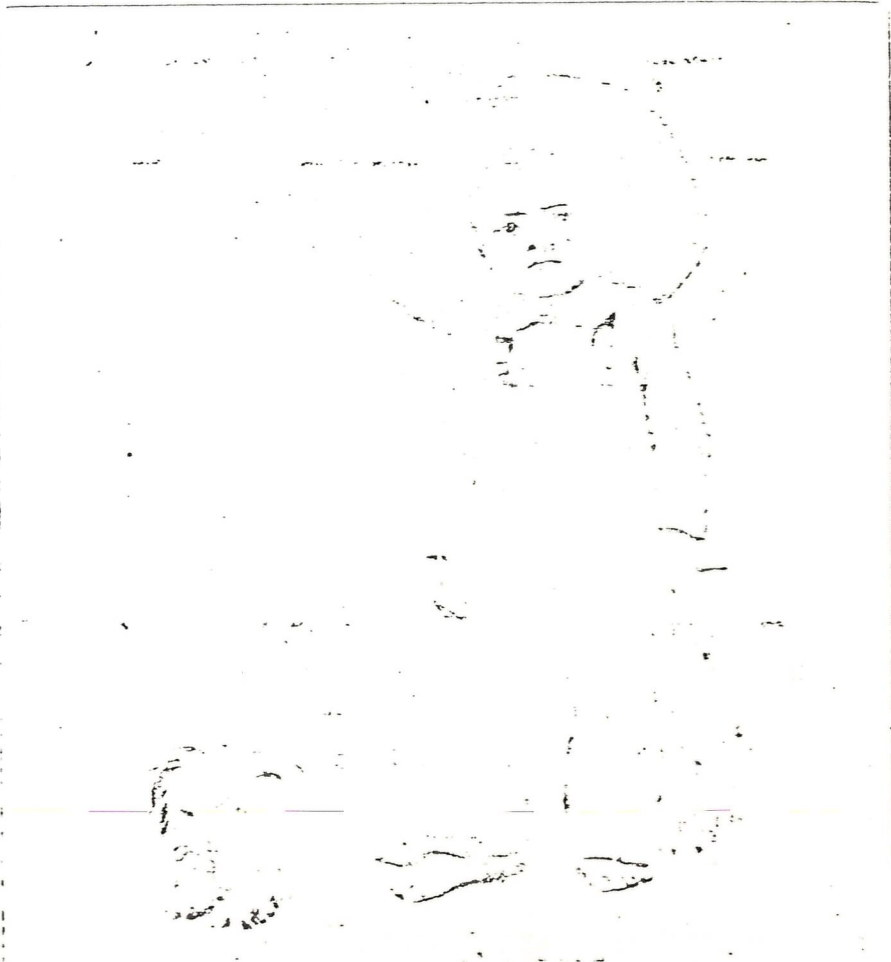
### TROUT FISHING.

Sonoma Streams Where Speckled Beauties Make Their Homes.

Byron poetically described the noisy tumbling stream, the glassy pool below the waterfall, where the crystal, pearly beads chased each other over the watery surface and where the finny darter, with the glittering scales, from vantage ground eyed the angling footpad, but ne'er took his tempting imitation fly.

What sport is more delightful than with rod and reel to follow up and whip the tumbling mountain stream and take the speckled beauties from its crystal depths?

What greater excitement than to lose a two-pounder by an awkward, nervous jerk, and find your line lightly entangled in an old dead tree overhanging the brook? How delightful at decline of day, with well filled reel, to return to



COURSE I CAUGHT 'EM. CAUGHT 'EM IN SULPHUR CREEK.

### OUR FRUITS.

Varieties That Grow in Open Air All the Year.

camp and tell the story—not half believed—to one's less lucky comrades.

There are many beautiful forested trout streams flowing into the Res-

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grapes. Besides grapes, there are orchards of prunes, pears, peaches, apples, orange-, lemons and all of the smaller fruits and berries.

Mrs. E. B. Ware owns a fine prune and peach orchard. Smith & Cottle also have a fine fruit farm, with modern dryer, etc. J. E. Metzger, Markley and many others also have well kept and fruitful orchards and vineyards.

At the lower end of the valley is located the vineyard and winery of Michaelson Bros. There are 25 or 30 acres in grapes and they have a fine stone wine cellar.

Mr. S. L. Osborne is the leading grape-grower of the valley. He is the owner of several separate farms and vineyards. At the southern end of the Valley he owns a vineyard of 100 acres set to choice varieties of grapes, with 80 acres additional of just as good land, which can be set to grapes or fruit. The soil is a deep red loam. The well on this place is thirty feet deep and this loam continues all the way down. There are some very large oaks located here, and one of these trees recently cut up yielded fifteen cords of wood. The winery located on this vineyard has a capacity of 200,000 gallons. Besides the output of his own vineyard, Mr. Osborne also purchases grapes from his neighbors. The grapes grown here are known as the Carignan, the best grapes raised for wine purposes. They bring two dollars more on the ton than other varieties.

The Soda Rock farm and vineyard is another one of Mr. Osborne's properties. There are 113 acres in this plot, part of which is in vineyard. It is all level land and equal to the best. The home place where Mr. Osborne resides comprises thirty acres of vineyard. On this land has been gathered from the Burger vines as high as twenty-two and one-half tons to the acre—a most wonderful yield, twelve tons to the acre, being an average yield. Following is a list of the principal viticulturists of the valley:

	Acres.
Mr. Mack.....	20
Alex. Young.....	30
Dr. Farrar.....	25
Henry Lee.....	15
Mr. Arthur.....	10
John Bidwell.....	30
Healdsburg Bank.....	50
James Bidwell.....	20
Mr. Goodrich.....	18
Peter Peterson.....	20
W. P. Warren estate.....	25
M. C. Bailey.....	30
Henry O. Ferguson.....	10
John N. Ferguson.....	25
A. Thurman.....	30
Mrs. Mulcahey.....	15
Wm. A. Coalson.....	10
S. L. Osborne.....	140
Mr. G. Jordan.....	10
B. Frellson.....	15
M. N. Hale.....	20

## COURSE I CAUGHT 'EM. CAUGHT 'EM IN SULPHUR CREEK.

### OUR FRUITS.

Varieties That Grow in the Open Air All the Year Round.

The following fruits in the following months are to be found growing in the open air in the Russian river, Alexander and Dry Creek valleys throughout the year:

January—Oranges, lemons, strawberries, raspberries.

February—Oranges, lemons, strawberries.

March—Oranges, lemons, strawberries.

April—Oranges, lemons, strawberries.

May—Loquats, oranges, lemons, strawberries, cherries.

June—Cherries, plums, apricots, currants, loquats, strawberries, raspberries.

July—Figs, apples, grapes, nectarines, plums, peaches, apricots, currants, strawberries, raspberries, pears.

August—Raspberries, blackberries, gooseberries, strawberries, peaches, prunes, plums, apples, apricots, grapes, nectarines, figs, quinces, pomegranates, pears, plums.

September—Pomegranates, quinces, figs, nectarines, grapes, apricots, apples, pears, plums, prunes, peaches, raspberries, blackberries.

October—Figs, pomegranates, quinces, grapes, apples, pears, plums, prunes, peaches, strawberries, raspberries.

November—Persimmons, pomegranates, quinces, grapes, raspberries.

December—Persimmons, grapes, strawberries, raspberries.

From the above list of fruits and months, it will be seen that fruits of some kind can be plucked on any day of any month of the year.

### Spain's Greatest Need.

Mr. R. P. Olivia of Barcelona, Spain, spends his winters at Alton, S. C. West.

Not one of these farmers is located in or near the town of Cloverdale

and organ of the body. If weak, tired or ailing you need it

Every bottle guaranteed. Price fifty cents. Sold by W. B. Whitney, leading druggist.

We are offering you splendid value in men's work or dress shoe at \$1.50. New York shoe store.

camp and tell the story—not half believed—to one's less lucky comrades.

There are many beautiful forested trout streams flowing into the Russian river, which, thanks to the foresight of the California Northwestern Railway Company are being constantly stocked with trout from their hatchery at Ukiah. Thirty thousand of these small fry were placed in Warm Spring Creek, last season, above Skagg's Spring, and they are in evidence today. There is the Sausal, Marcama, Little and Big Sulphur, Pena Creek, Mill Creek, the two Austins all of which in the spring season afford excellent sport to the disciple of Isaac Walton. From the hatchery at Ukiah all of these streams will be kept stocked, thus affording unending sport for our trout fishers.

Latest styles of millinery at reasonable prices at M. Gray's.

WHOLESALE

18 Calif

Heald

Heal

J. D. G.

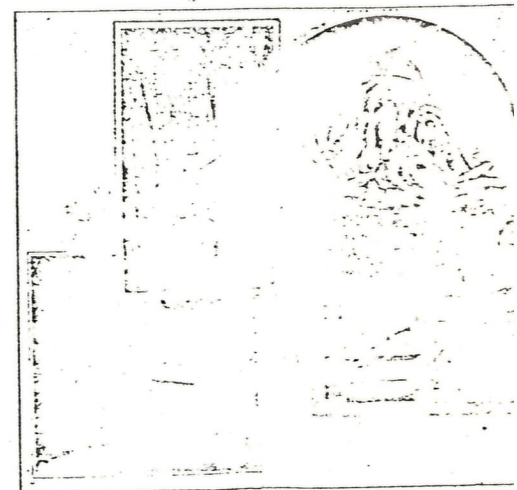
CHOICES

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Milk Gu

Orders To

A TRIA



FISH HATCHERY AT UTAH.

Enterprise Groc

GOOD THINGS TO

Western Cream Cheese, Oranges,  
Olives, Lemon  
Sweet Pickles, Ban  
Nuts, C  
Raisins,  
Currants,  
Citron,

G. W. MILLER

The town of Cloverdale was begun in the late 1850's although it was not formally incorporated until 1875. Its special location at the very northern boundary of the county of Sonoma, has governed its business outlook from the very beginning. The perspective has not been to the south, in the direction of Alexander Valley, but to the north. The 1877 Thompson Atlas of Sonoma County captures this concept very clearly and distinctly:

"CLOVERDALE"

"Far up the valley, where the hills grow together, with Russian river flowing between, is snugly nestled the town of Cloverdale. It is a few miles south of the northern boundary of the county. North of Cloverdale for one hundred miles on the waters of Russian river and its tributaries, there are a series of small, beautiful and fertile valleys, separated by spurs from the main range, which extend as bluffs to the river, and link the valleys as a chain. The hills back of the river are in the main bare of trees, and produce an abundant grass crop, upon which thousands of sheep are kept. These hills and valleys form a portion of the back country of Cloverdale. ...Cloverdale is a center from which stage-roads branch out in many directions: first, the principal (and easiest) route to the Geyser springs starts from Cloverdale; these springs are but sixteen miles distant from the town. There is also a daily stage line to Lakeport, and from there to the celebrated Bartlett springs, and a daily line of stages to Ukiah--and, through Anderson valley, to the Navarra ridge, in Mendocino county--both of which lead through a rich and soon to be thickly settled country" (page 23).

In the 1880 History of Sonoma County Cloverdale is described as "being the only town" in the Cloverdale Township of Sonoma County. It was established in part because it is on the main route taken by "travellers to Mendocino and Humboldt" counties.

It was in Cloverdale that supplies could best be purchased for vacationers going northward, for hunters and fishermen, for the many sheep ranches which were soon located in the hills

covered with grass, not trees. Businessmen looked northward as the source of their income, at least in large part.

Agriculture has also played an early part in the history of the town but from the 1890's until the 1960's, the focus of agriculture was not grapes but oranges and citrus crops. Most of Cloverdale's fame during this century has been built around the annual Citrus Fair in February in Cloverdale. While grapes have come in for some attention, it was not so much the growing of grapes but the nearness of one of the most popular tourist spots in California, the Italian Swiss Colony winery at nearby Asti (five miles south of the city).

On January 28, 1912, the Santa Rosa Press Democrat, of Santa Rosa, Ca., published a Special Edition saluting the various towns of Sonoma County and especially the agricultural background of each. Several pages of this special edition are devoted to Cloverdale and its surrounding area. The headline which stretches clear across the top of the page beginning the Cloverdale section, reads: "CLOVERDALE, WHERE THE ORANGES GROW." The sub-headline reads: "Recognized Center of Sonoma County's Famous 'Citrus Belt' is a Thriving Little City Charmingly Situated, and Surrounded by Orange and Lemon Groves and by Vineyards Richly Prolific."

"At the upper end of the fertile Russian River valley and close to Sonoma county's northern boundary, there nestles among the hills the picturesque town of Cloverdale in a dale one time abloom with clover as its name denotes, but since become more celebrated for its oranges and lemons, its deciduous fruits, its olives and its grapes."

Clearly, the town is not described as being in Alexander Valley. In no portion of this section on Cloverdale is there a

reference to Alexander Valley. The Chamber of Commerce suggested in a special boxed story called "Cloverdale the Ideal Home Site" that the city was in its own little valley:

"The Chamber of Commerce of Cloverdale wishes to call the attention of those seeking an ideal spot in which to build a home, to the unsurpassed beauties and advantages of this, the most beautiful section of northern California, where the climate the year around is delightful, combining the charm of southern Italy with the grandeur and freedom of the Golden West.

"The city of Cloverdale is situated in a picturesque little valley among the pine and redwood-clad hills of northern Sonoma county, near the banks of the beautiful Russian river which affords boating, bathing, fishing and other pleasures...."

The grape growing region around Cloverdale is also described for this special edition, it takes up all of one paragraph:

"The dry wines of Cloverdale have given it a reputation second to none, among lovers of good vintage. The great Italian Swiss colony at Asti is five miles from Cloverdale. Its vineyard covers 2,000 acres, and one of its wine vats is the largest in the world, holding half a million gallons. At one time a ball was given on the floor of this great tank. Every year about three million gallons of wine are made at this place. There are twelve other wineries within five miles of Cloverdale."

The names of the other wineries, within five miles of Cloverdale are not listed. Again, it is clear in 1912, Alexander Valley wineries and/or vineyards are seemingly not a part of the wine industry of Cloverdale. (See xerox copies of Press Democrat for Jan. 28, 1912 on following pages.)

SANTA ROSA, SONOMA COUNTY, CALIFORNIA

## CLOVERDALE, WHERE THE ORANGES

Recognized Center of Sonoma County's Famous "Citrus Belt" is Little City Charmingly Situated, and Surrounded by Orange Lemon Groves and by Vineyards Richly Prolific

### CITRUS FAIR ANNUALLY ATTRACTS THOUSANDS

#### FRUITS AND VINES BRING BIG PROFIT

A Town Noted for Its Delightful Climate and Attractive Surroundings, Where Those in Search of Health and Pleasure Love to Congregate

At the upper end of the fertile Russian River valley and near to Sonoma county's northern boundary, there nestles among the hills the picturesque town of Cloverdale. In a dainty time piece, with clover, as its name denotes, it has become more celebrated for its oranges and lemons, its healthful climate, its vines and its crops.

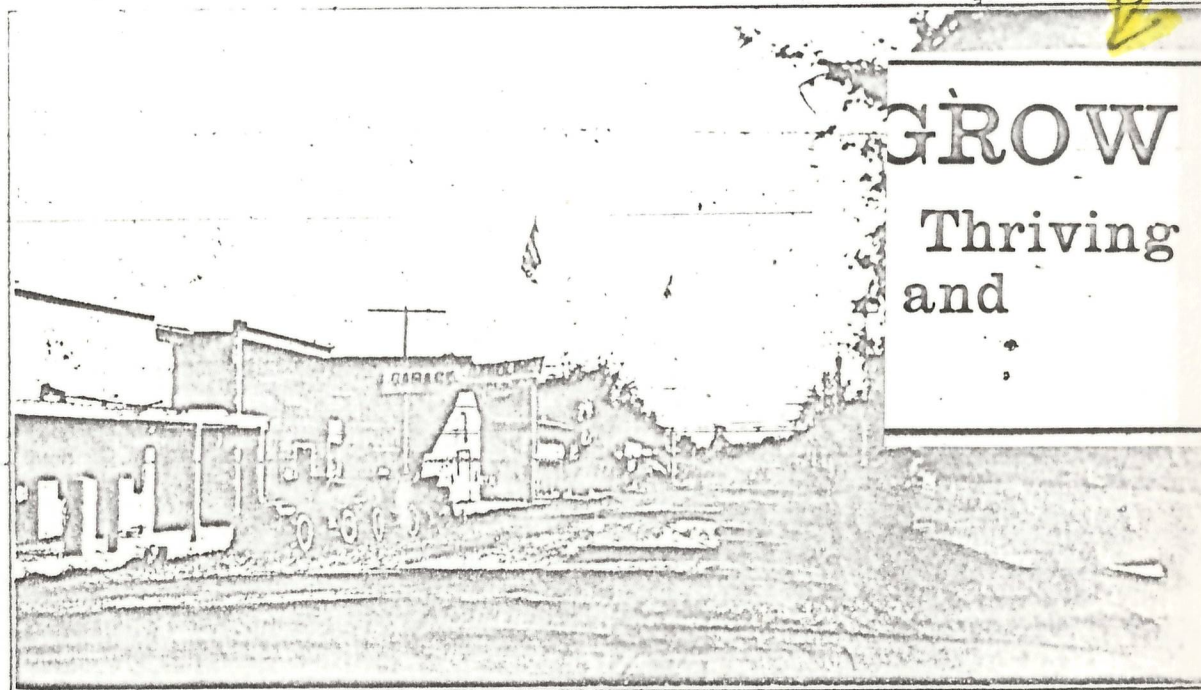
Cloverdale has a population of about 1,000 and is situated on the Northwestern, the line railway by which route it is distant slightly less miles from Santa Rosa and thirty-three miles from Ukiah.

It is a town with a fine supply of fruit, and particularly the orange groves, which are the principal source of its wealth.

It is a town where the oranges and lemons are raised in great quantities. The climate is most happy suited to their growth, the making a fine showing. Oranges yield a most profitable crop. Grapes give a heavy yield of the best quality.

In the immediate vicinity of Cloverdale are several of Sonoma county's most famous summer resorts. Among these are the renowned thyrsers, which attract tourists from all over the world. Within less than a mile of the town, and within a mile in the hills that surround it, are the famous Hot Springs, a great place for auto tourists and others in search of rest and recreation. After the Springs is reached, and a pleasant drive of two miles, the "Hot Springs" are reached.

The town of Cloverdale is a most attractive place, and is well known for its oranges and lemons. It is a town where the oranges and lemons are raised in great quantities.



GROW  
Thriving  
and

CLOVERDALE STREET SCENE SHOWING THE TOWN'S PRINCIPAL BUSINESS

ORANGES AND THE CITRUS FAIR

CULTURE OF  
THE ORANGE

# CLOVERDALE, WHERE THE ORANGES AND LEMONS GROW

## ATTRACTIVE LITTLE CITY NESTLING AMID THE HILLS

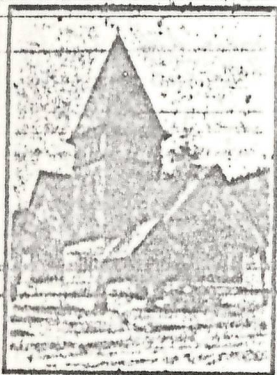
### SOIL AND CLIMATE BOTH ARE FAMOUS

Several Well-Known Health and Pleasure Resorts Are Located Near By. Among Them Being the World-Famed Geysers and McCray's "Old Homestead"

(Continued From Page 29)

"kid-glove orange," and also the Malta blood orange, both of which are clad in a skin of paper-like thinness, which slips off as easily as a glove. The Malta blood orange has a deep red color, unlike that of any other variety. Both it and the Tangerine are of delicious flavor, but they are not seedless, and they are both small. But they are by no means undesirable varieties.

It has been suggested by experienced orange-growers that the thickness of



CHALFANT MEMORIAL CHURCH

skin developed by navel oranges in some parts of Sonoma county will also appear in a few years, when the plants become more acclimated. If it does not, there are other sorts to plant in those parts of the county where the thick skin shows itself, and there is a large area where the oranges grown

show a skin as thin as the seedless oranges exhibited in any country.

The pomelo is a fruit of recent introduction, and as yet even many Californians are unfamiliar with it. Its flavor is a sort of combination of orange and lemon, with a slight bitter-sweet. It is somewhat larger than the orange, and its color more nearly that of the lemon, while its shape is that of the earth—a globe, flattened at the poles. The name "grape-fruit" is sometimes given to the pomelo, but its only resemblance to the grape is in the fact that it grows in clusters, and there is not the slightest relation between the pomelo and the vine.

The novice must be instructed how to eat this magnificent fruit, or he will be sure to declare it worthless. The white membrane enveloping the seeds is unpleasantly and intensely bitter. The fruit must be sliced across its diameter, and the white core removed with a silver spoon. Then the cavity should be filled with sugar and the fruit allowed to stand for several hours in a cold place—preferably an ice-box. Leave it there over night if you like fruit for breakfast, and in the morning lift out its rich nectar with a spoon, and experience a new variety of bliss unalloyed. Not only is it one of the most entrancing flavors ever

found for the delectation of the human palate, but it is superbly wholesome, a fillip to the jaded liver and a coxer of reluctant appetite. From the juice of the pomelo is made a drink called kemel, which causes whoever partakes to wish he had a neck like a giraffe's and a thirst like a lime-barrel's. And the writer has been told by persons who sometimes take a little hard liquor, that the delight induced by a "kemel highball," made by adding spiritus frumenti, per se, is like unto that of a rock in a weary land, a shelter in the time of storm.

## CLOVERDALE THE IDEAL HOME SITE

The Chamber of Commerce of Cloverdale wishes to call the attention of those seeking an ideal spot in which to build a home, to the unsurpassed beauties and advantages of this, the most beautiful section of northern California, where the climate the year around is delightful, combining the charm of southern Italy with the grandeur and freedom of the Golden West.

The city of Cloverdale is situated in a picturesque little valley among the pine and redwood-clad hills of northern Sonoma county, near the banks of the beautiful Russian river which affords boating, bathing, fishing and other pleasures; our forests abound in game of all kinds to delight the hunter and the scene presents a never-ending panorama of beauty to the lover of Nature.

Cloverdale is situated on the line of the Northwestern Pacific Railroad and is within three and one-half hours of San Francisco, offering to the business man of the great metropolis an opportunity of having a home in the country either for summer or winter, where his family can enjoy all the pleasure and freedom of country life and yet enable him to be within easy reach of his business, spending the week-ends with his family in this natural Garden of Eden.

Cloverdale has all the advantages of a great city in the way of daily mail, telephone and telegraph service, electric lights, good sewer system, well-drained streets, and roads to delight the motorist and above all, a fine supply of as pure cold water as ever passed the lips of man.

The beauties and opportunities of this place cannot be told in words. Cloverdale should be seen to be appreciated. Thousands of people come to Cloverdale every summer to revel in its glorious climate and enjoy themselves as only one can in a place like this.

Each year finds new homes going up in this garden-spot and we wish to call attention of the home-seeker to the fact that fine building lots can be had within the city limits at reasonable prices, or at varying distances from town to suit the taste of the individual.

For further information, and all communications will be fully answered, address

SECRETARY CLOVERDALE CHAMBER OF COMMERCE.

continued.

# ORANGES AND THE CITRUS FAIR

The Cloverdale Citrus Fair Association was organized twenty years ago for the sole purpose of displaying the citrus products of northern Sonoma county and the beautiful little City of Cloverdale in particular. At that time the raising of citrus fruits was more of a fad than anything else, as the growing of rare orchids might be. Little did the founders dream that it would grow to its present magnitude or that the growing of citrus fruits would ever assume the dignity of a profitable industry there. Thousands of people now come every year to view the beautiful fruit, like golden nuggets gathered from trees ever green, and in the dead of winter when our Eastern neighbors are clad in arotics and suffering from the rigors of the chilling blasts of northern blizzards.

The Cloverdale Citrus Fair Association enjoys the unique distinction of being the only institution of its kind in the West that has for nineteen consecutive years given displays of citrus products. And not only does it present the citrus fruits, consisting of all kinds of oranges, lemons, citrons, pomelos, lemons, pomeloes, and grape-fruit as they are sometimes called, but they also display the choicest wines of the world, made from the fine grapes, which are grown on the vine-clad hills and valleys of this beautiful section.

The Citrus Fair is in some respects the grand event of the year in Sonoma county, and it is growing in popularity every year. This coming season the fair promises to be the greatest in the history of the Association, as those interested in its success will spare neither energy nor expense to make it novel and entertaining and an event long to be remembered.

In addition to the greatest display of citrus fruits ever given in northern California, the directors are making arrangements to have many other new features and free entertainments to be given in the streets. One of these will be an amateur Wild West and Indian Show. A grand, good time is assured to all who come. Ample provision will be made to seat, feed and otherwise accommodate the largest attendance the Fair has ever seen. The Fair will be held February twentieth to twenty-fifth, inclusive.

## CULTURE OF THE ORANGE

### Something About This and the Other Citrus Fruits That Are Grown in Sonoma County

The peach, the orange, the citron, and the pomelo grow in many parts of Sonoma county, but in only two regions has their culture as yet been made a commercial success. These regions are the Sonoma valley and the country near Cloverdale.

The orange, especially, is the chief crop of Sonoma county. The finest varieties of oranges, pomeloes and citrons flourish in all the surrounding country, with never a failure from frost on other cases, and with the great advantages of ripening a month earlier than the same fruits do in southern California, and a greater quality.

There are about 25,000 orange trees and some thing over a thousand lemon trees. Pomeloes and citrons have thus far been only the subject of experiments, but the experiments have been successful and give promise of good development of the citrus-fruit industry. Not only have the Sonoma valley and the Cloverdale country raised lemons and oranges of fine quality and in large quantity, but attempts on a smaller scale have been successful near Healdsburg and Geyserville, and some fine lemons and oranges have this year come from Guerneville, Cazadero, Duncan's Mills, and the Occidental country. They also grow well in the foothills east of Windsor.

The Cloverdale Citrus Fair, held each February is an annual demonstration of the growth of the citrus industry here. Beginning twenty years ago, with an exhibit of half a dozen plates of oranges, which were viewed as curiosities because they were the first ever raised in the county, the citrus

fair was only a little side-issue exhibit in an ordinary rural fair. Year by year the size of the citrus exhibit increased, and the fair in time became a citrus fair in fact. This year there are millions instead of dozens, and the citrus fruit is the fair instead of an appendix.

Hundreds of thousands of visitors have been delighted by the citrus fair in the two score years since its inception. Not alone the quality and variety of the fruits exhibited, but the artistic merit of their display, wins admiration, and Cloverdale's hospitality, together with the beauty of the scenery, the delight of the clear February atmosphere, the many features devised by the people for the entertainment and pleasure of their guests, all combine to win the hearts of sojourners, so that as who have once seen the fair come again and again, wherever the fair time finds them within traveling distance of the citrus city. Special trains are run each day from all stations in the counties of Marin, Sonoma and Mendocino, and San Francisco.

Large numbers of citrus fruit trees are planted each year, and a few years may pass their culture among Sonoma's most important and profitable vocations. The ignorance that once prevailed concerning choice of varieties has largely been dispelled, and the necessary conditions of soil are now understood. In addition to these gains, several new varieties of citrus fruits have recently been introduced which give promise of a wider extension of citrus culture, even to the parts where it had previously been supposed occasional frost would prevent its establishment.

The sweet navel orange grown in this county is open to but one disparagement. Its size is large and its flavor is of the best, but in some parts of the county it grows a skin that is thicker than desired. By way of avoiding this deficiency many growers have planted the little Tangerine.

(Continued on Page 22)

# CITRUS FAIR ANNUALLY ATTRACTS THOUSANDS

## FRUITS AND VINES BRING BIG PROFIT

A Town Noted for Its Delightful Climate and Attractive Surroundings, Where Those in Search of Health and Pleasure Love to Congregate

At the upper end of the fertile Italian River valley and close to Santa Rosa county's northern boundary, there lies, among the hills, the picturesque town of Cloverdale, in a delightful climate. With its river, its fine scenery, its climate, its fruit, its vines, and its grapes.

Cloverdale has a population of about 1,000 and is situated on the North-western Pacific railway, by which route it is distant slightly over miles from San Francisco, and thirty-three miles from Santa Rosa.

The town has a first-class water supply and first-class electric-lighting system. Its public schools include in high school and the primary and grammar grades. The high school is accredited at the leading universities, and all its schools are ranked with the best of the corresponding orders. Cloverdale has good hotels and stores, churches of various denominations, a bank, a weekly newspaper—the Revelle, and the various fraternal orders are well represented.

Diversified farming interests engage the population of most of the population of the surrounding country. Orange and lemon culture are each year assuming greater prominence and importance. Olives and grapes are extensively grown, and the region has

proven itself well suited to the growing of many other things no less deserving attention than the ones picked out because of its unique qualities. All delicious fruits thrive here, and yield heavily. Walnuts are just beginning to come into prominence and owing to the wonderful fertility of this soil, which is most happily suited to their growth, are making a fine showing. Grapes yield a most profitable crop. Grapes give a heavy yield of the best quality.

In the immediate vicinity of Cloverdale, are several of Sonoma county's most famous summer resorts. Among these are the renowned Geysers, which attract tourists from all over the world. Within less than a mile of the town, and within a ride in the hills that overlooks a scene of surpassing beauty, is McCray's ever-popular "Old Hemstead," a great place for automobilists and others in search of rest and recreation. Aler Glen Springs is a fine resort, and a pleasant drive of two hours takes one to Shaggy Springs—Covelo—that annually attracts hundreds of health and pleasure-seekers. Its waters are known far and wide for their medicinal qualities. The "summer traffic" is important for Cloverdale and vicinity, and each season increases the number of visitors drawn thither by the salubrity of its climate and the beauties of the surrounding country.

The dry wines of Cloverdale have given it a reputation second to none among lovers of good vintage. The great Italian-Swiss colony at Asti is five miles from Cloverdale. Its vineyard covers 2,000 acres, and one of its wine-vats is the largest in the world, holding half a million gallons. At one time a ball was given on the floor of this great tank. Every year

ing of figs and walnuts. The hills bear about three million gallons of wine by which it is made at this place. There are quite a number of other wineries within five miles of the town. The altitude of this region gives it a direct atmosphere that is also remarkable for its purity. The climate of the county is about the same as that of the town, and it is a place with a tendency to produce money crops. Many of the vines have come here expecting to die and have found a new life in the two of them.

The climate of the county is about the same as that of the town, and it is a place with a tendency to produce money crops. Many of the vines have come here expecting to die and have found a new life in the two of them.

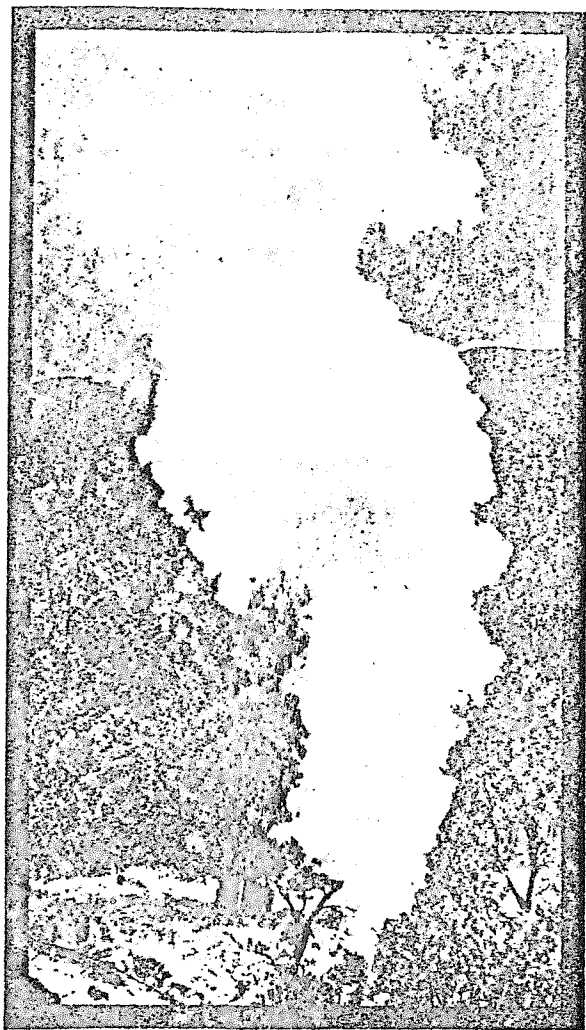
The growing of citrus trees in Cloverdale dates back to the 1870's, but it was not until 1892 that the Cloverdale Citrus Fair Association was organized to sponsor an annual fair with a citrus theme. As will be seen in later brochures published by the Association, it was claimed that Cloverdale and the immediate vicinity have a special climate conducive to growing oranges, lemons and other citrus. This seemingly set it apart from other immediate agricultural areas which were not so fortunate and suffered from frost, fog and cold winds (like Alexander Valley).

There have been dozens of pamphlets published by the Cloverdale Chamber of Commerce since the first Citrus Fair was established, from 1892 to the late 1970's and the attention in <sup>on</sup> nearly all has been citrus rather than grapes, even though killing frost in the 1960's nearly wiped out the citrus industry. For example, in 1940 the Chamber published "Cloverdale-Sonoma County, California," with a cover photograph entitled "Picking Oranges at Cloverdale." The claim was made that the "town is nestled among wooded hills free from cold waves, fogs and heavy winds." Agriculture is described in some detail and although the text reads in part: "The beautiful valleys lying about Cloverdale have earned the right to be called agricultural gems . . ." there is no mention of Alexander Valley. (See xerox copy on following pages.)

# Cloverdale

SONOMA COUNTY  
CALIFORNIA

*The Orange City in the Redwood Empire*



Natural Steam Geysers, near Cloverdale

Inquiries are welcomed by  
**THE CHAMBER OF COMMERCE**  
*Cloverdale, California*

LOCATED ON THE SCENIC RUSSIAN RIVER

# Cloverdale

SONOMA COUNTY  
CALIFORNIA

*The Orange City in the Redwood Empire*

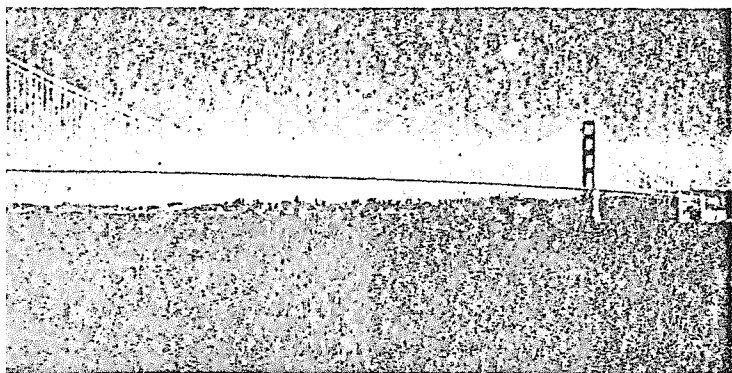


Picking Oranges at Cloverdale

Inquiries are welcomed by  
**THE CHAMBER OF COMMERCE**  
*Cloverdale, California*

LOCATED ON THE SCENIC RUSSIAN RIVER

Cloverdale-Sonoma County, California  
(Cloverdale Chamber of Commerce,  
1940.)



*The Golden Gate Bridge Serves Northern California*



*Wonderful Fishing in Creeks, Rivers and Ocean*

# CLOVERDALE, THE ORANGE CITY

**C**LOVERDALE, in the center of the Redwood Empire, is eighty-four miles north of San Francisco, thirty miles north of Santa Rosa and twenty-five miles from the Pacific Ocean, on the Russian River, near the boundary line between Mendocino and Sonoma Counties.

In these days of excellent highways one and a half hours' driving will bring one to Clear Lake, the largest body of fresh water wholly within this state; two hours, to the beaches and fishing on the Sonoma and Mendocino coast; two and a half hours, over the magnificent Golden Gate bridge to the metropolis of the West, San Francisco. Trout fishing and deer hunting can be had within fifteen minutes; black bass fishing in the Russian and Napa rivers and striped bass fishing in Petaluma creek, within one and a half hours; golf on three excellent courses, within forty-five minutes; Lake County's famous medicinal springs, within one and a half hours. "The eighth wonder of the world," the steam geysers, are just East of Cloverdale and can be reached in less than one hour, the only place in the world outside Italy where natural steam out of the ground is being harnessed to create power. The mineral waters and natural steam baths of the Geysers are far-famed. Boating and swimming are available at Cloverdale on beautiful Russian river. Championship tennis courts and limitless miles of beautiful country for the equestrian make available to the pleasure seeker as well as to the home-seeker all the advantages and delights of country living. The redwood groves, comprising ninety per cent of the world's redwoods, are but a few hours away.

## LIVING CONDITIONS

Cloverdale has a population of 800 and is 315 feet above sea level. The average annual rainfall is about 35 inches, and the mean temperature is 60 degrees,

ranging from about 32 degrees above zero in winter to 100 degrees in the few hottest days of summer. The climate is dry, however, and we have no oppressive, devitalizing heat, it being necessary always to sleep under blankets.

The town is nestled among wooded hills free from cold waves, fogs and heavy winds and enjoys a peculiarly balmy, invigorating climate which offers great advantages to asthmatics, tubercular people and other invalids. An occasional walk to the shady nooks and fern-strewn glens in the hills close by to enjoy the majestic valley scenery has an exhilarating as well as a most invigorating effect. Pure air, pure water and pleasant surroundings are the most desirable environments of man's life on earth, and in these this vicinity abounds. The four seasons are distinguishable and the variation in climate lends zest and prevents monotony.

The town has a modern sewage system and a water system municipally owned. A natural drainage for surface water eliminates gnats and mosquitoes. Prices of food and all household supplies are reasonable. Fresh fruits and vegetables are abundant; rentals are moderate. Modern buildings house excellent grammar and high schools accredited to the University of California. Within one hour by auto is the Santa Rosa Junior College. Creditable churches are conducted by the Methodists, Congregationalists, Episcopalians and Catholics. The principal lodges are represented and this is one of the smallest towns in the world to have a Rotary Club. A well-equipped free library and clubhouse are owned by the Woman's Improvement Club. A beautifully wooded six-acre park on the edge of town is owned by the city. A volunteer fire department modernly equipped with motor pumper, together with an abundance of water, affords ample protection. Streets

are paved and oiled and the city is well lighted. There are two trains daily to San Francisco over the Northwestern Pacific railway, in addition to four daily buses operated over the Redwood highway. Hourly bus service is in operation between San Francisco and Santa Rosa, which is less than an hour from Cloverdale.

## AGRICULTURE, INDUSTRIES

Agriculture provides the community's most important sources of income. The beautiful valleys lying about Cloverdale have earned the right to be called agricultural gems. The soil is well adapted to deciduous and citrus fruits, alfalfa, garden truck, and a wide variety of general farm crops. Foremost among these is the wine grape. Asti, four miles South of Cloverdale, is the home of one of the largest wineries in the world, the Italian-Swiss Colony, whose tremendous co-operation and plant and extensive vineyards are a mecca for travelers the world over. This and numerous smaller wineries in the vicinity produce wines of unparalleled excellence, making the Cloverdale locality one of the world's centers in dry wine production. Other farm crops are prunes, pears, apples, cherries, oranges, lemons, olives and nuts.

The price of land varies according to location, quality, desire on the part of the owner to sell, and other considerations. Hill or range land is priced from \$10.00 per acre up, and often in large tracts there are many acres that are tillable and can be used for grain or fruits.

Valley land sells for approximately \$100.00 per acre and up, depending on improvements and development.

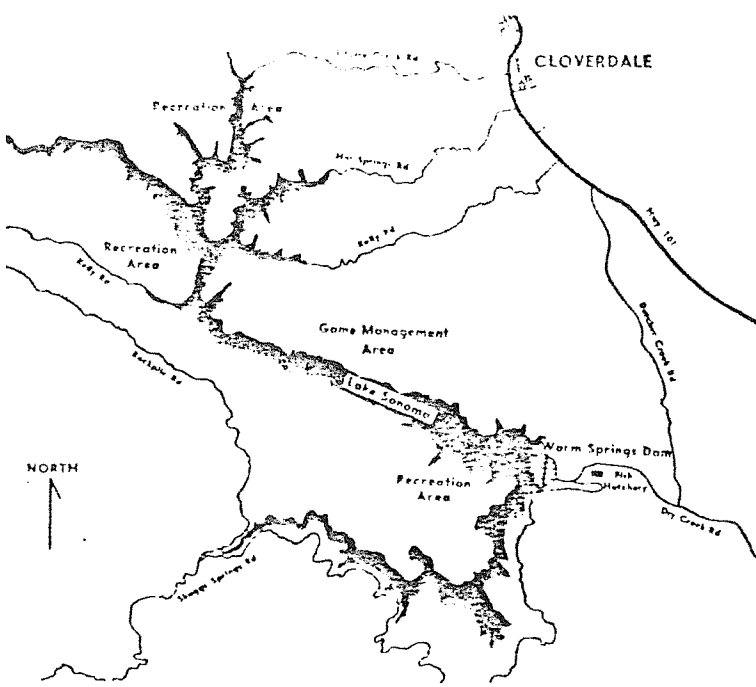
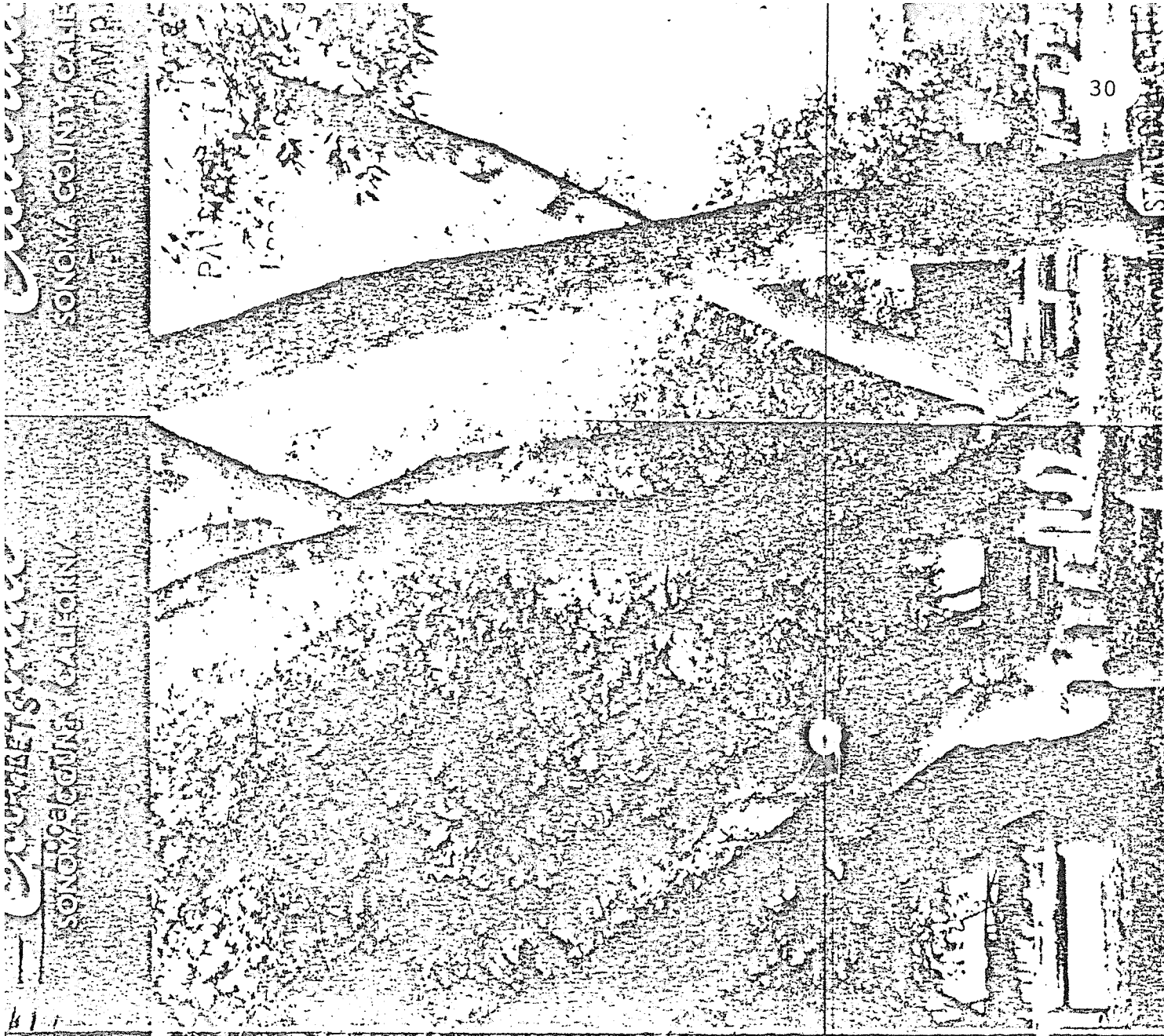
By making a personal investigation, one can usually find something to meet his requirements, and at satisfactory prices.

In 1960, the Cloverdale Chamber of Commerce published a pamphlet entitled "Cloverdale-Sonoma County, California" and there is a departure here from the emphasis on citrus. The center section bears the heading "Land of Wine, Wood and Wool." It would seem that if any member of the Chamber or residents felt the valley's wine industry was in Alexander Valley, this fact would be mentioned in the section titled "Agriculture":

"Located in Sonoma County, one of the richest counties in the United States, Cloverdale has many prosperous ranches in its outlying area. Its Citrus Fair, known throughout California, as one of a kind, draws tremendous crowds. Another event which has record-breaking attendance each year is the Cloverdale Ram Sale, where buyers and sellers of breeds of sheep from the western states gather. The famed Sheep Dog Trials are a part of this event, and a perennial crowd-pleaser."

There is no mention of wine making in that paragraph and no mention of being a part of the rich Alexander Valley. It is somewhat understandable given the fact that there were no sheep ranches in Alexander Valley. Wine is mentioned only briefly, in a section devoted to the Italian Swiss Colony winery.

What is also of interest in this brochure is a drawing showing Cloverdale, with some small photographs included of scenic sights. Alexander Valley is not indicated in the brochure drawing and the town appears to set isolated, comfortably, of course, in a small hamlet of its own. (See xerox copies of pamphlet attached.)



For Further Information Write to:

**CLOVERDALE CHAMBER OF COMMER**  
**P. O. BOX 476**  
**CLOVERDALE, CA. 95425**  
 or call 707-894-2862

Visit Our Tourist Information Center  
 Located At The South End of Cloverdale,  
 In The Owl Plaza

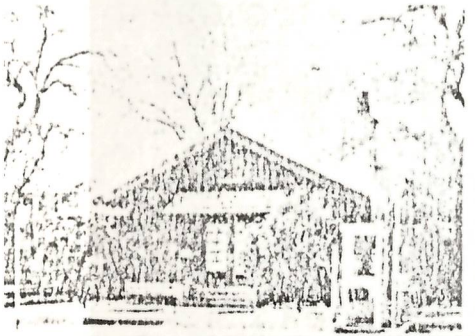
Cloverdale-Sonoma County, California  
 "circa 1960"



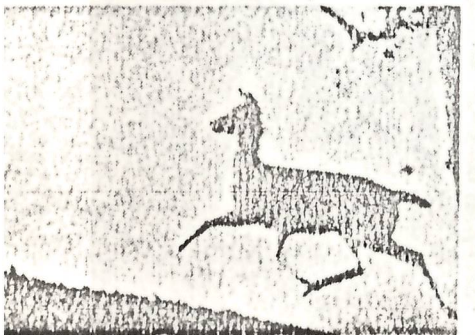
CLOVERDALE CITRUS FAIR



Panoramic View of City From Manzanita Manor



Educational Facilities Include Cloverdale Public Library



Near Enough To Nature To Enjoy It

**WELCOME TO CLOVERDALE!** Near enough to nature to enjoy it, Cloverdale is located just 89 miles north of San Francisco in a valley through which the Russian River flows and which has a climate so mild as to allow the growth of citrus fruit which led to establishing the famed Citrus Fair.

**CLOVERDALE** is on U. S. Highway 101 (Redwood Highway) and Highway 128 which leads to the Pacific Ocean. It is the Northern Gateway to Sonoma County and the Southern Gateway to Mendocino County, in the Redwood Empire. Cloverdale also has the Big Geysers located to the southeast, where Pacific Gas and Electric Company has a multi-million-dollar geothermal steam project to generate electricity. And to the southwest is the 80-million-dollar Warm Springs Dam and Lake Sonoma Project, with Cloverdale lying closest to the recreation area which is being developed through the years.

**THE POPULATION** of the Cloverdale area has grown steadily as residents of other areas have discovered its climate and its beauty and moved out of smog-infested, crowded cities to make their homes here.

**TRANSPORTATION:** Served by the Northwestern Pacific Railroad, a number of trucking lines, United Parcel Service and Greyhound Bus Lines, Cloverdale also has a fog-free airport with a 3,000 foot paved landing strip and six hangars.

**EDUCATION** is provided by one high school and two elementary schools, and by Santa Rosa Junior College, within easy commuting distance. Cloverdale's junior high and high school bands have won many honors.

**GOOD LIVING** is provided to its residents and guests by the many churches, social and fraternal organizations and by its recreational facilities, which include a full-time recreational director and provides a swimming pool at the Veterans Memorial Building.

**RECREATION:** Whether you like the more active type of recreation or just like to lazily loaf while enjoying nature, you'll find recreation in Cloverdale. Cloverdale City Park has a number of organized sports, such as a fine Little League for the small fry. Tennis, baseball, basketball and football form a wholesome part of school life. Tarman Park is a small neighborhood park and expanding plans for Wright Park will provide additional area for picnicking, fishing and swimming in the Russian River.

**MEDICAL FACILITIES** are provided by a community ambulance, two medical clinics operated by two top-flight physicians, dentists, optometrists and chiropractors, and a 70-bed convalescent hospital.

**COMMERCIAL:** Cloverdale has fine retail establishments to serve its residents and the surrounding area. It also has two banks — First National and Bank of America.

**INDUSTRIAL:** Cloverdale is a growing center for specialized industries, such as MGM Brakes, a division of Indianhead, Inc., and Clover Casting. Wines, wood and wool are representative of industrial Cloverdale.

**AGRICULTURE:** Located in Sonoma County, one of the richest counties in the United States, Cloverdale has many prosperous ranches in its outlying area. Its Citrus Fair, known throughout California as one of a kind, draws tremendous crowds. Another event which has record-breaking attendance each year is the Cloverdale Ram Sale, where buyers and sellers of breeds of sheep from the western states gather. The famed Sheep Dog Trials are a part of this event, and a perennial crowd-pleaser.

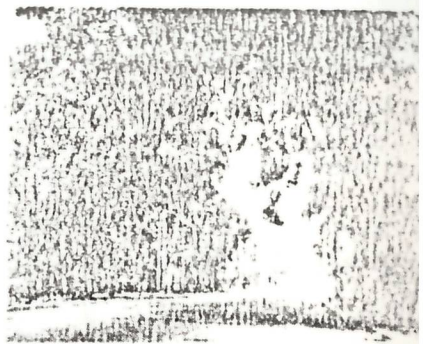
**GOVERNMENT:** Cloverdale is governed by its City Council, with five elected Councilmen (who elect the Mayor), City Clerk, Treasurer, City Engineer and Superintendent of Public Works. It has a dedicated and well-trained Police Department and a well-organized Volunteer Fire Department.

**ITALIAN-SWISS** architecture for the business section as soon as it is feasible, is being planned for Cloverdale to attract tourists, thousands of whom visit Italian Swiss Colony Winery at nearby Asti each year. It takes time to accomplish all of a city's dreams, but the Chamber of Commerce and residents of the community hope that Cloverdale will come to be known far and wide for its Italian-Swiss atmosphere, just as has Solvang, Calif. for its Danish image and Leavenworth, Wash., for its Bavarian theme.

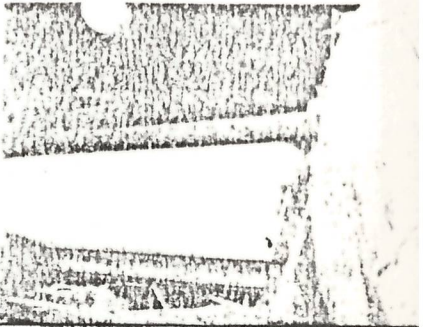
**TOURISM,** which is a fast-growing industry in the state, has had a decided boost by the adoption of Cloverdale, B. C. Canada as our Sister City, with the resulting warm and friendly relationship and exchange visits by large groups of the two community's residents. Tourists to the city find a welcome at the Tourist Center and information about town and the many fine restaurants and motels, as well as brochures about other communities throughout California, which are distributed with such genuine friendliness that travelers know we mean it when we say: "WELCOME TO CLOVERDALE!"



THE BIG GEYSERS



A Restful View of Tree-Shaded Street

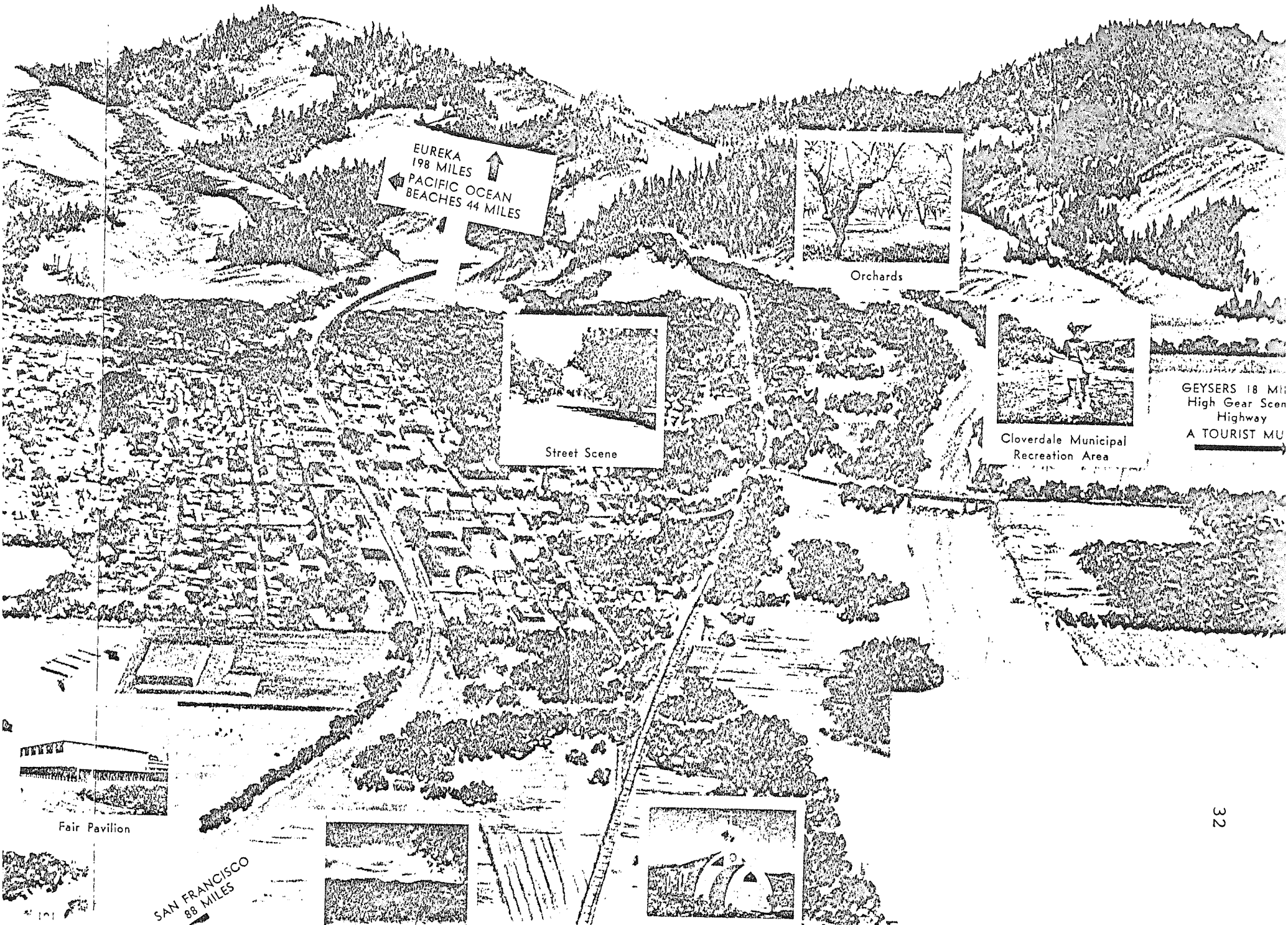


Peeling Veneer From Tree Plywood Mill



Church In Cloverdale Nestle Gate of Redwood Empire

Cloverdale-Sonoma County, California, "circa 1960, cont.



On the following pages are nine more examples of how Cloverdale, its Chamber of Commerce, Sonoma County newspaper reporters and, apparently, Cloverdale citizens, regard their town and surrounding community. This is a good cross-section of published material on the town dating from approximately the early 1960's through 1977. All materials are either in the Cloverdale Public Library, the Santa Rosa Public Library or the Sonoma State University Library, Rohnert Park, Ca. There is not one reference to Alexander Valley in any of this material; to Cloverdale being located in Alexander Valley, or being a part of the agricultural industry of Alexander Valley. Most of the maps published in such pamphlets, brochures or with newspaper stories, end just south of Asti and the Italian Swiss Colony winery five miles south of town. If Cloverdale were a part of the Alexander Valley, it would appear at least one map would so indicate!

Listing of pamphlets, brochures and newspaper articles:

1. Sonoma County Wonderland (published by Hoyt Publishing Co., Clearlake, 1962).

Only the two pages having reference to Cloverdale are included. Note the location given for Cloverdale (no reference to Alexander Valley) and Places of Interest. The Cloverdale Citrus Fair is still the main tourist attraction.

2. Sonoma County 1965 (Santa Rosa: Corey Publishing Co., 1965). A magazine/booklet advertising Sonoma County, published annually.

Only the page describing Cloverdale is presented here. Note especially the description or location given for Cloverdale: "Cloverdale nestles in one of the small Russian River Valleys. Many residents are fortunate to live only a few yards from some of the most exciting steelhead fishing..."

3. Cloverdale (pamphlet published by the Cloverdale Chamber of Commerce, 1965). Only portion of pamphlet presented here.

Note bottom of first page, under the letter, reads: "On the scenic Russian River in the heart of the Redwood Empire." See also section entitled "Built on Industry and Agriculture." No reference in this pamphlet to agriculture being a part of Alexander Valley.

See especially the map, with Cloverdale appearing under an enlarging glass--Alexander Valley is not noted on this map in any manner.

4. Santa Rosa Press Democrat, October 9, 1966. "Cloverdale Keeps Citrus Image Alive," by Bob Wells.

Note that opening paragraph continues the citrus fame of Cloverdale, rather than any grape industry. The growing of grapes is not mentioned in this story.

5. Sonoma County, U.S.A. Fourth Annual Edition, 1966-1967 (published by Janice Corey, Santa Rosa, Ca.). Tourist booklet in color.

Only the pages with reference to Cloverdale and surrounding vicinity are presented here.

Note the location given for Cloverdale, which reads in part: "Come through the narrow course of the Russian River in which Cloverdale lies, at any season, and the mildness of climate seems accidental. It is an accident of geology that farmers like to interpret as part of a biblical covenant--as though this valley has been promised to the faithful." There is no indication that Cloverdale is a part of a much larger valley, such as Alexander Valley.

Note, too, the three-quarter page advertisement by Italian Swiss Colony winery. The location is given as "U.S. Freeway 101 South of Cloverdale." No reference to Alexander Valley.

6. Santa Rosa Press Democrat, "1968 Travel and Recreation Edition." "Live A Little at Cloverdale."

This entire supplement of the largest circulation daily newspaper in Sonoma County, was on Cloverdale and vicinity. Only two portions are presented here, the article "Wine, Wood and Metals Highlight Area Industry," and a map.

The wine industry of Cloverdale was confined to only four wineries according to this article: Italian Swiss Colony, Bandiera Wines, Rege Winery and Seghesio. Although Seghesio is near the town of Geyserville, no other winery from the town of Alexander Valley is mentioned, such as Geyser Peak Winery, Fredson, Soda Rock, etc.

Note also the map of Cloverdale and vicinity. The heavy border on the bottom of the page is the southern extent of the map, and does not go beyond Washington School Road and the Italian Swiss Colony winery.

7. Cloverdale Reveille, 69th Citrus Fair Souvenir Edition, 1971.

Only three sections of the Souvenir Edition are presented here because they continue to demonstrate that the Citrus Fair was still the main tourist attraction at Cloverdale. There is no reference to grapes or viticulture in this Souvenir Edition. There is no Souvenir Edition just on the wine industry of Cloverdale.

Note in the first paragraph under "Cloverdale, Home of the 69th Citrus Fair," Cloverdale's location is given as "in a valley through which the Russian River flows..." Note also the emphasis still on it being "the Northern Gateway to Sonoma County and the Southern Gateway to Mendocino County."

There is no reference in any of the text of the material presented here or in any of the other text of the Souvenir Edition to Alexander Valley.

8. Cloverdale, Sonoma County, California Welcomes You (Cloverdale Chamber of Commerce [1976]). Actual copy of pamphlet included.

This pamphlet is not dated per se, but a reference in the "Calendar of Annual Events" reads "Bicentennial Celebration, July 4 (1976 only)."

This pamphlet has not been updated since 1976 and is given out at the Chamber of Commerce Visitors Center in Cloverdale to all visitors. Thousands of copies are distributed annually.

Note especially the map of Cloverdale. It ends about at Asti, Ca., and the Italian Swiss Colony winery. There is no reference to Alexander Valley, nor is Alexander Valley presented in any manner as being the location for Cloverdale.

9. Cloverdale Reveille, February 17, 1977. "An orange seed grows into the Citrus Fair."

History of the citrus industry in Cloverdale and the annual fair. This article is presented only to show the continued interest in the Citrus Fair in Cloverdale as a tourist attraction.

(original orange border and decor of page, for  
the Citrus Fair, does not reproduce in xerox copying)

## CLOVERDALE

Located along the Russian River on U. S. Highway 101 in Northern Sonoma County, 88 miles north of San Francisco, 44 miles east of Pacific Ocean Recreation Area; elevation 340 feet.

Average rainfall: 40 inches; no fog and no smog. Mild winters and moderately warm summers.

Population: 3,183 in incorporated area and 8,542 in Township.

Transportation: Northwestern Pacific Railroad, several trucking firms and Greyhound bus line.

Second Class hard surfaced Airport, 3000 ft. long and 75 ft. wide, one mile from Town.

Products: Lumber, Plywood and other timber products; prunes, citrus, grapes, wine, sheep, wool. Also Electronic products.

**Places of Interest:** Italian Swiss Colony Winery at Asti, Steam Geysers with the only geothermal electric generating plant in the Western Hemisphere, the Citrus Fair Pavilion, Cloverdale City Parks, Veterans Memorial Building with swimming pool.

Cloverdale has two elementary schools, a high school, ten churches, many clubs, two well equipped Clinics operated by three physicians, a 24 hour Community Ambulance service, three dentists, one optician and one chiropractor.

Recreation: Excellent hunting, fishing in the Russian River and tributaries, in nearby Lake Mendocino and close to the Pacific Ocean.

The City offers an active recreational year around program of games and swimming. Also an eight lane bowling alley.

Special Events: Cloverdale Citrus Fair and Parade, ram sale, sheep dog trials, two Gymkhanas by the Cloverdale Riding Club, and annual meeting of Allied Grape Growers.

(Pamphlet #1)

Sonoma County Wonderland (Clearlake  
Park, Ca.: Hoyt Publishing Co., 1962)  
Note: "Places of Interest": includes  
Italian Swiss Colony Winery at Asti  
but no mention Alexander Valley.

# VIVIAN'S DRESS SHOP

37

Women's Wearing Apparel

DRESSES

LINGERIE

SPORTSWEAR

Matching Accessories



Phone TW 4-2424

Cloverdale

111 East First Street

## Cloverdale Citrus Fair

The Cloverdale Citrus Fair, held every year during February, is unique among California's many fairs, not only because it is the first of the season, but because it features the orange as a symbol of the climate.

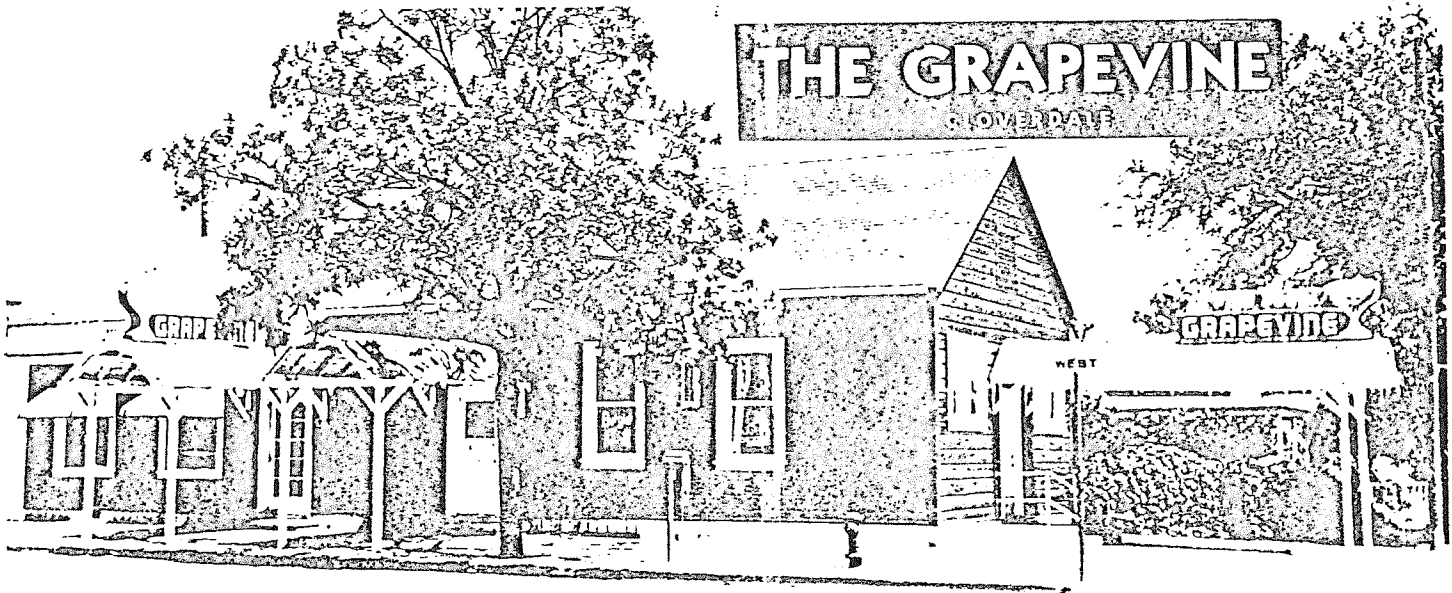
Cloverdale's first orange trees were planted in 1868 and in 1892 the first Fair was started with plates of oranges. From these individual and family projects have developed the massive creations of citrus fruit representing untold hours of co-operative work by civic organizations.

During the past 69 years, the Fair has been held annually with the exception of the war years. The 61st Annual

Citrus Fair will be held from February 21st to 24th, 1963.

The Citrus Fair attracts several thousand people every year from all parts of the country.

The Citrus Fair is a California Corporation and receives its income from horseracing funds paid to the State from thoroughbred racing. The corporation's activities are controlled by the Division of Fairs and Expositions and the books are audited annually by the auditors of the State Department of Finance. The primary purpose of the corporation is to encourage citrus industry and to stage the annual Fair. "FAIR TIME IS FUN TIME."



Dining at the Grapevine in Cloverdale is indeed a dining pleasure you will want to try. Owners Joe and Dina Giovannetti offer real Italian and American cookery at its finest. The Grapevine, conveniently located at the end of West Street serves lunch Monday through Saturday from 11:30 to 2 and dinner 7 days a week from 5 to 10 p. m. Each day a different specialty is served at lunch. The Giovannetti's are famous for their delectable Chicken Saute Sec, Chicken Cacciatore, and home-made ravioli all served in a colorful dining room in the truest Italian tradition. The highlight is perhaps one of Joe's tempting cocktails in the bar or perhaps a bottle of wine at dinner. Put the Grapevine on your list for the next time you are dining out. Phone TWinbrook 4-7939.

A little over a century ago a great migration took place, heralded by the cry "There's gold in them there hills." But the pioneers who came to Sonoma County found greater riches — fertile soils and some of the most majestic country in America.

Rich land and beautiful scenery characterize the Cloverdale region. Our grapes are among the finest in the United States; we are the most northern area in California where citrus fruit is commercially grown. The rolling hills make fine grazing land for sheep and other livestock.

Cloverdale nestles in one of the small Russian River Valleys. Many residents are fortunate to live only a few yards from some of the most exciting steelhead fishing for which a man could ask.

As the crow flies, Cloverdale is located only 28 miles from the coast. Yet due to the protection of the surrounding green hills, foggy mornings are rare.

The easy access from Cloverdale to numerous Northern California recreational and scenic areas is one of the town's greatest assets. In only an hour you can reach a number of excellent coastal fishing areas. The widely known Italian Swiss Colony Winery is practically in Cloverdale's backyard, and many of the other major California wineries are located only minutes away. There are a number of lakes nearby. Within this decade the Dry Creek Dam project will produce beautiful Lake Sonoma just a few miles outside the city limits.

Accounts of the origin of the community vary, but it seems the town was born in 1859, when J. A. Kleiser purchased a trading post in the clover-carpeted valley. The town grew with the advent of the railroad; later, the lumbering and trucking industries brought additional growth. The Chamber of Commerce and the Merchants' Association are again looking toward a period of expansion; part of their planning for new growth has resulted in a community airport.

A major annual event in Cloverdale is the Citrus Fair, the earliest fair in the State. Though one of the smaller California fairs, it is one of the most ambitious; and hundreds of hours go into creating intricate displays of oranges, lemons, prunes and raisins. Another attraction is the Annual Ram Sale and Sheep Dog Trials, along with numerous events sponsored by the Riding Club and a number of local service organizations.

For further information write: Cloverdale Chamber of Commerce, Cloverdale, California.

## CLOVERDALE

*Rich land and unsurpassed scenery characterize Sonoma County's northern most town.*

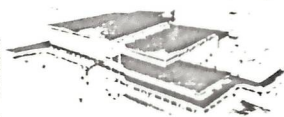


*Italian Swiss Colony Winery, located just south at Asti, one of California's major attractions.*

# CLOVERDALE

## CHAMBER OF COMMERCE

CLOVERDALE · SONOMA COUNTY · CALIFORNIA



CITRUS PAVILION



WINE BARREL CHURCH - ASTI



CLOVERDALE HOME



DOWNTOWN STREET SCENE



CITRUS GROVE

Dear Friend:

Some of your questions about Cloverdale will be answered in the following pages.

However, no folder can tell the whole story of a community. Buildings and points of interest can be pictured; activities can be described; but the spirit of the place - what goes on in the hearts of its people - is beyond the descriptive powers of any Chamber of Commerce brochure.

That's why we invite you to pay a visit to Cloverdale. Then you will learn for yourself the quiet charm of its good living. You'll be impressed with its industrial activities and its ever-growing business opportunities. You'll revel in its ready accessibility to hundreds of miles of recreational area that attracts sportsmen from everywhere.

When you get to Cloverdale, you'll find a cordial welcome and a friendly spirit of helpfulness at the Chamber of Commerce -- located in the Citrus Pavilion. Make the Chamber your first stop and the first of the many friends you'll find in Cloverdale.

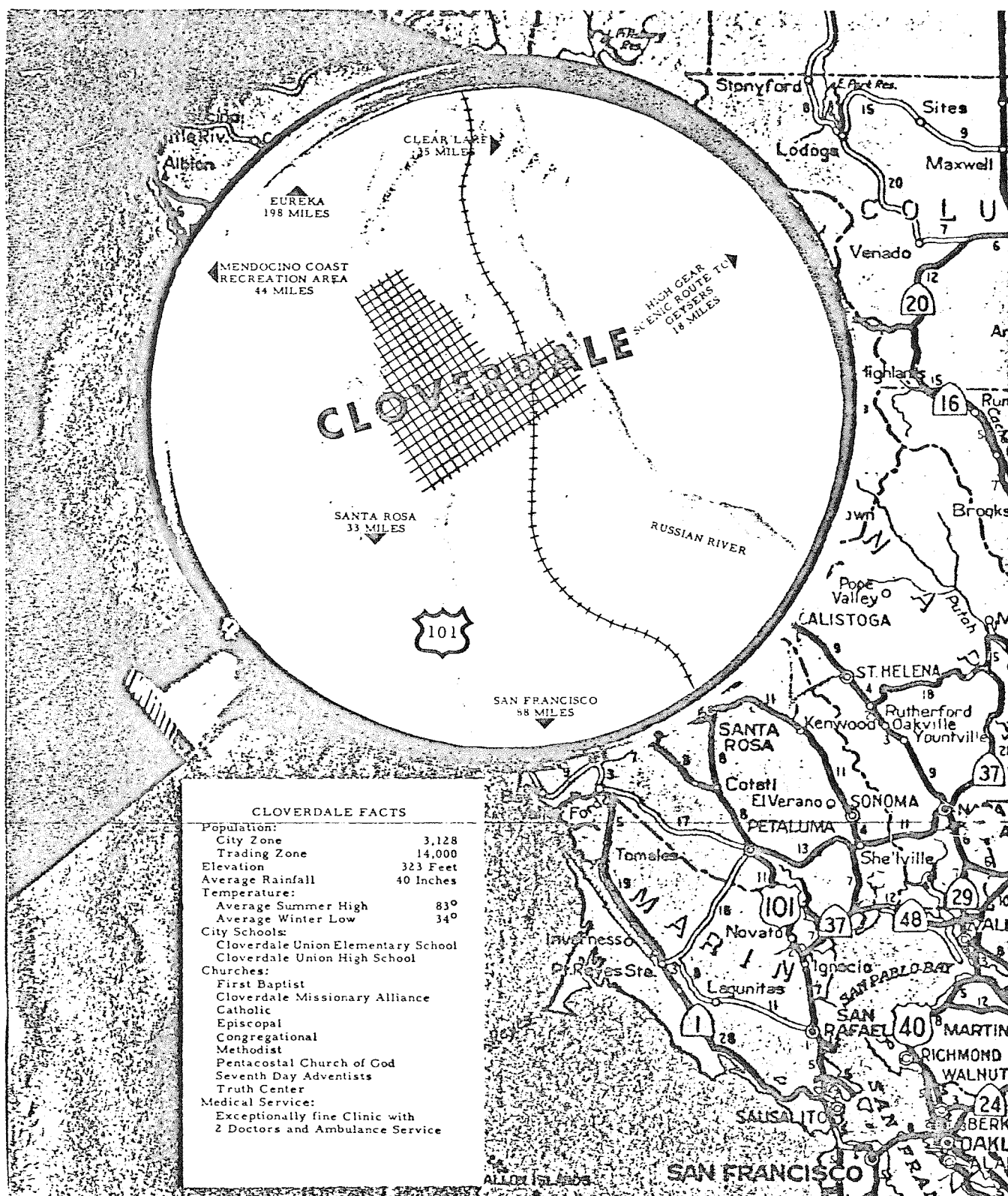
Sincerely,

Secretary-Manager

On the scenic Russian River  
in the heart of the Redwood Empire

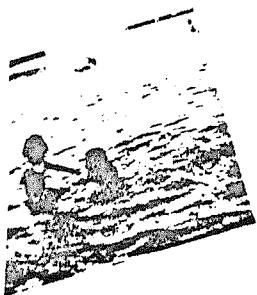
(Pamphlet #3)

Cloverdale (pamphlet published by the  
Cloverdale Chamber of Commerce (1965))



# DO

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This wood fabricating  
plant is typical of the  
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planned industries that  
make up Cloverdale's  
large industrial pay-  
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## BUILT ON INDUSTRY AND AGRICULTURE

These two basic activities combine to make Cloverdale one of the most fortunate of small cities. Rich soil and mild climate have favored the development of vineyards, citrus groves, prune and pear orchards. Poultry raising and wool growing also play an important role. Year-round industries such as lumber mills and wood products plants provide steady payrolls and attract high-grade workers. Cloverdale's business is maintained at a high level by plant payrolls, and augmented by rich harvest seasons.

## DELIGHTFUL LIVING

Quiet, shaded residential streets, lined with pleasant homes afford easy, comfortable living for the residents of Cloverdale. Accessibility to recreational areas and to metropolitan centers, adds to Cloverdale's delightful living conditions.

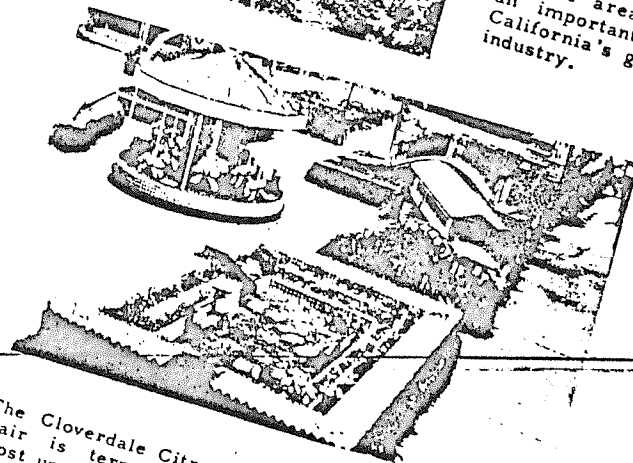


## THINGS TO SEE

Vast quantities of lumber are milled and stored in Cloverdale's many lumber yards. Lumber moves in and out by rail and truck on a round-the-clock schedule.



Pictured here is Asti, one of the world's largest and most famous vineyards. Cloverdale area supports an important part of California's great wine industry.



The Cloverdale Citrus Fair is termed the most unusual in California. Imagination and skill produce exhibits

of breath-taking beauty for display at this annual event, held in February each year.

# Cloverdale Keeps Citrus Image Alive

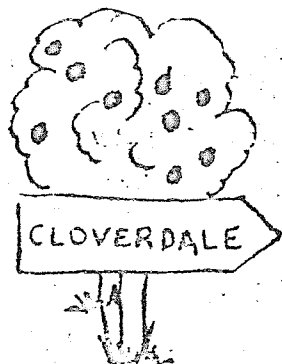
## New Industries Changing Town

By BOB WELLS

"Cloverdale, the Orange Belt of Sonoma County."

This slogan heads a section in the Illustrated Atlas of Sonoma County published by Reynolds and Proctor in Santa Rosa in 1897, and although it is something of an historical oddity these days the spirit of the orange (and other citrus fruits), persists in Sonoma County's northernmost city on Highway 101.

A city should have a peg on which to hang its collective hat, and Cloverdale retains a "citrus image" despite the fact a big freeze many years ago eliminated the warm-weather fruit as a serious commercial crop.



Citrus trees stand in yards around town, and in some places a few exist in rows, left over from the days when people envisioned oranges and lemons as money crops.

This background also provides a theme for the annual Citrus Fair, held to include or be as close as possible to Washington's Birthday. From a "family style" beginning in 1882, the fair has become something quite substantial with exhibits requiring more than 5,000 hours of work by the civic, veterans, fraternal, church and business group sponsors.

The history of the citrus trees of Cloverdale is rather well publicized around Citrus Fair time, but it should be

noted here that the first plantings were made by Mary Jane Crawford, who received seeds from a family which crossed the Isthmus of Panama on the long jaunt to California in 1868.

An unusual blessing of climate—which lapses now and then to head off commercial enterprises—is favorable to citrus.

A copy of the Illustrated Atlas is kept by L. E. (Dunc) Duncan, manager of the Citrus Fair, and it gives some facts about the city's origin:

J. A. Kleiser and William H. Winter were 49'ers and set up a store at Winter's Bar near Mokelumne Hill. Mr. Kleiser brought his family out from Lafayette, Ind. in 1853 and after a stay at Arcata, Humboldt County, it went to Los Angeles. However, it soon came back to the San Francisco area and it was there Mr. Kleiser heard about the fine Cloverdale climate—that settled it. In fitting tribute to his wanderings, a city park named after him was created on West st.

The excellent 75th anniversary edition of the Cloverdale Reveille, published about 12 years ago, gives some pre-Kleiser facts noting that on July 29, 1851, a deed was made for \$1,000 from Francisco Berryessa and Marisa Jesus Palamente to Johnson Horrel covering two square leagues of land including the present city site.

A Mr. Hartman, an early store owner, is credited by historian Edna F. Gorden with giving Cloverdale its name. Heavy stands of wild clover filled the valley.

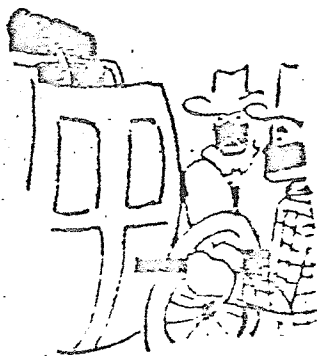
Mr. Horrel, in 1858, deeded 759 acres where the city is located to Richard B. Markle and W. J. Miller, and the following year these men transferred the property to Mr. Kleiser (for \$1,000). He had

the town surveyed and platted, and erected a number of buildings." The locale is the old Spanish Rancho de Musalacón.

When was the town incorporated? Some leisurely researcher may settle this someday, but old records indicate at one point the year was 1872; another says it was done by the Legislature in 1875-76.

In 1877 the officials were James A. Kleiser, G. V. Davis, John Fields, M. W. King, John Dixon, trustees; D. B. Morgan, clerk and recorder; W. J. McCracken, marshal; D. C. Brush and D. B. Morgan, justices of the peace, and J. Shores, constable.

Still farther back is Indian history, including a "Lysistrata type" incident in which Indian women headed off a budding war by packing up and leaving home en masse. It was decided the women would settle things and a conference was held "in the shadow of Squaw Rock" a few miles north. This rock, a prominent feature to Highway 101 travelers, became the dividing line between the Sanel and Cloverdale tribes.



Then there were Bigfoot Houx, his brothers, and some younger hangers-on who pulled a number of stagecoach robberies in the area which were described by Dr. W. C. Shipley, one of the area's best-known residents, in a "detailed article" in the Reveille back in 1925.

"With the capture and elimination of this gang," Dr. Shipley wrote, "the highway

profitable in Northern Sonoma (County) for the strong arm of the law and public opinion made it rather unsafe for transgressors of the law."

So what's the town like today?

Some of the obvious sources of information are Bea Fritts, secretary - manager of the Chamber of Commerce; Mr. Duncan, the fair manager who used to be the Chamber of Commerce workman, and Mrs. Wayne (Jean) Cripps, The Press Democrat correspondent and whose husband is a member of the City Council.

And here are some of the readily apparent facts about Cloverdale.

1 — The population may be busy, but it isn't jumping. In 1960 it was 3,125. This year it is listed as 3,196.

2 — The city has a booming recreation program which includes taking youngsters to the San Francisco zoo and to see games played by the Giants.

3 — Borrowing a phrase from police station parlance, Cloverdale has a list of organizations "as long as your arm."

4 — There is a Chamber of Commerce membership of about 120, pretty big for a city that size.

5 — Bea Fritts can compile a list of local "payroll type" industries "as long as your arm."

6 — Lee Brothers is the central feature of a new shopping development at the south edge of town. The market will occupy 10,000 square feet of building space, and satellite firms, another 10,000.

7 — Next year there will be a schedule of events which include:

The Citrus Fair, running Feb. 16 through the 20th, offering also the big downtown parade, industrial tour and annual dinner of the Chamber of Commerce.

The Cloverdale Riding Club open gymkhana show April 2

(Item#)

Santa Rosa Press Democrat October 9, 1966  
"Cloverdale Keeps Citrus Image Alive"



# Sonoma

## COUNTY U.S.A.

FOURTH ANNUAL EDITION 1966-1967

An illustrated magazine on Sonoma County published  
annually, cost per copy \$1.00.

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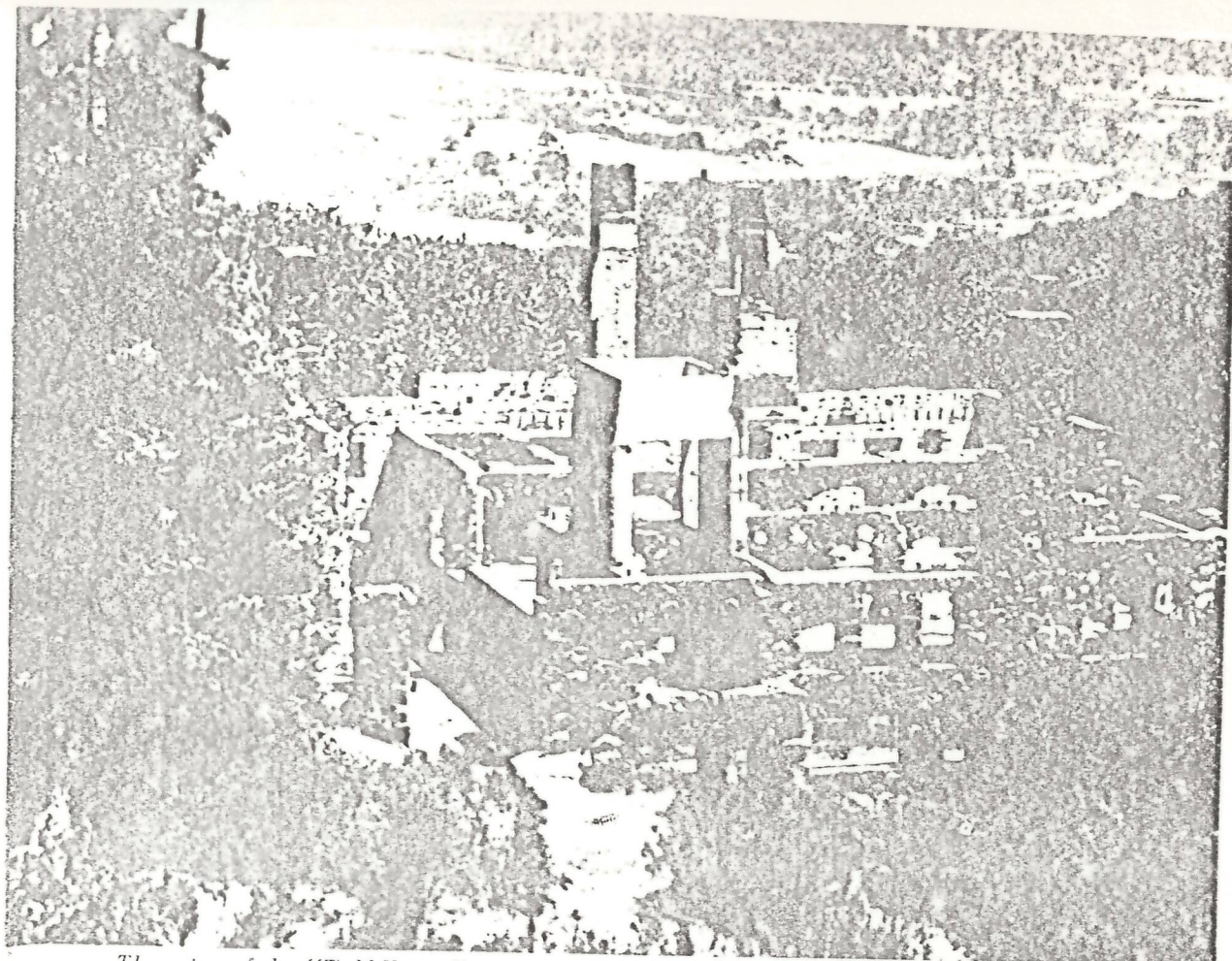
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(Booklet  
#5)

Sonoma County, U.S.A. Fourth Annual  
Edition, 1966-1967

Sonoma County, U.S.A. is published once a year. Janice Corey, Editor.  
Production and Printing by WINDSOR PUBLICATIONS. Editorial and  
business address: P.O. Box 2062, Santa Rosa, California. Cost per  
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Front cover photograph by Richard Mix. The publisher expresses ap-  
preciation to the Redwood Empire Association and the Sonoma County



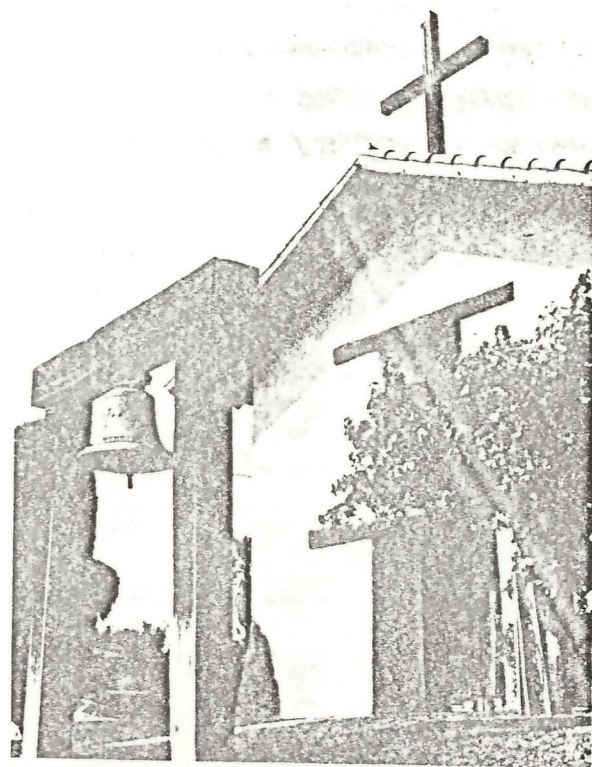
*The ruins of the "Wolf House" at Jack London State Park in Glen Ellen*

*(Continued from Page 30)*

what is best for the community, grow according to plan, and use its natural resources wisely. A stable prune-growing industry helps the prospect. Unlike Santa Clara County, suburbanized out of its greatest charm by tract building, Healdsburg can still tout its annual Prune Blossom tour, held in March, through orchards glorious beyond all expectations.

Another delicious surprise greets the most casual traveler northbound on Highway 101. This is Cloverdale, the northernmost area in California where citrus fruit is grown commercially. Come through the narrow course of the Russian River in which Cloverdale lies, at any season, and the mildness of climate seems accidental. It is an accident of geology that farmers like to interpret as part of a biblical covenant—as though this valley has been promised to the faithful. Twenty-eight miles away as the gull soars, the Pacific Ocean moderates the winters. The surrounding

*(Continued on Page 37)*



*The Mission San Francisco de Solano, established at Sonoma in 1823*

hills protect Cloverdale from fog. Orchards and vineyards climb the gentle hills.

Every year in February, Cloverdale puts on a Citrus Fair, the earliest fair held in California. Yes, (Virginia) there really is a county fair in February, complete with ram sales, sheepdog trials, western riding contests, and intricate displays of oranges, lemons, prunes and raisins. To expatriot midwesterners, used to August fair fan-fare, this is one of the "pinch-me please" facets of unbelievable Sonoma County.

To find others, one must take to the by-ways. A literal traveller, initiated to the fact the Russians gave their name to the river, usually jumps to the wrong conclusion that Sebastopol is another piece of verbal jet-sam left on the land. Not so, at least not so directly. Sebastopol got its name in 1856 from a fist-fight between two settlers. It was initially called Hibb's Sebastopol, according to "Wild Oats in Eden," a history of Sonoma County by Harvey J. Hansen and Jeanne Thurlow Miller "after the most recent siege of the Crimean War."

When the apple trees are in bloom, Sebastopol too has a blossom tour. Sometimes from a sea of flowering trees, one can see snow on Mount St. Helena. Ah, this is the time to be in Sebastopol! But bite into one of those ripe Gravenstein apples in the fall. Ah, this too is a time to be in Sebastopol!

A single unobtrusive railroad track wanders through the principal avenue of pretty little Sebastopol. During harvest time, one can see a real train coming down the tree-shaded street at six o'clock in the evening taking apples to the cannery.

The silvery Buddhist temple from the Chicago World's Fair, brought by Japanese fruit growers in the area is another unexpected surprise. So is the studio and home of Charles Schultz, creator of the lovable comic strip "Peanuts."

Or go over to Asti, and there at one of California's largest wineries, Italian-Swiss Colony, is an unlikely amusement-parkish enclave that revolves around the Li'l Ole Swiss Winemaker in his Tyrolean hat and handlebar mustachio. Started in 1881



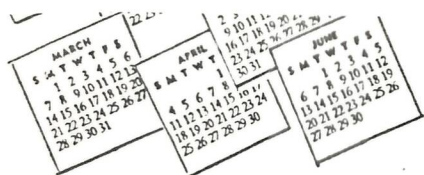
*Apple-Picking Time in Sebastopol is a for rejoicing when the fruit is as plump*

as a cooperative venture to aid Italian and Swiss emigrants, it has since evolved as the Disneyland of wineries. The original colony made its little Church of Our Lady of Mount Carmel in the shape of a wine vat. The contemporary congregation has continued the tradition. Like the bigger-better winery of today, the new church is also a bigger-better vat. As in most California wineries, visitors to Italian Swiss Colony are toured then welcomed into a tasting room where the aroma of wine-soaked wood lingers.

Long ago Masons used to gather at another Russian River scenic spot. This was Korbels Grove, not so far from the cigar-box factory. A railroad wandered along the river bound for Korbels Station and those same boxes, two miles east of Guerneville. The visitor today instead finds Korbels Champagne cellars (and for many years he found great redwood stumps in the vineyards, attesting the earlier cigar-box lumbering).

Old Sonoma County has other special places. One, for the privileged, is the Bohemian Grove. One, for everybody, is Bodega Bay, famous as the place where some dedicated little

P. 37



## CALENDAR OF EVENTS

### PETALUMA

r. — Oct.: Weekend Yacht Club Visits. From the beginning of March until late in October, yachtsmen from all over the Bay Area enjoy the ride up to Petaluma.

y 14: Annual Dairy Princess Ball. A lovely young lady is chosen in May of each year at Petaluma's Annual Dairy Princess Ball to reign as the Dairy Princess of this Seven County district. The candidates are presented at the Dairy Princess Ball and are judged for their beauty, poise and knowledge of dairying and dairy products.

y 14 — 17: Sonoma-Marin Fair and Fair Parade. Each summer Petaluma is the scene of the Sonoma-Marin Fair which is a four-day festivity, sponsored by the Fourth District Agricultural Fair Association and the counties of Sonoma and Marin. Over 40,000 people attended this annual event last year, and the number is growing every year.

Parade: In conjunction with the Fair, the Greater Petaluma Area Chamber sponsors Fair Parade, which is held on Sunday, the last day of the Fair. Entries for this parade come from all parts of Northern California to compete for the many prizes awarded.

g. 20 — 21: Old Adobe Fiesta. Petaluma's Old Adobe, rich in California history, opens its doors every August to tourists from all Northern California, when it is the site of the Annual Old Adobe Fiesta. The State of California now has control of the Old Adobe, and it is known as Old Adobe State Park. The Fiesta is opened on a Saturday night by a street dance, held in the center of Petaluma. Activities at the Old Adobe on the following Sunday include exhibits, square dancing, Indian dancing, beard judging, antique car awards, fold dancing, and a huge barbecue which is sponsored by Petaluma's Twenty-Thirty Club.

### COTATI

l. 26: St. Joseph's 26th Annual Barbecue. St. Joseph's Church 26th annual Barbecue to be held at the Cotati Plaza, started as a family picnic. It now draws more than 10,000 people.

g. 7: Community Day Celebration and Barbecue. The Cotati Community Day

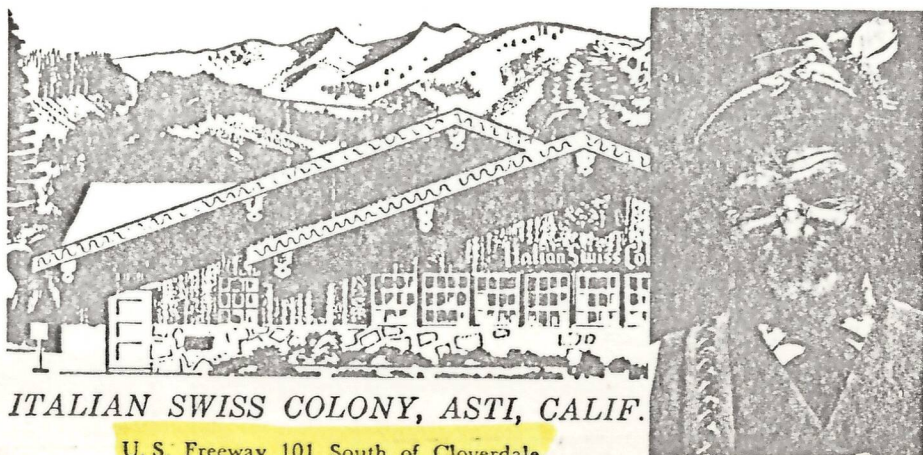
(Continued on Page 94)

*Would you like to see our Winery?*

## BE OUR GUEST AT ASTI...

If you're planning a vacation—or a weekend—in San Francisco, we know you'll enjoy a visit to Asti. That's where you'll find our historic winemaking Colony—just 80 miles north of San Francisco on Highway 101.

Bring the family and a picnic hamper. Lunch in the romantic setting of our "Little Old Winemaker" TV commercials. See how we make award-winning Italian Swiss Colony Wines—from crushing to aging to bottling. And, as our guests, enjoy a glass of your favorite Italian Swiss Colony wine in our Tasting Room



ITALIAN SWISS COLONY, ASTI, CALIF.

U. S. Freeway 101 South of Cloverdale

Sonoma County U.S.A. Fourth Annual  
Edition 1966-1967

# Wine, Wood And Metals

## Highlight Area Industry

Industry in the Cloverdale area traditionally has meant wine and wood, but some major industries also have developed in other fields.

Among them are MGM Brakes, Inc., on Redwood Hwy. S. This subsidiary of Indian Head, Inc., manufactures truck safety brake systems and air control valves, and its branch plants include those at Detroit, Mich.; Windsor, Canada; Karlshamn, Sweden; and Meppel, Holland.

Across the highway is Clover Casting Company, which manufactures metal castings, and at 26912 Redwood Hwy. S. is Shipley Manufacturing Company, which fabricates and produces mechanical harvesters for fruit and nut crops.

And among Sonoma County's largest industrial investments is the electric power-generating facilities being developed at The Geysers area 16 miles east of Cloverdale. There, a number of companies are drilling steam wells, with the steam being sold to Pacific Gas and Electric Co. for the production of electricity.

Still another major employer in the Cloverdale area is the 70-bed Manzanita Manor Convalescent Hospital, which opened last year at 300 Cherry Creek Rd. It is situated on five acres of land overlooking Cloverdale and the Russian River valley, and it has been recognized as one of the best-planned facilities of its kind in the state.

Another new industry coming to Cloverdale is Carousel Carpet Mills, Inc., Menlo Park, which this year purchased two acres of land just south of Cloverdale for a plant to manufacture custom carpeting.

Companies producing wine and wood products are still among the largest employers in the Cloverdale area, how-

ever. Wineries include Italian Swiss Colony at Asti, Bandiera Wines at 155 Cherry Creek Rd., Rege Winery at 26885 Redwood Hwy. S. and Seghesio Winery at 24035 Redwood Hwy.

Among the many Cloverdale-area firms producing lumber and wood products are Cloverdale Plywood Co., Molalla Forest Products, Inc., Georgia-Pacific Corp., Morgan Wood Products, Barnes Lumber Co., Bates Lumber Co., Art Bond Lumber Co., Cloverdale Cabinet and Linoleum, Precision Wood Products, G & R Lumber Co., Paul B. Kelly Timber Co., KinTon Lumber Co., Pacific Wood Preserving Co. and JMJ Redwood Products.

Other firms manufacturing goods in the area, according to the latest Cloverdale Chamber of Commerce survey, include: Barbara's Art Studio, ceramics; Cloverdale Ready-Mix, concrete, sand and gravel; Cloverdale Feed & Supply, livestock feed; Cloverdale Manufacturing Co., fishing equipment.

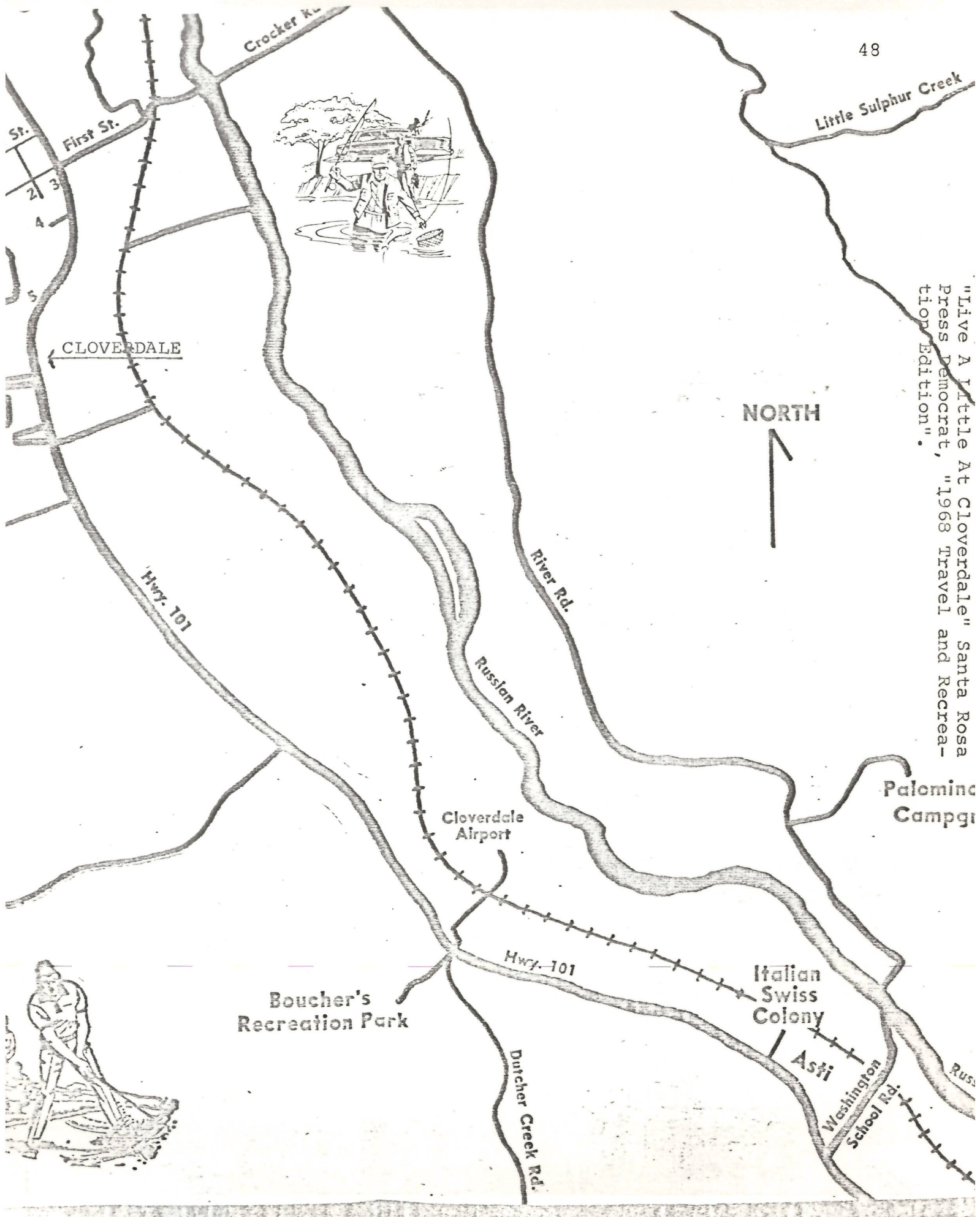
Dunk 'n' Run, bakery goods; Cloverdale Bakery, bakery products; Riverview

Creamery, dairy products; Luciani Poultry Farm, eggs and poultry; Linger & Sons, bee hives; and Empire Publications, publishing and printing.

The Chamber also maintains an industrial committee that has assisted several industrial prospects in recent months, and it is considering the possibility of an industrial park in the Cloverdale area.

(Item#6)

"Live A Little At Cloverdale", Santa Rosa Press Democrat, "1968 Travel and Recreation Edition."



"Live A Little At Cloverdale" Santa Rosa Press Democrat, "1968 Travel and Recreation Edition".

# Cloverdale,

## Home of the 69th Citrus Fair

**WELCOME TO CLOVERDALE!** Near enough to nature to enjoy it, Cloverdale is located just 89 miles north of San Francisco in a valley through which the Russian River flows and which has a climate so mild as to allow the growth of citrus fruit which led to establishing the famed Citrus Fair.

**CLOVERDALE** is on U. S. Highway 101 (Redwood Highway) and Highway 128, which leads to the Pacific Ocean. It is the Northern Gateway to Sonoma County and the Southern Gateway to Mendocino County, in the Redwood Empire. Cloverdale also has the Big Geysers located to the southeast, where Pacific Gas and Electric Company has a multi-million-dollar geothermal steam project to generate electricity. And to the southwest is the 80-million-dollar Warm Springs Dam and Lake Sonoma Project, with Cloverdale lying closest to the recreation area which is being developed through the years.

**THE POPULATION** of the Cloverdale area has grown steadily as residents of other areas have discovered its climate and its beauty and moved out of smog-infested, crowded cities to make their homes here.

**TRANSPORTATION:** Served by the Northwestern Pacific Railroad, a number of trucking lines, United Parcel Service and Greyhound Bus Lines, Cloverdale also has a fog-free airport with a 3,000 foot paved landing strip and six hangars.

**EDUCATION** is provided by one high school and two elementary schools, and by Santa Rosa Junior College within easy commuting distance. Cloverdale's junior high and high school bands have won many honors.

**GOOD LIVING** is provided to its residents and guests by the many churches, social and fraternal organizations and by its recreational facilities, which include a full-time recreational director and provides a swimming pool at the Veterans Memorial Building.

**RECREATION:** Whether you like the more active type of recreation or just like to lazily loaf while enjoying nature, you'll find recreation in Cloverdale. Cloverdale City Park has a number of organized sports, such as a fine Little League for the small fry. Tennis, baseball, basketball and football form a wholesome part of school life. Tarman Park is a small neighborhood park and expanding plans for Wright Park will provide additional area for picnicking, fishing and swimming, in the Russian River.

**MEDICAL FACILITIES** are provided by a community ambulance; two medical clinics operated by two top-flight physicians; dentists, optometrists and chiropractors, and a 70-bed convalescent hospital.

**COMMERCIAL:** Cloverdale has fine retail establishments to serve its residents and the surrounding area. It also has two banks — First National and Bank of America.

**INDUSTRIAL:** Cloverdale is a growing center for specialized industries, such as MGM Brakes, a division of Indianhead, Inc., and Clover Casting. Wines, wood and wool are representative of industrial Cloverdale.

**AGRICULTURE:** Located in Sonoma County, one of the richest counties in the United States, Cloverdale has many prosperous ranches in its outlying area. Its Citrus Fair, known throughout California as one of a kind, draws tremendous crowds. Another event which has record-breaking attendance each year is the Cloverdale Ram Sale, where buyers and sellers of breeds of sheep from the western states gather. The famed Sheep Dog Trials are a part of this event, and a perennial crowd-pleaser.

**GOVERNMENT:** Cloverdale is governed by its City Council, with five elected Councilmen (who elect the Mayor), City Clerk, Treasurer, City Engineer and Superintendent of Public Works. It has a dedicated and well-trained Police Department and a well-organized Volunteer Fire Department.

**ITALIAN-SWISS** architecture for the business section as soon as it is feasible, is being planned for Cloverdale to attract tourists, thousands of whom visit Italian Swiss Colony Winery at nearby Asti each year. It takes time to accomplish all of a city's dreams, but the Chamber of Commerce and residents of the community hope that Cloverdale will come to be known far and wide for its Italian-Swiss atmosphere, just as has Solvang, Calif. for its Danish image and Leavenworth, Wash., for its Bavarian theme.

**TOURISM,** which is a fast-growing industry in the state, has had a decided boost by the adoption of Cloverdale, B. C., Canada as our Sister City. With the resulting warm and friendly relationship and exchange visits by large groups of the two community's residents. Tourists to the city find a welcome at the Tourist Center and information about town and the many fine restaurants and motels, as well as brochures about other communities throughout California, which are distributed with such genuine friendliness that travelers know we mean it when we say: "WELCOME TO CLOVERDALE!"

(Item #7

Cloverdale Reville, February, 1971  
69th Citrus Fair Souvenir Edition

The orange tree, which has become a living, rowing symbol in the North Bay Area of the superiority of Cloverdale's climate and soil, first came to Cloverdale, not as a tree, but as a tiny seed harbored in an orange plucked in the Canal Zone.

One of the trees that sprouted from the seeds that were carefully imbedded in the soil in the yard of Mary Jane Crawford has lived to reach 100 years of age and is still bearing fruit in goodly quantities in the yard of Walter Somonson, who resides at 112 University St.

This wonderous tree can be seen in all its green and gold finery from Hwy. 101 as one motors northward. It is, indeed, a monument to the loving hands, the unheralded volunteers, the bounteous gifts of nature, that have made Cloverdale the orange capitol of the North.

"Citrus fruit in the Cloverdale area is something of which growers can be justly proud, and our Citriculture Department at the Citrus Fair offers a fine opportunity to show off," Vaile Taylor of, Citriculture

Chairman for 1971 stated today. Citriculture ranks second only to the Citrus Feature Exhibits at the Fair, and judging takes place at 8 a.m. on February 12, opening morning of the Fair.

Grapefruit, oranges, lemons, limes, tangerines and any other citrus varieties are judged in the Citriculture Division, with ribbon awards for first through fifth, and trophy awards for: Best and Most Complete Exhibit, Best Lemon Exhibit, Best Orange Exhibit, largest orange and largest lemon.

The rules which apply in Citriculture, and are strictly enforced, are: Exhibits must be at the exhibit hall one hour before judging; uniform plates will be furnished by the Fair; fruit must be grown in Sonoma, Mendocino or Lake counties during the current season; all fruit must be cut with at least 1/2 inch stems.

To qualify for the "Best and Most Complete Exhibit" trophy, entries by individuals must be made in at least three of the six groups. There must be competition between two or more exhibitors for the trophy.

## Floriculture Featured

"The World Meets in Cloverdale" is the theme for the 1971 Citrus Fair and the Floriculture Department encouraged flower arrangers from Cloverdale to enter something with an international flavor. Holidays are also being featured by the department, which is open to Novice, Amateur, Intermediate and Advanced Arrangers.

Arrangements in the Novice Class include: "Martha Washington" - Something dainty and gay; "Oriental Interlude" - using fans as accessories; and "I Love Pink" - with an arrangement in shades of pink.

Amateur Class features: "Valentine's Day" - something romantic and colorful; "Memories" - using a container of the past; and "Nature's Treasure" - exhibitors interpretation.

Intermediates include: "Remember When?", "Lavender and Old Lace" and "Japanese Tea Garden."

Advanced arrangers may try

"Mid-Winter Bridal Bouquet" - all white; "Stand Tall" - an arrangement using tall flowers and greenery; and "Follies Parisienne" which should be a colorful arrangement using feathers, with an accent on color.

"For Men Only" is an entertaining section to provide gentlemen arrangers with an area for competition; Two classes are "Red Hot" and "Smoke Signals."

Dried Arrangements can be "Indian Summer" or "Hello, Cloverdale!" Entry Hall Arrangements; "On the Riviera" - is a dried arrangement using driftwood.

Special Arrangements, an open class, includes: "It's a Big, Wide, Wonderful World;" "Citrus, Wine and Wood;" and "Your Own Back Yard."

Also included in the Floriculture section are Potted Plants; African Violets; Bonsai; Cacti and Succulents; and Bulb Bloom.

A young lady who was returning to Cloverdale from the West by way of the canal brought with her a basket of oranges for the folks at home. Seeds from those oranges were planted in the year of Mary Jane Crawford whose green thumb was well-known around town. That was in the year 1833, and this planting in time gave rise to the birth of the Citrus Fair tradition some 24 years later.

As the seedlings grew and flourished under the hand of Miss Crawford, they became a wonder and a topic of conversation throughout the fledgling little town nestled on the banks of the Russian River. When the tiny trees finally began to produce sweet, delicious fruit, it caused a kind of "fever" and epidemic of orange tree planting began. Residents then began to experiment with other kinds of citrus fruits, but the orange remained the "king" of the crop.

One farmer was so proud of his oranges that he had a whole tree, fruit and all, dug up, placed on a railroad flat car and hauled to San Francisco to an exposition. Small planting of navels and Valencias were made here and there throughout the valley as farmers tested the variation in local climatic conditions to learn which areas were the most frost-free. There was even on planting of red or "blood" oranges that produced much-talked about fruit.

All the enthusiasm for the oranges stirred the proud and button-poppin' farmers to an almost combustible showing of the wonderful fruit they raised. In Library Hall, where Mrs. Gordon's store building now stands, the first Citrus Fair was held in 1832. The hall was used by the Congregational Church where they held their Chrysanthemum Fairs. Evidently this snowing only served to ignite the already red-hot enthusiasm, and in the local paper we find this notice.

Let us organize a Citrus Fair Association. A meeting is called tonight after the Evening Mail at the Reveille office to organize a Citrus Fair Association.

"There are enough oranges, lemons and olives in this vicinity to make a magnificent display. We hope to see a good turnout."

January 23.

Each year, Elizabeth and Kate Armstrong, daughters of Col. Armstrong, were chairmen of the Chrysanthemum Fair. They and their father conceived the idea of a citrus fair for Cloverdale and several of the first fairs were held in Library Hall.

In 1897, the first Citrus Fair building was erected on the lot, which is now empty next to the Bank of America building on Cloverdale Boulevard, formerly West Street.

The success and enthusiasm of their first fair encouraged growers to compete with elaborate designs in citrus, until finally the unique skill and technique were

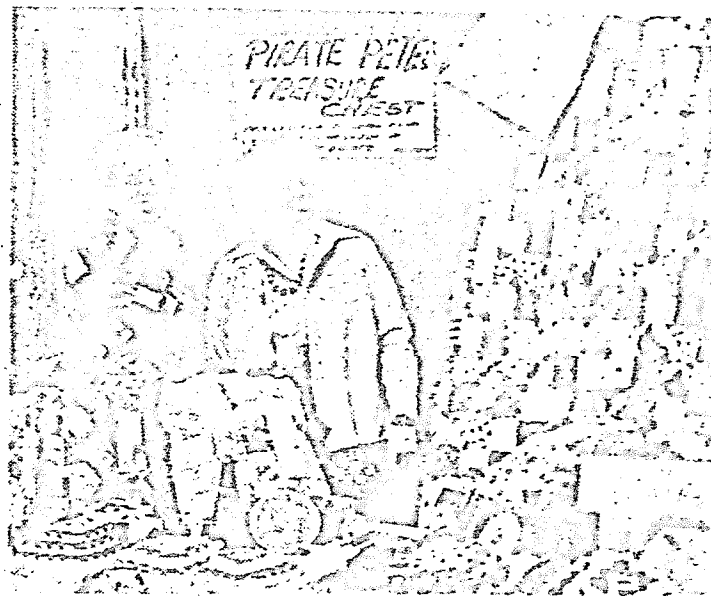
developed, and have been handed down from generation to generation, until today, when these same, time honored techniques still determine the winners in the Citrus Feature Exhibits.

Growth and progress of the Citrus Fair, which in the last few years boasts attendance in excess of 17,000 fairgoers, parallels the growth of the City of Cloverdale. In the tradition of Cloverdale's spirit of community pride, volunteers work together to exhibit in more than 40 departments, with competition most keen in the Citrus Exhibit Hall.

Cloverdale takes pride in its spirit of friendship and working together, and the Citrus Fair provides just the

right instrument to channel energies and talents towards beloved and beautiful

5:



The "PIRATE PETE'S TREASURE CHEST" booth at the Citrus Fair will be chuck full of handmade articles including Arts, Crafts, handmade quilts, pillows, stained glass creations and homebaked breads and cookies. The booth proceeds will go to the Building Fund of the Church of Jesus Christ of Latter Day Saints, in Cloverdale. Members have been busy for months creating handmade articles and the aroma of home baked bread will permeate throughout Cloverdale the day before the fair as the women bake homemade wheat bread, white bread and goodies fresh for the fair. Quality will be high and prices will be reasonable.

The turnout seemed to have pleased the organizers and they elected J.B. Armstrong to be the first president of the association, with W.T. Brush, secretary, and George B. Baer, the newspaper editor. The fair was set for Friday, January and Saturday,

(Item #9)

Cloverdale Reveille, Feb. 17, 1977  
"An orange seed grows into the Citrus Fair" -history of citrus agriculture

### PART THREE

#### The Italian Swiss Colony Winery

Leon Adams, author of THE WINES OF AMERICA, devotes several pages in his book to the history of the Italian Swiss Colony winery, Asti, Ca., perhaps the most famous winery in the United States. This honor belongs to it in large part because it had at one time, the largest wine advertising budget of any winery in the nation. The "little ole wine maker me" was a popular radio commercial once widely recognized.

Adams begins his section on Italian Swiss Colony:

"The Italian Swiss Colony at Asti, four miles southeast of Cloverdale, is huge, historic, and unique. More people visit this winery--400,000 a year--than any other in the world, because it borders the main tourist route between the Pacific Northwest and California, US 101, and signs for miles beckon them to stop" (page 281, 1978 edition).

If Adams' figures are correct, about four million plus people have visited the winery from 1970 to 1980 alone. The winery has been a popular tourist spot for most of the years of the twentieth century; the number of visitors to the winery becomes almost astronomical to calculate.

The Italian Swiss Colony was founded in 1881, although its first commercial wine making probably does not predate the year 1887. It recently celebrated the centennial of its founding.

IN ALL OF THE VAST AMOUNT OF PUBLICITY DEVOTED TO THIS WINERY



VISIT OUR  
TOURIST INFORMATION CENTER  
in the Owl Plaza located at the  
South end of Cloverdale

call 894-2862

for further information write to:  
CLOVERDALE CHAMBER  
of  
COMMERCE

P. O. Box 476 Cloverdale, Ca 95425

(Pamphlet #8)

ON CALIFORNIA: ON Highway 101, 62 miles  
North of the Golden Gate Bridge.

SETTING: In a beautiful valley surrounded by  
wooded coastal mountains.

CLIMATE: Mild, fog free, smog free  
Annual rainfall: approximately 40 inches.

MILES TO:	COAST (via State Highway 128)	57
	UKIAH	28
	EUREKA	182
	SANTA ROSA	30
	San Francisco (via freeway)	82

\* \* \*

## CALENDAR of ANNUAL EVENTS

### CRAB CIOPPINO FEED

Last Saturday in January

### CITRUS FAIR AND PARADE

Washington's Birthday Weekend (Friday  
thru Monday)

Parade at 11:00 A. M. on Saturday.

### KITE FESTIVAL — Mid April

### EVERYTHING GOES

Cloverdale Talent Show — Late April

### TRIP TO SISTER CITY-CLOVERDALE, B. C.

Mid May

### CLOVERDALE AIR SHOW AND FLY IN

Cloverdale Airport — Mid June

### RAM SALE AND SHEEP DOG TRIALS

Saturday of Memorial Day Weekend

### FATHER'S DAY PANCAKE BREAKFAST

City Park

### CHAMBER OF COMMERCE INSTALLATION

Last Saturday in June

### BICENTENNIAL CELEBRATION

July 4 (1976 only)

### ART FESTIVAL

Mid August weekend—Grape Arbor at Asti

### FIREMEN'S NEW YEAR'S EVE BALL

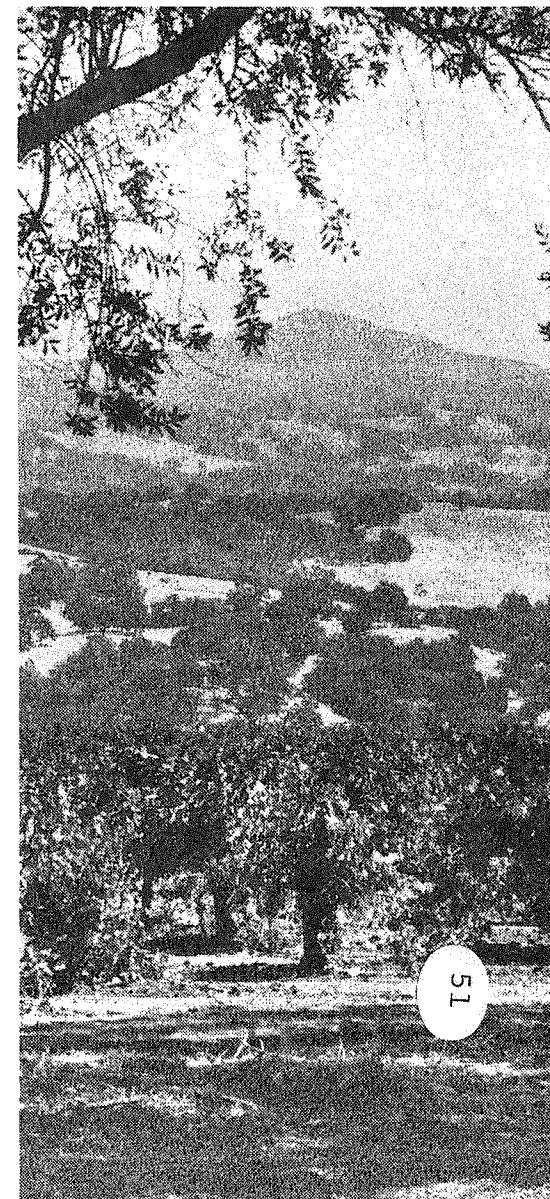
Citrus Fair

# CLOVERDALE

Sonoma County, California

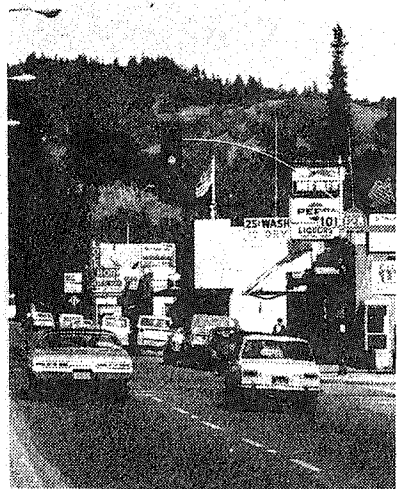
## WELCOMES

## YOU





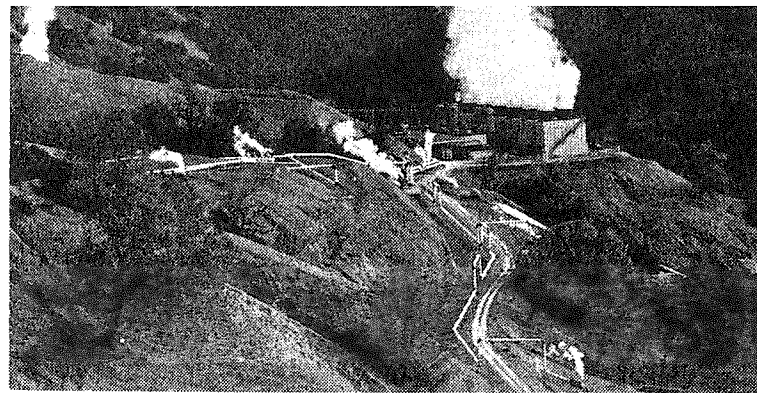
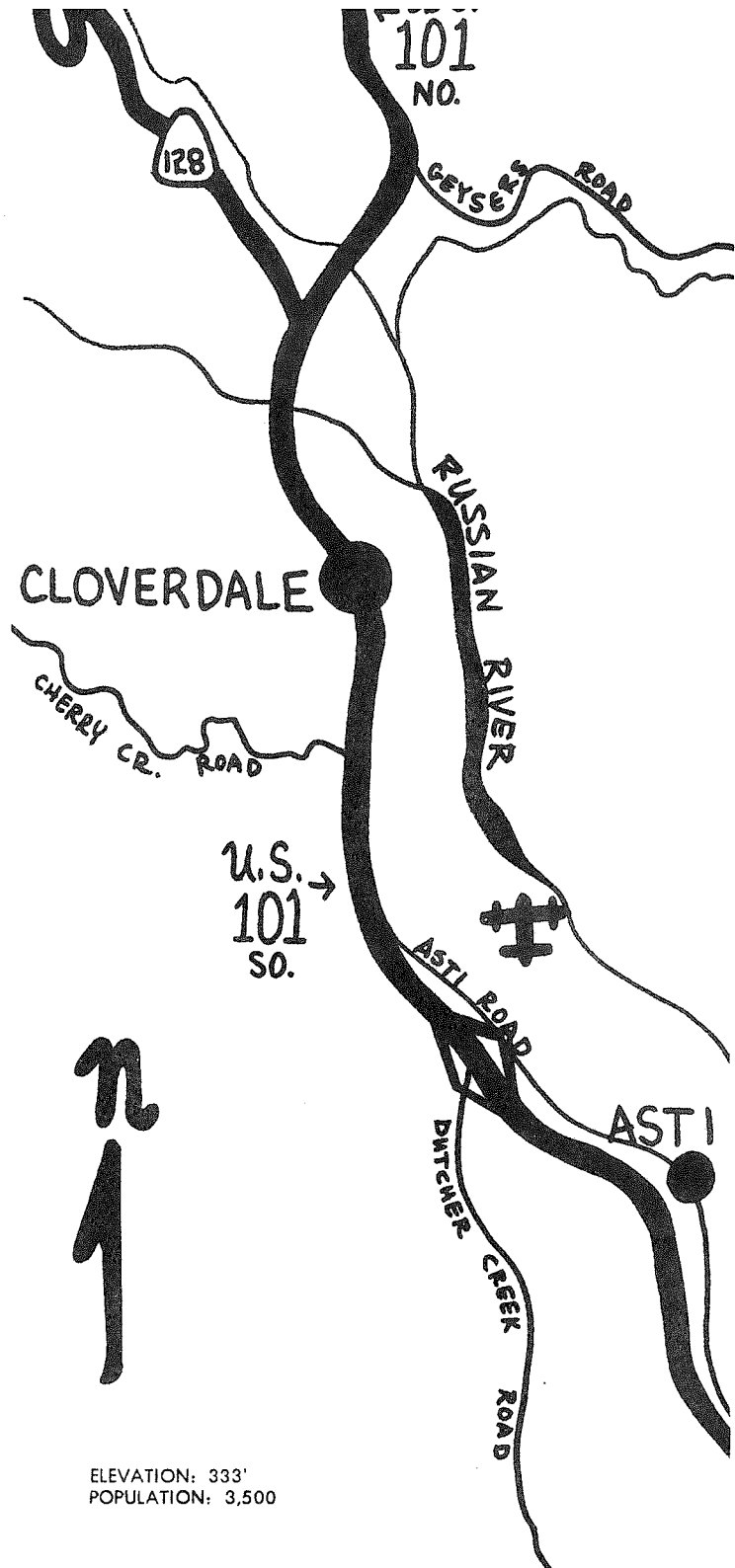
*of Cloverdale*



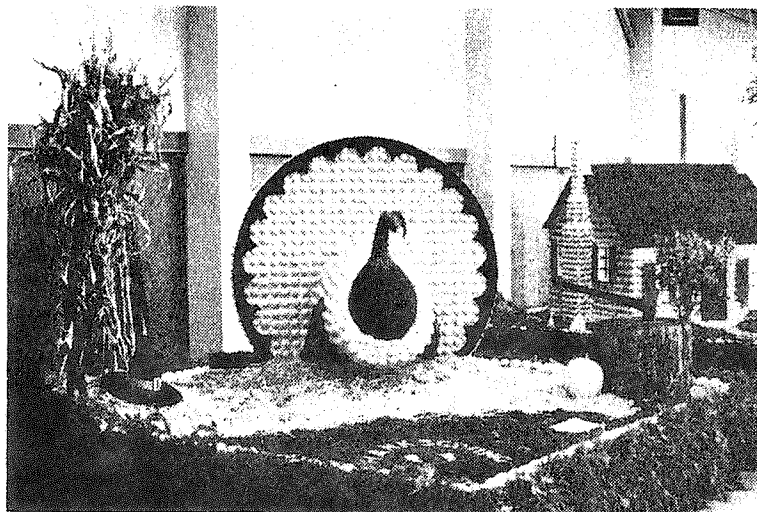
*Boulevard*



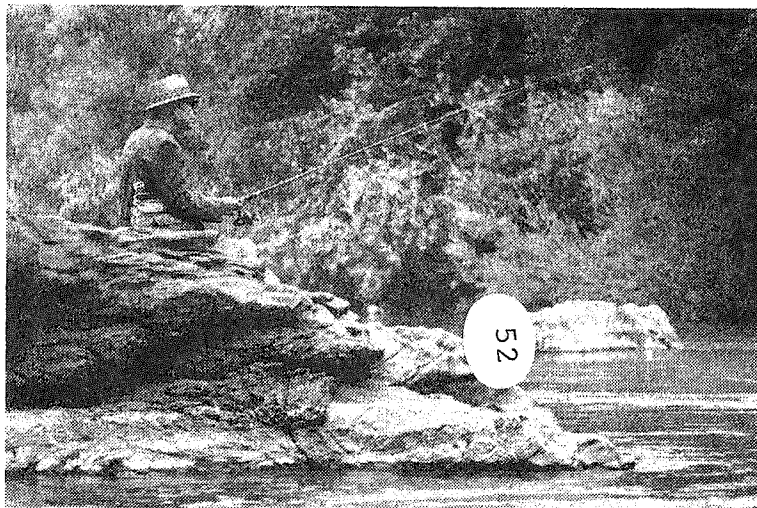
*e Airport*



*Geysers Geothermal Power Plant*



*Citrus Fair Exhibit*



*Fishing The Russian River*

AND/OR COLONY, DURING THE PAST 100 OR SO YEARS, IT HAS SO FAR PROVEN IMPOSSIBLE TO FIND ONE REFERENCE TO THE WINERY BEING LOCATED IN ALEXANDER VALLEY.

As a matter of fact, tens of thousands of pamphlets are distributed every year at the winery's tasting room which even today make no reference to the winery being in Alexander Valley. (See actual sample of this pamphlet, next page. There is one small error in the text of the pamphlet, which states only 20,000 people visit Asti each year. An official of the winery now claims that about 200,000 people a year visit the winery.)

One of the earliest descriptions of the Italian Swiss Colony was published in the daily Sonoma County Democrat, Santa Rosa, Ca., March 20, 1886. The second paragraph helps place the location of the Colony:

"The next subject worthy of note which commanded our attention was the Italian-Swiss Colony, which is situated on the main road about four miles south of Cloverdale, and extending along the same on both sides about two and one-half miles. This colony was established in 1881...."

Although Cloverdale is mentioned several times in the text of the story, Alexander Valley is not. (See xerox copy of story on following pages.)

One of the earliest stories on the Colony to be published in California's principal wine journal of the time, the Pacific Wine and Spirit Review, San Francisco, Ca., appeared in the issue of March 20, 1893. Again, the Colony's location is quickly identified for all the journal's readers, in the opening paragraph:

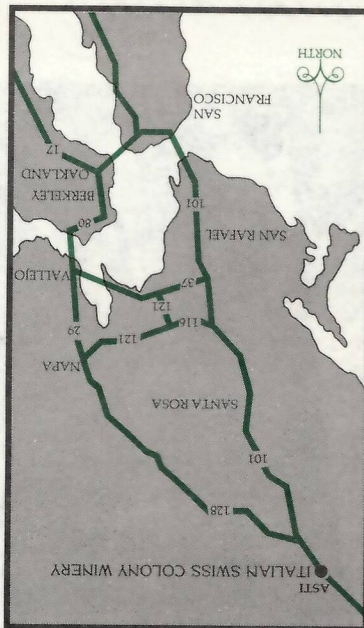
The best way to appreciate Colony wines is to come to the source. More than 20,000 people visit Asti, California each year to admire our beautiful, gently rolling vineyards and tour our winery. You'll see modern grape-crushing facilities, the fermentation and "redwood forest" of aging tanks, and the blending room where age-



old skills are combined with sophisticated technology to create the finished wine. At the end of the tour, you are invited to visit our tasting room, where you may sample an assortment of Colony wines. Tastings are conducted by friendly, knowledgeable hosts who will happily answer your questions about wines and winemaking.

# COLONY

by a sensory presentation of various featured wines for an enlightening tasting. For information, call the Hospitality Supervisor at (707) 433-2333 or 894-2541. Our Centennial year, 1981, marked the end of our first century of winemaking, the beginning of our second. We hope that soon you will share with us a glass of fine Colony wine, the serenity and beauty of northern Sonoma County's lush wine country.



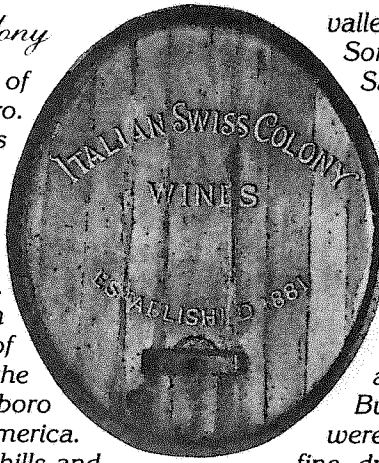
After you've toured and tasted, you can browse through Colony's retail sales and gift shop where a complete line of picnic items is available. Enjoy a picnic at our beautiful tree-shaded picnic area, or on the banks of the nearby Russian River. Organized groups can reserve the Colony's picnic area or indoor dining facilities for a special occasion. Catered luncheons or dinners may be accommodated for parties up to 100 people. A private tour of the winery will be followed



## *Italian Swiss Colony*

It began a century ago as the dream of Italian businessman Andrea Sbarboro. It stands today as one of California's most respected wineries, producing award-winning wines at affordable prices.

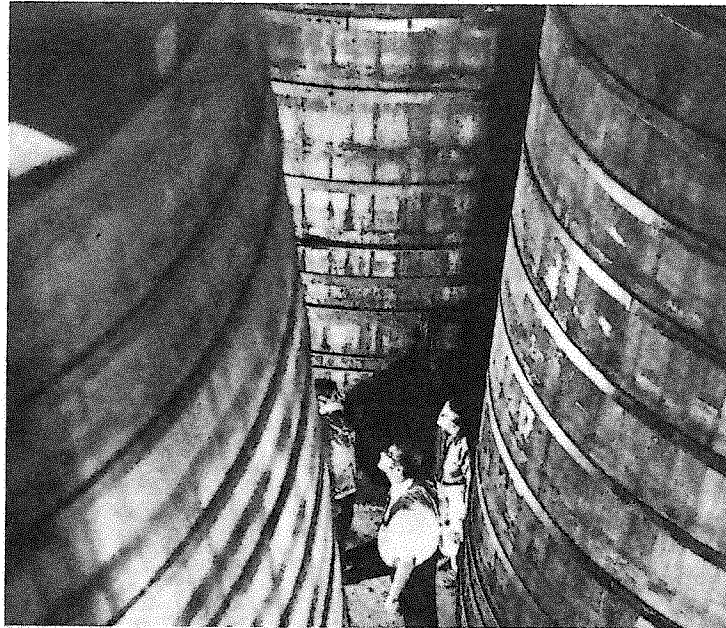
Sbarboro came to America from the rolling wine country of northern Italy. His native land, where the warm Italian sun is tempered by the cool climate of nearby Switzerland, is ideal for the production of fine wines. Sbarboro wanted to find such a land in America. His search ended in the gentle hills and



valleys of California's northern Sonoma County, 80 miles north of San Francisco. Here, with a group of early settlers from Italy and Switzerland, he established in 1881 what came to be known as the Italian Swiss Colony. He called the viticultural colony "Asti," after an important wine region of Italy.

Even a century ago, winemaking was not new to California. The early Spanish padres had planted vineyards at their missions in the late 1700's. But they used native grapes, which were not suitable for the production of fine, dry table wines.

56

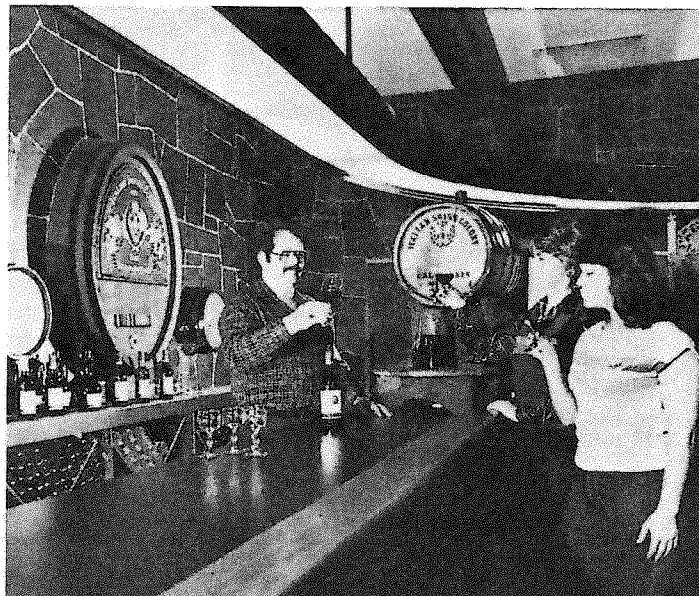


Sbarboro planted the classic varietal vines of Europe in his Sonoma County vineyards where climate influences were ideal. Then, in 1888, Pietro Rossi became president and for 25 years led Colony to inter-

national acclaim and awards, including the prestigious Grand Prix at Turin. Such worldwide acclaim continues to this day, reflecting a century of expertise and care in the fine art of winemaking.

## *Classic Vines and Wines*

Italian Swiss Colony blends skills that literally have been handed down through generations with modern techniques to produce wines of a fresh, clean style that are appropriate for the most elegant tables. Tailored to the taste of Americans today, Colony wines are offered in a full range, from the dry varietals, created



principally from one type of grape, to the generics which are blends of several varietals and vintages to maintain consistency from year to year. Whether varietal or generic, Colony wines continue to win acclaim. We're proud of our century-old reputation for producing consistently good, affordable wines for all occasions.

## *Wines for any Occasion*

## "The Journey Northward"

## "The Italian Swiss-Colony-A Business Enterprise"

Prophetess Preston - Her Creed and Her Practice. 6/20/86

We felt refreshed and invigorated next morning, when we bade the Geyservilleites adieu and continued on our journey. The courtesy extended us, and the novel and edifying experience of the evening previous, were still foremost of our thoughts, and will doubtless claim a niche in our memory till that faculty fades into oblivion and obscurity.

### THE ITALIAN-SWISS COLONY.

The next subject worthy of note which commanded our attention was the Italian-Swiss colony, which is situated on the main road about four miles south of Cloverdale, and extending along the same on both sides about two and one-half miles. This colony was established in 1881, by an Italian capitalist named Giovannini, who induced a number of his wealthy countrymen to embark in the enterprise, and thus a joint stock company was formed. From the stockholders eight directors were elected, and Mr. Giovannini, the projector, was chosen Secretary and Manager; E. Casanova, President; G. Ginocchio, Treasurer, and C. Mecchi, Superintendent. This tract of over 14,000 acres was purchased at the small sum of \$15 per acre, and the work of clearing the land and planting the same to vines was at once begun, and pushed forward with a degree of energy and enterprise that surprised every one. In about three years some 400 acres of brushy and heavily timbered land was cleared, put in shape and planted. At every gate opening from this land to the main road is erected a large signboard, on which is painted the words "Italian-Swiss Colony." The silent and concealed manner in which the work and business of the company was conducted gave rise to some idle and unfounded rumors, many believing to this day that these people are members of some religious clique, who came from Italy banded together on some mysterious religious theory, and who were endeavoring to solve the social problem, or to elucidate a principle unapparent to the casual observer, by living together and having everything in common.

### THEIR ANNUAL PICNICS.

These rumors were strengthened when on the year after this colony was established there arrived from San Francisco a hundred fashionable and aristocratic Italians, the majority of whom were young ladies and gentlemen, who spent about a week on the colony, dancing, feasting, picnicking and having a good time generally. It was claimed by those who were supposed to know that the visiting Italians were members of the same order, and that these festivities were reunions ordered by the leaders for the purpose of strengthening the purposes for which the colony was organized. It is claimed that some of the young bloods of Cloverdale were deeply smitten with the charming Italian maidens, but were unsuccessful in obtaining invitations to any of their gatherings, their advances being repulsed at every point.

### AN INTERVIEW WITH THE SUPERINTENDENT.

We found Mr. Mecchi in the fields superintending the vineyard work. He laughed very heartily when we spoke of the rumors in regard to the communistic theory of the colony, and said that it was a mere business enterprise, and nothing more. He explained that the picnics which took place on the grounds of the colony each year were composed of the families and friends of the city stockholders who come there each spring for recreation and enjoyment. The clearing of the land was found to have been done so much cheaper than any other similar work of which we ever heard, that for the benefit of those interested in the subject we give a few facts and figures concerning it. The clearing was all contracted for, and cost the company very little, the wood on the timbered parts more than paying for

putting the land in shape. On the brushy portions, where manzanita existed in abundance, it cost from \$2 to \$5 per acre. The manzanita roots were made into charcoal, the value of which very nearly equalled the cost of clearing. Where the brush was such that the roots could not be made into charcoal the average cost of seventy-five acres was \$22 per acre. The other work is all performed by laborers, who are paid from \$20 to \$25 per month in the winter, and from \$30 to \$35 in the summer, board and lodging furnished. The latter costs about thirty cents per man per day. In winter thirty-five men are employed, and about half that number in the summer. There are about thirty head of horses used. There are 550 acres of grapes under cultivation, the vines being from 2 to 5 years old; and about fifty acres will be put out the present season. There is also about 200 acres of grain and corn under cultivation. The varieties of grapes planted are about the same as planted by other vineyardists. Mr. Mecchi, however, informed the writer that there was now en route from Italy 10,000 vines, all of which were choice Italian sorts. The company is making preparations to erect a large brick winery next year on the northern part of the estate, which adjoins the railroad and on which there is an excellent stream of water. The railroad company has agreed to put in a switch and station for their convenience, and they claim that they can sell all the wine that they can make at good prices for many years to come to their Italian friends throughout the state.

"In the beautiful Russian River Valley, protected by high hills, thickly covered with firs, oaks, madrones and immense pine trees, is situated the now famed Italian-Swiss Agricultural Colony. It lies in a delightful basin four miles south of Cloverdale" (underlining added).

This article, or this writer at least, saw the Colony and the town of Cloverdale, apparently, situated in a separate and distinct "basin," apart from the Russian River Valley itself and certainly having nothing to do with the Alexander Valley. The "basin" concept for the locale of Cloverdale and the Colony has been noted previously in the portion devoted to Cloverdale. Many of the maps provided in the Cloverdale section, convey the idea that the town and immediate vicinity, is "nestled" serenely in some type of geographic pocket or basin. This may account for the lack of any historical reference to the town being a part of Alexander Valley.

## PACIFIC WINE AND SPIRIT REVIEW.

### THE ITALIAN-SWISS COLONY.

History of its Organization and Progress at Asti, Sonoma County.

In the beautiful Russian River Valley, protected by high hills, thickly covered with firs, oaks, madrones and immense pine trees, is situated the now famed Italian-Swiss Agricultural Colony. It lies in a delightful basin four miles south of Cloverdale.

The Colony was organized by Mr. A. Sbarboro and associates in 1881. It commenced with a membership of one hundred persons, who paid into the general fund one dollar per month for each share of stock which they owned, on the same plan as Mutual Loan Associations, from which it was an off-spring. As soon as \$10,000 was in the treasury, a committee was appointed to select a site for the colony. After traveling all over the State, the committee finally selected a tract of 1500 acres, then known as the Truitt ranch, four miles southeast of Cloverdale, bordering on Russian river and being on the line of the San Francisco and North Pacific Railway Company, on which it has a station that was named Asti, the name of a district in Italy, where the

winery, and from the Russian river. A side track from the San Francisco and North Pacific Railway Company is laid in front of the establishment, thus permitting the wine to be pumped from the winery into casks already loaded on the cars, by which the wine can be sent direct by the Southern Pacific Company to New York, Chicago, and all parts of the United States without a single re-handling.

During the past season nearly 400,000 tons of grapes were crushed, making about 600,000 gallons of wine, of at least fifteen varieties, all of which fermented to perfection. A large quantity of brandy was also made, and the distillery will probably be kept running during the entire winter.

The improvements on the farm are all on a vast scale and of good taste. The officers' quarters are equal to the finest country homes in Sonoma county, surrounded by beautiful gardens, where may be seen the finest and most delicate flowers blooming all the year round.

The population of the Colony is augmenting fast, both by natural increase and the arrival of new comers. The school house on the premises is well attended, one family alone in the Colony being blessed with ten children.



finest wines are produced. This place was selected on account of its similarity to the most favored parts of Italy, its climate and soil permitting the growing of almost anything produced in that favored land. Many of the plants set out have been imported direct from Italy, and now the olive of Lucca and Riviera the Mediterranean orange, the figs of Naples, the Barbera and Nebiolo vines of Asti, and the Chianti vines of Tuscany thrive side by side at the Colony, as though they had never been disturbed from their original bed.

All the work done on this vast plantation is performed by experienced Italian viticulturists and horticulturists on the same general plan as followed in the mother country.

At the present time the Colony has nearly 1000 acres of choice foreign grape vines, 100 acres of orchard, consisting of olives, lemons, Italian chestnuts, oranges, etc., and the work is steadily going on; more than 100 laborers and 50 teams being continually employed to grub trees up by the roots, plow, dig and turn the wild forests into delightful and profitable orchards and vineyards.

A concrete building for a winery with a capacity of over 1,000,000 gallons has been erected on the premises, together with a large and complete distillery and machinery, all of modern improvements. Abundant water is supplied by springs above the

The postoffice of Asti has been established, and beautiful villas have been built. A town site has been laid out and is one of the projects of the near future. Although the Colony has been in existence only a little over ten years, its fame has already gone abroad for and wide. The wines of the Colony have been awarded the highest premium at the Columbian Exposition at Genoa, Italy, and also the highest premium, a gold medal, at the Exposition lately held in Dublin, Ireland. This gives a good name to all the wines of California, but it especially shows the adaptability of the soil around Asti to produce some of the finest wines in the world.

The Colony has its vaults, occupying the entire block of Montgomery street in San Francisco, and has established agencies in New York, Chicago and New Orleans and has traveling agents all over the United States and Europe. The officers of the Colony are: P. C. Rossi, President; Dr. G. Ollino, Vice-President; A. Sbarboro, Secretary; London & San Francisco Bank (Limited), Treasurer, and the following directors: A. Malm, A. Malm, M. J. Fontana, I. Cuenin, D. Paroni and P. Campa.

Sonoma county and especially the surroundings of Cloverdale and Healdsburg, contains thousands of acres of virgin land, which with the enterprise shown by the above Colony, can be made to bloom like the garden of Eden.

It is apparent from advertisements placed in newspapers and the wine trade journals, that the owners of the Italian Swiss Colony never considered the winery or vineyards a part of Alexander Valley. The Colony was a heavy advertiser in the Pacific Wine and Spirit Review, particularly in the years 1900 to 1920 and then in the successor to this publication, the California Grape Grower. Frequently during this period, full page advertisements ran in every other issue of the Pacific Wine and Spirit Review. The four advertisements presented on the following pages are typical of those placed by the Colony: Pacific Wine and Spirit Review, November 30, 1900; same publication, November 30, 1909; California Grape Grower, April 1, 1921 and August 1, 1922.

P. C. ROSSI,  
PRESIDENT

A. SEABORO,  
SECRETARY

# ITALIAN-SWISS COLONY

ASTI, SONOMA CO., CAL.  
MADERA, MADERA CO., CAL.

... PRODUCERS OF THE FINEST ...

## CALIFORNIA WINES and BRANDIES

### SPARKLING CHAMPAGNES Sweet and Dry

(NATURALLY FERMENTED IN BOTTLES)

TRADE-MARK REGISTERED OCTOBER 8TH, 1895.

Grand Diploma of Honor

Highest Award Genoa, Italy, 1892

Gold Medal Cal. Midw. Fair, 1894

Gold Medal Dublin, Ireland, 1892

Gold Medal Columbian Exp'n, 1893

Silver Medal Bordeaux, France, 1895

DEPOT and CELLARS, 717-719-721 BATTERY ST.

MAIN OFFICE, 518 MONTGOMERY STREET, . . . SAN FRANCISCO

P. C. ROSSI VERMOUTH and FERNET-AMARO

Gold Medal Turin, 1884 + + Highest Award Chicago, 1894

L. GANDOLFI & CO., EASTERN AGENTS —IMPORTERS OF— ITALIAN WINES and PRODUCTS

427-431 WEST BROADWAY, NEW YORK

SPECIALTIES OF THE COLONY TIPO CHIANTI AND ALTAR WINES.

Advertisement for Italian Swiss Colony

San Francisco, Ca. November 30, 1900

Pacific Wine & Spirit Review, San Fran-

# Italian-Swiss Colony

63

LARGEST PRODUCERS OF THE FINEST

## California Wines and Brandies

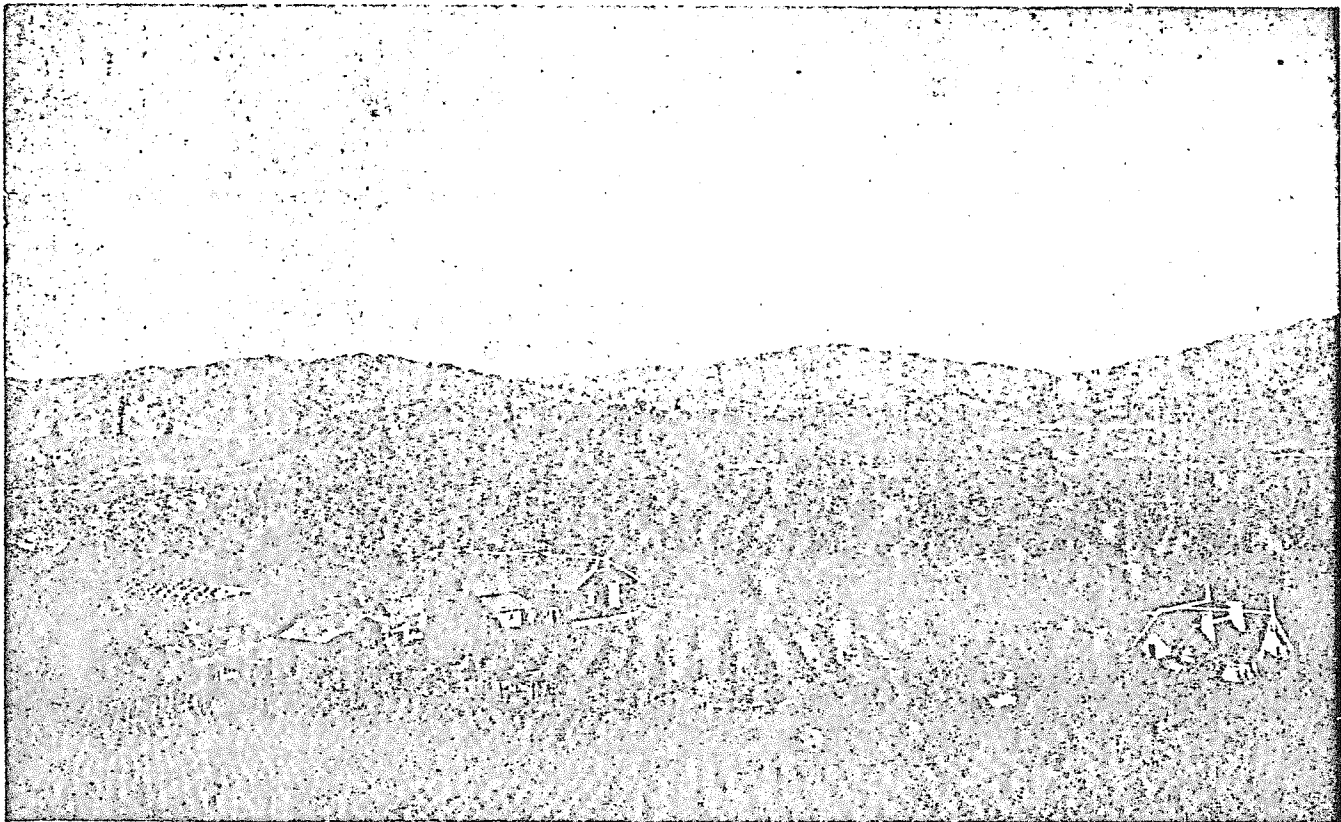
Vineyards, Wineries and Cellars at Asti, Fulton, Cloverdale and Sebastapol in Sonoma County; Madera, Madera County; Selma and Kingsbury in Fresno County, and Lemoore in Kings County, California.

PRODUCERS OF

## Sparkling Champagnes, Sweet or Dry

Naturally  
Fermented in  
Bottles

Trade-Mark  
Registered  
October 8, 1895



GRAND DIPLOMA OF HONOR, Genoa, Italy, 1892  
GOLD MEDAL, COLUMBIAN EXPOSITION, 1893

GOLD MEDAL, Dublin, Ireland, 1892  
GOLD MEDAL, Turin, 1898

GOLD MEDAL, CAL. MIDW. FAIR, 1894  
SILVER MEDAL, BORDEAUX, FRANCE, 1895

SPECIALTIES OF THE COLONY:

## Chablis, Tipo and Altar Wines

P. C. ROSSI VERMOUTH AND FERNET-AMARO

GOLD MEDAL, TURIN, 1884

HIGHEST AWARD, CHICAGO, 1894

PROPRIETORS OF THE AMERICAN VINTAGE COMPANY

Office and Salesrooms: Corner Battery and Greenwich Sts., San Francisco, Cal.

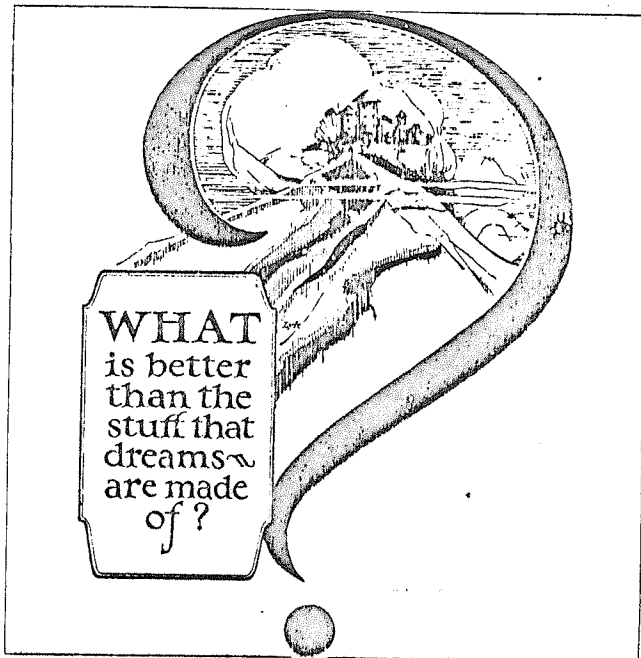
Vaults: 1235-1267 Battery St.

101-160 Greenwich St.

1334-1339 Sansome St.

NEW YORK OFFICE: West 11th and Washington Sts.

Pacific Wine and Spirit Review, San Francisco, Ca.  
advertisement carried frequently 1908, 1909-1910



### GRAPE JUICE

We are ready to distribute pure pasteurized red grape juice of the 1920 vintage, made at Asti, Sonoma County, from the finest varieties of European grapes, grown on hillside vineyards.

Our prices are somewhat higher than any others quoted. But our juices are of a quality that is unsurpassed. Let us send samples and quotations.

## ASTI GRAPE PRODUCTS COMPANY

Offices: 12 Geary Street, San Francisco

Plants: Asti, Chianti, Cloverdale, Sonoma County

# What?

What product is now being manufactured that again makes available the famous grapes of Asti, grown in "The Valley of the Moon" on the vineyards formerly belonging to the Italian-Swiss Colony?

What better indication of the quality of this product than the knowledge that from these same grapes and these same vineyards came TIPO and GOLDEN STATE CHAMPAGNE of world-wide fame?

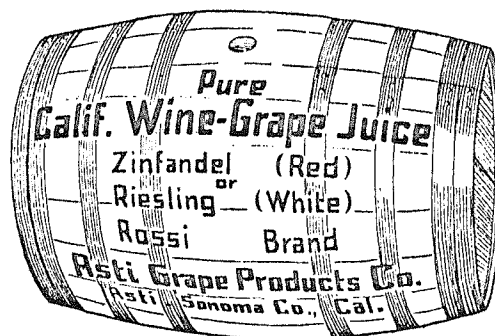
# MOONMIST

### A PURE GRAPE JUICE CONCENTRATE

This is Nature's newest product of the age-old vine. These wonderful grapes of Asti are pressed and the pure juice is concentrated. Only water is removed. Nothing is added, not even sugar. The natural flavor and tang remain. Two kinds are produced, RED and WHITE. Write or phone for prices.

# Grape Buyers, Attention!

YOUR "FRUIT JUICES" MADE FROM THE 1922 GRAPE CROP CAN BE  
MATERIALLY IMPROVED BY "BLENDING" WITH  
A NATURAL, MATURED



Agencies in nearly all sections of the United States. Stock carried in cold storage in various central points.  
Inquire for nearest delivery point.

## ASTI GRAPE PRODUCTS COMPANY

EDMUND A. ROSSI, President

E. SEGHESSIO, Vice-President

ROBERT D. ROSSI, Secretary-Treasurer

Owners of the famous Asti Vineyard and Plant

Formerly owned by the Italian-Swiss Colony

Vineyards and Plants: Asti, Chianti and Cloverdale, Sonoma Co., Cal.

OFFICES: 12 GEARY ST., SAN FRANCISCO, CAL.

Also Producers of "MOONMIST"—Wine Grape Juice Concentrate—from "The Valley of the Moon."

A great many stories were carried in newspapers and trade journals on the Colony. Almost anything that happened there seemed to make news. (The Colony had a full-time public relations person in H. F. Stoll, from about 1905 on and this probably accounts for so much publicity. It is believed that the first motion pictures of wine making in California were filmed in 1909 at the winery.) One story which must have been carried in many newspapers, concerns the burning of the superintendent's residence in May 1910. As a story in the Pacific Wine and Spirit Review relates, many distinguished guests stayed here, from kings to society figures. There are several references to the view from the house, such as "One of the notable features of the Villa Pompeii is the long wild grapevine arbor overlooking the Russian River . . ." but no mention of any Alexander Valley (see following page).

### Passing of a Notable Land Mark

A FAMOUS old landmark of Sonoma County was wiped out on Sunday night, May 15th, when the superintendent's residence at Asti was destroyed by fire. The old-fashioned but comfortable building was erected during the sixties, and when purchased by the Italian-Swiss Colony in 1881, was thoroughly repaired and renovated from attic to foundation. It was well cared for and in its verdant setting of fine old oaks, orange trees, beautiful shrubs and multi-colored flowers, it always presented a cheerful and inviting appearance.

Among the distinguished people entertained there were diplomats, ministers, university presidents and even royalty. Prince Luigi of Savoy, son of the late King of Spain and cousin of the present King of Italy, visited the Colony in 1896 with his suite of ten officers—in the party being Count Cagni, with whom Luigi afterwards went to explore the Polar regions. Prince Ferdinand of Savoy also enjoyed the hospitality of the Colony, in 1905, with Count Marengo di Moriondo and his suite of eight officers. So delighted were the royal parties with Asti that they remained there several days and the members were profuse in their expressions of genuine admiration.

In the summer months it was customary to entertain visitors at dinner out of doors, in a green arbor just off the dining room. Not long ago, Mrs. T. M. Malasani, wife of the popular superintendent of the Colony, transformed this beauty spot into a bower of golden oranges in honor of the visit of Governor J. N. Gillett. Unfortunately however, it drizzled the morning of his arrival and dinner was served indoors instead.

The burned building is to be replaced by a picturesque modern structure, but in the meantime, the Italian-Swiss Colony will not lack for proper accommodations and facilities to entertain noted visitors. Not far away, on a small hillock overlooking the valley, is the rustic and commodious bungalow of P. C. Rossi. It is called "Buen Retiro" and here the President of the Colony and his large family and their friends spend their summer vacation. Just opposite the Asti station is the "Villa Pompeii," Andrea Sbarboro's reinforced concrete fac-simile of the Vetti House uncovered among the ashes of Vesuvius at Pompeii. It is one of the show places of California.

One of the notable features of the Villa Pompeii is the long wild grapevine arbor overlooking Russian River, where over two hundred guests can be seated at the rustic table built for the purpose. It was here that the Sons of Hermann were entertained at luncheon by the Italian-Swiss Colony on Wednesday, May 11th. About 150 of the delegates that convened at Santa Rosa made the trip to Asti in automobiles. They visited the winery, inspected the new champagne plant where the bottling of effervescent wines was in full progress, and then enjoyed their lunch at the villa, when they had a chance to taste the Colony's choicest wines.

Pacific Wine & Spirit Review, San Francisco, Ca. May 31, 1910  
Guest house burns at Italian Swiss Col.

One of the guests in the superintendent's house just a few months previously was the governor of California in 1910, J. N. Gillett. Of particular interest in the coverage of his stay are the remarks to him from Pietro Rossi, president of the Colony:

"It gives us great pleasure to have you as our guest in this beautiful spot in Sonoma County, which thirty years ago was considered a barren waste fit only for grazing purposes, supporting only a thousand sheep and offering little encouragement for future development. Today we will have an opportunity to show you what a wonderful transformation has taken place in this brief span of thirty years..."


This story is taken from the Pacific Wine and Spirit Review of February 28, 1910. There are several references to Asti, California, even to nearby Cloverdale, in the story but none to Alexander Valley. The phrase "barren waste" used by Rossi would never fit any part of Alexander Valley, even in its pristine state! (See xerox copy, following page.)

The Santa Rosa Press Democrat's Special Edition of January 28, 1912 devoted a full page to the Colony winery. The opening paragraph of the story begins:


"The largest dry wine vineyard in the world is located at Asti, some five miles south of Cloverdale. Thirty years ago this magnificent property was a sheep pasture, the land being covered with grass and wild oats and with oaks and madrona trees. Today it is a beauteous landscape of vine and villa..."

In a special boxed story on the same page, entitled "California's Most Famous Winery," the text begins:

"One of the show places of Sonoma county is the Italian-Swiss Colony's immense winery and vineyard at Asti, where more distinguished visitors have been entertained than at any similar institution in California. Besides the largest wine-tank in the world, with a capacity of 500,000 gallons, just ten times as large as the famous tun of Heidelberg...."



## Governor Gillett at Asti, California



WHEN Governor J. N. Gillett alighted at the station at Asti at noon Friday, he was given an enthusiastic reception by the school children and residents of the district. An elaborate luncheon was served at the Colony House of the Italian-Swiss Colony, where the Governor had an opportunity to taste some of the choicest wines of the State. In the afternoon, he was driven over the 2,500-acre vineyard of the colony and then inspected every department of the immense winery and storage vaults.

The Governor was especially interested in the new two-story reinforced concrete building, 100 by 100 feet, which is nearing completion and is intended for the manufacture of California champagne. While the colony for years has produced, together with their excellent dry wines, several high-class sparkling wines, they have made this branch of the industry only a side issue. But now that Congress has adopted the new tariff protecting native sparkling wines, it is their intention to manufacture champagne on a large scale, and in order to provide the necessary funds to carry on the undertaking successfully, they have recently added about \$300,000 more to their capitalization.

When, some years ago, Governor Gillett was a representative of Congress, he showed his loyalty to California by working hard for a tariff that would protect the products of this State. This prompted Mr. P. C. Rossi, when they were examining the vaults on the lower floor, to remark: "Governor, you are in a way responsible for the erection of this building, for if we had not been encouraged by the favorable new tariff of Congress on wines, we never would have dreamed of putting more of our time, energy and capital into the development of this costly champagne enterprise."

And as they emerged from the building and looked over the smiling landscape, Mr. Rossi added: "Undoubtedly one of these days we will have the satisfaction of having you as one of our representatives in the Senate at Washington, D. C., and very probably further discussions will arise on the benefits of a protective tariff. We hope you will remember the day you visited Asti and saw the inception of our production of champagne. The possibilities are great. We have the proper grapes, the right soil and an unequalled climate here in Sonoma County, and we feel certain that in a few years we will be able to offer the people of the United States not only the fine dry wines which have made California famous, but also fine sparkling wines that will in every way equal the choicest French product and bring further glory to our State."

For years the Italian-Swiss Colony has been experimenting with the manufacture of champagne. The only thing they lacked was an experienced hand to direct their efforts. On his recent visit to the champagne district of France, Mr. Rossi overcame this obstacle by securing the services of M. Charles Jadeau, who for 25 years has had charge of one of the most important champagne establishments in France. Under his leadership, the colony will be able to produce sparkling wines that will no doubt soon achieve the popularity of their famous dry and sweet wines.

Pacific Wine & Spirit Review, San Francisco, Ca. Feb. 28, 1910 p 48-49  
"Gov. Gillett Visits Asti"

Governor Gillet, who thoroughly appreciates the importance of the viticultural industry of this State, was charmed with his first visit to Asti, and late in the afternoon, when he departed for Cloverdale, declared that his day's outing was very enjoyable and that he intended to "come again sometime during the vintage season."

The following is a speech by P. C. Rossi on the occasion of the visit to Asti of Governor James N. Gillett, Friday, 19th:

**G**OVERNOR GILLETT AND PARTY: We cannot let this auspicious occasion pass without inflicting on you a little formality, as we want to express our appreciation of the honor you have done us in visiting Asti today.

It gives us great pleasure to have you as our guest in this beautiful spot in Sonoma County, which thirty years ago was considered a barren waste fit only for grazing purposes, supporting only a thousand sheep and offering little encouragement for future development. Today we will have an opportunity to show you what a wonderful transformation has taken place in this brief span of thirty years. If the industry is properly encouraged, there is no reason why similar results could not be achieved in many parts of California where millions of acres could be utilized in the growing of wine grapes.

By hard work, patience and perseverance, the Italian-Swiss Colony has succeeded in clothing these barren hills with a mantle of flourishing and productive vines, which now give employment to hundreds of laborers, support hundreds of families and produce choice wines which have added materially to the prosperity of the country and helped to advertise the wonderful resources and possibilities of California throughout the United States and Europe.

We feel proud that we have succeeded in producing dry wines which European and American connoisseurs have pronounced equal, if not superior, to the foreign product. But while we have had cause to rejoice at the success we have achieved, we have always felt that our mission was not complete unless we could produce a sparkling wine that would rival the world-famous French champagne.

Our hard-earned dry wine victory has made us forget the countless drawbacks and discouraging obstacles that marked our pathway for many years. But we did not feel that we had reached our goal yet—for there was still another field for us to conquer. We have been constantly asked why California, which produces as fine dry wines as are to be found anywhere in the world, did not also produce a champagne that would equal the French sparkling wine. We did not answer that question, but simply made up our minds that we would try to capture the immense market in the United States as soon as we could surmount certain difficulties.

In a quiet and unassuming way we experimented for years and after careful and patient work, we felt satisfied that we could turn out a champagne that would delight connoisseurs and bring new glory to the viticultural industry of California.

There is not one reference in the entire page devoted to the Italian Swiss Colony winery to its being located in, at or near the Alexander Valley of Sonoma County. (Note its claim to having more visitors than any other winery. See xerox, following page.)

During the 1915 Panama Pacific Exposition in San Francisco, honoring the completion of the Panama Canal, an International Viticultural Congress was held in the city as well. The owners of the Italian Swiss Colony winery hired a special train and transported all of the delegates to Asti. The story in the Pacific Wine and Spirit Review of July 31, 1915 states: "They had a fine view of the thousands of acres of vineyard of the Italian Swiss Colony and of the picturesque route through which the train ran taking them from San Francisco to Asti." Again, no mention of Alexander Valley (see xerox copy, subsequent pages).

It might be argued by the uninformed that Alexander Valley was not well-known enough circa 1900, for it to be mentioned in any newspaper or journal other than strictly local, i.e., Sonoma County newspapers. This simply is not true. The Napa Register of September 13, 1895 observes: "D. E. Greninger today went over to Alexander Valley in Sonoma County, 22 miles west of Calistoga, to start H. B. Chase's distillery to running. . . ." The Independent Calistoga, Calistoga, Ca. of July 20, 1895 carries a story that Napa capitalists "have bought a part of "J. G. Osbourne's [sic] property in Alexander Valley and will shortly build a new cellar . . . ." In the Pacific Wine and Spirit Review of September 23, 1895 a story appears on the opening of the new S. L. Osborn

# ITALIAN-SWISS COLONY'S BIG PLANT

Famous Vineyards Known Far and Wide as the Largest Dry-Wine Producers in

## CALIFORNIA CHAMPAGNE RIVALS THAT OF FRANCE

### WORLD'S LARGEST WINE TANK HERE

Brief History of an Institution Which  
Has Grown to Enormous Proportions  
and Now Ships Its Product  
All Over the Civilized World

The largest dry wine vineyard in the world is located at Asti, some five miles south of Cloverdale. Thirty years ago this magnificent property was a sheep pasture, the land being covered with grass and wild oats and with oaks and madrona trees. Today it is a beautiful landscape of vine and villa, dotted with rose-covered wine cellars and the picturesque colonnade quarters. It is the home of hundreds of happy, busy, contented and prosperous people.

The colony was established in 1881. Leading business and professional men gathered and discussed the project. Although they did not foresee the great success of the Italian-Swiss colony, they did see a future in grape-growing and they joined with Andrea Isabella to finance the plan.

The enterprise at Asti was launched. It was intended to be a strictly co-operative farming association. Monthly installments of one dollar per share, on the building-and-loan principle, were to furnish the funds. A total of 2,000 shares were subscribed. Nine directors were elected, to serve without pay.

The by-laws of the organization provided that all permanent employees of the ground should be members, and that preference should be given to Italian and Swiss laborers who were former citizens of the United States or such. It was their intention to become citizens of the United States and to be paid forty dollars a month. They were to be paid for their work and comfortable

### CALIFORNIA'S MOST FAMOUS WINERY

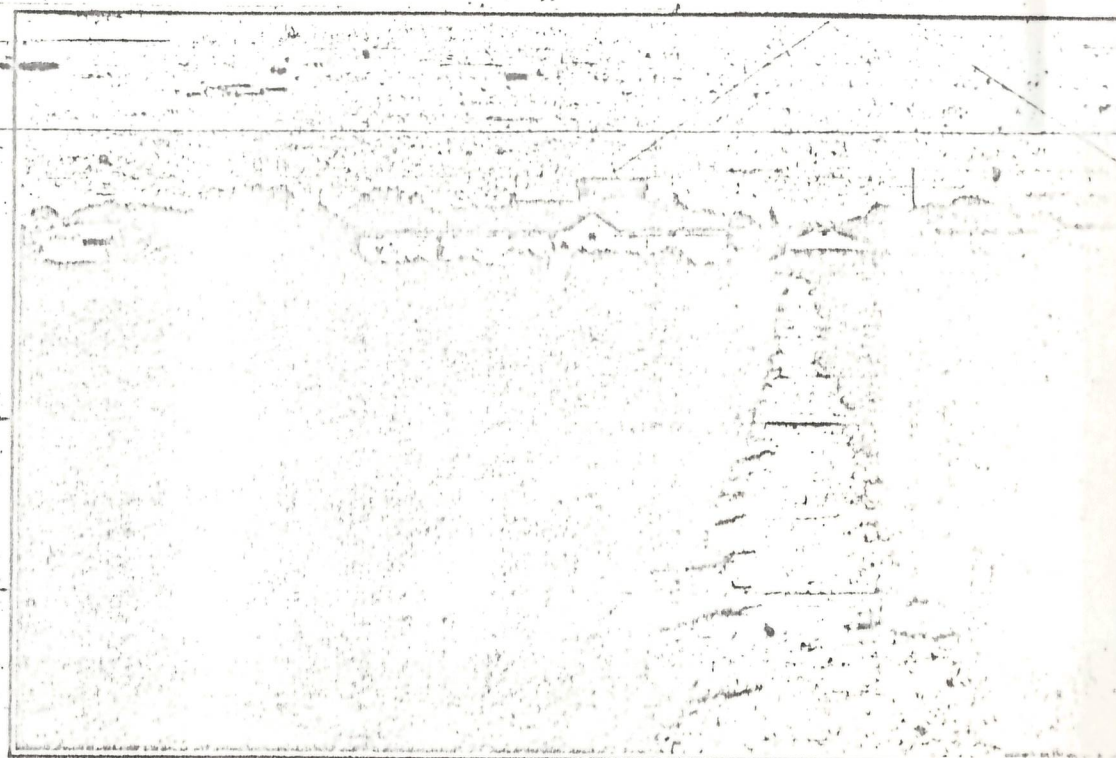
One of the show places of Sonoma county is the Italian-Swiss Colony's immense winery and vineyard at Asti, where more distinguished visitors have been entertained than at any other similar institution in California. Besides the largest wine-tank in the world, with a capacity of 500,000 gallons, just ten times as large as the famous tun of Heidelberg, the visitor is amazed at the extent of the vineyard, which consists of 1,750 acres and gives them the distinction of being the largest dry-wine producers in the United States.

But the building which the superintendent takes the greatest pleasure in showing is the new champagne cellars, where is stored nearly a million bottles of the finest natural white and red sparkling wines and California champagne.

This achievement of the Italian-Swiss Colony was the pride of the late P. C. Rossi, whose lamentable death occurred only a few months ago. The building referred to is a substantial reinforced concrete Mission structure, 100 feet by 100 feet, two stories in height, built especially for its purpose and equipped with every kind of machinery and appliance imported from France expressly for the production of the choicest

naturally fermented-in-the-bottle champagne, sparkling Burgundy and Muscato.

of the co-operative plan, and that had kept it alive when the price offered was inadequate. It is an



GENERAL VIEW SHOWING MAIN WINERY AND SOME OF THE MANY BUILDINGS

wines have won in competition with time consumed, and the patient labor of the world's best. Here are some of the necessary to supply a champagne for previous awards. Gold medals at all the Colony's unexcelled Golden State, these fairs: Genoa, Italy, 1892; Dublin, Ire., in the early spring, a large blending of the Colony's finest white wines Chicago, 1893; Midwinter Fair, San Francisco, 1894; Bordeaux, France, 1895; Guatemala, Central America, 1897; Paris, France, 1900; Pan-American Exposition, Buffalo, N. Y., 1901; St. Louis Exposition, Missouri, 1903; Lewis and Clarke Exposition, Portland,

a very important part in the process of fermenting wines in the bottle. They are piled up in stacks in a temperature of from 55 to 72 degrees Fahrenheit. The bottles are placed horizontally on wooden planks, so that single bottles which plodding, cannot damage others in their neighborhood. The fermentation of carbonic acid and its intimate combination with the wine place with great energy in the

January 28, 1912

## PACIFIC WINE, BREWING AND SPIRIT REVIEW

WINE MEN OF THE WORLD VISIT THE ASTI  
VINEYARDS.

On the 15th of July the hospitality of the Asti Vineyards and of Chevalier Andrea Sbarboro was again extended to a gathering of men from all parts of the United States and from all parts of the world. The delegates attending the International Viticultural Congress, which met at Festival Hall in the world's fair in San Francisco, were taken on a special excursion to the Asti Vineyards, arriving there at 10:30 a. m.

Lunch was served in the magnificent vine arbor at Chevalier Sbarboro's Pompeiian villa on the banks of the Russian River at 12:30 o'clock.

When at Asti the visitors were shown through the immense wineries and through the great plant where another batch of 500,000 bottles of "Golden State" is in the making. They had a fine view of the thousands of acres of vineyard of the Italian-Swiss Colony and of the picturesque route through which the train ran taking them from San Francisco to Asti. Chevalier Sbarboro and the Colony people endeavored to let this showing of true California hospitality abound with all its generosity and the visitors had an opportunity of enjoying the golden sunshine amid a scene that is decidedly picturesque.

A number of Santa Rosans, including the legislative representatives of the county, met the distinguished visitors at Asti and lunched with them at the Pompeiian Villa.

This was a large and notable gathering of men interested in the viticultural industry, world-wide in importance. Incidentally it showed to these men from all parts of the United States and other lands something of the importance of the wine industry in Sonoma, the greatest dry wine county in the New World.

winery in Alexander Valley. The issue of January 31, 1901 takes note of the "Alexander Valley Winery" being incorporated and gives the officers. In May 1907, a brief story appears on Otto Michelson being named superintendent of the Alexander Valley Winery. In the October 31, 1907 edition, the publication provides: "A trip through Alexander Valley . . ." with a listing of all the wineries. Dozens if not hundreds of items on Alexander Valley viticulture appeared in the Pacific Wine and Spirit Review from 1885 (see page 8 of this report, the publication devoted a full page to "Healdsburg and Alexander Valley") to 1920 and the advent of Prohibition.

The Italian Swiss Colony winery has had millions of visitors since its founding in 1881. Many of those visitors have been of considerable prominence in the world and their visit to the winery received significant press coverage. There have been many other reasons for activities at the Colony to make newspaper headlines over the past one hundred years (such as the building of the largest wine tank in the world). It does not appear that any of the millions of visitors to the Italian Swiss Colony winery over the past 100 years has been told he or she was standing in or viewing the Alexander Valley of Sonoma County, California. No advertising, no promotion undertaken by the Colony itself has ever claimed it was a part of the Alexander Valley. Apparently no newspaper reporter, no radio or television script writer or broadcaster has ever stated the Colony winery was located in Alexander Valley.

### Conclusion

Some attempts have been made in recent years to link Alexander Valley and Cloverdale through the United States Department of Interior Geological Survey Maps. These maps, going back perhaps as far as 1920, show Alexander Valley stretching as far north as Cloverdale. These maps are in error and are not in accord with historical record nor with prevailing concepts of the residents of Alexander Valley in that time period. No one has attempted to correct this error because, until now, it had little impact on the residents of the valley.

The Board of State Viticultural Commissioners of California, formed in 1880, published in 1891 a Directory of the Grape Growers, Wine Makers and Distillers of California. This Directory lists all growers and wine makers by their postal address. There is no listing for "Alexander Valley." The known growers in Alexander Valley in that period (the names have been rather precisely culled from local newspapers) are listed under the towns of Geyserville or Healdsburg. There is no listing of any Alexander Valley growers under the town of Cloverdale.

In 1893, the Board of State Viticultural Commissioners published a study of phylloxera damage to Sonoma County: Report of I. DeTurck, Commissioner for the Sonoma District. In this report, the growers of the townships of "Cloverdale, Knight's Valley, Mendocino and Washington" are all listed together under the general heading "Fourth District." Again Alexander Valley growers are not listed <sup>under the valley,</sup> but under the towns of Geyserville

or Healdsburg. The designation "Fourth District" was not created by the Board of State Viticultural Commissioners. The "Fourth District" is the Fourth Supervisorial District of the County of Sonoma, created about 1879-1880. The county is run by "supervisors" elected from each district. There is no relationship whatsoever to the forming of this district designation and the lands known as "Alexander Valley." The four townships of Cloverdale, Knight's Valley, Mendocino and Washington encompass many thousands of acres larger than even the most generous concept of Alexander Valley could ever be!

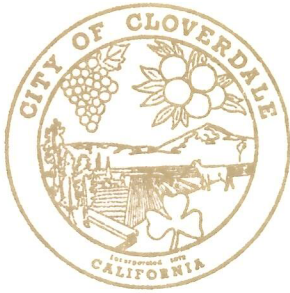
Alexander Valley's viticulture history dates back as far as Cloverdale's though admittedly, if only the lands of Cyrus Alexander are considered, it remained much smaller until about the turn of the century. But when Alexander Valley came to mean (by 1910) the lands stretching across the Russian River to the state highway now designated as 101 and the railroad and running as far north as Geyserville, this was a rich grape producing and wine producing region with many wineries. Though many of the vines in Alexander Valley were pulled out in the 1930's when the demand for wine varied so much nationwide, the valley never lost sight of its wine heritage, unlike Cloverdale which turned to the Citrus Fair and citrus crops many decades before and paid scant attention thereafter to viticulture.

The passage of time often brings about changes in the public awareness or concepts of institutions, attitudes, even geographic regions such as the area encompassed within a certain named "valley." The "Valley of The Moon" is today strictly

defined as being the same as the "Sonoma Valley." The "Valley of the Moon" was made famous by writer Jack London who gave this title to one of his books. But as can be discerned from the advertisement on page 65 of this study, the Italian Swiss Colony winery once advertised a grape juice as "Moonmist" and claimed it came from the Valley of the Moon. This once was applied by some individuals to the area stretching from the town of Sonoma to northern Sonoma County. Sonoma Valley residents never appreciated this attempted theft of their heritage, however.

The public concepts of what constitutes the lands of "Alexander Valley" have changed considerably over the years. They once were applied only to the two Spanish leagues of land (about 11,000 acres), given to Cyrus Alexander. But by the turn of the century, Alexander Valley as a "valley" concept broadened and in its northern extreme was carried to Geyserville and the immediate vicinity.

There is no evidence, however, that the public concept of Alexander Valley has changed in recent years to include the area and/or town of Cloverdale, California.



An Equal Opportunity/  
Affirmative Action Employer

## CITY OF CLOVERDALE

P. O. Box 217 • 124 North Cloverdale Blvd., Cloverdale, California 95425

December 17, 1982

Mr. Jim Whitley, Director  
Bureau of Alcohol, Tobacco & Firearms  
Federal Building  
1200 Pennsylvania Avenue  
Washington, D.C. 20226

Dear Mr. Whitley:

As an elected representative of the City of Cloverdale, I am writing to express our City Council's concern about the proposed viticultural area to be known as Alexander Valley (Federa; Register vol. 47. No. 161. August 19, 1982; notice no. 418.). We strongly believe that the Cloverdale area should be included in this appellation.

Since its settling by westerners in the 1800's, the Cloverdale area has been linked with the wine industry by our wineries and especially by our land, of which the majority is planted in vineyards. Geographically it is obvious that our valley is part of a larger east-west running valley; the Alexander Valley. Just north of our town this valley ends abruptly in craggy rocks where two mountain ranges meet. Going south, following the course of the Russian River, the valley narrows and broadens at various points, until finally ending near the Healdsburg/Chalk Hill area. It seems arbitrary to us to cut the valley in two at one of these narrow points when it so obviously ends naturally just north of Cloverdale.

The formation of viticultural appellation areas is to benefit the consumer. As the Cloverdale area is part of one continuous valley that historically has been planted with vineyards, it is consistent with the goal of consumer protection to include Cloverdale in the Alexander Valley appellation. The opposite ends of our valley certainly have more in common with each other than there are differences between them and make up a complete and unique micro-climate, the Alexander Valley.

We appreciate this opportunity to make our opinion known to you.

Sincerely,

[Redacted signature]

Jack Domenichelli  
Mayor

JD:jmc

cc: Nick Esposti  
Sonoma County Supervisor